

FTC: Turning of the screw on children's advertising
UHF: Positioning for parity in TV penetration

Broadcasting Jun 10

The newsworthy of broadcasting and allied arts

Our 43d Year 1974

NEWSPAPER

Women are selling "FamilyAffair" for us.

WTCG Atlanta
WJZ-TV Baltimore
KFDM-TV Beaumont
WBZ-TV Boston
WCHS-TV Charleston
WRET-TV Charlotte
WLWT Cincinnati
WNOK-TV Columbia, S.C.
KTVT-TV Dallas-Ft. Worth
WHBF-TV Davenport
WLWD Dayton
WDSM-TV Duluth
WICU-TV Erie
WSPA-TV Greenville, S.C.
WITN-TV Greenville, N.C.
WTTV Indianapolis
WTAJ-TV Johnstown

KCMO-TV Kansas City
WKPT-TV Tri-Cities
KHAS-TV Lincoln, Neb.
KNOE-TV Monroe, La.
WSM-TV Nashville
WYAH-TV Norfolk
WOW-TV Omaha
KYW-TV Philadelphia
KDKA-TV Pittsburgh
KPHO-TV Phoenix
KPIX San Francisco
WAND Springfield, Ill.
KDNL-TV St. Louis
WHEN-TV Syracuse
KTSB Topeka
WTTG Washington, D.C.
WECT Wilmington

Viacom

If a man answers, don't hang up.

57101 C0404SFA JUN/75
FREE PUBLIC LIBRA
SI
FALLS

SIoux FALLS PUBLIC LIBRARY
SIoux FALLS, S. DAK.

**...Associated
Press Radio, a
news service
in sound,
will begin
operations
this fall...**



The Professionals Are Coming!
ap^r

KANSAS CITY (AP)—Associated Press Radio, a news service in sound, will begin operations this fall.

Wes Gallagher, president and general manager of the 126-year-old news service, made the May 31 announcement at the annual meeting of the Associated Press Broadcasters Association in Kansas City.

The new service will feature a packaged newscast hourly plus on-the-spot reports from correspondents throughout the country and world, Gallagher said.

He said AP Radio would include a number of specialized programs, including voicecasts of those making news, complete coverage of special events such as Presidential news conferences, and a complete package of sports, business and agricultural news.

"We are confident that AP Radio will provide the most complete and most flexible news programming in sound available, as a supplement to the AP broadcast news wire," he said.

The Associated Press currently serves more than 3,400 broadcast stations and most of the newspapers in the United States. AP also serves news-

papers and broadcast stations around the world and maintains offices in 54 foreign countries.

"The announcement that AP Radio will begin operations follows more than a year of preparation," Robert Eunson, AP's vice president in charge of broadcasting, said. "We have digested the suggestions and recommendations of broadcasters throughout the United States. We are anxious to fulfill the needs of broadcasters and will continue to call upon the Associated Press Broadcasters Association and other broadcasters in order to fulfill that goal. We are confident that AP Radio will be the most comprehensive and the most useable audio news service available," he added.

Eunson said an operations chief and a chief engineer would be named shortly. He said selection of a staff would

be completed later this summer.

"Not only have we received applications from hundreds of broadcast newsmen," Eunson explained, "but we also have received firm commitments from a very significant number of broadcast stations who will use the service from the day it begins."

He said the number of stations committed to AP Radio "exceeds 100," and said he expects that number to double by October. The Associated Press currently provides a news wire to broadcast stations from its New York headquarters and from bureaus located in every state. In addition, it provides several other types of news wire devoted to special news interests, and photographic services to both television stations and newspapers.

Bob Eunson, Vice President
AP Broadcast News
50 Rockefeller Plaza
New York, N. Y. 10020

- We would like full details and information on **AP RADIO**
- Please have your AP representative in my state contact me about **AP RADIO**

Name _____

Title _____

Station _____

Address _____

City _____

State _____ Zip _____

WTEV means full coverage **PROVIDENCE AND AREA**



Representative:
THE MEEKER COMPANY, INC.

WTEV

The main gates of Brown University located on the east side of Providence. Chartered in 1764, it is one of the nation's oldest and most prestigious colleges.

With an effective buying income of almost six billion dollars, this market is an unusual opportunity for advertisers.

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

Channel
6
abc

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

Closed Circuit®

Full disclosure. Plans are said to be virtually set to introduce new feature into local TV ratings books, probably this fall, so that users can easily see extent of mathematical reliability — or unreliability — of each rating. Broadcast Rating Council has had plan in works for two years or more, in cooperation with broadcasters, agencies, rating services and others, and BRC board is expected to vote this week on new standard that would make inclusion of such information — via symbols alongside ratings themselves — mandatory for rating services accredited by council. Both Nielsen and Arbitron are said to be preparing to put it into effect with their fall sweeps.

So-called boilerplate in Nielsen and Arbitron reports contains formulas from which to compute standard error for individual ratings — but these are complex and, so far as is known, seldom used. Idea is to show for each rating how it stacks up under such formulas, since reliability varies widely, depending on sample size. Some salesmen reportedly have reservations, fearful it will make selling harder, but advocates say it's information that all users ought to have, including programers as well as buyers and sellers, and that making it available will put broadcast research far ahead of that in other media.

Syndicators' Yalta. At high-level meeting scheduled in New York Wednesday (June 12), National Association of Broadcasters Chairman Andrew Ockershausen (Evening Star Stations) and President Vincent T. Wasilewski will "extend olive branch" in effort to get TV program suppliers back as exhibitors at next year's annual NAB convention in Las Vegas. Program firms all but boycotted convention last March in Houston. This week's meeting was arranged by NAB officials, is expected to attract officers of major program firms. Syndicators last week weren't sanguine about prospects of agreement.

Terms. New contract Television Bureau of Advertising board approved for Norman E. (Pete) Cash in moving him from president to vice chairman (see page 22) is for five years, taking him to age 60 when he'll be eligible for retirement. Salary is said to be "substantial." Last fall, when move similar to this was initiated, \$30,000 a year was proposed. He has drawn \$90,000 as president. It's not clear whether new agreement assigns specific duties, though understanding is he'll continue in speaking roles for TVB.

Nay-sayer. One unfriendly witness broadcasters can expect at Senate hearings on license renewal legislation next week is Bruce Wilson of Justice Department. Deputy assistant attorney general for antitrust, he has been key Justice official in recent rash of petitions filed against renewals of newspaper-affiliated broadcast properties. Mr. Wilson can be expected to oppose provision contained in most of 13 pending renewal bills — including one passed by House (H.R. 12993) — that would prohibit FCC from denying license renewal simply on ground of media crossownership.

Mr. Wilson has said department would prefer to have commission handle crossownership matter by rule, such as

one now pending that would force break-up of commonly owned media in same market. But if commission does not adopt that rule or one like it, Justice would like freedom to continue its present practice. This puts department on collision course with White House's Office of Telecommunications Policy which, as it did in House hearing, will testify in Senate in favor of legislation barring case-by-case restructuring of industry through renewal process. However, OTP has taken no position on rule barring media crossownership.

Two-thirds off? If FCC adopts proposal of its fee committee, only 34% of its over-all budget will be recouped through new fee system premised on Supreme Court's landmark decision last March decreeing that fees must be limited to value of "benefits" received by regulated enterprises. When highest court torpedoed old fee system, FCC had just devised schedule that was within 8% of defraying all its costs.

Fee committee, comprising representatives of each of FCC bureaus and headed by Daniel R. Ohlbaum, deputy general counsel, reportedly evaluated services rendered to regulated entities as distinguished from benefits to public. These concerned filing fees for various services, annual fees and, in case of broadcasting, transfer fees, which heretofore had been assessed at 2% of sale price. New schedule would be based on gross revenues of licensed entity. (If station is money-loser it would pay minimum or possibly no transfer fee.) For fiscal 1974, which ends June 30, total of \$26 million in fees had been collected against appropriation of \$38.6 million. For fiscal 1975, based on proposed new schedule, FCC would recover about \$15 million out of total appropriation of \$44.8 million.

Month's breather. FCC will hold its regular Wednesday meeting on July 31, convene again Aug. 1 and then scatter to four winds for customary August hiatus. But at least one member of FCC is expected to be in Washington to act as "committee" in emergencies. Next regular meeting would be after Labor Day (Monday, Sept. 2).

Complaint department. TV stars and others disgruntled with structure of industry's Emmy awards will get hearing soon. After next weekend, when new administration takes over at National Academy of Television Arts and Sciences (John Cannon, New York TV and radio personality, is incoming chairman), moves to straighten out situation are to be made — first undoubtedly appointment of committee of members to meet with awards committee to thrash out problems. Awards committee is expected to be headed again by present chairman, Joseph B. Bluth, Image Transform Inc., Los Angeles. Mr. Cannon says he's determined to promote "a more positive image" for Emmys.

Open road. FCC members who have muttered about small travel allowances will have less complaint if Congress approves FCC appropriations for fiscal 1975 as proposed. Present limit — \$3,500 per year for each commissioner for travel and per diem allowances — would be increased to \$4,500 under pending measure, beginning next July 1. But some will argue they will still be out of pocket with hotel and food costs what they are.

Top of the Week

Getting tough: Apparently unimpressed by ad industry's self-regulatory endeavors, FTC Chairman Lewis Engman tells AAF convention of plans to push ban on premium advertising to children, questions propriety of other youth-oriented commercial practices. Industry officials react with dismay. Mr. Engman's counterpart at FCC, Richard Wiley, delivers milder message on fairness. Page 18. CBS's John Schneider visits both men, asks that self-regulation be given another chance. Page 19.

Backtalk. Mobil's Rawleigh Warner has some unkind words for networks' treatment of his industry in energy coverage, scores prospects of "monopoly censorship." Page 20.

Self help. Cable industry, responding to inflationary economy and conviction that it is underselling itself, is taking the case for increased subscriber rates to the grass roots — in a big way. Observers say nearly half nation's systems are seeking higher tabs and, in most cases, are getting them — but not without a fight. Page 23.

Too much, too soon. FCC's pre-emptive ways on cable regulatory front get bad marks from National Association of Regulatory Utility Commissioners. And Henry Geller, who'd like to see major rewrite job on present rules, finds a foe in AMST. Page 25.

Mismatch. Nielsen has the key to this year's prime time ratings story and, final tally shows, CBS has the lock. Network garners all but one of top 10; M*A*S*H, Waltons are biggest gainers. Page 28.

Sharing. Public television hopes it's found way to spread out decision making, capital commitments with new National Station Program Cooperative. Here's how it works. Page 32.

Growing up. "The fields are green but not golden," is the way one UHF broadcaster characterized the medium. But to a service that has waited 22 years for full citizenship, the greenery offers much cause for optimism. A Broadcasting special report examines the uphill climb of UHF and the ascent still ahead. Page 35.

Thing in the basement. Tempers are flaring on Capito! Hill over allegations that some congressmen, broadcasters, are using internal production facilities for purposes other than nonpartisan communications. And if either of those parties is to suffer as result, it isn't likely to be the legislators. Page 46.

Bad move. Justice Dept. is again lambasted by broadcast interest for trying to use renewal process to achieve cross-ownership goals. Challenged Stauffer blasts department for "pressure tactics," bad timing. Page 49.

Scratch sheet. The large field of entries in the FCC's domestic satellite race, announced a year and a half ago, has narrowed to the point where much of the excitement is gone. Page 51.

Call for reciprocity. FBI's Clarence Kelley says he wants to help and be helped by media. He urges caution in reporting crimes that tend to perpetuate themselves when publicity is available. Page 53.

On the move. MPC's Ken Joseph spends a third of his time on the road. For him, that's a slowdown pace. A Broadcasting "Profile." Page 73.

Cutback in children's commercials will be urged upon NAB's TV board to head off government action

National Association of Broadcasters is moving toward tightening TV code time standards in children's programming, responsive to increasing pressure from FCC, Federal Trade Commission and Congress. One official, terming matter "real hot potato," implied association has seen "merit" in government's argument that broadcasters, not advertisers or agencies, should police advertising on children's programs.

Signal went from NAB executive committee to code board officials who met in New York (June 7) to map out adjustments, presumably for submission to NAB television board, which meets in Washington next week and is ultimate authority for code changes. Present code permits 12 minutes of commercials per hour in Saturday and Sunday 7 a.m.-2 p.m. periods. FCC Chairman Richard E. Wiley, talking of possible FCC action to impose time limits, spoke of nine and half minutes in children's time, same as code limit for network affiliates in prime time (*Broadcasting*, May 27).

New York meeting of code board members had originally been called to talk about loosening some time standards so that more independent stations could remain in NAB membership after code subscription becomes mandatory for all NAB members next year. There is now "absolutely no" disposition to relax standards, code spokesman said. Group was said to have considered such questions as commercial clustering and "clutter" problem peculiar to independents, practice of some advertising agencies of using their own adaptations of NAB code to impose penalties in buying time.

In another Friday meeting, code board's comparative advertising committee authorized Code Authority to prepare point-by-point comparisons of existing comparative ad guidelines — those of NBC, ABC and American Association of Advertising Agencies — for future use of committee. Consensus was that comparative advertising can benefit consumer — provided it's handled honestly.

Still maneuvering on copyright

Absence of Senator Edward Kennedy (D-Mass.) and Hugh Scott (R-Pa.) postponed all-important mark-up of copyright-revision bill by Judiciary Committee from last Thursday (June 6) until tomorrow (June 11). Array of amendments that will be introduced began rounds last week. Professional sports interests and National Collegiate Athletic Association had trouble finding sponsor for their compromise proposal on Section 111 — sports blackout provision. Compromise is similar to 75-mile protection restriction now required of broadcasters; rule would prohibit importation of pro or collegiate telecast by cable systems within 75-mile radius of game of same sport being played by college. Section 111 fight will be between Senator McClellan's (D-Ark.) proposal to send blackout issue to FCC and Senator Edward Gurney's (R-Fla.) plan to delete blackout section without mention of FCC jurisdiction.

Senator Gurney also will introduce amendment to delete broadcaster liability from Section 114 on performers' copyright (cable, background music services and jukeboxes would still be liable). His amendment would exempt all broadcasters, not just those grossing less than \$100,000, as reported by *Broadcasting* June 3. Senator Sam Ervin (D-N.C.) will have amendment to kill Section 114 altogether. Also expected is another Gurney amendment, co-sponsored by Senators Marlow Cook (R-Ky.) and Strom Thurmond (R-S.C.), to halve schedule of fees cable systems would pay for use of broadcast signals.

Wiley undeterred on regionals

FCC Chairman Richard E. Wiley says that, "contrary to some speculation," commission considers its "first experiment" in moving out into country to meet public and broadcasters "a success in terms of our intended objectives." As result, he says, commission in fall will take its "so-called 'traveling road show'" into other areas of country.

Chairman offered assessment of May 23-24 meeting in Atlanta (*Broadcasting*, May 27) and announced commission's intention to resume regional meetings in Washington address to Government-Industry Telecommunications Conference of National Association of Manufacturers (also see page 50).

Chairman also said: (1) recently completed three-year staff study on fairness doctrine (*Broadcasting*, May 20) will go to commission this week, (2) commission task force has been set up to work full-time (beginning July 1) on developing recommendations for streamlining FCC's adjudicatory processes. Task force, which is to report by June 30, 1975, will be headed by Louise Florencourt, now with Opinions and Review, and will include one other lawyer. Federal Communications Bar Association, in response to request from Chairman Wiley (*Broadcasting*, May 6), will cooperate in project.

And in Biloxi speech to Mississippi Broadcasters convention (Saturday, June 8), FCC's new general counsel, Ashton Hardy, disclosed that completion of two other long-pending items is in sight: clarification of commission's existing equal employment opportunity rules, and rulemaking to establish commission's and licensee's responsibilities under National Environmental Policy Act.

EEO document affects broadcasting, cable television and common carrier industries, and deals with hiring and promotion practices. Mr. Hardy expressed hope material would help regulated industries better understand their EEO responsibilities. Under environmental-policy rules as proposed by staff, Mr. Hardy said, erection of typical broadcast tower would be considered as having major impact on environment. This would require commission to file impact statement with Environmental Protection Agency.

Back to Chicago for NAB in '76

Shift in location of 1976 annual conventional of National Association of Broadcasters from New Orleans Superdome to Chicago's McCormick Place and Conrad Hilton hotel has been recommended by NAB's executive committee. Panel met in Washington last week for "general housecleaning" session before joint board meets, June 18-20.

Among business committee approved and sent to joint board for ratification, besides convention change (NAB promises to look at New Orleans "at later date" when dome construction is completed), was rules change package that will allow TV board to hold elections by mail ballots. TV and radio board elections will be held concurrently for first time this year. Also subject to joint board approval is decision to add new research to and republish NAB's *Engineering Handbook* (at cost of more than \$100,000) and finance in-house study of CATV's impact on radio.

Government relations department report on prospects of killing Section 114 of copyright-revision bill — establishing performers' royalty — was positive, but staff stopped short of guaranteeing deletion when Senate Judiciary Committee meets tomorrow (June 11) for mark-up.

Committee also accepted resignation of first-term radio board member William McKibben, president and general manager of WEBR(AM) Buffalo, N.Y., who quit under "pressures of business," he said. Virginia Pate Wetter, president and general manager of WASA(AM)-WMDG(FM) Havre de Grace, Md., who was runner-up to Mr. McKibben

in 1973 elections, automatically assumes his post as Class A representative. Wetter replacement brings second woman to NAB board — Kitty Broman, elected at Houston convention last March, was first.

NBN in on, Mutual out of WLIB buy

National Black Network, New York, is acquiring its first station ownership interest and Mutual Broadcasting System has lost opportunity to do same. Attorneys for Inner City Broadcasting Co., licensee of WLIB (AM) New York, last Friday (June 7) filed application with FCC to assign 57% of firm's outstanding and proposed stock (but only 38% of voting control) to NBN. Consideration would be execution of \$550,000 convertible subordinate debenture. Inner City, with NBN backing, now has necessary capital to acquire WBSL (FM) New York for \$1.35 million from Novik interests' New Broadcasting Co. FCC has already been asked to approve that transaction.

Black-owned Inner City and white-controlled Mutual had signed letter of intent under which Mutual would have bought in (*Broadcasting*, May 6). Inner City Vice President Percy Sutton said, however, that decision to switch to black-owned NBN had "absolutely nothing" to do with race; he said NBN offer was "substantially" better than Mutual's — point disputed by latter's president, Edward Little, who said company was "disappointed" to have lost out on deal. Mr. Sutton added that present WLIB and WBSL affiliation agreements will not be affected by new ownership situation. FM is now affiliated with both NBN and competing Mutual Black Network, AM is tied with NBN only.

In Brief

Other side of fence. Brian Lamb, assistant to director of Office of Telecommunications Policy for congressional and media relations, is leaving that post Friday (June 14) to become editor of *Media Report*. New biweekly newsletter, copublished by conservative columnist Kevin Phillips and Albert Sindlinger, of polling organization, is aimed at journalists and others in print and broadcast media. Newsletter regularly publishes results of Sindlinger polls on attitudes of public toward various media-connected subjects and surveys on market trends. Mr. Lamb, who will also be vice president of newsletter's parent organizations, Media Research Inc., is former reporter for UPI and one-time aide to Senator Peter Dominick (R-Colo.), had been with OTP for more than three years.

Still on their own. Doyle Dane Bernbach and Wells Rich Greene, two of Madison Avenue's more creative ad agencies, have discontinued merger talks. Discussions were "not fruitful," said agency spokesman, who refused to elaborate.

Counter. Group of major Hollywood producers filed joint opposition to National Association of Independent Television Producers and Distributors' new, conditional request of U.S. Second Circuit Court of Appeals for stay of FCC's prime access rule (early story page 30). NAITPD request is irregular, improper and designed to interfere with orderly appellate procedures in case, group contends. Joint filing is on behalf of Warner Bros., Columbia Pictures, National Committee of Independent TV Producers and Goldwyn Studios.

Losers. National Public Affairs Center for Television has received only lukewarm reception from PTV stations in first elimination rounds of National Station Cooperative (see page 32). One NPACT program, *Washington Connection*, and five proposed documentaries were rejected by stations

for fall PBS schedule. NPACT's veteran *Washington Week in Review* was approved, however. Still another, *Washington Straight Talk*, is pending, could go either way. Of 49 proposed programs eliminated from co-op by stations thus far (from total of 93), only one other is known to public: WNET-TV New York's *Soul!*, dropped from PBS schedule last year due to inadequate funding, lost chance for resurrection in first round. Stations have also approved NPACT's \$1.3 million special events package, which includes impeachment coverage.

PTV officials last week were expressing great concern that WNET's entire program proposal could be rejected by stations. While *Soul!* and Fred Wiseman documentary are only WNET shows definitely out, others, including *Black Journal* and *American Chronicle* (last minute replacement for *Bill Moyers' Journal*) were being given negligible chances for survival.

Trying again. Attempt to break logjam that has kept Army from buying radio and television spots for recruitment campaigns has been renewed by Senator Birch Bayh (D-Ind.), who introduced "sense of Congress" amendment, co-sponsored by Senator Richard Schweiker (R-Pa.), to 1975 military procurement bill that directs military to "utilize all major forms for public media, including broadcast media" in ad campaigns. Fiscal 1974 appropriations bill report contained similar language; nevertheless, Secretary of Army Howard Callaway says he won't make budget request for funds because of congressional "constraints" he believes exists. Bayh amendment, it is hoped, will set record straight.

Pressure play. Building steam behind Screen Actors Guild petition to limit network reruns to 25% of prime-time programming, Dennis Weaver, president, has asked members for outpouring of mail to FCC. He says reruns are responsible for "staggering 85% unemployment rate" among SAG members and for "the incredible rise in network profits . . . last year a record-breaking \$2 billion." Motion picture and TV Association negotiators are still mulling SAG demands submitted last month calling for 25% increase in minimum salaries (now \$138 for day, \$483 for week), as well as other significant changes in the present contract — including 100% compensation for each network prime-time rerun in season. Other demands call for 80% compensation for network prime-time reruns out-of-season; 50% of minimum salaries for first-syndication reruns; 100% compensation for theatrical release of TV movies, cost of living increases, and increase to 8¼% (from present 6¼%) of contributions to the union's health and welfare funds. American Federation of Television-Radio Artists is joining SAG in negotiations, with both making clear there is to be no further differentiation between film and tape production.

Bows out. Sanford K. Bronstein, Miami businessman indicted last month for misappropriation of \$525,000 from hospital he formerly headed, has withdrawn from company challenging licensee of Post-Newsweek's WPLG-TV Miami (*Broadcasting*, May 27). Tropical Florida Broadcasting Co. last week asked FCC for leave to change its competing application to include Mr. Bronstein's withdrawal as stockholder and director, necessitated by his "sudden loss of employment and the concomitant adverse changes in his financial situation."

UHF togetherness. Total of 207 UHF TV stations (more than two thirds of all U's in country) have voted to establish new organization representing specific UHF interests. Interim coordinating committee headed by Kaiser Broadcasting's Richard Block was established last week. Represented on six-person body are officials of UHF affiliates of each network, independents, PTV stations and PBS. Four subcommittees will meet during next two months to foster policy for new organization — as yet unnamed — in areas of information, technology, government and organization.

Still talking. Rev. John McLaughlin, Jesuit priest and Nixon aide, will address Chesapeake AP Broadcasters convention (June 14-16) at Cumberland (Md.) country club.

Late Fates. *Keith Fischer*, executive vice president, Corporation for Public Broadcasting, Washington, leaves to join Warren, Muller, Dolobowsky, New York, as executive vice president with responsibility for all account service. Mr. Fischer came to CPB in 1972 from Grey Advertising, New York. *Arnie Kleiner*, sales manager of Westinghouse Broadcasting's WBZ-TV Boston since 1972, has been named sales manager of company's TVAR (Television Advertising Representatives), New York. *Lee S. Eden*, VP of TelCom Associates, New York independent program consultants, named director of programing, newly created post for Corinthian Broadcasting Corp., New York. *For earlier reports see Fates & Fortunes*, page 59.

Headliners



Hilton

Robert Hilton, VP and regional manager, BBDO, San Francisco, elected chairman, American Advertising Federation; **Carl W. Nichols Jr.**, chairman, Cunningham & Walsh, New York, elected senior vice chairman, AAF board, and vice chairman, Eastern region; **James S. Fish**, VP-consumer communications and marketing services, General Mills, Minneapolis, elected vice chairman, Central region; **Jack Ehrig**, president, Ricks-Ehrig Inc., Seattle, elected vice chairman, Western region, and **William Sharp**, advertising manager-allied products, Coca-Cola, elected secretary-treasurer. (AAF convention coverage page 18.)

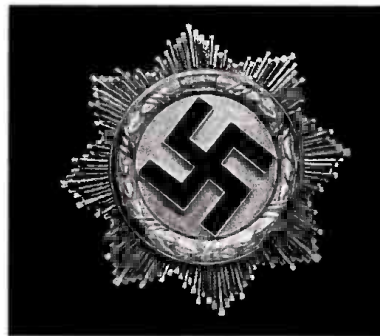
Paul R. Dooling, executive VP, marketing services, William Esty Advertising, New York, elected president, replacing **Robert B. Betts**, who becomes board chairman. Incumbent chairman **John H. Peace** elected chairman of executive committee; he'll continue as chief executive officer. Executive shuffle allows "Mr. Peace and Mr. Betts to continue the Esty policy of intensive top management involvement on an expanded list of accounts."

Index to Departments	Closed Circuit	5	Finance	57	Open Mike	10
Broadcast Advertising	Datebook	10	For the Record	61	Playlist	56
Broadcast Journalism	Editorials	74	Monday Memo	14	Profile	73
Cablecasting	Equipment & Eng.	51	Media	46	Programing	28
Changing Hands	Fates & Fortunes	59	Music	55	Special Report	35

The Commanders



Dwight Eisenhower
Supreme Commander of the Grand Alliance



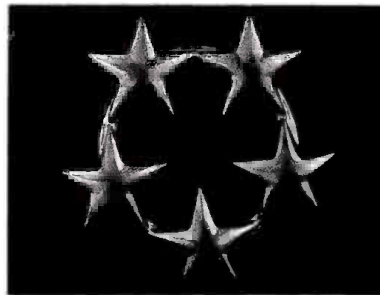
Erwin Rommel
Field Marshal of the German Army



Isoroku Yamamoto
Grand Admiral, Imperial Japanese Navy



Sir Arthur "Bomber" Harris
Marshal of the Royal Air Force



Douglas MacArthur
Supreme Commander, Pacific Theater of War



Sir William Slim
Field Marshal, British Army



Georgi Zhukov — Marshal of the Soviet Union

7 ONE HOURS / COLOR FIRST RUN

Co-produced by BBC-TV and Time-Life Films

Using secret and smuggled footage *never seen before*
... to tell 7 important stories never told before—
the impact of 7 individuals on world history.

already sold to

Albuquerque	KOB-TV	High Point, N.C.	WGHP-TV	Pittsburgh, Pa.	WIIIC-TV
Atlanta	WSB-TV	Houston	KPRC-TV	Portland, Me.	WCBB-TV
Baton Rouge	WLPB	Little Rock	KATV	Portland, Ore.	KGW-TV
Beckley, W. Va.	WSWP-TV	Louisville	WHAS-TV	Raleigh/Durham	WTVD
Boston	WNAC-TV	Miami	WCKT	Sacramento	KCRA-TV
Buffalo	WGR-TV	Mississippi ETV Net		St. Louis	KSD-TV
Charlotte	WSOC-TV	Monroe/EI Dorado	KTVE	San Francisco	KTVU
Cincinnati	WCPO-TV	Nashville	WSM-TV	Seattle	KOMO-TV
Cleveland	WEWS	Norfolk	WTAR-TV	Spokane	KREM-TV
Columbus, Ohio	WTVN-TV	Orlando/Daytona	WFTV	Tampa	WTVT
Duluth	KDAL-TV	Panama City, Fla.	WDTB-TV	Washington, D.C.	WTOP-TV
Greenville, S.C.	WFBC-TV	Phoenix	KTAR-TV	Wausau	WSAU-TV



Time & Life Building
New York, N.Y. 10020
(212) 556-7783



ON AIR

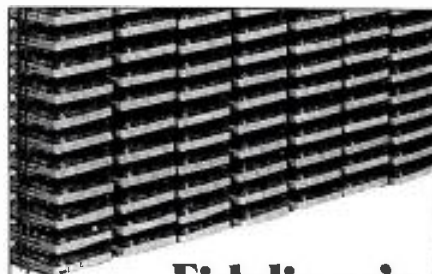
... your Broadcast Studio will really be off limits when Fidelipac's new Studio On Air Light is lit. Its brilliant red lettering on jet black background can be seen even in the brightest ambient light conditions. Face plate made of unbreakable Plexiglas®, comes complete with lamps and mounting hardware. Measures 5" high by 10" long by 2½" deep. Available now from your Fidelipac distributor for just **\$28.95**



FIDELIPAC®

3 Olney Ave., Cherry Hill, N.J. 08034
(609) 424-1234

Fidelipac is a registered trademark of TelePro Industries Incorporated
Plexiglas is a registered trademark of Rohm and Haas Company



Fidelipac's Hot Convertible



The new Cart-A-round Storage Racks. Each WR-25 Modular Rack holds 25 Type A Cartridges... eight can be mounted on our Mobile Carousel Base to make up the MR-200. Convert to wall mount by using the brackets supplied.

Want more information on Cart-A-round Racks and the other new Fidelipac Professional Accessories? Contact your distributor or

FIDELIPAC®

3 Olney Avenue
Cherry Hill, N.J. 08034
(609) 424-1234

Fidelipac is a registered trademark of TelePro Industries Incorporated

Open Mike®

Cash and carry

EDITOR: I've got some good news and some bad news about your May 27 "Closed Circuit." First the good news: You astutely included *Wild, Wild World of Animals* as one of the hot prime-access series for fall '74, and rightly so. Sales for the second year are pouring in. Now the bad news: You not so astutely described it as a "barter entry." *Wild, Wild World of Animals* is not and never has been offered in any manner other than straight cash. Barter was never intended, let alone implemented. Please set the record straight.—*Don Menchel, Time-Life Films, New York.*

A hit

EDITOR: I disagree most strongly with your appraisal that the FCC regional meeting held in Atlanta May 23-24 was a "flop" ("Closed Circuit," May 27). The 700 broadcasters who attended found the meeting extremely helpful, and the session designed for licensees, therefore, could in no way be termed a "flop."

Regarding the Thursday session for the general public... the fact that only some 200 citizens showed up just might be an indication that the vast majority of the

public is satisfied with the job being done by broadcast licensees in the Southeast. In fact, there were one or two noble souls who came to the meeting to say just that.—*Bert H. Hatch, executive director, Georgia Association of Broadcasters, Atlanta.*

No mention was made

EDITOR: David Reichberg's May 27 "Monday Memo" concerning the direct-market advertising potential for television was intelligent and informative. It did come as a surprise, however, that Mr. Reichberg did not mention radio—which at the moment is doing a great job for many direct response advertisers.

Everyone would agree television does a great job selling. However, whether you are talking about direct response or institutional advertising, radio reaches a segment of the market not reached by television. Radio has a unique way of touching a listener and is unparalleled as the personal medium. This is the potential radio holds for the direct market advertiser.

The key to the effective use of broadcasting for direct marketing is a mix of both radio and television.—*Bob O'Brien, Selcom Inc., San Francisco.*

Datebook

■ Indicates new or revised listing.

This week

June 9-11—*Publi-Cable* conference. Mount Vernon College, Washington. Contact: B. P. Patterson, Publi-Cable, (202) 833-4108.

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

June 11-13—*Armed Forces Communications and Electronics Association* annual convention. Speaker: Robert W. Samoff, RCA. Sheraton Park hotel, Washington.

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

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

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

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

June 15-18—*Georgia Association of Broadcasters* annual convention. Jekyll Island.

Also in June

June 16-18—*Florida Association of Broadcasters* convention. Ponte Vedra Club, Ponte Vedra Beach.

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

■ June 17-19—*Central Educational Network* engineering seminar. Michigan State University campus, East Lansing.

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

■ June 18-19—*National Cable Television Association* board of directors meeting. Washington.

June 18-20—*Senate Communications Subcommittee* hearings on revision of license-renewal process. Room 5115, Dirksen Senate office building.

■ June 19—*National Broadcasters Club* reception honoring FCC Commissioner James H. Ouello. Broadcasters Club, 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—*General Instrument Corp.* annual stockholders meeting. Robert Treat hotel, Newark, N.J.

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

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

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

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

June 25—Tentative date for *Senate Communications Subcommittee* confirmation hearings on nom-

WWJ-AM/FM
*make things
happen in
Detroit.*

WWJ AM/FM now join The Christal Company's
Select List of America's great radio stations
"Making Things Happen" in
National Spot Radio across the nation.

WGY/WGFM
Albany/Schenectady/Troy

WSB AM/FM
Atlanta

WAPI AM/FM
Birmingham

WSOC AM/FM
Charlotte

WHIO AM/FM
Dayton

WTIC AM/FM
Hartford

KTRH/KLOL
Houston

KFI
Los Angeles

WOD/WAIA
Miami

WTMJ AM/FM
Milwaukee

WSM AM/FM
Nashville

WTAR AM/FM
Norfolk

KFAB AM/FM
Omaha

KTAR
Phoenix

WEAN/WPJB
Providence

WHBF AM/FM
Quad Cities

WPTF/WQDR
Raleigh/Durham

KWKH/KROK
Shreveport

WSYR
Syracuse

THE
CHRISTAL
COMPANY

inations to FCC. Dirksen Senate Office Building, Washington.

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

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

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

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

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

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

July

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

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

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

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

July 7-8—*South Carolina Broadcasters Association* summer convention. Landmark Inn, Myrtle Beach.

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

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

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

July 10-13—*Colorado Broadcasters Association* summer convention. Speakers include: Richard Wiley,

FCC chairman, and Grover Cobb, senior executive vice president, National Association of Broadcasters. Village Inn, Steamboat Springs.

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

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

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

July 18-21—*American Radio Relay League* national convention featuring technical innovations in FM, ICs, and antenna design. Waldorf-Astoria hotel, New York.

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

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

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

August

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

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

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

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

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

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

September

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

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

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

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

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

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

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

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

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

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

October

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

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

■ Oct. 4-6—*American Women in Radio and Television* midwest area conference. Sheraton Valley Forge, Valley Forge, Pa.

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

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

Oct. 9-11—*Western Educational Society for Tele-*

communications annual convention. Golden Gateway Holiday Inn, San Francisco.

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

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

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

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

Oct. 18-19—*Information Film Producers of America* 1974 national conference. Vacation Village hotel, San Diego.

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

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

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

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

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

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

November

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

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

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

Nov. 13-16—*Society of Professional Journalists, Sigma Delta Chi* 1974 national convention. TowneHouse hotel, Phoenix.

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

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

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

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

December

Dec. 2-5—*National Association of Regulatory Utility Commissioners* 86th annual convention. Town and Country hotel, San Diego.

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

Major meeting dates in 1974-75

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

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

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

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

Nov. 13-16—*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.

Advertisement

NOTICE

APPLICATION PROPOSALS FOR THE CABLE TELEVISION FRANCHISE IN THE CITY OF WAUKESHA, WISCONSIN.

The Cable Television Commission of the City of Waukesha, Wis. hereby solicits all interested parties to apply for a franchise to provide cable television service to the residents of the City.

Applications must be prepared and submitted in accordance with the "Procedural Guidelines for the Preparation of Application Proposals for the Non-Exclusive Cable Television Franchise for the City of Waukesha, Wisconsin" manual. This manual and a copy of the City's Cable Television Enabling Ordinance are available from the undersigned.

The deadline for all applications is Noon, September 24, 1974. All applications must be accompanied by non-refundable \$1000 application fee.

Gerald Janis
City Attorney
Waukesha City Hall
200 Delafield St.
Waukesha, Wisconsin 53186
Phone (414) 547-2201

BROADCASTING PUBLICATIONS INC.

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

Broadcasting

The newsweekly of broadcasting and allied arts

TELEVISION®

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

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Carol Dana, Joseph A. Esser, Don Richard,
Michael Shain, *assistant editors*.
Ted Vaden, *staff writer*.
Jonathan Tourtellot, *editorial research*.
Laurie Endter, Joanne Ostrow, Patricia Thach,
Donna Wyckoff, *editorial assistants*.
Lucille DiMauro, *secretary to the editor*.

BUSINESS

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

ADVERTISING

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

CIRCULATION

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

PRODUCTION

Harry Stevens, *production manager*.
Bob Sandor, *production assistant*.
Susan Cole.

ADMINISTRATION

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

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.

Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.
Leslie Fuller, *staff writer*.

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

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

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



* Reg. U.S. Patent Office.

© 1974 by Broadcasting Publications Inc.

Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

Doubleday Media Offers LEADING WEST TEXAS STATION.

Full-time AM.
#1 since 1955!
Dynamic market growth.
Excellent cash flow.
\$600,000 including real estate.
Call Bob Dalchau collect: (214) 233-4334.



Doubleday Media

Brokers of Radio, TV, CATV, and Newspaper Properties.

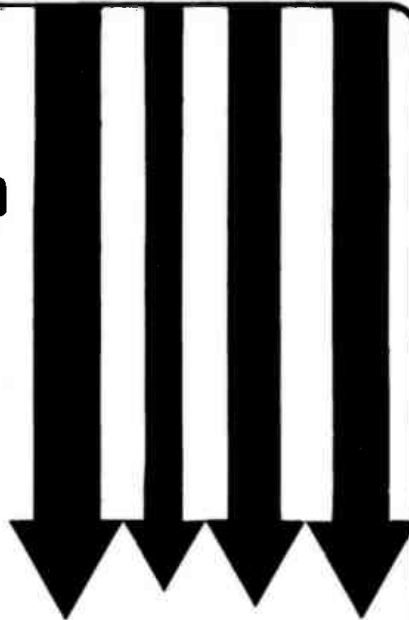
Regional Managers

Bob Dalchau, 13601 Preston Rd., Dallas 75240, 214-233-4334.
Neil Sargent, 1202 E. Maryland Av., Phoenix 85014, 602-264-7459.
Peter V. O'Reilly, 1730 M. St. N.W., Washington 20036, 202-872-1100.

TAPECASTER

X-700RP

- Automatic deck
- Precision adjustable head bracket
- Heavy-duty air-damped solenoid



TAPECASTER

HOT LINE

TOLL FREE ORDER NUMBER

800 638-0977

PLEASE USE OUR REGULAR NUMBER FOR SERVICE AND TECHNICAL INFORMATION

TAPECASTER TCM, INC.

Box 662 • 12326 Wilkins Avenue, Rockville Maryland 20851
Area Code 301 881-8888

Monday Memo®

A broadcast advertising commentary from Zal Venet, president, Venet Advertising, New York

A marriage that's growing stronger every year: Pathmark and broadcast

Retailers have edged up to television somewhat like the reluctant virgin who approaches the marriage bed with a little bit of fear mixed in with a lot of fascination. It took a lot of persuasion to get a major retail client of ours to meet the groom at least halfway. Happily, now that the marriage has been consummated, it's likely to remain a happy union, because for Pathmark, the supermarket chain, we chose the right medium at the right times.

Pathmark is a chain of over 100 stores in six Eastern States. Most are large, with a wide variety of merchandise. Its policies are innovative, including 24-hour shopping. It has consistently achieved the highest per-store volume of any supermarket chain in the country.

When Pathmark launched its chain some six years ago, we suggested a radical departure in retail strategy by including television as part of its total media mix. Who ever heard of a grand opening on the airwaves? No one. But Pathmark was ready to give it a try, and its gains were enormous. All this didn't mean reckless abandonment of newspapers, circulars, point-of-sale and the rest. It merely meant a broadening of scope to include whatever tools seemed to fit the immediate problems best. Television is by its nature showier and splashier than an old-fashioned bag stuffer. But in some cases, only a bag stuffer will do the job.

Our basic concept of flexibility for the client—which we came to call "Path-marketing"—recently led to two swiftly created campaigns in response to the urgent needs of our client and his customers.

Suddenly last summer, the food shortages hit. Convulsive price increases. Hold-backs. Strikes. Chaos on every level. Food stores were buffeted back and forth by the whims of farmers, manufacturers and shippers. Worst of all, the supermarket became a target for the public's fury.

At the end of July, the hot line was born. Up to this point we'd been sharing our problems with each other and not with the shoppers. We'd placed ads and canceled them, saturated items and prices, and substituted for the substitutions. We were vainly trying to proceed with business as usual when business was most unusual. We needed to communicate and communicate fast. Our customers needed facts.

By Aug. 1, Pathmark's Food Facts Hot Line was on the air. Two calm spokespersons (one of them, Ruth Caldwell, is actually Pathmark's staff home economist) told shoppers that a short-



Zal Venet was working as an advertising artist when he formed his own agency in 1954. With offices in New York and Union, N.J., the firm bills \$15 million annually and employs more than 80 people. Venet is heavy in retail advertising and promotion, and besides Pathmark supermarkets, the agency handles Brooke Bond Foods.

age was a shortage, and acknowledged the shockingly high prices. The consumer was being treated like a concerned adult instead of an adversary.

Television was being used for speed as well as direct communication. Ruth Covell and James Karen (the actor who is our "Mr. Pathmark") were on 24-hour call along with agency personnel. Stations agreed to clear new commercials as fast as our own couriers delivered them.

The hot line commercials talked about everything the customers wanted to know. We told them of the best ways to get proteins and vitamins on the table; we steered them to cheaper cuts of beef and warned them of impending price rises or tipped them off to available price reductions. The sign-off line remained the same: "At the Pathmark Food Facts Hot Line, we're here to help you."

The fact that this series had a staggering 80% recall is ample proof of its effectiveness. And beyond that, the hot line telephone system we set up—flanked by radio, coordinated print, in-store bulletins and displays—pulled as many as

10,000 calls a day. And business at the stores soared to the highest volume ever.

But if you think back to December and January, with too little gas and not enough heating oil, it was obvious that straight facts were not enough. This was an emotional time, calling for emotional action.

Pathmark's 24-hour shopping policy was under attack because of the energy crisis. It seemed to many that Pathmark was encouraging wasted energy, but in fact, its stores were using less than before. Stores had turned out lights and lowered thermostats, had reduced speeds of their trucks and formed car pools for their employees.

Now we had to tell the story to the people who mattered—the shoppers. This was step one in Pathmark's energy program. We used newspaper ads and in-store materials, but this was not enough.

We knew we needed something more emotional, and we created the "N-R-G" song almost overnight. It was the TV commercial that single-handedly licked Pathmark's own crisis over energy and turned it into a major asset. Although the point was stressed that "Pathmark is turning out the lights," the viewing audience was captivated by the lyrics to the "N-R-G" song as performed by the Newark Boys Chorus:

"You gotta put out the lights,
Turn down the heat,
Get to where you're going
On your own two feet . . .
Save an 'N,' save an 'R,' save a 'G.'"

The magic of the Newark Boys Chorus captured our audience, and our audience called us to let us know. Avco Records released the song as a single and built an album around it; *Scholastic* magazine published it; so did a major music-publishing firm that distributes to choral groups and marching bands. Columnists wrote about it; public broadcasting stations requested it; news programs used it.

Did it work for Pathmark? Did it solve the problem?

Within two or three days, all protests had ended against stores that were lighted for 24-hour shopping. Surveys showed 80% awareness; 20% of those questioned said "Pathmark is turning out its lights." Another 20% said "Pathmark is helping during the energy crisis."

The Pathmark story is not finished. In fact, it is only beginning, as it is for every retailer. We live in a fast changing world. We talked to Pathmark's customers with every communications tool we could find. We leveled with them via television, radio and telephone. And we cheered them up with a meaningful song. And we'll continue to communicate—and change our message as conditions change. It works.

Books for Broadcasters

301. **BROADCASTING YEARBOOK**, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. 1974 Edition. \$17.50, or \$15.00 prepaid
302. **1974 BROADCASTING CABLE SOURCEBOOK**, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid
303. **THE LIGHTER SIDE OF BROADCASTING**, a selection of 124 Sid Hix cartoons reprinted from *BROADCASTING Magazine*. An excellent gift item. \$5.50
304. **TO KILL A MESSENGER** by William Small. From his vantage point as News Director and Bureau Manager of CBS News in Washington, Mr. Small thoughtfully and thoroughly examines the role of television news in our society. He tells of the inside, factual problems of the day-to-day decision-making process of selecting and presenting news. "Engrossing and valuable . . . excellent scholarship."—*Washington Post*. 320 pages. \$8.95
305. **BROADCAST JOURNALISM**, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". \$6.95
306. **BROADCAST MANAGEMENT**, Radio and Television by Ward L. Quaaf and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/8" x 9 1/4", charts, index. \$8.95
307. **CLASSROOM TELEVISION: New Frontiers in ITV** by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages; 6" x 9", 133 ill. \$8.95
308. **COLOR FILM FOR COLOR TELEVISION** by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
309. **COLOR TELEVISION: The Business of Colorcasting** edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.95
310. **DOCUMENTARY FILM** by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$12.50
311. **DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method** by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
312. **FACTUAL TELEVISION** by Norman Swallow. The role of television in public affairs, the arts, education, examined by a distinguished British producer. 216 pages, 5 1/2" x 8 1/4", index. \$7.50
313. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. \$37.50
314. **THE WORK OF THE MOTION PICTURE CAMERAMAN** by Freddie Young and Paul Petzold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossary. \$15.00
315. **THE ANATOMY OF A TELEVISION COMMERCIAL** Edited by Lincoln Diamant. How Kodak's now classic two-minute commercial "Yesterdays" was created and produced. Explains and examines each phase of the commercial's complicated development covering market planning, agency creation and presentation, pre-production planning and casting, filming, editing, sound-track and music, printing and distribution. 192 pages, 8 1/2" x 10", 100 illustrations. \$14.50
316. **RADIO PROGRAMING IN ACTION: Realities and Opportunities** edited by Sherril W. Taylor. A thought-provoking examination of current radio programming—including news, public service, music, FM and sports—by 27 broadcasters from all over the country. 192 pages, 6 1/8" x 9 1/4", index. \$6.95
317. **RELIGIOUS TELEVISION PROGRAMS: A Study of Relevance** by A. William Bluem. This study was commissioned by the Television Information Office and concentrates on the local level. 232 pages, 5 3/8" x 8", eight pages of illus. \$4.95
318. **TV CAMERA OPERATION** by Gerald Millerson. Examines step by step the various principles that underlie the use of the television camera. "Clear, concise and an absolute 'must' for anyone aspiring to TV camera work, it surpasses anything I have seen on the subject."—Richard D. Hutto, Director of Broadcasting, St. Lawrence University. 160 pages, 5 1/2" x 8 1/2", 71 two-color diagrammatic illustrations, glossary. \$10.95
319. **TELEVISION COMMERCIALS: How to Create Successful TV Advertising** by Charles Anthony Weinwright. The first comprehensive, down-to-earth book to give insight into the creative aspects of creating commercials. 320 pages, 6 1/8" x 9 1/4", 100 illustrations, index. \$8.95
320. **TELEVISION: THE CREATIVE EXPERIENCE** edited by A. William Bluem and Roger Manvell. Provocative essays and dialogues by leading writers, producers, directors, performers and technicians. 320 pages, 6" x 9", index. \$9.95
321. **THE TECHNIQUE OF FILM EDITING**, Enlarged Edition, by Karel Reisz and Gavin Millar. Analyzes excerpts from many famous films. Avoids hard and fast rules but states the problems as they arise in practice and proceeds from there. "An excellent book which stands absolutely alone in the literature of film. No other book explains so precisely and cogently the methods of selecting and arranging shots."—*Educational Broadcasting Review*. 412 pages, 325 photos, 21 diagrams. \$14.50
322. **THE TELEVISION DIRECTOR/INTERPRETER** by Colby Lewis. This book describes how the director is the interpreter of the program action to his audience. 256 pages, 6 1/8" x 9 1/4", illus., index. \$8.95
323. **TELEVISION IN THE PUBLIC INTEREST: Planning, Production, Performance** by A. William Bluem, John F. Cox and Gene McPherson. Practical information and advice on a neglected area—how the layman may make better use of TV for public service causes and projects. 192 pages, 6 5/8" x 9 3/4", 88 illustrations, glossary, index. \$8.95
324. **TELEVISION NEWS**, 2nd Edition, Revised and Enlarged by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. \$12.50
325. **UNDERSTANDING TELEVISION: An Introduction to Broadcasting** edited by Robert L. Hilliard. Provides a basic understanding of the major areas of television broadcasting. Each of the 6 chapters is written by a well-known educator. 256 pages, 6 1/8" x 9 1/4", 75 illustrations, notes, bibliographies, index. \$6.95
326. **THE WORK OF THE FILM DIRECTOR** by A. J. Reynertson. Gives the beginning film-maker the creative and technical knowledge and understanding he needs to carry out the director's function. Covers basics of editing, screenwriting, music, sound, camera movement and on-the-set and location techniques. 256 pages, 6" x 9", over 100 illustrations, diagrams, bibliography, index. \$13.50
327. **THE WORK OF THE TELEVISION JOURNALIST** by R. W. Tyrell. Describes every job from writer and producer to that of cameraman, recorder, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. \$11.50
328. **WRITING FOR TELEVISION AND RADIO**, 2nd Edition by Robert L. Hilliard. Emphasizing the "bread-and-butter" aspects of the writer's craft in the mass media, this is also practical for home study. 320 pages, 6 5/8" x 9 3/4", with sample scripts and applications, index. \$7.95
329. **THE TECHNIQUE OF DOCUMENTARY FILM PRODUCTIONS**, Rev. Ed. by W. Hugh Baddeley. Covers all aspects of the production of the factual film. 268 pages, 5 1/2" x 8 1/2", 75 diagrammatic illustrations, glossary. \$12.50
330. **THE TECHNIQUE OF FILM AND TELEVISION MAKE-UP: For Color and Black & White—Revised Edition** by Vincent J.R. Kehoe. "First in its field—a thorough-going study of actual techniques for both color and b/w."—*Art Direction*. 288 pages, 5 1/2" x 8 1/2", over 200 illustrations, appendices, bibliography, index. \$18.50
331. **THE TECHNIQUE OF LIGHTING FOR TELEVISION AND MOTION PICTURES** by Gerald Millerson. Explains how to display subjects persuasively, how to set about lighting in all its artistic applications. 376 pages, 5 1/2" x 8 1/2", 106 diagrams, 8 color plates, 200 black-and-white photographs. \$17.95
332. **THE TECHNIQUE OF THE SOUND STUDIO**, Radio, Television, Recording, 3rd Revised Edition by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. \$14.50
333. **THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION** by Bernard Wilkie. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/2" x 8 3/4", 200 halftones, 40 diagrams, appendix, index. \$18.50
334. **FILM AND TV GRAPHICS**. Edited by Walter Herdeg; Text by John Halas. "Originally conceived for movies and TV shows, these examples offer an extraordinary wealth of pictorial invention in a wide diversity of personal styles, methods and media."—*Film News*. "A beautiful and inspiring book. . . ."—*Art Direction*. 200 pages, 9 1/2" x 12", 1079 illustrations, 122 in color. \$26.00
335. **THE TECHNIQUE OF THE TELEVISION CAMERAMAN**, Revised Edition by Peter Jones. Deals at length with composition, movement, the essentials of good camera technique, lighting, special problems of remotes, etc. 256 pages, 5 1/2" x 8 1/2", 79 diagrams, glossary, index. \$14.50
336. **THE BROADCAST COMMUNICATIONS DICTIONARY** edited by Lincoln Diamant. Puts—at your fingertips—some 2,000 technical common and slang words in daily use on both sides of the Atlantic . . . many coined during the last decade. Includes familiar words that mean the same thing (and the same words that mean different things) in English-speaking countries everywhere. An extremely useful tool. 128 pages. \$6.95
341. **ALL-IN-ONE-MOVIE BOOK**, The Complete Guide to Super 8, Second Edition by Paul Petzold. In practical language the author gives the fundamentals—from basic camera types, lighting and trick techniques to editing. Shows how filmmaking differs from snapshotting, how to turn ideas into films, how to suit the film to your audience. 192 pages, 109 diagrammatic illustrations. \$5.95

ORDER FORM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

Send me the books whose numbers I've indicated at left. Payment for the full amount is enclosed.

BOOK NO.	PRICE
_____	\$ _____
_____	_____
_____	_____
_____	_____
_____	_____
TOTAL	\$ _____

Name _____

Address _____

City _____ State _____ Zip _____

DIN

AH!

Five letters that spell show business magic.
And the name of a great new show coming to television.

Starting this fall, Dinah Shore will host a new
daily 90-minute variety series, to be produced by the
CBS Television Stations Division.

Dinah will be front and center to be sure. Surrounded by
music, laughter and big, big-name stars. The kind of stars that
make a marquee blaze bright. The kind Dinah knows
personally and wants you to meet.

Emmy Award-winning Dinah has won just about
every conceivable award and honor the broadcast industry has to
give. *Plus one:* the never-failing adulation of her audience.

See it happen in an exciting new way this fall.

The Five CBS Stations

WCBS-TV New York KNXT Los Angeles WBBM-TV Chicago
WCAU-TV Philadelphia KMOX-TV St. Louis



Broadcast Advertising

FTC chairman talks tough on children's advertising

Engman waves red flag on premiums, tells AAF convention commission is gearing for action on other fronts; FCC's Mr. Wiley sticks to light talk on fairness doctrine

FCC Chairman Richard Wiley said he had "good news" for the American Advertising Federation convention in Washington last week: He wasn't going to talk about children's TV advertising. It was Federal Trade Commission Chairman Lewis A. Engman who delivered the bad news: He said he will recommend that the FTC ban premium advertising to children and pinpointed a number of other children's ad practices that are "at the top of the commission's agenda."

In his June 3 speech, which came just two weeks after the advertising industry announced a self-regulatory mechanism to police children's ads (BROADCASTING, May 20, 27), Mr. Engman said the failure of advertisers to strengthen their advertising code has "left the government with the ball in its court." And Mr. Engman is warning he has a mean return.

He said he will ask the commission to develop "enforcement guides" banning premium advertising on the ground that this type of ad is an "unfair" trade practice that contributes to confusion in purchasing decisions. The use of hero figures to sell products is another practice that "under some circumstances" comes under the unfairness banner, he said, noting that the inclusion of program personalities, sports figures or cartoon characters can obscure the boundaries of program content and commercials as well as divert attention "from the merits of the product."

Mr. Engman was not without some praise for the ad industry effort, saying that the creation of the National Advertising Review Board/National Advertising Division enforcement mechanism is "a potentially large step forward for compliance," but that the mechanism's failing was that it is based on "the same old set of standards"—the two-year-old Association of National Advertisers

guidelines. And the National Association of Broadcasters code, he said, is "inadequate" in its standards applying to premium offers. (The NAB guidelines restrict premium offers to one half the commercial or 20 seconds, whichever is less.)

Mr. Engman also pointed to three other commercial practices that he said were not "adequately circumscribed by existing codes or guidelines" including:

- Advertising of vitamins and over-the-counter drugs to children;

- Advertising of toys or other products that are dangerous or hazardous to health or safety;

- Failure to combine video disclaimers with a similar audio message "particularly for the benefit of pre-school children."

Mr. Engman did not specify the type of action he would recommend with regard to hero figures and the other practices he pinpointed. He did, however, leave the door open for action by the National Association of Broadcasters code, saying he was "hopeful" the broadcast industry would "place these questions at the top of its agenda."

The commission is expected to vote on Mr. Engman's recommendations within two weeks. Commission action is expected to take the form of industry guides or commission policy statements which pinpoint practices the commission considers illegal and fair game for future enforcement action.

Advertisers did not take kindly to Mr. Engman's ideas (they "make a crook out of Cracker Jack," said one advertiser) and were told to spend Wednesday lobbying congressmen to fight increasing ad regulation. But if advertisers were distressed by Mr. Engman's remarks, they

were not surprised. Mr. Engman has publicly expressed his dissatisfaction with voluntary progress several times in recent weeks.

However, Howard Bell, president of the American Advertising Federation, said he had hoped the chairman "would give the new NARB plan a little more time before jumping to the conclusion it wasn't acceptable." And he asserted that vitamin and drug advertising is "not a problem today," since it has been voluntarily withdrawn by advertisers. The FTC action with regard to premium advertising may "end up in the courts," he said.

Network spokesmen were chary of further government regulation of advertising. CBS/Broadcast Group President John Schneider said he didn't think there was any need for government regulation as it affects TV network advertising (see facing page).

An NBC spokesman said that the network had no comment on Mr. Engman's speech except to say it was "unfair" to distinguish between broadcasting and other types of advertising in proposing advertising restrictions such as the premium ad ban.

An NAB spokesman said it will "look closely" at the areas Mr. Engman has emphasized, but that Mr. Engman's comments were stated in such "nebulous" terms that some confusion existed over the chairman's specific criticisms. The NAB Code Authority prescreens toy commercials before airing and "to our knowledge no dangerous toys are coming through our office," the spokesman said. He also noted that the NAB code has provisions limiting the use of program personalities or cartoon characters in ads in or adjacent to the program in which they appear.

FCC Chairman Richard Wiley did not address the topic of children's ad regulation in his June 4 luncheon address except to note that stepped-up government action in that area by both the FTC and the FCC—Mr. Wiley three weeks ago called for reductions in commercial quantity, separation of programing and advertising and presentation of more diverse programing (BROADCASTING, May 27)—provides "a lesson which I sincerely hope will not have to be often repeated." The voluntary assumption of "public service responsibility" will determine both the "nature and the extent of the regulation" which broadcasters and advertisers will face in the future, he warned.

He devoted the majority of his remarks to the fairness doctrine and its application to advertising. In a view which closely follows the reasoning in a staff



Engman

report made public last month (BROADCASTING, May 20), Mr. Wiley said that the fairness doctrine should be applied only to commercials that are "editorial in nature."

The result of the commission's 1967 decision extending the doctrine to cigarette commercials resulted in an "uneven debate" with one side involved in product sales pitches and the other in an extensive antismoking campaign, he said. With the Washington Court of Appeals ruling extending that doctrine to still other product types, the "unique-product" basis for application of the fairness doctrine was removed leading to "confusion and chaos" in the implementation of fairness principles, he said. He urged that the doctrine be interpreted in its "traditional" sense, vis-a-vis advertising: applying it solely to commercials that "play an obvious and meaningful role in the discussion of significant public issues," he said.

While Mr. Engman talked about the FTC's regulation of advertisers, at least one convention speaker had a suggestion for advertiser oversight of the FTC. Ira Millstein, of Weil, Gotshal & Manges, AAF counsel, recommended that advertisers form a "shadow cabinet" to police the FTC's use of data collected in its line of business (LOB) program—which will require businesses to file profit, sales and promotional figures by product line. The LOB program "foreshadows a great deal of problems for advertising in antitrust," he said, because the FTC is operating on "its own assumption" that high-intensity advertising is indicative of competitive malfunction.

A panel on advertising and the law June 4 took a look at current FTC thinking on a number of issues troubling advertisers. The FTC is currently wrestling with its power to police the accuracy of corporate image or idea ads when the question of First Amendment freedom of speech rights may also be involved. J. Thomas Rosch, director of the FTC's Bureau of Consumer Protection, said that the NAD settlement in the Mobil Oil Co. case was "just precisely the answer." (A complaint against Mobil was closed after the advertiser agreed to accompany its statement, "Today there is a worldwide shortage of crude oil," with a disclaimer that that represented the company's opinion.) To "frankly label an ad as one addressed to public issues," according to Mr. Rosch, will remove the threat of FTC action, and open the door to counteradvertising and opposing viewpoints while removing such an ad from tax-exempt status.

The commission's application of its rulemaking powers was also examined by that panel. Mr. Rosch said the commission's rulemaking will be used not to slap current practices so much as to indicate what "affirmative" steps the advertiser must take in the future. Affirmative disclosure of product information is one area in which rulemaking will be applied, he said, in order to indicate what the commission considers to be "material facts" that must be revealed in advertising.

The commission's ventures into "un-



Timely discussion. "Suffer the Little Children," a panel discussion on TV advertising geared to children, was a mixed bag of pessimism and optimism on yesterday's (June 9) ABC-TV Sunday afternoon *Directions* program, moderated by newsman Frank Reynolds (second from right). On the hopeful side was Squire Rushnell (l), vice president in charge of ABC children's programming, who urged parents to watch weekend morning television programs with their kids. Mr. Rushnell said the ABC-TV network would be establishing one week this October as a children's TV week for parents—a "children's open house week on television," for parents to "get involved" with the TV experience with the children. Also in the discussion were Barbara Selwyn, an officer of Action For Children's Television, and Rev. Richard Blake, S.J., associate editor of *America* magazine. Father Blake said the commercials on children's TV were "staggering" in number and maintained the effect of the development in network kids' programs was "more appalling" than progressive. Ms. Selwyn struck a pessimistic note, protesting the parental anxiety that "when you leave a kid in front of the TV you expect that the programs won't be harmful."

fairness" grounds for challenging trade practices was the subject of comment by former commissioner Mary Gardiner Jones. She echoed advertiser fears that unfairness is a standard open to subjective interpretation, and sufficiently ill defined at this point in order to hamper efforts of the courts in monitoring the FTC's actions in that area. She recommended a case-by-case application of the standard to flesh out its definition.

All speakers at the June 1-5 convention didn't come armed with messages of reform or threats of regulation. Katharine Graham, chairman of the Washington Post Co., was one who came to praise the industry. She took the podium Sunday (June 2) to applaud advertising's role in providing the financial base for a free press, making the press a "creature of the marketplace rather than a captive of government." She expressed concern about calls for increased government regulation of the media, "because the government already dominates the flow of information to an ominous degree." All Watergate lessons aside, she said, any administration can "by the sheer weight of its pronouncements dominate the news." The corrective that is called for is neither a "law mandating truth in politics" nor a "new system of controls on access to the media" (the fairness doctrine, she said, has become increasingly "burdensome, stifling and unsatisfactory to broadcasters and citizens.") The solution, she said, is an "ever more vigorous, inquiring and independent press."

Schneider urges government to stay its hand until television has chance to demonstrate its self-regulation

A network official last week called on both FCC Chairman Richard E. Wiley and FTC Chairman Lewis A. Engman to hold up on threatened actions on children's TV programming and advertising, and to let broadcasters and advertisers work out the problems themselves.

John A. Schneider, president of the CBS/Broadcast Group, in remarks prepared for delivery last Friday (June 7) to the Hollywood Radio & Television Society, asked the FCC to "reserve public comment about our children's programming until they have a chance to see what we are offering on the air this fall." And he asked the FTC to accept the advertising industry's proposal that children's TV advertising be monitored and corrected by the National Advertising Review Board, "at least on a trial basis."

"If it works," he said, "and I think it will, this should provide virtually all the measures of control and checking the consumerists profess to want, short of elimination or reduction of advertising."

"To dismiss out of hand the self-regulatory proposal would be irresponsible," he said. "I ask a fair trial period, which would in no way preclude regulatory action at a later date, should that be necessary." Advertising, he reminded his listeners, pays for the programs; decrease advertising "and you risk decreasing program quality."

He noted that changes have taken place

in children's programing content and advertising. On the latter, for example, he recalled that Saturday morning non-program time had been cut back from 16 minutes to 12 minutes per hour, plus the imposition of other restrictions by the TV Code Review Board of the National Association of Broadcasters. As to programing, Mr. Schneider called attention to moves taken by CBS in upgrading children's programs, citing for example, *Fat Albert and the Cosby Kids*, that was introduced two years ago with pro-social themes prepared by a panel of 11 scholars and educators. A study in three cities last fall, Mr. Schneider recounted, showed that 89.3% of the children interviewed perceived one or more of the social themes in the programs they watched. The network now has established another panel, he said, to help develop new Saturday programs; this one includes a physicist and an anthropologist, as well as scholars and educators.

Of CBS's six hours of Saturday children's programing this fall, Mr. Schneider said, at least four hours contain "what even our critics call 'good programing' . . ." Almost half of the total will be live action, he noted; the balance animation. And mixed into the entertainment, he reported, will be two-minute news broadcasts every half hour.

Union head criticizes Wiley fears on excessive use of animated cartoons

FCC Chairman Richard E. Wiley's expressed concern about children's television programing "heavily weighted toward animated cartoons" drew a gut cry of outrage from Louis Appet, business representative of Motion Picture Screen Cartoonists Local 839, International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators. Mr. Appet called Mr. Wiley's remarks, made in a speech in Atlanta last month (BROADCASTING, May 27), "very irresponsible and ill advised."

In a May 31 letter to the FCC chairman, Mr. Appet charged that Mr. Wiley seems to want to abolish an entire industry. He noted that next month a series of training classes in animation is scheduled to begin at the behest of the Department of Labor, and under the sponsorship of both the union and the producers' organization.

Out to slay 'monster'

Attorney forms new group to combat ad abuses; kids' TV first target

Add another to the list of consumer and public-interest groups working to halt advertising excesses—Truth in Advertising Inc., a New Orleans-based organization dedicated to ending the "defrauding of the American public through the use of the electronic media," according to Hugh Exnicios, national director and New Orleans attorney.

The new public pressure group made its national debut June 1-2 by running an ad in some 20 major papers, including the

THE MONSTER* is Eating Your Child's Mind

VIOLENCE! BUY! SEX! BUY! CRIME! BUY!



BUY, LITTLE CHILDREN!!!

* THE MONSTER* is unbridled TV commercialism aimed at our children, featuring unending wars.

WE ARE OPPOSED TO THE MONSTER! AREN'T YOU?

WE DEMAND AN END TO HARD SELL TO CHILDREN DON'T YOU?

Children's TV programing and its 32 commercials per hour are an abuse of the public's airwaves. Our Children deserve better. The Nat. Congress of PTA agrees. Sen. John Pastors agrees. Psychiatrist, psychologists, doctors, pediatricians, and you, as parents agree, and the FCC knows it!

Did you know that all commercials have been eliminated from children's shows on Canada's CBS network? Are Canadian kids less subject to harm than our own? With your help, we will force the networks and the manufacturers to present better advertising and programming for our children.

HELP US TO HELP THEM!!!

TRUTH IN ADVERTISING, INC.
HUGH EXNICIOS NATIONAL DIRECTOR
155 N. BORDENWICK
NEW ORLEANS, LA. 70119

We believe in and support your efforts. Enclosed find the sum of \$_____

How many I participate further in this program?

Name _____

Address _____

City _____

Washington Post, New York Times and Los Angeles Times. Funding for the campaign came out of his own pocket, Mr. Exnicios said, and is an attempt to develop a national membership which will "stand on its hind legs and make bel-lowing sounds at the industry."

Although the group's initial target is children's TV advertising, referred to as the "monster" in the ad, Mr. Exnicios said TIA's activity will extend to all forms of broadcast advertising. He says the group will call for a complete ban on advertising to children six years old or younger, and recommend in its stead public-service-type ads aimed at developing such qualities as integrity and patriotism. For advertising to older children, the group will draw up a code to be presented to manufacturers, broadcasters, the FCC, the FTC and Congress as a self-regulatory model.

Business Briefs

More from Pulse. The Pulse Inc., New York, has begun to provide breakouts on listening by black and Spanish-speaking persons to stations in 68 markets. Breakcuts, known as "Pulse Ethnics," will be part of Pulse's regular radio reports but also will be sold separately to nonsubscribers. They will be available for 68 top markets and will provide per-

centage shares for black, Spanish and "all other" audiences for men, women, teens and totals for four broad day-parts.

Name change. Allen, Reynolds & Smith, Kaplan, 7000 West Center Road, Omaha, Neb., renamed Smith, Kaplan, Allen and Reynolds Advertising Inc., effective Aug. 1.

Man in Dallas. The Christal Co., New York, announced opening of Dallas office and appointment of Keith Issitt as Dallas sales manager. Radio rep firm now has nine marketing offices. Mr. Issitt had been with Clinton E. Frank Advertising, Dallas, as supervisor on Continental Oil account, 8350 North Central Expressway, Dallas 75206.

Rep. appointment. Kvos-TV Bellingham, Wash.-Vancouver, B.C.: Alexander, Pearson, Dawson, Toronto and Montreal.

Mobil's Warner takes double shot at networks

Coverage of energy crisis criticized with special barbs for ABC, CBS; 'danger of monopoly censorship' also raised in chairman's N.Y. speech

The chairman of Mobil Oil Corp. last Monday (June 3) lambasted network news coverage of the "energy crisis" and charged that network "domination" of the airwaves poses the "danger of monopoly censorship."

Speaking in New York at the annual convention of the Edison Electric Institute, Rawleigh Warner Jr. said the "extraordinary concentration of decision-making" at the networks presents "a dreadful set of circumstances" for large corporations. Journalists, he proposed, should examine profits of their own industry, which he said are usually higher than those of the oil industry.

"The real issue seems to be whether the commercial networks should have total control over what is broadcast to the American people," Mr. Warner contended. "What we're battling for is something at least approaching fair treatment in a medium that seems to be the main source of news for the vast majority of the public, yet one that seemingly has decided that in order to be successful, it must concentrate more heavily on showmanship than on presenting news in any depth."

Many of Mr. Warner's remarks echoed the corporation's April 9 20-page criticism of an ABC documentary on the oil problem (BROADCASTING, April 15). However, on May 10, the National News Council had dismissed Mobil's complaint against ABC News (BROADCASTING, May 20). Mobil has claimed antagonism from the networks all year, specifically regarding network news air coverage and network refusal to air Mobil's "institutional" energy shortage-related commercials (BROADCASTING, March 25; April 1, 15).

Mobil's argument last Monday was

WDRB-TV APPOINTS... BOLTON/BURCHILL



Carmen Bolton
President
Bolton/Burchill International, Ltd.

Elmer Jaspán
Executive Vice President & General Manager
WDRB-TV

WDRB-TV, Louisville, Kentucky's number one independent station, joins Bolton/Burchill, a short list, totally professional and independently owned sales representative dedicated to maximizing dollar potential for each of its select television stations.

Elmer Jaspán, Executive V.P. and General Manager of WDRB-TV says, "We wanted a national sales force that would understand our requirements and carry the advertiser's message to our young, affluent audience."

...Bolton/Burchill's sales force: A group of experienced *market research specialists* providing in-depth, current and complete information to advertisers for each of its client markets.

If you are a major market television station in need of professional in-depth selling, perhaps the next Bolton/Burchill appointment should be yours.



BOLTON|BURCHILL INTERNATIONAL LTD.
645 MADISON AVE., NEW YORK, N.Y. 10022|212-371-6400
DETROIT · LOS ANGELES · CHICAGO · ATLANTA

that network treatment of the oil industry portends restrictions of freedom of the press. "I hope that those who write and speak the most about freedom of the press will come to comprehend that if they help to destroy our free economy, no matter how unwittingly, it could be only a matter of time before they lost their own freedom." The network's refusal to air sections of Mobil's energy crisis commercial campaign this winter was "the biggest roadblock we have encountered," Mr. Warner said.

The oil executive criticized network news for being inherently unable "to do justice to such a complex issue" as the "energy crisis." "While we are not accusing the networks of bias in their reporting," he said, "we nevertheless feel that their structural deficiencies have combined to make much of their coverage of oil news inaccurate and misleading."

Mr. Warner listed five such "structural deficiencies": (1) The time limitation of a half-hour news program; (2) economic limitations of a new operation which cannot afford to keep camera crews in many different locations and which pay national news personalities more than newspaper reporters receive; (3) the "networks' tendency to personalize the news" for the sake of ratings; (4) lack of issue experts and specialists; and (5) the emphasis on entertainment rather than news.

CBS News, not ABC News, was the particular target of Mobil's irritation in this speech. Mr. Warner termed "one-sided and unfair to the industry" what Mobil saw of CBS News Weekly (Sunday evening) *Energy* half-hour programs this winter. According to Mr. Warner, "utter dismay" was the corporate reaction to the CBS effort, and it was surmised that among the CBS editorial staff "fairness did not seem an overriding preoccupation."

On the other hand, NBC News's five hours of energy problem specials were found to be "quite well balanced." Unlike CBS, where Mr. Warner's three hours of "basic points" "died on the cutting room floor," NBC delivered on equal time, he said. NBC producers "showed their understanding of the complexity of this subject by allotting three consecutive hours of prime time to it last fall" and "an hour of prime time to the subject each of two evenings a week apart," he said. ABC's *Close-Up*, earlier the target of the 20-page criticism, was not mentioned last Monday.

Network news executives had no immediate comment on Mr. Warner's address, but it is expected that remarks would be forthcoming. However, Richard Salant, president of CBS News, indicated he had read the speech and was researching Mr. Warner's allegations. A Mobil spokesman told BROADCASTING two months ago that CBS News's correspondent for the *Energy* series, John Hart, was the "only oil expert on television."

Regarding Mobil's offer to pay the networks double the going commercial rate if the allegedly controversial "idea" ad campaigns were aired, (BROADCASTING, April 1), Mr. Warner explained that "we just want to offer a broader spectrum of information and viewpoints to the Ameri-

can people and are perfectly willing to take our chances in the marketplace of ideas." Offering more money to the networks "underscored our basic posture: that we are not trying to alter what the TV networks broadcast as news." The double payment was intended to "give free time to opponents" of Mobil's perspective because "it occurred to us the networks might be afraid" of having to provide equal time.

The network's rejection, on grounds of traditionally avoiding controversial advertising, of segments of Mobil's commercial messages was seen by its chairman as a threat to the democratic free press. Furthermore, "today's energy crisis is controversial largely because the media have helped make it controversial by printing and broadcasting material so inaccurate that anyone with any knowledge of our industry would have to disagree with it," he insisted. "When as powerful and pervasive a medium as television will not sell time for controversial issues, it seems to me our country has reached a rather critical juncture. How can a democracy operate effectively without broad public access to clashing points of view?"

Television, not oil, is "the most concentrated U.S. industry," Mr. Warner maintained, citing recent profit figures from both industries. Where Mobil's worldwide earnings jumped 48% over 1972, he said, FCC figures show network pretax profits were up 66.7% over the previous year. "The FCC doesn't seem to report profits after taxes and the networks don't seem to report them very widely on either basis," he said.

Mr. Warner's final point was a suggestion that broadcast and print journalists turn to their own corporations for profit investigative reporting. Many journalists "would probably be shocked to discover that in some instances their own employer . . . was more profitable than many of the industries it was criticizing daily." Journalists would also do well to study some economics, which, he said, might inspire them to "feel they had discovered a new and different world," and "overcome deep-rooted preconceptions, develop additional insights, and learn things that would make them better informed and more competent."

Large economy size. Howard Samuels, running for Democratic nomination for governor of New York, bought 50 minutes on WMCA(AM) New York to be host on political telephone call-in show on May 31 (8:05-55 p.m.), in what WMCA owner Peter Straus said could portend "new era in political advertising," at opposite pole from popular but controversial use of one-minute announcements to plug candidates. He said other candidates had expressed interest in similar approach. Since buys of such length are virtually unheard of, WMCA had to re-establish hour rate (18 times applicable minute rate). Samuels backers paid \$1,350 for 50 minutes, also spent some \$1,450 for advance promotion of broadcast.

TVB to revamp goals, seek Cash successor

Board sanctions study that urges more emphasis on regional-local; Otter's name comes up again

Changes in the leadership and primary focus of the Television Bureau of Advertising were authorized by the TVB board last week in approving a special report outlining "A Challenge for the Next 20 Years."

The change in focus will shift much of the bureau's emphasis from selling national advertisers to developing new local and regional TV business. The change in leadership envisions a successor to President Norman E. Cash as TVB's chief executive officer, probably by the end of this year ("Closed Circuit," June 3).

Mr. Cash, TVB president since 1957, was himself elected vice chairman of the TVB board "in view of his stature, esteem and expertise in the television advertising industry." He also was given a new contract whose terms were not disclosed. He reportedly was receiving \$90,000 a year under his old contract.

It was privately reported, even before the board's action, that he had agreed to the new arrangement.

William B. Faber, president of WFLA-TV Tampa, Fla., was named chairman of a new "search committee" whose function, TVB's announcement said, will be to "recruit and recommend a new chief executive officer."

The announcement did not say whether the committee had been given a target deadline but informed sources said it was expected the new top officer would be chosen before TVB's annual membership meeting is held in November. The meeting is scheduled Nov. 17-19 at Los Angeles.

The board's actions last week were based on a report by a select study committee named last winter after a TVB executive committee's attempt to ease Mr. Cash into retirement and replace him with John M. Otter, former sales vice president of NBC, was voted down by the board (BROADCASTING, Nov. 12, 1973, et seq.).

There was renewed speculation last week as to whether Mr. Otter might again be considered for the top job. Some sources said they thought that, given his strong background in network sales, TVB's change in emphasis from national to local/regional selling may have weakened his chances if not, in fact, his own interest in the post.

The select committee, headed by Marvin L. Shapiro, executive vice president of Westinghouse Broadcasting Co. and president of its station group, had been assigned to study TVB's future role, functions, structure and manpower needs, and authorities indicated its report dealt with that broad range, but few details were immediately available.

The board, which is headed by Ken-

Cablemen are running fast to catch up with cost of living

With rapidly rising inflation, CATV's have been caught with their rates down and now firms are pressing hard in efforts to get them up to par

"The price of bread is going up. The price of milk is going up. Even the price of money is going up. Is cable any different?"

The question, posed last week by a prominent cable industry executive, exemplifies an issue which is becoming a major, if not the primary, concern within the medium. The feeling of small and large operators alike is that cable has undersold itself for too long. The logical means to change this situation—as is the case, cablemen reason, with any marketable commodity—is through an increased tab for the consumer. Hence, systems around the country are presently engaged in an unprecedented series of negotiating sessions with state and local regulatory bodies aimed at achieving what is, in many instances, a significantly higher level of subscriber rates. And some, but not most, of the locals are fighting back.

According to researchers at Warner Cable Corp.—which, with the possible exception of Teleprompter Corp., is the most energetic multiple system operator on the rate increase front—some 520 cable systems have requested rate increases to levels in excess of \$6.50 since mid 1973. Warner does not count those operations which are seeking lesser sums—of which, the company says, there are "hundreds"—in the belief that a lower benchmark is inconsequential. In that period, Warner says, 153 systems have succeeded. An overwhelming majority of the remainder are still pending. Few have been denied.

While nobody seems to be keeping tabs on the exact number of systems that have become involved in the rate-negotiating process, none of the observers canvassed by BROADCASTING speculated that the total is any less significant than the Warner figures suggest. Some guessed that the total might comprise nearly half the industry.

Why the sudden upsurge in activity? On a philosophical level, cable executives suggest that after years of providing service at rates that would have been more appropriate back in the 1950's—a circumstance noted repeatedly during last April's National Cable Television Association convention (BROADCASTING, May 3)—the industry is finally finding courage to flex its muscles in the marketplace. As Warner President Gustav Hauser put it: "The whole industry is right at the bottom of the pricing cycle for its product. . . . There are systems



Cash: Exiting.



Faber: Looking.

neth M. Johnson, vice president and general manager of KTRK-TV Houston, was meeting at Hamilton, Bermuda, and word of its actions was telephoned in a 31-line report to TVB headquarters in New York for distribution to news media. Immediately after the meeting, held Monday and Tuesday, board leaders were reported in transit or otherwise not available to expand on the announcement.

The report and TVB's "new direction" were described in the announcement as follows: "Calling the new program 'A Challenge for the Next 20 Years,' the [select committee's] report traces the accomplishments of TVB since its inception in 1954, concluding that its efforts with major national advertisers have been eminently successful. While national ad-

vertisers will continue to receive attention under the new program, the burgeoning area of local and regional advertising will receive more of the focus of the Television Bureau of Advertising and its 300-member stations."

Two new committees were formed along with the search committee to help put the changes into effect. Arthur A. Watson, executive vice president and general manager of NBC's WNBC-TV New York, was named chairman of the new finance committee, "which will reassess the allocation of TVB funds with regard to the new goals," and Walter E. Bartlett, senior vice president of Avco Broadcasting Corp., heads the new steering committee, "which will implement the recommendation of the select study committee."

BAR reports television-network sales as of May 26

ABC \$270,733,100 (30.3%), CBS \$326,051,000 (36.5%), NBC \$296,209,000 (33.2%)

Day parts	Total minutes week ended May 26	Total dollars week ended May 26	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	82	\$ 507,606	1,406	\$ 9,282,300	\$ 10,035,600
Monday-Saturday 10 a.m.-6 p.m.	1,011	8,903,400	20,910	186,117,000	168,877,700
Saturday-Sunday Sign-on-6 p.m.	281	2,812,400	6,179	94,390,200	85,768,800
Monday-Sunday 6 p.m.-7:30 p.m.	97	1,991,900	2,064	46,686,200	42,036,500
Sunday 6 p.m.-7:30 p.m.	12	223,400	323	7,790,900	8,066,200
Monday-Sunday 7:30 p.m.-11 p.m.	402	22,394,400	8,203	492,069,200	457,887,000
Monday-Friday 11 p.m.-Sign-off	180	2,701,400	3,459	56,657,300	49,376,700
Total	2,065	\$39,534,500	42,544	\$ 892,993,100	\$ 822,049,500

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

out there that haven't had a rate increase ever since they were energized. In some cases, that's 20 years." On a more practical note, however, observers agree that an inflationary economy has served as the primary catalyst. "We are lagging inflation by so much that it's a joke," Mr. Hauser lamented.

But while their approaches to the problem differ, operators agree that it would be foolish—and futile—to attempt the procurement of an identical dollar increase in every market. "There is absolutely no standard for evaluating this," said NCTA Chairman Bruce Lovett (American Television and Communications). "We try to do it market by market. It's not what the market will bear. It's more attuned to your track record. If it's a market where you have not provided the services, you do not work for a rate increase. You'd be crazy to do so."

Maybe so. But there is another side to that argument, as articulated by William Bresnan, head of the CATV division of Teleprompter Corp. "If you can make a case that the rate request is justified—that your rate of return is poor—cities are reasonable enough to realize that good service is not going to come from a company that is not making it."

Teleprompter, for one, has been adhering vigorously to that philosophy—with satisfying results, according to Mr. Bresnan. Since last fall, when the company commenced a wide ranging program to shore up its finances in existing systems, Teleprompter has secured rate

increases for 36 of its 144 operations. Another 95 requests are still pending. Thirteen systems have been left alone. Mr. Bresnan forecasts that the rate increases will bring his firm \$5.5 million in additional revenues over a 12-month period. Some 330,000 of Teleprompter's 1.1 million subscribers are affected.

Warner claims an even greater success. Of its 140 operating systems, increases have been secured for 40. The others have requests pending. Of particular interest is the fact that all this has been accomplished within the past two months.

In early April, Warner put every system manager on alert that he would be working for an increase in the immediate future. Specific strategies were drawn up for each operation, complete with the new rate proposal and a projection as to what would be necessary to achieve it. If any problems arise, the manager is referred to Warner's New York headquarters and Herb Ornstein, who has since been dubbed the company's "rate czar."

At other cable firms, the policy is somewhat less dramatic. "We've always had a continuing rate review program," reported Tim Foreman, vice president-finance, Cox Cable Communications. And, Mr. Foreman acknowledged, "we've reviewed all of them." But Cox is moving more cautiously than some of its cable counterparts. It has obtained four increases during the current year and has three more pending. After all, observed Mr. Foreman, "what you want to shoot for and what you can get are two different things."

A rather extreme lesson in this particular reality was learned earlier this year by ATC's system in Parsons, Kan. Rather than obtaining an increase, the city council there reduced the operation's monthly subscriber rate from an already low \$4.95 (the industry average is \$5.40) to \$3.47 until the firm agreed to reinstitute carriage of three in-state broadcast signals.

On the average, few communities have reacted so abruptly. According to the Cable Television Information Center's Harold Horn, the level of receptiveness to a new rate proposal on the local level is as variable as the industry's approach in each market. "You'll find it spotty," Mr. Horn said. "If an operator has a poor relationship with the community, the reaction is to be appalled. If they've been providing good service, there's a certain amount of receptiveness."

To some cablemen, Mr. Horn's statement would be construed as overly pessimistic. "Nobody wants a rate increase," conceded Teleprompter's Mr. Bresnan. "But fortunately, the cities have been generally very fair and understanding." Added ATC's Mr. Lovett: "We've had some problem areas. . . . In some places, the newspapers get [word] of it and it becomes a big issue." But Mr. Lovett's ultimate assessment is that "the industry is doing very well."

In any case, most observers—whatever their opinion of cable's tactics—agree that when resistance is experienced at the local level, it generally does not come from the consumer but from the more

politically minded spirits on the city council. "The consumer doesn't care," submitted Mr. Hauser. "In fact, some of them are asking what took us so long." Cox's Mr. Foreman agreed that subscribers, perhaps in response to a conviction that price increases on every commodity are now inevitable, are causing no trouble. "That's the unusual thing," he said. But in retrospect, Mr. Foreman reasoned, "the rates are low, really. When you consider all the entertainment you're getting, it's a pretty good dollar."

In most cases, the same situation prevails at the city council level. "Most cities are just cranking them through," acknowledged one nonindustry observer. Elaborates CTIC's Mr. Horn: "Some cities are saying 'let the marketplace take care of it. If the rates are too high, the people will disconnect and that's too bad for the operator.' If you can take cable or leave it, that's fine. But where it is more than a frill, the ramifications are much more extensive. They just can't tell the operator to get out."

Indeed, Mr. Horn asserted, if the cable firm displays candor in seeking higher rates, there will be few problems. "I don't think there's anything to worry about if he's giving a full disclosure. The public is going to give him a fair shake."

The problem, according to Mr. Horn and other nonindustry observers, is that this is not always the case. While many cities are satisfied with a statement by the operator to the effect that times are hard and inflation necessitates a higher fee (the "grocery bag approach," as one critic termed it), others have been demanding profit-and-loss statements, balance sheets and other financial data that would justify the request. "Few operators have been willing to put everything on the line," Mr. Horn contended. "In a few cases, there seems to be some mystery area in the firm's financial statement. Why is so much going back to the home office and so little back into the community? There's not enough evidence as to what kind of rate of return they're experiencing." (This appears to be a sensitive issue among some cablemen. As one official put it, "rate of return is a naughty word.")

In some states, however, there is little opportunity to hedge about the numbers. In the several states in which cable is entirely under the control of the state public utilities commission (Connecticut, Vermont and Nevada are examples), demands for full disclosures are matters of course. Nevertheless, many operators feel more comfortable in dealing with the PUC's. "They're more sophisticated," observed one official.

Some communities, mindful of the fact that a system franchised seven or eight years ago was not constructed until several years later (a situation termed "typical" by several cable officials), have become the scenes of clashes over proposed rate increases. "Back then," Mr. Hauser conceded, "very stupid things were offered without any idea that they could be provided." But in such cases, he maintained, the biggest problem is not shouldering the embarrassment but acquiring enough manpower to instruct city

Advertisement

PUBLIC NOTICE

REQUEST FOR PROPOSALS

The Village of Trumansburg, in Tompkins County New York State; hereby, invites applications for a Cable Television Franchise. . . .

A formal "Request for Proposals" is available from the Village Clerk, Mrs. L. V. Decker, Village Office, Trumansburg, New York 14886, telephone: 607-387-6501.

All applications for the Franchise must be submitted in writing in the form and manner specified in the "Request for Proposals" . . . and must be received no later than July 12, 1974.

All applications will be made available for Public inspection during normal business hours at the Village Office.

officials in "the realities of cable . . . Who will benefit if you have 68 channels on the poles and you can only program 13?"

Politics, cablemen assert, plays a major role in this process. "We have in some cases," noted Mr. Bresnan, "run into guys who don't want us to get the increase under any circumstances." In every city, echoed another official, "there is a councilman or two who thinks he can get re-elected by fighting the cable company. In a lot of cases, it's the only thing they have to regulate. This industry cannot survive if it's going to be at the mercy of every council member in every market. But fortunately, they're the minority and it only takes a majority to get a measure through."

Although some critics are warning that the situation could change, at present the majority appears to be on cable's side. "Are we wholly candid?" asks Warner's Mr. Hauser. "Why not? We're not asking for anything undue. We're entitled to make a profit."

NARUC tells FCC it has gone too far

Utility commissioners challenge process in clarifying cable rules, claim intrusion on state rights; AMST opposes Rand Corp. proposal

The assertion of the FCC that it has preempted nonfederal regulation of cable television's leased access channels—particularly where rates are concerned—and has decided against "restrictive regulations" is not being well received by state regulators and independent telephone companies.

The commission stated its position on the matter in the order it published in April "clarifying" cable television rules and announcing various proposed cable-TV rulemakings (BROADCASTING, April 22).

The National Association of Regulatory Utility Commissioners last week said that the commission's assertion, issued as a "clarification" of its cable rules, was in fact a "substantive rulemaking without observance" of the procedural requirements of law. Furthermore, it said that the "clarification" intrudes into the states' responsibility and authority for delegating intrastate regulation of communications services.

GTE Service Corp. has also questioned the commission's pre-emption of authority over regulation of rates for leased access channels, and asked for clarification or modification of that position. The United States Independent Telephone Association last week supported that request. Telephone companies, whose rates are regulated by state agencies, see themselves in competition in the future with those leasing cable television's nonbroadcast channels.

The issue of nonfederal regulation of the rates for access channels was not the only aspect of the commission's "clarifi-

cation" document troubling NARUC. Another was the commission's discussion of state and local fees. NARUC said the commission "purports to include all regulatory fees under its definition of 'franchise fees' and signals its intention to immunize CATV from any other form of state or local taxation."

NARUC said that all regulatory fees are not franchise fees and that the commission's "clarification" in that regard amounts to rulemaking without benefit of required procedures. Moreover, it said, the states' power to tax is outside of the powers conferred on the commission by the Communications Act.

NARUC asked the commission to modify its "clarification" by instituting appropriate rulemaking proceedings. But it also said such proceedings should be "limited to matters within the commission's jurisdiction."

In a separate pleading in the proceeding last week, the Association of Maximum Service Telecasters asked the commission to dismiss the petition for reconsideration filed by Henry Geller, a former commission general counsel, who is now associated with the Rand Corp. (BROADCASTING, June 3). The Geller petition sought relaxation of some of the rules imposed on cable television transmission of broadcast signals. But AMST said the commission's "Clarification of Rules and Notice of Proposed Rulemaking" is not the kind of document against which petitions for reconsideration may, under the commission's rules, be filed.

Late-night importation: You can't please all of the interests all of the time

Cable people say FCC proposal is not enough; broadcasters say it's too much and should be dumped

While expressing general support for an FCC proposal to permit cable carriage of late-night distant programming, cable operators suggested in comments last week that the plan does not go quite far enough and is overly protective of broadcasters. On the other hand, broadcasters asserted that the proposal goes too far and urged the commission to scrap it altogether.

In announcing the rulemaking last April, the FCC said it wished to increase diversity without subjecting broadcasters to undue competition in the fragile late-night market or precluding them from extending their late-night hours. To those ends, it proposed that cable systems be allowed to import signals only after the last local station has signed off and until the return in the morning of the first local station (with some time flexibility to allow completion of the imported program).

But this provision was challenged as "overprotective" by the National Cable Television Association, which, noting that the stated purpose of the proposal is to

FLEXIBLE

A Harris/Gates digital program automation system has the flexibility to change as your program requirements change. Because each system is designed with standard control components.

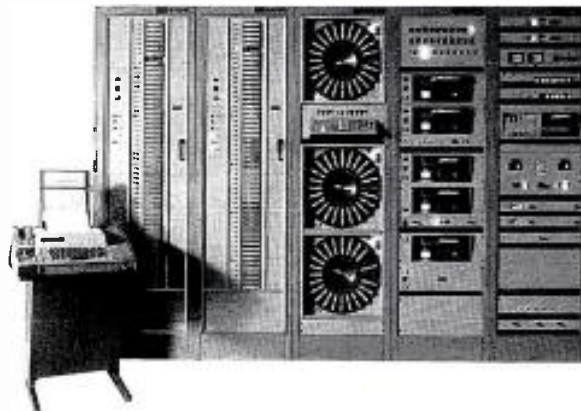
Don't lock yourself into a particular format — when you can have a freedom of choice.

With a Harris/Gates system you also have great reliability. A fine, "live" sound. And operating economy.

For additional information, write Harris Corporation, Gates Broadcast Equipment Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING



increase program diversity, said that the provision would limit diversity by putting a ceiling on the total number of programs. "If a person can choose from four stations on his CATV system at 2 p.m., then his neighbor ought to have the same choice at 2 a.m. when he gets home from work." NCTA suggested that systems be permitted to bring in distant signals as each local station signs off and, conversely, to reduce carriage in the morning as each local station returns to the air.

Cable interests were also concerned about the mechanics of switching between local and distant signals. NCTA lauded the commission's proposal to permit carriage beginning on the hour even when local stations sign off within 30 minutes after the hour and permitting carriage in the morning until program completion. But this scheme "invited toying with sign-off" and sign-on times, NCTA said; instead, it suggested that importation begin at a fixed hour, say 1 a.m., or with the commencement of the program to be imported, and that it continue until the "true beginning" of a station's broadcast day, or until the distant program ends, whichever is later.

The charge that the proposal is overly cautious also came from Teleprompter Corp., which generally echoed the NCTA suggestions and further proposed a "minimum service" standard similar to that which now applies to normal hours. Under the Teleprompter plan, stations in the top 50 markets would bring in three stations; those in the second 50, two stations, and in the smaller markets, one station. In addition, operators in major markets could import two "bonus" signals. This proposal, Teleprompter said, would minimize competition on each level. As for the concern that late-night importation would discourage increased late-night broadcasting, Teleprompter said that, on the contrary, the availability of cable carriage would encourage such local initiative.

But these and other arguments did not carry much weight with broadcasters, who feel they have already given too much away to cable operators under FCC exclusivity standards. CBS Inc. argued that the rule would promote unfair competition in that stations which now find it uneconomical to operate late at night would be forced to share their audiences with cable systems. "The proposed rule would give the station the choice of facing added unfair competition from the cable television system in its community or uneconomically broadcasting new programming to avoid the added unfair competition." Either way, CBS said, the cable system wins. "It would have programming in either case—and in neither would it have to pay a dime for the programming to its creators or owners." CBS urged the commission to either drop the idea or to require cable systems to get "retransmission consent" from the originating station.

A central concern of the broadcasters was that, contrary to the arguments of cable operators, the proposal would adversely affect local stations, regardless of the amount of direct competition. Noting

that most late-night syndicated programming consists of motion pictures, the Association of Maximum Service Telecasters asserted that the values of such films would decrease because the lack of exclusivity in smaller markets would permit systems to carry a film before or on the same day as it is scheduled for a local station. Beyond that, AMST said, wider circulation of individual stations' programming could cause advertisers to cut back on their national spots, necessarily injuring some local broadcasters. This might force some stations to reduce "service during marginal viewing hours," and any reduction in free television, AMST said, would be a disservice to the viewer.

AMST asked the commission to drop the proposal completely on the ground that there is no need for it. In the first place, the association said, what little audience there is (and AMST questioned that there is much) is already being served in the many markets where local stations are presently engaged in late-night programming. In addition, many systems now carry, under the commission's "liberal rules," signals of distant independent late-night broadcasters. And finally, AMST observed, systems that see an audience for it "are free to originate their own late-night programming."

Westinghouse Broadcasting Co., too, saw no need for the FCC proposal. But where there might be one, it said, the need can be met on a case-by-case basis.

Theta finds pay is paying— at least for now

Channel Z cable operation in Los Angeles nets higher rate of subscriber sign-up than expected

Theta Cable Television, Los Angeles, claims a high penetration of pay-TV customers following institution of its "Channel Z" pay channel April 26. As of May 30, one month later, 10,220 subscribers out of a potential 24,484 customers have signed for the movie channel, according to Jack Mann, marketing manager for Theta Cable's pay TV division. He noted that of this 41% penetration (1,000 more than projected), only 5,370 homes actually had been hooked up; installations are running at the rate of up to 200 weekly.

Interestingly, according to George B. Storer Jr., manager of the pay division, 2,794 of the 10,000-odd pay customers are brand new cable customers. Theta Cable requires that Channel Z customers first subscribe to its regular service, at from \$6 to \$8.45 monthly, depending on the franchise area. For an additional \$1 a month, subscribers receive a set-top converter that provides 14 more channels, offering such programs as news and weather, finance and business, sports, shopping, Spanish lessons, and other special programs. For pay TV, there is an additional charge of \$6.95 monthly; this includes a new converter that includes the "Z" channel position. Movies on the

"Z" channel are shown twice nightly, at 7 p.m. and at 9 p.m.

Since last November, Theta Cable has had pending before the Los Angeles Public Utilities and Transportation Commission an application to raise its rates to \$6.95 monthly for the basic service and to \$1.50 monthly for the 14-channel converter.

Despite their glee at the rate of contracts for the pay TV service, Theta Cable officials are cautious in congratulating themselves. They noted that—if the experience of other pay TV tests is a criterion—the dropout rate is exceedingly high after the first flush of enthusiasm has waned.

Hartford throws block at city's cable transfer

Charge of trafficking in CATV franchise laid to New England firm

The city government of Hartford, Conn., is opposing a proposed transfer of that city's cable franchise under an implied suspicion the present controlling interest is engaging in trafficking.

City officials made that point during a hearing by the Connecticut Public Utilities Commission on a proposal to transfer control of Hartford CATV Inc. from New England Industries Inc. to Telesystems Corp., a subsidiary of Communication Properties Inc.

Under the proposal, CPI would acquire 47.5% of the franchisee in exchange for a loan totaling approximately \$1 million. In addition, it would have the option of obtaining an additional 47.5% after six years at a cost equal to \$450 per subscriber. Hartford CATV, which has yet to commence construction of its system, is 90% controlled by New England Industries, an investment firm, and 5% each by two local businessmen—David Kotkin and Irving Ribicoff (brother of Connecticut Senator Abraham Ribicoff). Financing of the system would be shared, under the agreement, by CPI (\$2.5 million) and GTE Sylvania Corp. (\$8.5 million). In the event that the ownership interests defaulted on the loan to GTE, that firm would take over the system.

Officially, the city's objection to the transfer is based on a feeling that the deal would conflict with existing Connecticut statutes emphasizing that cable systems should be placed under "maximum local control." (CPI is based in Austin, Tex.) But the bottom line, according to a city spokesman, is that "we feel that there has been a great deal of trafficking of cable franchises in this state, and that New England Investment is one of the parties involved." While the official conceded that this view is "speculative," the city is following up its suspicions with an inquiry. After receiving an analysis of the Hartford cable market from the Cable Television Information Center, Washington, it obtained approval of the utilities commission to compel New England to divulge its profit and loss statements for the

past three years. That information, the spokesman said, could reveal that New England "is not as financially capable as it pretends to be."

Hartford officials will be spending the next month reviewing data obtained from the franchisee to determine its future course. Reportedly, some city interests have inquired at the PUC regarding the possibility of having the franchise canceled and replaced with another venturer—perhaps the city itself. The PUC, however, rejected an initial city move for revocation. Further hearings are scheduled for July 10.

CPI also came under close scrutiny at the hearings, although no specific allegations of impropriety were lodged against it. It could be subject to further problems, however, in a related Hartford proceeding. Its proposal to alter the present Hartford CATV fee schedule from \$4.95 to \$6.95 will be the subject of a separate PUC inquiry, and the city has already taken the position that the latter sum is "exorbitant."

Foster vs. Danish

NCTA head's WCBS-TV appearance raises questions about status of association's earlier complaint about pay-cable unfairness

WCBS-TV New York, which last month was hit with a fairness doctrine complaint by the National Cable Television Association for allegedly failing to balance its programming regarding the ongoing pay-cable controversy (BROADCASTING, May 13), last week moved to correct any shortcoming that may have existed. NCTA President David Foster appeared on the station last Monday (June 3) to explain the cable industry's side of the issue. But while Mr. Foster's appearance may well have made the NCTA complaint a dead issue in the eyes of the FCC, neither NCTA nor the station were saying so.

Mr. Foster appeared during a segment of WCBS-TV's *Pat Collins Show*. Roy Danish, director of the Television Information Office, was also a guest. The result was another long debate on the pay issue.

In the wake of the broadcast, NCTA officials were predicting that station lawyers would ask dismissal of the association's complaint to the FCC on grounds that the question of whether WCBS-TV had fairly addressed the pay issue is now moot. For NCTA's part, it was a wait-and-see matter. "We're not planning on doing anything," an official stated. "It's up to them."

WCBS-TV contended the relationship between the Foster guest spot and the NCTA complaint was purely coincidental. "We certainly did not regard this as a response to the TV fairness complaint," according to WCBS's George Dissard. He noted that the Monday edition of the *Collins* program was one of a series dealing with media-related issues, and that the subject of pay cable was a "logical" component.

Mr. Dissard noted that CBS will re-

spond formally at the commission to the NCTA complaint shortly.

The NCTA complaint stemmed from WCBS-TV's news coverage last December of an anti-pay speech by CBS President Arthur Taylor. Claiming that the station's decision to go with the story was in no way connected with CBS's position in the pay matter, Mr. Dissard maintained that "we did not think that [fairness] was an issue in the first place."

The *Collins* debate itself invoked few surprises. With both parties adhering to traditional industry lines on the pay subject, Mr. Danish asserted that "in this case, the broadcaster's self interest and the public's self interest are just about identical." If cablemen were permitted to

siphon programming from the free airwaves, the TIO director claimed, television would be taking "a step back into the distant past." Mr. Foster responded that "there's not one shred of evidence" to prove that pay cablecasters are intent on siphoning, "and if there were, the regulators would take care of that."

Cable Briefs

Meeting market. Viacom Cablevision, San Francisco, will begin originating minimum of hour of daily programming in Chinese language June 29. New service will be offered by Amasia Enterprises Inc., which is leasing one channel on

"A splendid service..."

"Unduplicated by any other source..."

"An honest approach..."

"Clear, Concise, Unbiased..."

These are typical of scores of user comments on State Farm's *No-Fault Press Reference Manual*. Since its publication in January of 1973, it's become the standard reference work on auto insurance reform. More than 800 copies are in use in the nation's newsrooms.

Encyclopedic in scope, the 300-page loose leaf manual is a tab-indexed guide to every aspect of the no-fault auto insurance story. For every state that's passed major auto insurance legislation, the manual provides a concise run-down of the law's principal provisions, along with an analysis and its complete text.

Other sections include a historical overview of the auto insurance reform effort, proposed federal legislation and a glossary. Updates are mailed to all manual users as laws are amended and new ones passed. They also get *Advisory*, a one-page newsletter that thumbnails interim developments.

Altogether, the manual, updates, and newsletter offer authoritative, unbiased help to everyone reporting on auto insurance reform. For this free service, write to:



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

Season standings reflect strong CBS position

Gains by 'M*A*S*H' and 'Waltons' and complete dominance of top 10 is shown in annual Nielsen tabulations

The 1973-74 season has just been consigned to the record books, and the big gainers in the prime-time Nielsen sweepstakes were *M*A*S*H* (an 8.3 jump in ratings over the previous season) and *The Waltons* (an eight-point increase). There was only one non-CBS show, NBC's *Sanford and Son*, that ranked in the top 10.

The CBS schedule makers rained down their beneficence on *M*A*S*H* by moving it from a shaky Sunday-at-8 time period (where it just barely survived in 1972-73 with a 17.4 rating) to that choice timeslot on Saturday (8:30-9 p.m., NYT) after *All in the Family*, where it racked up a 25.7 rating to finish No. 4 among all prime-time shows.

The Waltons' story was a massive audience desertion of Flip Wilson's sass for 1930's Appalachian sweetness. While *The Waltons* was gaining eight points, Flip Wilson's show was losing 6.1 points. (*The Partridge Family*, however, earns the dubious distinction of biggest 1973-74 loser: it dropped a total of 10.5 rating points from the previous season—about seven million households—after ABC switched it to the time period opposite *All in the Family*.)

Another noteworthy gainer last season was *The Streets of San Francisco* (ABC, Thursday, 10-11 p.m.), which went from a 15.5 rating (in 1972-73) to a 20.9. The biggest losers among returning shows were *Ironside* (NBC, a drop of 4.6 rating points), *Medical Center* (CBS, a 4.5 decrease) and *Marcus Welby, M.D.* (ABC, down 4.3 rating points).

Almost without exception, the shows that finish highest in the men-and-women 18-to-49 categories command the steepest prices from advertisers (BROADCASTING, May 27). ABC becomes more competitive in these categories because it tends to have more turnover in its timeslots than the other two networks, and young-adult audiences are not as habituated to old favorites. In general, they're more casual about watching TV—they won't let their familiarity with a long-running series stand in the way of their sampling a new show, or tuning in to a movie or to an episode of an anthology series.

A further demographic breakdown points to a number of returning shows the networks will be examining especially closely next season because these shows attract a disproportionate share of their audiences from rural areas, from individuals whose income is below \$8,000, and from men and women over 50. (These assessments are based on the detailed Nielsen NTI report for the month

system. Programs will include movies, comedies, musicals and classical Chinese dramas, all directed toward Bay Area's significant Oriental population. San Francisco television stations currently offer only one hour of Chinese programing each week.

Overseer. Indiana Attorney General Theodore Sedank has given State Board of Television and Radio Examiners authority to license and regulate cable TV installers and technicians. At same time, ruling specifically confined state board's cable activities to that area.

Starting point. First cable system in Milwaukee metropolitan area has been franchised. Issuer is Wauwatosa, Wis., which made award to RVS Cablevision Corp., Elm Grove, Wis. City has about 15,000 potential subscribers. Milwaukee, itself, is several years from franchising.

Expanding. Wometco Enterprises Inc., Miami, has expanded its cable TV division through purchase of Hyper-Video Inc., franchisee of systems in six North Carolina cities and operator of one in seventh. Price wasn't disclosed. Cities affected are Apex, Clayton, Fuquay-Varina, Garner, Selma and Smithfield, in which construction will begin within year, and Hillsborough, where system is already operational.

Step saver. Glentronics Division of Sawyer Industries, Glendora, Calif., has introduced new CATV standby power system (model 1048) which purportedly eliminates field service, greatly simplifies

installation. Unit weighs 600 lbs. with batteries but its cabinet can be mounted on pole without components.

Overseas connection. Department of Commerce's Office of Telecommunications has issued 110-page report analyzing cable development in Europe (O.T. Report 74-28). Study was written originally as graduate thesis by Sharon Black, now analyst for Policy Support Division of Office of Telecommunications. It is available from U.S. Government Printing Office, Washington 20402.

Builder. Good-Vue CATV Inc. has commissioned GTE Sylvania Inc.'s CATV division to provide turnkey installation for 175-mile segment of system to serve Spring Valley, Clarkstown and Ramapo, all in Rockland county, N.Y.

Connector. Ameco Inc., Phoenix, will supply equipment for bi-directional cable system being constructed by Telesonics Associates at Struthers, Ohio. System will have 43 miles of plant and pass some 5,000 homes.

Forum. Cable Television Information Institute, Emerson, N.J., will hold its annual seminar Aug. 12-15 at Teaneck, N.J.'s Fairleigh Dickinson University. Conference, featuring prominent authorities in system design, local regulation and technology, is geared to representatives of municipalities regulating cable.

Publi-Cable D.C. agenda: 35 discussion sessions

Some 200 representatives from assorted cable television projects are expected to attend the annual conference of Publi-Cable this week in Washington. Publi-Cable is a nonprofit, Washington-based, consumerist institution established to improve public awareness of cable. Its chairman is Ralph Lee Smith, professor at Washington's Howard University School of Communications.

The conference, which is being held at Mount Vernon College June 9-11, is being broken down into a series of workshops concentrating on specific issues facing the cable industry. Each participant is free to attend any of the 35 discussions on the agenda. Subjects include pay cable, employment guidelines for cable, local programing and public access, education, political and municipal use, minority programing, future uses of technology, state vs. local control, cable in major cities, future uses of technology and several others.

Some industry authorities scheduled to participate are Martin Firestone, National Association of Theatre Owners; Barry Zorthian, Time Inc.; W. Bowman Cutter, Cable Television Information Center; Frank Young, National League of Cities; Charles Tate, Cablecommunications Resource Center; Russell Conner, Cable Arts Foundation; Ben Park, Alternate Media Center, New York University, and Rick Hitus, Malarkey, Taylor & Associates.

QUALITY TALKS FOR CBC CBU CBL CBF CBM CBW CJBC



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Continental Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

of February, when the networks were still running original episodes of their regularly scheduled series.) *Gunsmoke* (CBS) is the worst offender in all of these demographically "undesirable" categories, which means that another Nielsen slip-page like last season's (when it lost an average of 1.3 rating points from the previous year) could make it a prime candidate for cancellation.

Joining *Gunsmoke* on the endangered-species list are two other CBS shows, *Medical Center* and *Barnaby Jones*, which skew alarmingly toward counties with fewer than 150,000 people and toward low-income families. Other shows with demographic problems of one sort or another—shows that must get a higher over-all rating than the average to survive—are *Mannix* (CBS), *Good Times* (CBS), *Ironside* (NBC), *Hawaii Five-O* (CBS), *Apple's Way* (CBS), *Adam-12* (NBC) and *The Wonderful World of Disney* (NBC). *The Waltons'* high cumulative rating allows it to finish No. 2 among women 18 to 49, and to tie for eighth place among adults 18 to 49, but it also skews toward small-population counties and about matches *Gunsmoke* in appealing to men and women over 50.

The following is the complete list of 1973-74 prime-time series, from September through April, ranked according to their season-to-date ratings, which are taken from the national Nielsen Television Index.

1. All in the Family (CBS)	31.2
2. The Waltons (CBS)	27.7
3. Sanford and Son (NBC)	27.5
4. M*A*S*H (CBS)	25.7
5. Hawaii Five-O (CBS)	24.0
6. Maude (CBS)	23.5
7. Sonny & Cher Comedy Hour (CBS)	
(canceled)	23.3
Kojak (CBS)	23.3
9. The Mary Tyler Moore Show (CBS)	23.1
Cannon (CBS)	23.1
11. The Six Million Dollar Man (ABC)	
(second season)	22.4
12. Wonderful World of Disney (NBC)	22.3
The Bob Newhart Show (CBS)	22.3
Gunsmoke (CBS)	22.3
15. NBC Sunday Mystery Movie	22.1
16. Happy Days (ABC) (second season)	21.5
17. Good Times (CBS) (second season)	21.4
Barnaby Jones (CBS)	21.4
19. CBS Friday Movie	21.2
NFL Monday Night Football (ABC)	
(fourth quarter)	21.2
21. Tuesday Movie of the Week (ABC)	21.0
22. The Streets of San Francisco (ABC)	20.9
23. The Rookies (ABC)	20.3
24. ABC Monday Movie (first quarter)	20.2
25. The Carol Burnett Show (CBS)	20.1
Kung Fu (ABC)	20.1
27. Here's Lucy (CBS) (canceled)	20.0
28. Mannix (CBS)	19.6
29. Marcus Welby, M.D. (ABC)	19.5
30. Emergency (NBC)	19.4
31. CBS Thursday Movie	19.3
ABC Sunday Movie	19.3
33. NBC Monday Night at the Movies	19.1
NBC Saturday Night at the Movies	19.1
Ironside (NBC)	19.1
Apple's Way (CBS) (second season)	19.1
37. Rotating Hawkins/Shaft/Movies (CBS)	
(canceled)	19.0
38. The Odd Couple (ABC)	18.9
39. Adam-12 (NBC)	18.5
Medical Center (CBS)	18.5
41. The Dick Van Dyke Show (CBS) (canceled)	18.4
42. The Deen Martin Show (NBC) (canceled)	18.2
43. Police Story (NBC)	18.0
44. Dirty Saily (CBS) (canceled)	17.8
45. Toma (ABC) (canceled)	17.8
46. NBC Wednesday Movie (canceled)	17.6
The Magician (NBC) (canceled)	17.6
48. Tuesday Mystery Movie (canceled)	17.2
Wednesday Movie of the Week (ABC)	17.2
(All of the shows from 50 on down have been canceled)	
50. The Flip Wilson Show (NBC)	17.1
51. The FBI (ABC)	17.0
52. Lotta Luck (NBC)	16.9
Music Country USA (NBC)	16.9
54. Chase (NBC)	16.1
The Brady Bunch (ABC)	16.1

56. The Brian Keith Show (NBC)	15.8
57. The Cowboys (ABC)	15.7
58. Firehouse (ABC)	15.6
59. The Girl With Something Extra (NBC)	15.2
60. Chopper One (ABC)	15.0
61. Doc Elliot (ABC)	14.9
62. Diana (NBC)	14.6
63. Love Story (NBC)	14.2
Owan Marshall (ABC)	14.2
65. NBC Follies	14.1
66. Needles and Pins (NBC)	13.9
67. Room 222 (ABC)	13.8
68. The New Temperatures Rising (ABC)	13.6
Roll Out (CBS)	13.6
70. Grill (ABC)	13.2
71. The New Perry Mason (CBS)	13.1
72. ABC Suspense Movie	12.9
73. NBC Reports	12.3
74. Adam's Rib (ABC)	11.9
75. Love American Style (ABC)	11.7
76. Dick Clark's Rock 'n' Roll Years (ABC)	11.6
77. Love Thy Neighbor (ABC)	10.7
78. The Partridge Family (ABC)	9.8
79. Bob & Carol & Ted & Alice (ABC)	9.3
80. Calucci's Dept. (CBS)	6.0

The top 15 shows among women 18-49, based on the Nielsen NTI ratings, September 1973 through May 12, 1974.

	Women 18-49 AA Rtg.	Network
1. All In the Family	21.3	CBS
2. Waltons	19.1	CBS
3. Sanford and Son	18.3	NBC
4. ABC Monday Movie	18.1	ABC
NBC Sunday Mystery Movie	18.1	NBC
6. Tuesday Movie of the Week	18.0	ABC
8. Six Million Dollar Man	17.7	ABC
Happy Days	17.7	ABC
10. ABC Sunday Movie	16.4	ABC
11. CBS Friday Movie	16.3	CBS
12. Marcus Welby	16.2	ABC
13. Sonny and Cher	16.0	CBS
14. Streets of San Francisco	15.9	ABC
15. Kojak	15.8	CBS
Good Times	15.8	CBS

The top 15 shows among men 18-49, based on the Nielsen NTI ratings, September 1973 through May 12, 1974.

	Men 18-49 AA Rtg.	Network
1. ABC NFL Football	18.9	ABC
2. All in the Family	18.8	CBS
3. ABC Monday Movie	17.9	ABC
4. NBC Sunday Mystery Movie	16.9	NBC
5. ABC Sunday Movie	16.7	ABC
6. Six Million Dollar Man	15.7	ABC
7. CBS Friday Movie	15.6	CBS
M*A*S*H	15.3	CBS
9. Kojak	15.2	CBS
10. Kung Fu	15.1	ABC
11. Sanford and Son	15.0	NBC
Walt Disney	15.0	NBC
13. Streets of San Francisco	13.9	ABC
14. NBC Saturday Movie	13.8	NBC
15. Happy Days	13.7	ABC

The top 15 shows among adults 18-49, based on the Nielsen NTI ratings, September 1973 through May 12, 1974.

	Adults 18-49 AA Rtg.	Network
1. All in the Family	20.1	CBS
2. ABC Monday Movie	18.0	ABC
3. NBC Sunday Mystery Movie	17.5	NBC
4. Six Million Dollar Man	16.7	ABC
M*A*S*H	16.7	CBS
Sanford and Son	16.7	NBC
7. ABC Sunday Movie	16.5	ABC
8. CBS Friday Movie	16.0	CBS
Waitons	16.0	CBS
10. Tuesday Movie of the Week	15.8	ABC
11. Happy Days	15.7	ABC
12. Kojak	15.5	CBS
13. ABC NFL Football	15.1	ABC
Walt Disney	15.1	NBC
15. Kung Fu	15.0	ABC

NBC-TV cites its gains

NBC-TV statisticians reported last week that, based on the national Nielsen overnight ratings for May, its affiliated stations should do much better this year than last in the Nielsen market-by-market May sweeps (conducted May 2-29) and also in Arbitron's (May 1-28). NBC sources said that in the national prime-time ratings for those periods this year NBC came in second, up from third a year ago.

In NBC's calculations for the Nielsen

Spotmaster®



200 SERIES MONO CONSOLES

- 5 or 8 mixers, Daven type step attenuators
- Cart (high) and mike (low) level inputs switch selectable
- Usable in remote control applications
- Full dual channel metering, identical program and audition transformer outputs
- Internal cue, phone and 10 watt monitor amps
- Excellent electrical specs

FULL LINE INCLUDING 12
OTHER MODELS AVAILABLE
CALL OR WRITE



BROADCAST ELECTRONICS
8818 Brookville Road
Silver Spring, Maryland 20910
Phone: 301-588-4963

Not just another hotel on Madison Avenue. But a Knott Hotel.

Best place on or off the Avenue for the communications industry to communicate. For when you've got to stay in town overnight. And when you and your wife want to do the town on a weekend. Two and three room suites for corporate use, too. With the Barbary Room where you can really commune over luncheon and dinner.

NEW YORK CITY

THE *Berkshire*

HOTEL

Madison Avenue at 52nd Street
(212) 753-5800

(Ask about our special weekend plan.)

Out-of-town reservations:

Call toll-free in the Continental U.S.
(except Fla.): 800-327-3384.
In Fla. call collect: (305) 655-4101



sweep period, CBS had an average 17.4 national rating, NBC a 15.9 and ABC a 14.8. For Arbitron's sweep period it was CBS 17.6, NBC 16.0 and ABC 14.1.

During the sweep periods CBS telecast the *Junior Miss Pageant*, the *Miss U.S.A. Pageant*, a *Hawaii Five-O* two-and-a-half-hour special called "V for Vashon," and the high-rated made-for-TV movies "Cry Rape" and "Coffee Tea or Me." NBC put on a new *Columbo* episode, a made-for-TV movie based on Ross Macdonald's "The Underground Man," a two-hour *Ironsides* original, a star-studded comedy special "The Bluffers," the Emmy Awards show and four theatrical movies: "Two Mules for Sister Sara," "Giant" (in two parts), "Shoot-Out" and "In the Heat of the Night." ABC chimed in with the theatrical movies "Goldfinger" and "Ice Station Zebra" (two parts), the made-for-TV movie "Pretty Boy Floyd," the Indianapolis 500 in prime time and a Julie Andrews-Jackie Gleason special.

TV movies win recognition of church group

The National Council of the Churches of Christ has recognized the emergence of "a video cinema" and its Broadcasting and Film Commission will present citations for made-for-TV movies on June 24 in New York to representatives of the three commercial TV networks. Previously, the church had only honored theatrical films. This year, however, it will also pay tribute to "socially significant feature films made especially for TV" that were outstanding for their "artistic contribution" and for being in "the forefront in discussing the social issues of our time."

The made-for-TV films to receive awards: CBS's *The Autobiography of Miss Jane Pittman*, *Tell Me Where It Hurts*, *Larry*, *The Migrants*, *The Morning After* and *I Heard the Owl Call My Name*; ABC's *I Love You . . . Goodbye*, *Blood Sport*, *The Stranger Who Looks Like Me* and *The Catholics*; NBC's *A Case of Rape*, *Lisa-Dark and Bright* and *The Blue Knight*.

TIO documents TV's role in allaying energy crunch

The contributions of television stations in helping Americans cope with the energy crisis are highlighted in the results of a survey released last week by the Television Information Office.

Returns from 170 TV stations show that the typical commercial TV station in the U.S. produced at least five public-service spots about the energy crisis during the November 1973-February 1974 period. TIO estimated that the average station telecast those spots about 150 times and that all TV stations carried a total of more than 125,000 spot announcements on energy conservation (exclusive of oil companies' advertising) during the four-month period.

The respondents to TIO's survey also

reported that they had prepared and carried editorials and documentaries on the subject of energy conservation. During the survey period the commercial networks provided their affiliates with hundreds of hours of programming on the subject within nightly news shows, regularly scheduled political discussion shows and the "magazine format" new series.

Polloi flock to Hoy, psychic of talk radio

A medium with a message emerges from KMOX program

Add to the roster of telephone talk-show personalities, hotline reporters and lost-pet-corner hosts, one more call-in possibility: Dial-a-medium. Cashing in on the current psychic phenomena vogue that has produced the "Exorcist" in the movies and *Kreskin the Great* on TV, radio stations are beginning to find that Dr. David Hoy is a hot item.

Only a phone call away, Dr. Hoy, one-time Baptist preacher turned full-time psychic, offers divinations on topics ranging from misplaced dentures to the future of the nation. Dr. Hoy (the 'Dr.' comes from an honorary degree conferred by a Brazilian university) says that listeners calling into his program on WDZ(AM) Decatur, Ill., "blew out" one entire section of the city's telephone system, and that one half-hour segment on WOW(AM) Omaha elicited 100,000 calls.

"ESP is coming of age," says Mr. Hoy who attributes his popularity to greater public awareness of extrasensory perception. He has always claimed psychic powers; he used to demonstrate ESP for his buddies in divinity school. That was followed by a stint as a missionary in Brazil (where he also took the opportunity to study voodoo), a gradual "falling out" with the ministry and then a period as news director at WIKY-AM-FM Evansville, Ind., where he spiced up newscasts with his prediction-of-the-month.

As a guest on a talk show about ESP on WDZ, Mr. Hoy was challenged by a

listener to locate a pair of lost scissors. He found the scissors—and his niche in broadcasting. For the past three years he has done a commercially sponsored half-hour weekly show for KMOX(AM) St. Louis. This month he's also being heard on seven other stations across the nation—part of a 13-week contract. Mr. Hoy gets \$35 to \$50 per program with the privilege of mentioning his mailing address. From his Paducah, Ky., home, he provides a variety of free mailings and, for a "modest fee," answers mailed-in questions.

His programs begin with a short segment discussing ESP—what it is and how it is used—and some "psychic games" in which listeners try to guess the word or symbol Dr. Hoy has in mind. Listeners are then invited to call in questions. "They're mostly of a personal nature," Mr. Hoy says, people wanting to know the whereabouts of a lost ring, whether a financial investment is sound, answers to health problems or "whether it's going to be a girl or a boy." I get kind of tired of that question," he says, "after all, the odds are 50-50 anyway."

NAITPD nudges court on prime-time appeal

Stay is again sought as judges fail to deliver on indication they would move quickly in case

Eight weeks after the U.S. Court of Appeals for the Second Circuit, in New York, indicated it would act swiftly on the case involving appeals of the FCC's modified prime-time access rule, the various parties to the appeals are still waiting for a decision. So one of them, the National Association of Independent Television Producers and Distributors, asked the court, in effect, for a clue that would protect its members from the "irreparable injury" they will otherwise suffer.

NAITPD, which opposes the modification and which asked the court in February to stay the new rule pending judicial review, renewed "in part" that request: It wants the rule stayed if the court "has in fact reached a determination on the merits" favorable to the independent producers and distributors, and then only until the court's mandate in the case is issued.

NAITPD recalled that in its request for a stay it had contended that its members would suffer "irreparable injury" if the modified rule were to go into effect in September, as scheduled, because of investments already made in new-program development. The new rule leaves open at most six half hours weekly for non-network producers to attempt to fill in the prime-time schedules of top-50 network affiliates. The original rule opened up an hour—except at stations that take the half-hour network news.

The court rejected the request for stay, but it indicated it would act in a matter of weeks. At the hearing on the request for stay, in March, it ordered an expedited briefing schedule, which called for oral argument on April 5. NAITPD



Hoy

WDCA-TV
is the world's first
VHF station...

operating on a UHF channel.

When some people think of VHF, they think of a powerful signal, clean on-air appearance, quality programming, high ratings, and good audience composition.

If VHF means this to you, you should know more about WDCA-TV, Washington, D.C., America's foremost UHF station. First with the world's most powerful TV transmitter . . . first with the RCA "Cart" machine . . . and a leader in top family programming including first-run feature films and live sports.

When you think of Washington, D.C., remember WDCA-TV—the world's first VHF station . . . operating on a UHF channel.

WDCA-TV 20

WASHINGTON D.C.

REPRESENTED BY PETERS GRIFFIN WOODWARD INC.

noted last week that at the hearing it said its members' "further injury would largely be averted if the merits could in fact be disposed of in a matter of weeks rather than a matter of months as would normally be the case."

On the assumption that the court "has undoubtedly now reached a determination on the merits," NAITPD said, it was partially reinstating its stay request on the ground that "continued uncertainty as to resolution of this case beyond the eight weeks which have passed will render the expedited schedule alone inadequate to achieve its intended purpose of obviating avoidable irreparable injury." NAITPD said that the relief it is seeking would not "hamper or hasten the court's subsequent deliberations" on the actual writing of the opinion.

Public television goes democratic for programing

Some of summer and a good bit of fall PBS line-up is being selected and partially paid for by stations on the PTV network

The nation's 148 public television stations have begun the final process involved in implementing the new National Station Program Cooperative, the project by which the medium hopes to revolutionize the method of noncommercial program selection and to solve some of its financial dilemmas.

The Public Broadcasting Service has conducted several program purchasing rounds, a complicated procedure in which stations wire a list of selections to PBS, where the information is collated in a computerized system. Several more rounds will be held within the next two weeks and although PBS officials were not sure exactly when the entire selection process will be completed, it is not expected to run any longer than mid-June.

At stake is approximately 40% of the fall PBS program schedule and some summer programing. Presently, 93 proposed programs are available to stations through the co-op. Of that number, at

least 24 will be accommodated.

Under the co-op, which PBS and the stations have authorized for one year on a trial basis, two significant changes will take place in the noncommercial system. First, stations will for the first time have a direct say in which national programs will be made available to them by PBS. Previously, that decision had been the domain of a PBS committee and the Corporation for Public Broadcasting, which has supplied much of the funding for the national schedule. Second, the co-op will commit the stations to finance a substantial portion of the schedule on their own and eventually should increase the total amount of dollars available for the national schedule.

Presently, the stations are expected to come up with at least 25% of the total co-op budget. The bulk of the financing is coming from the Ford Foundation (\$5.5 million) and CPB (\$4.5 million). At a minimum, the stations will have to come up with \$3.3 million, but will probably wind up paying \$5 million.

A financial arrangement such as the one provided by the co-op plan has been necessitated by a rapidly changing financial environment in public television. In 1971, \$22 million was available for the production of national programing. This year, that figure has dropped to \$16 million. This is due to the fact that CPB, the primary benefactor of national programing in the past, has been shifting its allocation emphasis toward increasing community service grants—the funds made available directly to stations—as its federal funding increased. In 1973, when CPB received a total of \$35 million from the federal government, it made \$5 million available to the CSG program. In the current fiscal year, that total has jumped to \$15 million, and could go as high as \$24 million in fiscal 1975. The stations, with more money in their coffers, were the obvious sources to make up the deficit.

The co-op plan was first proposed two years ago in an article in the *Educational Broadcasting Review* by PBS President Hartford Gunn. Noting that Congress and the administration had not been treating public broadcasting to what the medium considers to be its fair share of the federal tax intake, Mr. Gunn nevertheless concluded that "the problems are

largely of our own making, and only we can take the initial steps to their solution."

How the co-op actually works is a matter which has caused confusion among station and lay people alike. Essentially, it involves a process of determining the costs of individual programs and then finding a formula by which that cost can be met, based on the level of station interest. Final production costs, of course, are not subject to alteration. The cost to the individual station is. Once the list of available programs was narrowed down to the present 93 offerings (a process executed in a "preference round" conducted by PBS last April), PBS compiled a catalogue listing each show and the tentative cost to the individual station. The latter, based on a formula considering both population of the station's service area and total station budget, ranges extensively. KWCM-TV Appleton, Minn., the smallest facility, has an anticipated total expenditure of \$4,600 for the entire package. WGBH-TV Boston would pay \$68,000. The final individual station cost per program, however, is based on the total number of stations willing to purchase a particular program. In most cases, however, the cost would be shared by most, if not all, stations in the system.

While the final results of the selection process have yet to be compiled, preliminary indications are that the most popular programs in the eyes of the stations are the PBS package of children's offerings (*Sesame Street*, *Zoom!*, *Misterogers's Neighborhood* and *The Electric Company*). With a total of \$15 million invested in the co-op this year, PBS projects that 42.4% of the funds will be spent on children's programs, 20.3% on cultural and 37.2% on public affairs. The final fall schedule will not be known until after a series of meetings involving station programing, public information and development personnel in Washington June 24-28.

The co-op, however, will not solve all public television's national programing problems. Some 60% of the entire schedule will still have to come from other sources—notably corporations, foundations, CPB and the U.S. Office of Education. At present, only 16% of the schedule's total costs has been committed by those entities. Whatever portion of the remaining 44% which cannot be obtained will have to be compensated for by reruns. Some 300 hours of repeats will have been distributed by PBS by the end of the current fiscal year.

Program Briefs

More football rights. WSNL-TV Patchogue, Long Island, N.Y., will telecast live all eight road games of New York Stars of World Football League as well as delayed tape broadcasts of eight home contests. Former New York Jet Matt Snell and George Plimpton head list of color commentators to be used. WKIS(AM) Orlando, Fla., will originate for regional

Please send

Broadcasting

The newsweekly of broadcasting and allied arts

Name Position

Company

- Business Address
 Home Address

City State Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER SERVICE

- 3 years \$60
 2 years \$45
 1 year \$25
Canada Add \$4 Per Year
Foreign Add \$6 Per Year
 1974 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
 1974 Yearbook \$17.50 (If payment with order: \$15.00)
 Payment enclosed
 Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

network coverage of Florida Blazers of WFL. Wkix Sports Director Stan Savran will do play-by-play. ■ KSD-TV St. Louis, for the first time, will take over preseason telecasts of St. Louis Cardinals of National Football League. Three live and three delayed tape broadcasts are planned with KSD-TV Sports Director Jay Randolph and station sportscaster Ron Jacober handling play-by-play.

Warners want 'Nakia' stopped. Warner Bros. has filed suit against ABC, charging copyright violation in network's new fall series, *Nakia*, which Warner claims is steal from its "Billy Jack" motion picture. Suit also asks that ABC be enjoined from showing 90-minute pilot of program again; it was first shown in April. Joining Warner in suit that seeks injunction against showing of Columbia Pictures Television-produced series is Nation Student Film Corp., company owned by Tom Laughlin, creator-star of movie.

Picking up speed. Eight TV stations have agreed to carry during September group of five prime-time specials to be produced or acquired by Syndicast Services Inc., New York, in conjunction with CBS owned-and-operated stations. As planned, specials produced or acquired by Syndicast will be presented on five CBS-owned TV stations and any other outlets that may be obtained on barter advertising basis. From group of specials carried, one or more will be chosen to be produced as prime-time series for 1975-76. Outlets that will carry the specials, in addition to CBS O & O's, are WHEN-TV Syracuse, N.Y.; WNEM-TV Flint, Mich.; KPHO-TV Phoenix; WOW-TV Omaha and KCMO-TV Kansas City, Mo., and WLWI-TV Indianapolis; WLWC-TV Columbus, Ohio; WLWD-TV Dayton, Ohio and WLWT-TV Cincinnati.

Bankrolled. Ford Foundation and Corporation for Public Broadcasting have officially made grants to Public Broadcasting Service totaling \$10.5 million to be used in first year of new National Station Program Cooperative. Ford, gradually withdrawing its support to public broadcasting, will make total of \$5.5 million available to co-op and \$500,000 to PBS for associated administrative expenses. CPB will contribute \$4.5 million. Public television stations will have to match total operational grant with \$1 for every \$3 from CPB and Ford. Amount of grants has been set for at least two months, but was formally announced only last week.

Slapped. WIBG(AM) Philadelphia was ordered to pay nominal damages—\$30,000 in court costs—to Zinman Furs, Camden, N.J., because one of its radio personalities, Don Wade, called company "murderer" of fur-bearing animals. However, no compensatory or punitive damages were awarded to Zinman by eight-member jury in U.S. District Court for Eastern District of Pennsylvania, Judge John B. Hannum presiding.

Into theatrical. Independent Television Corp. plans major thrust into the theatrical film production field with minimum of 10 features per year. Sir

Lew Grade, chairman of ITC and of its parent company, Associated Television Ltd. of Britain, said ITC thus far has made theatrical film distribution deal with Paramount Pictures Corp., United Artists Corp. and Avco-Embassy Pictures Corp.

Set for Hughes. Hughes Television Network, New York, has acquired distribution rights to programs of NFL Films, subsidiary of National Football League. Starting weekend of June 15-16, line-up of stations will carry half-hour films, *NFL in Action*, for 13 weeks. These will be followed by 14 one-hour films, *This Week in Football*, starting weekend of Sept. 21-27, recapitulating highlights of NFL games during preceding week.

'Big Brotherthon.' Six Metromedia TV stations will carry promotion for Big Brothers of America prior to Father's Day, with major thrust that Sunday (June 16). Effort to enlist 25,000 volunteers involves prominent entertainment, sports and political personalities. Stations involved: WTTG(TV) Washington, KTTV(TV) Los Angeles, WNEW-TV New York, WTCN-TV Minneapolis-St. Paul, WXIX-TV Cincinnati and KMBC-TV Kansas City, Mo.

Open invitation. A production managers' association is in works, accepting one member station per market. Purpose is to exchange ideas about sets, commercials, show openings, artwork, policies and to provide job vacancy pipeline for production positions. On the list so far: WBAY-TV Green Bay, Wis.; WHO-TV Des Moines; KPAZ(TV) Phoenix; WBNS-TV Columbus, Ohio; WBAL-TV Baltimore; KTVH(TV) Wichita, Kan.; WCCO-TV Minneapolis and WTVO(TV) Rockford, Ill. Organizing association are Ron Prange, WBNS-TV and Ralph Kuehn, WISN-TV.

Americans all. Gottlieb/Taffner Programs, New York, will distribute for showing in 1975 and 1976 eight one-hour special programs, *A Nation of Immigrants*, detailing history of America through its waves of immigration. Specials will be produced by Thomas Television of Britain, responsible also for *The World at War*, syndicated also by G/T. Syndicator says *Immigrants* already has been bought by 45 U.S. TV stations.

Life of party. Home International Television, Los Angeles, announces acquisition of worldwide rights to *Fractured Flickers*, 26 half-hour films produced by Jay Ward and Bill Scott, featuring scenes from silent movie classic features with added comedy dialogue. Each segment also includes interviews with personalities in show business. Hans Conreid is host-narrator.

Chamber orientation. New sets of public service spots for TV, radio and cable have been released by Chamber of Commerce of the U.S., telling what chamber is and describing its projects. Storyboards and ordering cards have been sent to 600 TV stations; audiotapes and reporting cards have been sent to 1,500 radio stations.

WKRC-TV refused pregame show waivers

Indicating that it intends to take a tough stance on its revised prime-time access policy, the FCC last week denied two requests for waiver of the amended rule setting 7:30-8 p.m. as the access period.

WKRC-TV Cincinnati had asked for a waiver during the 1974 football season to permit a local pro football program at 8:30 as a pregame show for ABC Monday night football games. In addition, the station wanted to slough the one-week delayed broadcast of a network program, *The Rookies*, into the 7:30-8:30 period. Similarly, WKEF(TV) Dayton, Ohio, sought permission to rebroadcast the WKRC-TV show at 8:30 and to run *The Rookies* at 7:30. The stations argued that it was "paradoxical" that the amended rule, intended as a "relaxation," would prohibit in September programming that is permissible now. They further said that strict adherence would be contrary to the public interest in denying viewers "maximum attractive programming on Monday evening." And, perhaps as a hint of things to come, it pointed out that other ABC affiliates in the top-50 markets would have the same problem.

But it was just this argument that persuaded the commission to stick by its policy. Waiver for WKRC-TV, it said, would necessitate bending the rule for more than a quarter of the broadcast year in many top-50 markets. The commission further noted that a waiver would result in a situation every Monday night where the two other affiliated stations in each city would face competition from a network program during the access period. The stations can still run their desired programming, the commission added, simply by inverting the proposed order—the local show at 7:30 and *The Rookies* at 8.

NBC-TV alters hockey plan

NBC-TV is exercising its option to telecast National Hockey League games for the third year (of a three-year contract) and will try to counter the disappointing ratings of last season's contests by pushing the starting times from 2 p.m. to 4 p.m. NYT. The 1974-75 TV schedule will include 13 regular-season Sunday games and one Saturday game, to match last season's total of 14 televised games.

Also, because of the meager ratings of NHL games aired in prime-time last season, the Stanley Cup contests (up to seven) will be televised only in the afternoon, unless the series gets down to a seventh, and deciding, championship game. In that case, according to an NBC source, the network might consider a one-shot nighttime slotting. The estimated rights figure for the 1974-75 season is \$2.4 million, the same as last year.

NBC officials had assured their affiliated stations last month that in recognition of prime-time hockey telecasts' depressing effects on ratings, they were negotiating the renewal on terms that would not require prime-time presentations,

***Who else has
TWO of UHF's
pioneer stations
still going strong?**

wtpa-tv 27
HARRISBURG, PA.

Serving the public since
June 19, 1953**

**UHF's 1st Year

wsye-tv 18
ELMIRA, N.Y.

Serving the public since
Sept. 10, 1956

UHF: out of the traffic and heading for the open road

A medium finally finds room to maneuver as it begins to break free of the many problems that have ensnared it

UHF television, after all these years, is finally getting it all together.

Twenty-two years after it was launched on a wave of bright promises, 10 years after the all-channel law went into effect, UHF is beginning to pay off. The initial wave of promises turned disastrously tidal, dashing hopes and darkening channels throughout the early years, but the all-channel law has lived up to its advance billing. More than 100 million TV sets are out there now, capable of tuning UHF along with VHF, and more and more UHF broadcasters are showing that those UHF bands can be reached.

Not that it's easy yet. "The fields are green but not golden," in the words of one survivor of the spectrum-opening rush of 1952.

He has managed to make it pay almost from the start, which is more than most UHF broadcasters can say. In 1972, the last year for which official FCC figures are available, fewer than half—43.9%—of the reporting UHF stations were profitable, and the business as a whole was running at a loss.

But the loss declined from a peak of \$45.5 million in 1970 to \$15.9 million in 1972, and the National Association of Broadcasters, which has been making its own UHF financial surveys since 1965, found that the "typical" UHF station in 1972 actually turned a small profit—\$12,100—for the first time. More encouraging, perhaps, the typical U's revenues had increased by 20% over 1971, whereas the typical TV station's—taking both U's and V's into account—were up only 4%.

There has been a tremendous shake-out in UHF stations over the years, as countless former UHF owners can testify to their sorrow. A total of 173 stations were in the field that produced the \$15.9-million loss in 1972, down seven from the 1970 total. But 20 years ago there were already 125 UHF stations that met FCC's reporting requirements, and that was just two years after UHF was opened up. Then the early hopes began to turn sour as new V's emerged from the freeze and the number dwindled to a low of 76 in 1960. Only when the all-channel law appeared imminent in 1961—it was enacted in 1962 to take effect in May 1964—did the UHF station population

How much UHF is getting into what markets

This is the latest ledger on UHF set penetration market by market, based on an unpublished report prepared by A. C. Nielsen Co. and distributed to its clients. The figures come from the Nielsen Station Index's *Viewers in Profile (VIP)* reports for February-March this year, reflecting November 1973 data. (Other Nielsen markets, not listed in this tabulation, are shown in the client report as not having a "reportable" UHF station: That is, any UHF's serving those markets did not meet Nielsen's minimum rating standards—a rating of approximately 0.5 in two or more day-parts is one of several—during the measurement period.) An asterisk in the Metro column means that Nielsen does not define a Metro area for that market. The client report also included comparable data from the Nielsen VIP reports for November 1973, omitted here because in most cases they duplicated or most differed relatively little from the later figures.

DMA market	February-March 1974 UHF penetration		DMA market	February-March 1974 UHF penetration	
	Metro UHF %	DMA UHF %		Metro UHF %	DMA UHF %
Albany-Schenectady-Troy, N.Y.	65	54	Lansing, Mich.	56	56
Atlanta	86	75	Lexington, Ky.	99	92
Austin, Minn.	95	90	Lima, Ohio	95	95
Bakersfield, Calif.	95	95	Lincoln-Hastings-Kearney-Hayes, Neb. ¹	25	9
Baltimore	74	72	Los Angeles-Palm Springs	*	55
Baton Rouge	93	77	Louisville, Ky.	96	88
Binghamton, N.Y.	93	87	Lubbock, Tex.	92	83
Birmingham, Ala.	91	82	Macon, Ga.	84	77
Boston-Manchester-Worcester	84	78	Madison, Wis.	97	92
Buffalo, N.Y.	85	74	Meridian, Miss.	43	33
Burlington-Plattsburgh, N.Y.	72	62	Miami-Fort Lauderdale	60	59
Champaign	97	94	Milwaukee	90	83
Springfield-Decatur, Ill.	94	—	Monterey-Salinas, Calif.	84	64
Charleston-Huntington, W. Va.	37	25	Montgomery, Ala.	96	70
Charlotte, N.C.	90	73	New Orleans	83	69
Chattanooga	45	35	New York	19	—
Chicago	84	84	Norfolk-Portsmouth-Newport News, Va.	71	64
Cincinnati	87	83	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	*	41
Cleveland-Akron	91	86	Parkersburg, W. Va.	81	81
Columbia-Jefferson City, Mo.	81	65	Peoria, Ill.	98	98
Columbia, S.C.	95	81	Philadelphia	90	86
Columbus, Ga.	92	70	Raleigh-Durham, N.C.	71	44
Columbus, Ohio	72	59	Richmond-Petersburg, Va.	66	55
Corpus Christi, Tex.	50	46	Roanoke-Lynchburg, Va.	52	35
Dallas-Fort Worth	81	73	Rochester, N.Y.	78	72
Dayton, Ohio	88	85	Rockford, Ill.	97	96
Detroit	88	87	Sacramento-Stockton, Calif.	83	74
Dothan, Ala.	80	70	St. Louis	84	76
Erie, Pa.	96	94	Salisbury, Md.	*	93
Evansville, Ind.	97	88	San Antonio	58	50
Flint-Saginaw-Bay City, Mich.	82	74	San Diego	80	80
Fort Myers, Fla.	*	91	San Francisco-Oakland	73	71
Fort Smith, Ark.	70	68	Savannah, Ga.	91	85
Fort Wayne, Ind.	98	96	Sioux City, Iowa	91	64
Fresno (Visalia), Calif.	98	97	South Bend-Elkhart, Ind.	98	97
Grand Rapids-Kalamazoo, Mich.	93	56	Springfield-Holyoke, Mass.	97	96
Green Bay, Wis.	43	33	Springfield, Mo.	89	68
Hartford, Conn.	96	74	Syracuse-Elmira, N.Y.	69	65
New Haven, Conn.	55	—	Tampa-St. Petersburg, Fla.	82	79
Houston	91	88	Terre Haute, Ind.	71	53
Huntsville-Decatur-Florence, Ala.	98	95	Toledo, Ohio	90	88
Indianapolis	54	52	Topeka, Kan.	86	80
Lafayette, Ind.	93	—	Traverse City-Cadillac, Mich.	61	49
Muncie, Ind.	69	—	Tri-Cities, Tenn.-Va.	77	58
Jackson, Miss.	92	64	Utica-Rome, N.Y.	*	64
Jacksonville, Fla.	94	88	Washington, D.C.-Hagerstown, Md.	88	63
Johnstown-Altoona, Pa.	31	31	Watertown, N.Y.	48	41
Joplin, Mo.-Pittsburg, Kan.	90	77	Wilkes Barre-Scranton, Pa.	98	95
Kansas City, Mo.	84	75	Yakima, Wash.	98	93
Knoxville, Tenn.	92	67	Youngstown, Ohio	97	95
La Crosse, Wis.	*	63	Zanesville, Ohio	91	91
Lafayette, La.	77	46			
Lancaster-Harrisburg-Lebanon-York, Pa.	90	90			

¹ UHF estimates provided are for Hastings-Kearney, Neb.

* Nielsen does not define a metro area.

you gotta believe:

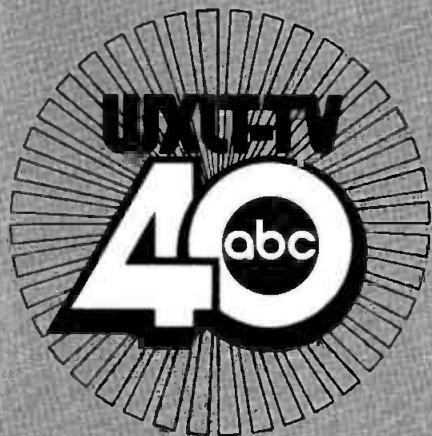
Sarasota is the new 100th TV market

157,530 T.V.-HH.*

*(Nielsen Feb/Mar '74
Sarasota Stn. Index)

Florida's
vital new
TV market
within
Tampa-St. Pete
market D.M.A.

50% population
increase
in Sarasota county
last four years,
and still growing



television, Inc. - Rep.

turn up again. Currently 195 commercial U's are on the air, up three in 12 months.

The all-channel law has insured that there are sets out there capable of tuning UHF stations—or more or less capable, depending on which UHF broadcasters are talking—but getting their owners to use them is something else again. That takes programing, of course, but most successful UHF operators agree it takes a lot more.

To make a really viable operation, it takes promotion to let people know the programing is there, a first-class technical operation including transmitter power to overcome as much as possible any UHF disadvantage in range, a surprising lot of education merely to teach many viewers how to use the UHF dial and, since money is what pays for it all, aggressive and often ingenious salesmanship to convince buyers that UHF audiences are, too, real people who buy things that advertisers sell, just as VHF audiences do.

There are still biases that favor VHF over UHF—unjustly and often unaccountably so, according to broadcasters who have spent years trying to overcome them. The biases are much smaller now than they used to be, most agree, and may in time be overcome altogether. But there is one—FCC's decision to intermix U's and V's—that can be overcome only by a reallocation, and although there is little agitation or perhaps even hope for that now, most U's that compete with V's would obviously welcome it.

For it is in the all-U markets that U's have historically competed on the same basis that U's everywhere have sought and in many cases are achieving: as television stations, period, without regard to what's V and what's U. Like the V's in an all-V market, the U's in all-U markets are network affiliates if there are three or fewer stations, and three are affiliates and the others independent in markets with more than three; their audiences are as loyal as V-market audiences, and the stations themselves are subject to the same problems—and opportunities—as their VHF counterparts elsewhere. There are some all-U markets where total station costs exceed total station revenues, but most observers agree that this, far from being a UHF phenomenon, is produced by forces—such as too many stations competing for the available dollar—that would have the same effect if the stations were V's.

There is an exception to this rule but happily it seems to be disappearing, not only in all-U markets but in many mixed markets as well. That is a tendency of some national buyers—more formerly than now—to think of UHF as somehow inherently inferior. As Tom Hamilton of WNDU-TV South Bend, Ind., operating since 1955 in a three-station all-U market, recalls it, "the only thing we had to battle was the attitude of buyers who seemed to think we had a depressed market. Until the mid-1960's some buyers tended to shy away from UHF markets of all kinds."

But that kind of thinking appears to be growing more and more out of date for mixed as well as U markets. The

Association of Independent Television Stations, for instance, though a large percentage of its members are U's, treats UHF and VHF alike; it insists their problems are the same, stemming from lack of network affiliations rather than the band they operate in. More and more U's are taking the same position, avoiding wherever possible the UHF distinction and emphasizing that "it's all television."

No doubt much of the negative thinking about UHF began to die out first at the local level, when it was found that, technically, UHF can be an advantage. WNDU-TV's Tom Hamilton, for example, notes that "back in the 1950's local merchants would go to Detroit, say, and come back saying how surprised they were at how much clearer and free of interference the reception was at home. That kind of word became pretty universal in markets like ours. Local merchants became educated pretty fast as to what kind of reception [UHF provides]. It took the national buyers a little longer."

The biggest clincher, however, had to come from audience success stories. In the all-U markets and on other U's that had network affiliations, these came easier than on independent U's competing with V's and in many cases competing with other U's as well. Like independent V's, independent U's for the most part have made their mark with counterprograming and often, if the market is big enough, with highly specialized programing.

Among the most obvious proofs that a broadcaster can succeed by finding a need and serving it are the Spanish International Communications Corp., all of whose five owned UHF stations program 100% in Spanish, and the nine other UHF stations in its Spanish International Network, which program largely to Spanish audiences. William D. Stiles, vice president and sales director, says spot business this year is running 25% ahead of last year—a gain many general-audience broadcasters will envy—and that SIN has attracted more new advertisers already this year than in all of 1973.

Of the SICC-owned stations, he says, KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex., made money last year—and were also, he says, the first independent U's in the country to show a profit, back in 1967 and 1968—while WXTV(TV) Paterson, N.J. in the New York market and WLTV(TV) Miami did a little better than break even and KFTV(TV) Hanford, Calif. turned in a loss in the all-U but highly competitive Fresno market, where six stations vie for audiences and dollars.

In all, the SICC group lost about \$100,000 last year, thanks primarily to a much bigger loss in trying to turn KMEX-TV into an all-news station, an effort since terminated.

The loss has in no way dulled SICC's enthusiasm for either UHF or Spanish. "All other problems get solved if people want badly enough to tune your station," says Mr. Stiles. And as evidence of their enthusiasm, a group identified with SICC has its own application pending for a new U in San Francisco.

But Mr. Stiles is the first to acknowl-

Excerpts from a letter to Clay T. Whitehead on his proposal to 'drop-in' 67 new VHF channels:

Spanish International Communications Corporation

Dr. Clay Whitehead
Office of Telecommunications Policy
The White House
Washington, D.C.

November 5, 1973

Dear Dr. Whitehead:

For those of us who have struggled for over a decade to make UHF a viable medium, your proposal comes upon us like a breath of fresh mustard gas. Are you prepared to sack the viability of the UHF band to pick up 67 V's? What's so sacred about a VHF frequency? It is the adherence to the VHF band that has created the very lack of diversity and balance in television that you so rightly want to change.

Today, despite the neglect which UHF has suffered, there are 228 more UHF TV stations than the country had back in 1962. I don't care what kind of math they teach you down in Washington, but back here in Simplesville, 228 is more than 67.

What is particularly discouraging is the tacit assumption that a VHF frequency is somehow inherently superior or more desirable than a UHF frequency. This bias is evidenced by the fact that five of the 67 VHF "drop ins" your workshop discovered are destined for Fresno, California.

Fresno, as your workshop will learn as you guide them along in their studies of the higher numbers on the dial, is an all UHF market. We operate one of the five UHF stations in Fresno. Are you proposing that we all change from UHF to VHF channels? Or are you suggesting that Fresno revert to being a mixed VHF-UHF market, so as to revive and enshrine forever the past errors and follies built into the table of allocations?

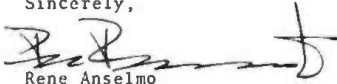
Now, if you are seriously concerned with diversity of media, Dr. Whitehead, I would like to propose a five year plan to convert all of the country's TV stations to UHF band. This will give the country a net gain of over 1,000 additional TV stations that could be put on the air.

Who gets hurt? Nobody, except those stations which have been enshrined in a semi-monopoly status by the patchwork illogic of our present allocation of the TV spectrum. The only thing these stations have to fear is competition from new television stations that no longer have to compete with hands tied behind their back. But that's what you want, isn't it? More competition? More diversity?

The only thing you and your workshop have to fear is the kicks and screams of the entrenched VHF stations...a worthwhile price to pay if the country stands to gain a potential of 1,000 TV stations.

Someday, even if the OTP doesn't pick up this challenge, we're going to have all UHF television in this Nation.

Sincerely,



Rene Anselmo
President

250 PARK AVENUE, NEW YORK CITY 10017, TELEPHONE (212) 697-0585

Spanish International

... the first financially successful UHF independents in the U.S.

edge that the SIN-SICC situation, though it underscores the values of serving a specialized audience, is not in the classic UHF mold. "We're dealing with a fraction of the market," he says. "Ours is not so much a UHF-vs.-VHF sell as a Spanish-vs.-English sell. But we are part of a segmentation trend. Instead of trying to be all things to all people, we're all things to a small segment of the population."

Some stations go after several segments. WCIU(TV) Chicago is one of those. It's an SIN affiliate and programs from 5:45 to 11:30 p.m. for Spanish viewers, including two newscasts each evening.

In other day-parts WCIU turns its attention to other audiences: from 9 a.m. to 3 p.m. Monday through Friday it offers a business/financial program, *Stock Market Observer*, that is currently in its sixth and according to J. Herman Sitrick, the station's vice president and general manager, its most successful year, with blue-chip advertisers that include Merrill Lynch, E. F. Hutton & Co., Hayden Stone, a number of major banks and several auto-leasing companies.

From 3 p.m. until Spanish programming starts at 5:45 WCIU carries black-oriented programs, which Mr. Sitrick says have gained provably high acceptance among Chicago's blacks, and on weekends "we program wrestling, roller derby, special programs beamed at Chicago's hundreds of thousands of Polish, Lithuanian, Greek and Italian-speaking viewers," plus more black and Spanish programming. "We are

filling major needs," says Mr. Sitrick, "and both viewers and advertisers are responding."

To get viewers and advertisers to respond to general as distinguished from ethnic or specialized programming, counterprogramming is the order of the day. Or, as many put it, alternative programming, especially for U's competing with an independent V in addition to networks' V's. Thus they concentrate on one or more forms of conventional TV fare—sports, movies, syndicated programs, a variety of child-oriented shows, local originations, news—but schedule it with a careful eye on what the competition is not showing at the same time.

It's the old story of, as Gene Jacobsen of KHTV(TV) Houston puts it, "when they [competitors] go for adults, we go for kids, and in prime time when we all go for adults we play features and counter them as much as we can."

Some of the biggest successes, following that pattern, have managed to establish roughly 3-6 p.m. as the children's hour (though they detest the non-adult connotation of the term), have created family viewing time in early fringe periods by scheduling syndicated comedies and action dramas against network and local news and have attacked network prime time—the hardest nut of all to crack—with the best feature films they can command.

There is often a lot of local programming in all this, too. KHTV, strong on sports since its inception in 1967, currently has Rockets basketball and Aeros hockey, carries 90 minutes of wrestling on tape on Saturday nights and repeats it Sunday mornings, has a three-hour country-western music block on Saturday night that's been a fixture since the station went on the air and, year in and year out, pulls an audience that Gene Jacobsen ranks next to sports.

In Washington, Milton Grant of WDCA-TV, like Mr. Jacobsen in Houston, says he's strong with children in the afternoon and in other periods puts a lot of emphasis on feature films, proclaiming WDCA as "the best movie house in town." He has sports, too, including Redskins coach George Allen as host on a weekly game replay in football season, the Washington Bullets basketball, the upcoming World Football League games plus other sports including lacrosse and tennis. And in early fringe, having attained what he calls "dominant" position in children in the 3-6 p.m. period, he's playing situation comedies in a sequence that includes two *Hogan's Heroes* back to back and says it's boosted WDCA's 6-7:30 total homes by 22% in the past year and its women 15-49 by 75%.

In the heart of prime time he schedules movies from what he calls one of the best film libraries in the country, totaling more than 2,000 titles and including some first-run product. In late night he carries CBS movies preempted by WTOP-TV, the CBS affiliate, plus some preempted CBS programming in other periods, and on weekends he goes "wall to wall with movies," which he says are "turning weekend into prime time."

WDCA-TV is helped considerably, Mr.

Grant says, by having installed in 1971 what was then "the world's most powerful transmitter," a 4-million-watt unit that provides "coverage for 70 miles in all directions" and "gives us more homes per rating point than any other station in the market." In his mind, a strong technical facility ranks with good program acquisition and strong promotion as basic musts. Is the combination profitable? "We're just about there," Mr. Grant says of the station, now in its eighth year. "It's been a struggle, but the trend is there, and that's what is encouraging. We have the momentum going."

WUTV(TV) Buffalo, N.Y., competing with three VHF affiliates but with no other local independent to share the advertising dollars, made it into the black a little quicker—in about a year and a half from its start in December 1970, according to General Manager Herman Pease.

Like other independents, WUTV relies heavily on counterprogramming and has achieved its most formidable weekday strength in the 3:30-8 p.m. blocks, but Mr. Pease also underscores "professionalism" and research as essentials along with programming, engineering and promotion. "You've got to have good programming and first-class facilities," he says, "but you've got to be professional about it—both on the air and in station administration—and you have to do research. In theory, the biases [against UHF] are weakening but there's still some reluctance to buy—some of it dictated by the client. Research studies help wear that down."

One belief that UHF stations would especially like to wear down is the one that assumes children's programming—and situation comedies generally—are watched only by children. Mr. Pease, like a lot of others, has devoted a good deal of research to that specific point and, he feels, successfully shown that adults watch with the children. But it dies hard—and harder on the national level than locally, many UHF operators say. They'd like to play down if not erase the "children's image" from the afternoon hours.

"We sell a lot more adult products than kids' stuff in the afternoon," says Bob Wormington, president and general manager of KBMA-TV Kansas City, Mo., though like most independent U's he concentrates on children or family viewing, as many prefer to call it, in those hours. But in the belief that "movies are no longer the way to go" in prime time, KBMA-TV is "basically heavy on sports," with a schedule that includes the Kansas City Royals baseball, Scouts hockey, Kings basketball, the new World League football games, a wrestling show that's also distributed to six other markets and a locally originated hunting/fishing program that will be in 26 markets this fall.

KBMA-TV is strong on local remotes for programs besides sports, too. "We did 601 remotes in our first three years," Mr. Wormington says, noting that the three-year period ended only last Sept. 28. He expects the station to "be in the black this year," says "we just missed it last year."

KTXL(TV) Sacramento, Calif., is ag-

YOUR DOLLAR INFLUENCES MORE WOMEN.* MORE NEWS WATCHERS.* IN THE 44 ADI ON WDAU TV

WDAU-TV. First with women 18-49 during early fringe, prime time, and into the late news.

A stronger audience in an even stronger market, Scranton-Wilkes Barre has moved up to the 44 ADI nationally.

Let your HR Salesman show you how to move up to greater influence.

WDAU TV
a CBS affiliate

SCRANTON-WILKES BARRE

*Source: ARB-11-73

How Much Do You Really Know About UHF?

The UHF Quiz.

- Rank the following stations in net weekly circulation.
(A) KMOX ch 4 St. Louis (B) WKBS ch 48 Philadelphia
(C) WRC ch 4 Washington
- Which of the following is the correct 9 am to Midnight ADI share of the VHF Independent and UHF Independent in San Francisco?
KTVU ch 2 KBHK ch 44
(A) 25% 2%
(B) 16% 5%
(C) 11% 7%
- Approximately how many adults watch a Kaiser UHF station each week?
(A) 5 Million (B) 7 Million (C) 10 Million (D) 12 million
- Which of the following markets did not have a full service independent television station in 1964?
(A) New York (C) Philadelphia (E) Boston
(B) Cleveland (D) Pittsburgh (F) Washington
- What is the approximate percentage of total UHF viewing in early fringe (M-F 4:30-7:30)?
Approximately 10% 15% 20% 25%
Boston _____
Chicago (3:30-6:30) _____
Cleveland _____
Detroit _____
Philadelphia _____
San Francisco _____
- What was the gross billings of the Kaiser UHF tv group in 1973?
(A) \$5 Million (C) \$16 Million (E) \$24 Million
(B) \$10 Million (D) \$20 Million (F) \$28 Million
- Rank the following broadcast groups in TSA Households served.
(A) ABC O&O's (D) Group W (G) NBC O&O's
(B) CBS O&O's (E) Kaiser (H) RKO General
(C) Capital Cities (F) Metromedia (I) Storer
- Approximately what percentage of homes could receive UHF in Detroit in 1965 when Kaiser's first UHF station went on the air?
(A) 15% (B) 25% (C) 35% (D) 40%

KAISER
BROADCASTING COMPANY

KBHK serving San Francisco • WFLD serving Chicago • WKBD serving Detroit • WKBF serving Cleveland • WKBS serving Philadelphia • WLVI serving Boston

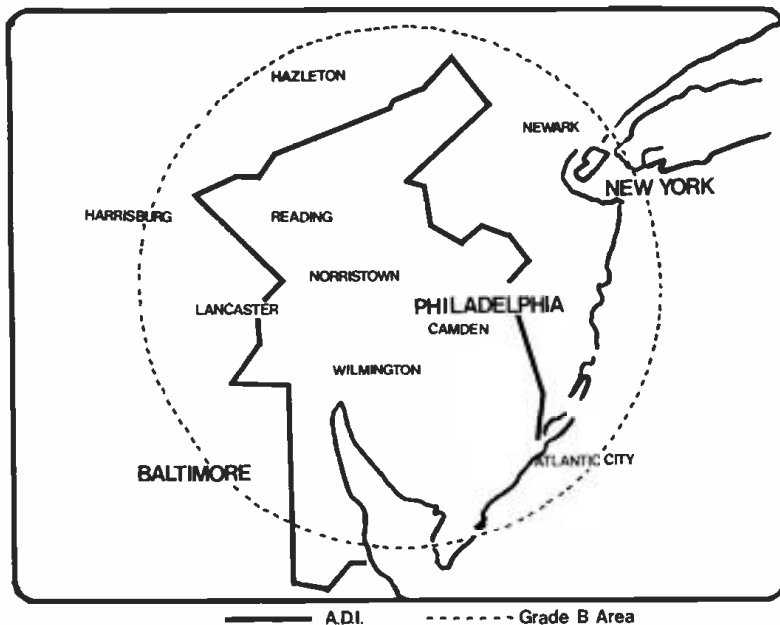
Represented Nationally by Kaiser Broadcasting Spot Sales

ANSWERS: 1. WKBS 1,364,000; WRC 1,292,000; KMOX 947,000. 2. (C) KTVU 11%, KBHK 7%. 3. (C) 9,559,000 adults. 4. (B) Cleveland, (C) Philadelphia, (D) Pittsburgh, (E) Boston. 5. Boston 20%, Chicago 15%, Cleveland 20%, Detroit 20%, Philadelphia 25%, San Francisco 10%. 6. (E) \$24 Million. 7. ABC, CBS, NBC, Metromedia, RKO, Kaiser, Storer, Capital Cities, Group W. 8. (B) 25%.

ALL AUDIENCE DATA ARE ESTIMATES ONLY. SUBJECT TO THE LIMITATIONS OF METHODOLOGY AS STATED IN THE SOURCE REPORT.
SOURCES: MARCH '65 ARB SPECIAL SURVEY AND FEB/MARCH '74 ARBITRON.

Philadelphia 29

is 5 Million Watts of Sports, News and Entertainment



WTAF-TV

4th & MARKET STS. PHILADELPHIA, PA. 19106
215-629-1429



Represented by



KATZ TELEVISION

gressively sports-minded, programing primarily for the young—not only children, General Sales Manager William A. Morrison points out, but the 18-34 and 18-39 demographics as well. It is long on children's programing, which Mr. Morrison says has proved a big help in getting viewing habits started, and it programs some 40 or more movies a week from a library that "encompasses almost everything good."

Its sports is diverse and year-round, starting with four football bowl games in January and including Golden State Warriors basketball, basketball playoffs and all-stars, a 20-game series of Giants baseball to which will be added a similar schedule of Oakland A's baseball, the World league football games this summer and fall, plus World Team tennis and 13 pro golf tournaments.

"As each new sport is added," Mr. Morrison says, "we generate a new set of viewers who tune in for *their* favorite sport and get hooked on the station by cross-promotion of other [sports] programing."

And it all works in an advertiser as well as an audience sense, Mr. Morrison emphasizes. The station, not yet six years old, became profitable "a little over a year ago and has steadily moved farther into the black."

In Cleveland, United Artists' WUAB-TV, up against another commercial U and three affiliated V's, relies on a combination of adult and children's entertainment and sports to make its mark—which it did, in the profit column, in the fifth year after it started operations in 1968.

WUAB-TV, too, goes for what Vice President and General Manager Jack Moffitt calls "hard-core kids programing" in the afternoon and the all-family audience with syndicated programing in the early evening, in addition to a substantial schedule of movies. It also emphasizes sports, with Cavaliers basketball, Crusaders hockey—and, every other week, a taped replay of in-studio wrestling matches that Mr. Moffitt says "goes very well" with local audiences and advertisers.

He sees the sports in particular as giving people "a reason to put up a new antenna or insist on getting onto the master antenna," which he considers one of UHF's prime continuing needs. He'd also like to see—as all broadcasters would—substantial improvement in UHF tuning. But if the program is out there and receivable, he says, "it comes down to the programing and promotion."

On the latter score, Mr. Moffitt says WUAB is "the heaviest user of radio in Cleveland," with campaigns on up to 12 stations. "We tried a lot of things," he says, "but nothing worked as well as radio."

Storer Broadcasting's WSBK-TV Boston, sometimes billed as one of the half-dozen most profitable U's in the country, is long on sports and children's programing—"excuse me, young adults," Vice President and General Manager Bill Flynn corrects himself—and also decided three years ago that the networks were offering too many movies for WSBK-TV to continue

WE JUST CAN'T SEEM TO DO ANYTHING RIGHT.

First, Channel 43 went on the air 5 years ago, and went straight after the leading independent station in the market and knocked them off* in six months. They said we were wrong to try.

Then, we began a saturation radio promotion that everyone said was the wrong medium to use, and made such a dent in the market that every other Cleveland station tried to copy us. They said we should have used newspapers.

Then, we went out and got the NBA Cavaliers and the WHA Crusaders so that we could better serve the sports followers. Other stations said we were wrong for carrying so many games.

We started a retail services department that was the first in town, and that helped WUAB become the most active production house in town. That's when all the

other stations were turning their noses up at the business.

We brought Count Basie and his band in for a party and didn't talk business to one of the guests who came to dance, drink and eat. Not one word of business. A lot of our competitors thought that was wrong.

Now, we're not running 30" or 60" commercials in our station breaks. And four other television stations in the market are looking at us as if we were crazy.

And, we've just moved our prime time nightly movie to 8:00 p.m. so we can give our viewers an early start and an early finish. They said we were wrong again.

We keep doing things first in our market. That's why they say we're wrong. We innovate. We use our imagination. We stick out our chin. We don't follow. We lead. And we're not all wrong. We're alright.

CHANNEL
43

*ARB FEB-MARCH 1969

WUAB

Lorain/Cleveland

8443 Day Drive, Cleveland, Ohio 44129 (216) 845-6043

Represented by Petry
United Artists Broadcasting
Entertainment from Transamerica Corporation



fighting them with movies in prime time. So the station uses sports in prime time as much as possible.

That isn't too hard to do when the Boston Bruins hockey team is concerned, since Storer acquired the team and the Boston Garden last year. But the Bruins have been a WSBK-TV sports mainstay since long before that, going back to 1967, and in recent years their home as well as away games have been broadcast. Among other sports WSBK-TV has World Team Tennis, has done soccer and horse-racing in the past, carries network golf when Boston's network affiliates pass it up and has 16 NBC-TV baseball *Game of the Week* broadcasts set on Saturdays

when WBZ-TV, the NBC outlet, will be carrying other programs.

In prime time when the Bruins or other sports aren't handy, WSBK-TV still avoids movies. Instead it's been trying talk/variety shows, although Mr. Flynn acknowledges they haven't been doing too well there and says "we're still experimenting." The station does have feature films on weekends, including "nostalgia movies" of the W. C. Fields/Marx Brothers vintage on Sunday afternoons and more current "but good" movies at 6 p.m. Saturdays.

In Louisville, Ky., Elmer F. Jaspán, executive vice president and general manager of WDRB-TV, says his independent U

is reviving nostalgia of a different kind—the television kind—with a Sunday evening showcase that offers such former network hits as *Ozzie and Harriet*, *Love That Bob*, *Phil Silvers Show*, *Bachelor Father* and *Jack Benny Show*. The station also has an extensive library of 1940's and 1950's features and has collected creditable ratings, Mr. Jaspán says, with films of such stars as Humphrey Bogart, Cary Grant, John Wayne and Bette Davis, occasionally positioning them as "festivals."

But it's not all old material, according to Mr. Jaspán, who says WDRB-TV has found it effective to offer a general mix of old and new in both feature films and syndicated series. He also says the station's combination of local live action with cartoons during early-afternoon children's time has been especially effective—"effective" being translated at the bottom line to mean the station has been profitable from the fourth month after it went on the air in 1971.

WXLTV Sarasota, Fla., an ABC-TV affiliate, finds it useful to emphasize news (see below) and in its own entertainment programming to reach out for the somewhat older viewer, who's well represented in the Sarasota-Bradenton area. Thus it has achieved "solid growth," according to President and General Manager Robert Nelson, with syndicated series like *Mike Douglas Show*, *Galloping Gourmet*, *Hee Haw*, *Let's Make a Deal*, *Police Surgeon* and *Lawrence Welk Show*. The station, on the air for three years, has already doubled its staff (to 30) and has operated profitably, Mr. Nelson says, for more than a year.

Up the Gulf coast at Tampa-St. Petersburg, the Hubbard group's WTOG-TV is operating under different circumstances and with a different approach. It's an independent U competing with three V affiliates for advertising, and its strategy is to pit movies against network sports on weekends, "and all the nonnetwork sports we can get to offer in prime time," according to General Manager James Dowdle. Stanley Hubbard Jr., operating head of the group, says WTOG, on the air since 1968, "manages to pay the rent and meet all its payrolls," but others close to the operation say it's doing a great deal better than that, which may help explain why Mr. Hubbard also said: "I'm surprised more people are not applying for UHF."

Taft Broadcasting's WTAF-TV Philadelphia, a U whose performance is frequently commended by independent observers, including agency sources, accentuates sports coverage, situation comedies, variety shows and children's programming as one of three independent commercial UHF stations in the market. Its sports coverage of Philadelphia Flyers hockey, Wings professional lacrosse, Freedoms tennis and of local soccer teams can provide seven to 14 hours of live programming a week. It is strong on sitcoms such as *Hogan's Heroes* and *Bewitched*, has the daily *Phil Donahue* and *Everything Goes* variety shows and offers a half-hour a day with a local newsmaker.

Taft has owned the station since 1969 and a spokesman says it has consistently

**When you consider
the Buffalo market,**

**you're
not
getting
the
complete
picture**



without looking at



WUTV

Buffalo

716-773-7531

operated in the red but that it has made significant progress in the last two years and is now "approaching a profit position."

In the conglomerate San Francisco-Oakland-San Jose area, sometimes called the most competitive TV market in the country—four VHF affiliates and one VHF and three UHF independents, plus three educational stations—KGSC-TV San Jose is relying essentially on feature films and two syndicated talk shows to make a go of it where at least three stations have failed in the past. And officials say it's beginning to succeed.

KGSC-TV programs in Spanish in weekend daytime but otherwise it's essentially movies—including all-night movies six nights a week—plus the Monday-Friday *Merv Griffin* and *Mike Douglas* shows. Its only other syndicated series are four half-hour westerns run in a block on Saturdays. Sid Connolly, vice president and general manager, sees in KGSC-TV a lesson for beleaguered and perhaps discouraged UHF operators—a lesson in persistence. On the air since 1967, he says, the station got into the black last year.

Public service, homemakers' shows, talk and similar purely local programming also fits naturally—and often successfully—into many UHF schedules. What comes hardest is news.

For all its acknowledged ability to build image in a community, news is expensive. There are of course exceptions, but for most independent U's news seems to be a luxury indulged mostly in short reports, a sort of headline service that concedes the hard-core news audience to other stations but is scheduled as strategically as possible.

Thus KHTV Houston's three fulltime newsmen produce *News Before the Hour*, a roundup that runs anywhere from 90 seconds to five minutes and is scheduled just where its title says, in what Gene Jacobsen describes as an effort "to get people to switch to us during the credits and breaks" on other channels. KHTV has also had good luck using selected teen-agers on camera in some news periods. "Sometimes they get a better reception than our regulars," Mr. Jacobsen says.

Some independents supplement their shorter reports with news-related programming. Taft Broadcasting's WTAF-TV Philadelphia, for instance, offers one and two-minute reports on the hour plus five minutes at sign-on and sign-off, but supplements these each weekday with a half hour in-depth program with a newsmaker.

The full-fledged local news operation is more likely to be found on network-affiliated V's—and those can be very successful indeed. In Rockford, Ill., a market with two U's and a V, wtvo(tv) has a news staff of nine and carries 14 half hours of news a week that General Manager Harold Froelich says regularly get shares in the 40's. He credits the station's performance in news with a big part of what he says is a considerably above-average share of local business—more than \$1.5 million in local sales last

year—plus at least an even split on national-spot business. And he says the station, on the air since 1953, "has never had a losing year since we started."

Another oldtimer with a long record of success in both news and the profit column is WBOC-TV Salisbury, Md. It's the only station in the market, affiliated with all three networks though primarily with CBS-TV. "But we have a lot of newspapers and radio stations in this area," Vice President and General Manager Samuel S. Carey points out, and the station has put its local emphasis on news.

WBOC-TV presents two half hours of local news a day, plus five-minute news

inserts within the NBC-TV *Today* show, and also does a weekly half-hour documentary, *Peninsula Perspective*, on local issues. The station, which celebrates its 20th anniversary next month, has been in the black from the beginning.

A relative newcomer by comparison, three-year-old wxlt-TV Sarasota, an ABC affiliate, spends 25% of its operating budget on news, providing half-hour local newscasts at 5:30 and 11 p.m. on weekdays and quarter-hour reports at 11:15 p.m. on weekends, and also offering a live public-affairs half-hour at 9:30 a.m. on weekdays.

News can also provide a strong local tie for a station whose entertainment

KTXL SACRAMENTO • STOCKTON RANKS THIRD IN AUDIENCE SHARE

AMONG ALL UHF INDEPENDENTS IN THE TOP 25 U.S. MARKETS!

KTXL RANKS 10th AMONG ALL INDEPENDENTS (UHF OR VHF) IN THE TOP 25 U.S. MARKETS!

RANK	ARB METRO	STATION	MARKET	UHF/VHF
1	18	WTTV	Indianapolis	V
2	18	WTCN	Minneapolis/St. Paul	V
3	17	WGN	Chicago	V
4	16	WTTG	Washington, D.C.	V
5	16	KPTV	Portland	V
6	15	KWGN	Denver	V
7	15	KPHO	Phoenix	V
8	14	WDRB	Louisville	U
9	13	KTVT	Dallas	V
10	13	WNEW	New York	V
11	13	WVTV	Milwaukee	U
12	12	WXIX	Cincinnati	U
13	12	KTVU	San Francisco	V
14	11	KTXL	Sacramento	U
15	11	WKBD	Detroit	U
16	10	KTTV	Los Angeles	V
17	10	KPLR	St. Louis	V
18	10	WCIX	Miami	U
19	9	KBMA	Kansas City	U
20	8	KHTV	Houston	U
21	8	WKBS	Philadelphia	U
22	8	WXBF	Cleveland	U
23	7	KTNT	Seattle	V
24	7	WPIX	New York	V
25	7	WSBK	Boston	U
26	7	WUAB	Cleveland	U
27	7	KTLA	Los Angeles	V
28	7	CKLW	Detroit	V
29	7	WDCA	Washington, D.C.	U
30	7	WTOG	Tampa	U
31	7	WKBG	Boston	U
32	7	KBHK	San Francisco	U
33	6	WOR	New York	V
34	6	KDNL	St. Louis	U
35	6	WFLD	Chicago	U
36	6	WBFF	Baltimore	U
37	6	WGNO	New Orleans	U
38	5	KHJ	Los Angeles	V
39	5	WTAF	Philadelphia	U
40	4	KCOP	Los Angeles	V
41	4	WPHL	Philadelphia	U
42	4	KTVW	Seattle	V
43	4	KVRL	Houston	U

DATA IS SIGN-ON/SIGN-OFF METRO SHARE F/M '74 ARB



The Calling Card That is Always Welcome In South Bend - Elkhart

Twenty years of UHF broadcasting excellence; an outstanding record of integrity; believability and quality of sound programming; responsible people who form and guide policy; the attention paid to detail so important to the success of every marketing campaign . . . or simply as our card states, WNDU-TV.

wndu-tv

THE NOTRE DAME NBC STATION
SERVING SOUTH BEND-ELKHART

Tom Hamilton,
Executive Vice President
and General Manager

programming is entirely from outside the immediate market. The S. I. Newhouse group's WSYE-TV Elmira-Corning, N.Y., is a partial satellite of Newhouse's WSYR-TV Syracuse, an NBC-affiliated V, but originates two half-hours of local news a day, Monday through Friday. Don Buies, general sales manager, says it's been a profitable operation as long as he's been there, which is about eight years.

There are other U's, such as WMTV-TV Madison, Wis., which have large specialized audiences in the community that they can draw on as well as serve in news and information programming. Tom Bolger, executive vice president and general manager of the NBC affiliate, says WMTV has developed a close relationship with the University of Wisconsin and its journalism and communications schools, whose students in turn have developed "some exceptionally fine" programming for WMTV in the public affairs area. WMTV also editorializes vigorously, and it recently launched a weekly three-hour version of NBC's *Tomorrow* in after-midnight hours.

Two of the country's newer UHF's are among the independents offering at least a half hour of prime-time news a day. WSWB-TV Orlando, Fla., a sports-oriented station that went on the air March 31 as that market's first commercial U, schedules a 30-minute report at 10:30 six nights a week and a 15-minute report on the seventh. And on Long Island, WSNL-TV Patchogue, N.Y., which started last November with a heavy concentration on local service, has news at 6:30 and again at 10:30 in its more than 40 weekly hours of local programming.

But UHF oldtimers will tell you many have flopped in news despite their best efforts, and one of the hardest tries—and best-known flops—was turned in by Kaiser Broadcasting, a group-U operator whose name has been virtually synonymous with UHF television for almost a decade. That was back in 1968-70, and it was a flop not in performance but financially, the kind UHF operators can least afford.

"We did a lot of news back then, including a 10 o'clock news," says Dick Block, Kaiser Broadcasting's senior vice president and longtime president. "And we did kind of well, certainly in Cleveland [WKBF] and Detroit [WKBD]. But there was just no way to justify the costs versus the revenues. It was costing us around \$300,000 a year per station then—now it would probably cost \$750,000 to \$1 million. We just couldn't do it. So we cut it out."

There's still news at all six Kaiser stations, "but one or two people do it—at least a half-hour a day, but not in prime time."

"I would guess," Mr. Block adds, "that most independents who run news run it at a loss."

He is still hopeful that Kaiser's one-time dream of a UHF network can be achieved in some form, at least for news purposes, and in fact he currently has such a news project in his active file. He says he's not ready to talk about it publicly, however, except to point out

that costs per station obviously would be less if shared.

If news was a bust for Kaiser, its WKBD-TV Detroit has been anything but, and its other stations appear to be doing all right—although the group as a whole lost about \$800,000 in 1973 after taking on WFLD-TV Chicago in midyear, according to parent Kaiser Industries' annual report.

WFLD was acquired in the merger in which Field Communications, its owner, became a 22.5% stockholder in Kaiser Broadcasting. Without it, the Kaiser group presumably would have turned a profit last year. Whether the stations make it into the black this year remains to be seen: 1974 thus far seems to have been a somewhat tougher year for independent stations generally, not just U's. But Don Curran, who succeeded Mr. Block as Kaiser Broadcasting's president on May 1, says he hopes to turn the corner late this year or, at the latest, early in 1975.

Kaiser, a former VHF owner (in Hawaii), got into UHF in January 1965 with the launching of WKBD-TV Detroit, a station that has been described by Mr. Block as "a rip-roaring success" and by many non-Kaiser sources as the one shown by FCC as having made \$1 million to \$1.5 million in profits in 1972, the most profitable UHF in the U.S. And the other Kaiser stations—KBHK-TV San Francisco, WLVI-TV (formerly WKBG-TV) Cambridge-Boston, and WKBS-TV Burlington, N.J.-Philadelphia, plus WKBD-TV and WFLD-TV—have either reached or are approaching profitability.

Programming at the Kaiser stations follows more or less conventional patterns—children's programming in the afternoon, for example: situation comedies or action-adventure from 6 to 8, movies or *Merv Griffin Show* in prime time—although the details vary from one market to another. WKBD-TV's stand-out success is attributed to a combination of factors, particularly its having the hockey games and its success with *The Lou Gordon Show*. The latter, Mr. Block says, "gave the station something that made the public take it seriously." The show is now in eight markets but still seems to retain its biggest hold on Detroit audiences. Beyond these factors, most observers agree, WKBD wasn't hurt at all when CKLW-TV Windsor-Detroit, a V, became fully Canadian-owned and programed with Canadian fare.

Like most broadcasters, Mr. Block would do some things a little differently if he had it all to do over. Among these, he says, "I would have taken cable into consideration sooner. It helps. It always has. It puts us on VHF channels, where we get sampled more, and that's the key thing."

That view was echoed again and again by UHF broadcasters canvassed by BROADCASTING. There are those who fear the effects of CATV's importations, but most said they do not so long as it must operate with current restrictions—although they also made the point that, as Harold Froelich of WTVO Rockford expressed it, "if they fill the dial on us, it'll be disaster." For the present, however,

most were pleased with CATV not only because it was getting them onto VHF channels but because it was extending audience far beyond home markets.

Some broadcasters also suggested, somewhat ruefully, that cable might be a much smaller entity today if the all-channel set law had been passed much sooner. As one expressed it, "Instead of being CATV operators, they'd be UHF broadcasters—at least in smaller markets."

The source of that specific expression is William L. Putnam, another name synonymous with UHF.

Bill Putnam's WWLP(TV) Springfield, Mass., came out of the first post-freeze batch of UHF grants FCC ever made. The station went on the air March 17, 1953, and from then on its president and general manager made a reputation for his willingness to take on all comers in the battle to get a better shake for the new medium. He recalls with some chagrin "the terrible shock of finding out nobody gave a damn whether we lived or died," and in the early years he spent more time, some said, in Washington than in Springfield.

He was not the only one, of course, and doesn't claim to have been much more than "the front man," but as much as any one broadcaster he is credited with getting the all-channel law drafted and passed. And along the way he also did battle with, among others, the FCC and the CATV industry. The latter initially on what he considered its blue-sky promises and later in advocating a coalition to fight its inroads. He favored the compromise that was ultimately accepted by CATV operators, broadcasters and the copyright owners—but he still doesn't think UHF gets as fair a shake as V's where cable regulation is concerned.

Along with his firebranding, Mr. Putnam also managed to get WWLP onto the profit side of the ledger on a full-year basis in 1955—its second full year on the air—and in addition acquired WKEF(TV) Dayton, Ohio (1964) and developed WRLP(TV) Keene, N.H.-Brattleboro, Vt.-Greenfield, Mass., as a satellite of WWLP (1957). He says WKEF hasn't made as much money as it's lost, though it's been in the black the last couple of years, but that WWLP's profits haven't been below six figures since they moved up to that level with a yield of \$133,444 in 1956.

There are more than enough of these, most UHF authorities agree, even though many of the worst ones have eased up and some have disappeared. One of the toughest that remains is, surprisingly, that so many people apparently do not know how to tune UHF or cannot tune it well. Kaiser's Dick Block rates this as one of the critical problems. Stations big and small make the distribution of tuning instructions an on-going high-priority project, and apparently find that it pays.

The Christian Broadcasting Network's WYAH-TV Portsmouth, Va., for instance, says a campaign by U's in that area, launched after a straw poll indicated the reason 25% to 40% of the people didn't tune UHF was that they didn't know how, has helped increase WYAH-TV's cumes from 50,000 households to 160,-

000 over the past two years. Nationally, a new ad hoc committee was formed a couple of months ago by representatives of leading U's, both independent and network-affiliated, commercial and noncommercial, "to accelerate the growth of UHF's broadcast services."

There are continuing complaints, too, that rating services don't give UHF a fair shake; that too many people, especially buyers, still think of UHF as being, in the words of one operator, "something run by six people in a makeshift studio over a drug store"; that the networks, though they seem to treat U's as the equal of V's when the U's can prove they have the audiences, nevertheless tend to pay U affiliates lower rates than comparable V's in their lineups, and—most persistent of all—that many agencies and advertisers discriminate against U's either through their general attitudes or through the imposition of specific requirements such as a minimum rating—the usual one is about 5.0—below which they won't buy, or an arbitrary maximum percentage of the budget, such as 20% or so, that may be spent on U's. As one U broadcaster said, "A V can ask the buyer for the entire budget but if a U did, she'd probably have cardiac arrest."

Yet many UHF operators testify from their own experience that they no longer know of any agencies/advertisers who won't buy U's simply because they're U's; more than that, many say they can expect to get a share of the budget as long as they can show they have the audience the buyer wants. And some station reps insist they're able to sell U's "pretty much the same way we sell V's: on the numbers," as one said, while others say that where minimum/maximum requirements exist they are increasingly able to work low-rated shows into packages with higher rated ones, and to get UHF-percentage ceilings adjusted.

Publicly, at least, agencies take varying positions. Some say, as one did last week (who asked not to be identified), that spots on UHF "are supplementary, fringe or marginal buys," maybe in some cases to be sought in the afternoon but "uniformly poor" at night. Others tend to agree with Gerald Baldwin, vice president at Young & Rubicam, who said "television is television. If a UHF station delivers the audience, we'll buy the spots."

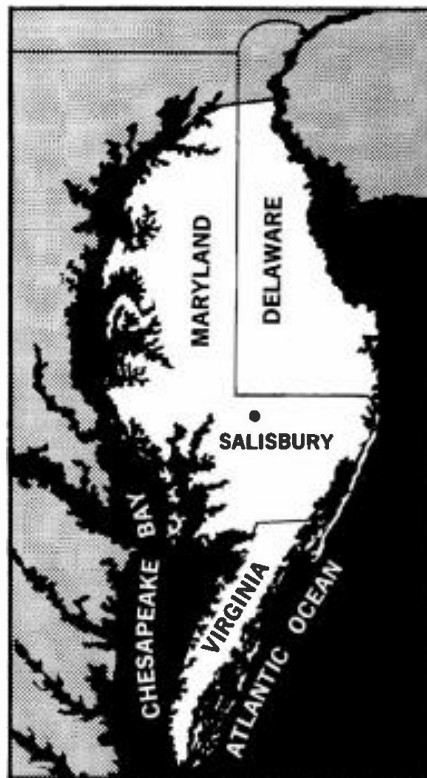
If that view is not yet universal—and it obviously isn't—the prevailing attitude; nevertheless it represents a distinct improvement in recent years. By comparison, today's problems may even seem simple alongside some of the horror stories that veterans of the early years can recall—phones never ringing to signify anyone was watching, network affiliations lost at the first sign of a V, advertisers few and far between, hard to get but easy to lose. One broadcaster cited a 1953 crisis that could have been replayed in scores of markets where U's got on first: "We lost every national spot we had—total cancellation—the day the V came on." Two decades removed, he seemed almost able to laugh about it.

This report was written by Rufus Crater, chief correspondent, New York.

THERE'S ONLY

1

**STATION
THAT COVERS
DELMARVA
IN DEPTH**



DELMARVA is one of the fastest-growing and developing areas along the eastern seaboard . . . and an important market for you! Consider DELMARVA as a market in itself — not part of Philadelphia, Wilmington, Baltimore or Washington. And for complete coverage of this important market consider WBOC-TV as your most effective medium to cover DELMARVA in depth!

PLUS

**100,000 WEEKLY POPULATION
SWELL IN DELMARVA'S
SUMMER RESORT AREA!**

wboc-tv

**CBS-ABC-NBC
CHANNEL 16**

Radio TV Park • Salisbury, Md. 21801

**ADAM YOUNG INC.
National Television Representatives**

Tempest over congressional radio-TV studios threatening to overtake media

Flurry of articles suggesting that Senate-House recording arrangement is improper subsidization of both congressmen and broadcasters has Hill hopping mad, could cost news bureaus access to facilities

They're fuming on Capitol Hill over a spate of news stories on the congressional recording studios—radio, television and film studios used by the House and Senate members to "communicate with their constituencies." The stories allege that the members may not be nonpartisan in the use of the tax-supported, \$1-million facilities.

At the same time, some Washington news bureaus that use the studios to produce public affairs programs and news inserts fear that increasing heat on the issue may burn broadcasters more than the Congress.

The studios—the Senate's in the basement of the Capitol, the House's in the basement of the Rayburn Office Building—were created by act of Congress in 1956 for exclusive use of the members to tape and film messages to their constituents. What began as a modest operation has grown to one film, one video and two radio studios in the Senate and four sound studios, one video and one film studio in the House—enough to knock most of the bureau chiefs breathless. They hold more than \$1 million worth of the latest equipment and are "no nickel-and-dime operation," as Bob Foster of WGN-AM-FM-TV Chicago put it.

The salaries of the technicians and producers are paid through congressional appropriations, \$262,000 for the Senate's 13-person staff, \$256,000 for the House's 20 staff members last year. The recording studio employes are not union members but "government workers," according to a spokesman for the Senate studio.

The issue of the use of the congressional recording studios was first raised in a story in the *Columbia Journalism Review* last spring. Subsequently, the *Capitol Hill News Service*, the *Christian Science Monitor* and *TV Guide* picked up on the story. The most recent articles—those in the *Monitor's* four-part series and *TV Guide*—have charged that members of Congress are paying only one-tenth what it would cost to produce their messages in commercial studios and that the rules governing the use of the studios are broad enough to allow incumbents to use taxpayer money to record campaign material and programs that keep them highly visible to their constituents. Broadcasters who use the studios to produce public service programs or inserts are receiving indirect subsidy from the

government because the rates are so low, according to the *Monitor* series.

Tom Frawley, the Washington bureau chief of Cox Broadcasting, estimates the cost of a half-hour at about \$100. "They're good prices," he said. "And for logistical reasons [the studios] are great. It's better than shuttling across town." *TV Guide* put the price of a 15-minute production at \$52. The sergeant-at-arms office of the Senate—which has jurisdiction over the studio—would not return repeated calls last week requesting details on the budget, fee structure or rules of the studio.

According to estimates made from the semiannual report of the secretary of the Senate, members spend about \$250,000 a year on production in the studio. Similar reports in the House put the yearly intake of that studio at about \$440,000. Together, that is about \$700,000 a year worth of television, film and radio production that would have cost perhaps 10 times that amount had the members or broadcasters used commercial studios.

Few of the stations in Washington rent their studios—UHF WDCA-TV is the lone exception—on a regular basis. "We do it grudgingly," said Irwin Starr, program manager of WMAL-TV. "I wouldn't call [the Hill studios] competition," he continued. "But I suppose, with the reality of political communications today, if there had been no studios, there would have been a lot more business in town."

Most of the work done in the studios is for member-produced programs or short messages. Pennsylvania's Republican Senators Richard Schweiker and Hugh Scott used to do a bi-monthly, award-winning show called *Your Senator's Report* for Pennsylvania TV stations, which pay a nominal fee for the program. Now that Senator Schweiker has announced he will seek reelection this year, and thus has created an equal-time potential for rival candidates, Senator Scott has been doing the program by himself.

Many congressmen—especially from



Scott's show. Senator Hugh Scott (R-Pa.) readies himself for taping of *Your Senator's Report* in Senate's recording studio.

Midwestern states where "radio is very popular"—regularly record radio programs for area stations in the House studios, one Washington correspondent noted. On some occasions, the Senator Reports-type programs will invite news people in to ask questions, as the Pennsylvania senators do.

Other senators, as did former senator, now attorney general, William Saxbe, schedule regular blocks of time in the studio for newsmen to come in and ask questions. "Like clockwork," remembers one broadcast reporter, "everybody knew Saxbe would be there."

It is not often that broadcasters use the studios to produce programs themselves. Almost all the bureaus reached last week said they preferred using the studios in the radio-TV galleries or the Capitol lawn, using their own film crews. In most cases, those TV stations that do produce in the studios are operations without Washington bureaus which send correspondents in to town to tape a specific member. In those broadcaster-produced cases, the member is billed by studio, the bill forwarded to the broadcaster and the broadcaster reimburses the member. (Tom Frawley of Cox says that for his few uses of the studios, he has sent his check directly to the studio. Most of the other Washington bureaus were not sure where their checks went. "That's the business office's doing," one newsman said.) An aide to Senator Schweiker, however, says that even if checks are sent directly to the studio, they must be "endorsed" by the member who used the facilities.

The studios do not provide tape (video or audio) or film; the member or broadcaster must bring it with him. Congressmen can buy tape and film at the Capitol Hill stationery stores—at discount—and have it charged against stationery allowances.

Do the low, low rates at the congressional studios subsidize broadcasters? "No," says Cox's Mr. Frawley. "You have to price news on a different basis than commercial [recording] time. And, after all, isn't the press or radio-TV gallery a subsidization too? They have people paid by the government to answer the phones and take messages. And the space is free. The print media are subsidized to an extent too then," he argues, but adds that if the controversy continues, "I'm afraid that the bottom line is going to be that we won't be able to use it."

Jerry Edwin of Westinghouse says his company uses the studios on an "auxiliary basis." That is, if "we want something on video or when the cameramen are doing other things. Is it a subsidization? It's not an issue." John Chambers, bureau chief for the General Electric stations, says simply "Why not?"

And on the Hill, some staffers are angry at the implication that members are using the studios—and allowing broadcasters to use them as well—because the rates are so cheap. Most staffers agreed that the pace at the studios "picks up considerably" during election years, and that incumbents can profit from the use of the inexpensive studio time. Some

members have even been known to make campaign spots in the studios. The *Monitor* called the whole set-up, the "Incumbent Broadcasting System."

"The law [that established the facilities] stipulates that it be on a cost basis, because the members had to pay for the use of the studios," one Senate aide said. Another staffer, with a communications background, that that "none of us can really support the secrecy under which the studios operate. We all know they're there," he said about the *TV Guide* comment that the studios were among the "best kept secrets" on the Hill. "And if the sergeant-at-arms office wouldn't keep its operations such a secret, nobody would be interested in it today. I know how the media work."

Nick Johnson meets his Waterloo, Iowa

Former FCC commissioner is apparent loser in bid for House seat

Nicholas Johnson was narrowly defeated in his bid for the Democratic nomination for the House seat from Iowa's third district in a primary last Tuesday (June 6). The former FCC commissioner was beaten by a 26-year-old freshman state legislator, Steven Rapp, also a liberal. Although the vote tally wasn't official as of last Wednesday, Mr. Johnson lost the race by only 43 votes, two-tenths of a percentage point—8,249 (35.8%) to 8,206 (35.6%).

Mr. Johnson would not concede defeat last Wednesday and a campaign spokeswoman said he would probably ask for a recount. His defeat averages out to less than one vote for every ten precincts in the district.

Mr. Johnson, who left the commission last December to take up his Iowa campaign, lost the election even though he spent three times as much as Mr. Rapp and had the backing of organized labor. According to reports filed with the Clerk of the House, Mr. Johnson spent more than \$31,000 on his campaign to Mr. Rapp's \$10,500. Mr. Rapp's lone broadcast expenditure was \$1,100 with KWVL-TV Waterloo-Cedar Rapids, Iowa. Mr. Johnson spent more than \$4,225 for advertising on four television and 11 radio stations.

Some of the funds to pay for that advertising came from broadcasters themselves. KWVL-TV's president, Robert Buckmaster, and its general manager, James Bradley, contributed \$150 between them. John Hurlbut, president and general manager of WVMC(AM)-WSAB(FM) Mt. Carmel, Ill., gave \$15. And David Foster, president of the National Cable Television Association, and Amos Hostetter, NCTA's immediate past chairman, contributed a total \$150. Former FCC Chairman Newton Minow is listed as a \$25 contributor, former FCC Commissioner Kenneth Cox, \$100, and former FCC general counsel Henry Geller, \$15. Producer Norman Lear was a \$100 contributor, Charles Guggenheim, political TV consultant, \$15, Robert Shayon, for-



Benefaction, benefactors. S. I. and Mitzl Newhouse and New York Governor Malcolm Wilson (r) stand before the two dedicatory plaques that bear witness to the publisher-broadcaster's gifts of \$15 million to Syracuse University's Newhouse School of Public Communications. Newhouse II, the second of two buildings that resulted from that endowment (at left in the top photo), and devoted entirely to broadcast arts, was officially opened May 31 in ceremonies attended by a number of journalism and academic figures and addressed by CBS Chairman William S. Paley (*Broadcasting*, June 3).

mer TV critic for the *Saturday Review* and now a professor at the Annenberg School of Communications, \$50, and former Corporation for Public Broadcasting President John Macy, \$25. Counsel for the Senate Commerce Committee, Michael Pertschuk, is a \$25 contributor. Broadcast historian Eric Barnouw gave the campaign \$15.

Iowa's third congressional district is a staunchly Republican one—the incumbent congressman is retiring H. R. Gross, a Republican who has held the seat for 26 years. And Mr. Johnson had trouble raising money for his campaign within the district. A large number of contributors were from outside of Iowa for that reason. Prominent among his out-of-state contributors were music industry figures such as Larry Utall, former president of Bell Records and soon to take control of a new American label (\$25), Jac Holzman, former president of Elektra Records and now an executive vice president with its parent company, Warner Communications (\$100), musician Mason (*Classical Gas*) Williams (\$100), Jann Wenner, editor of *Rolling Stone* (\$100), Bob Hamilton, former publisher of a record "tip-sheet" (\$25) and Frank Zappa, leader of the rock group Mothers of Invention (\$100). As well, the Smothers Brothers produced three benefit concerts in Iowa which netted almost \$7,000 for the Johnson campaign.

Elections give KNBC Los Angeles more than its share of headaches with snafus and 315 snags

Larry Burrell is a former broadcast newsman who ran for a spot on the Los Angeles county board of supervisors last week and who popped up unexpectedly last Sunday (June 2) in a rerun of a *Columbo* segment on KNBC(TV) there, playing, interestingly enough, a TV reporter. He was on for 47 seconds, according to Ray Timothy, vice president and general manager of the station, but it was enough to force Mr. Timothy to offer equal time to nine other candidates for that office. Five candidates accepted the offer and appeared for from 45 to 55 seconds each last Monday night (June 3); a sixth could not appear but telephoned his statement to the station, which aired it.

The Burrell situation, however, was the least of Mr. Timothy's political problems during the last few weeks. He was sued for \$784,000 by one of the candidates for the Democratic nomination for governor, William Roth, Mr. Roth, one of 18 contenders, sued KNBC because, he claimed, his 60-second political commercial was cut off after about 20 seconds—due to a technical error, according to station officials. He was offered and accepted a five-minute make-good that night, after the 11 p.m. news, but he charged the composition of that audience was not as high-

ly concentrated for his purposes as that that would have seen his spot earlier. That was run after a news conference that featured the three leading candidates for the Democratic gubernatorial nomination and, according to Mr. Roth, "hundreds of thousands of voters watching that broadcast would have seen and heard me." Mr. Roth was not invited to appear on that news conference, station officials said, because he was not considered a leading candidate.

Changing Hands

Announced

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

▪ **KCBQ(AM)** San Diego, **WMYQ(FM)** Miami, **WDRQ(FM)** Detroit, **KSLQ(FM)** St. Louis, **WADO(AM)** New York and **WOKY(AM)** Milwaukee: De facto control of Downe Communications Inc., 40% owner with de facto control of licensee Bartell Media Corp., sold by Edward R. Downe Jr. (27.5% before, none after) to The Charter Co. (10% before, 37.5% after) for \$8,675,000. Mr. Downe organized Downe Communications in 1968 and since 1969 had personal responsibility for all six stations. President of Charter is Raymond K. Mason (12.6%). Company has interests in oil, finance, shipping and real estate. **KCBQ** operates full time on 1170 khz with 50 kw day, 5 kw night. **WMYQ(FM)** is on 96.3 mhz with 58 kw

and antenna 790 feet above average terrain. **WDRQ(FM)** is on 93.1 mhz with 20 kw and antenna 500 feet above average terrain. **KSLQ(FM)** is on 98.1 mhz with 100 kw horizontal, 51 kw vertical and antenna 255 feet above average terrain. **WADO** is fulltimer on 1280 khz with 5 kw directional. **WOKY** is fulltimer on 920 khz with 5 kw day, 1 kw night, directional varying day and night.

▪ **KCHI(AM)** Chillicothe, Mo.: Sold by Cecil W. Roberts to Rontedick Inc. for \$250,000. Mr. Roberts owns 51% of **KREI(AM)** Farmington, Mo. Principals in buyer are Richard D. Lindman, Ronald G. Hatten and Theodore A. Griffin (33⅓% each). Mr. Lindman is in construction and has interest in **KYAY-TV** W. Monroe, La. Mr. Hatten and Mr. Griffin both are employed at **KFEQ(AM)** St. Joseph, Mo. **KCHI** is daytimer on 1010 khz with 250 w.

▪ **KGNB(AM)-KNBT(FM)** New Braunfels, Tex.: Sold by Eunice (40%) and Claude W. Scruggs (20%) to Raymond A. Bartram, Jack Ohlrich, Doyle Krueger, Carroll Hoffman, S. T. Burriss and J. C. Reagan (10% each) for \$180,000. Messrs. Bartram, Ohlrich, Krueger and Hoffman are area businessmen. Messrs. Burriss and Reagan are attorneys. **KGNB** is daytimer on 1420 khz with 1 kw. **KNBT** is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

▪ **KMIO(FM)** Sinton, Tex.: Sold by Sinton Broadcasting Co. to John Lotz for \$165,000. President of Sinton Broadcasting is

George Ramsower, who also has interest in **KBFM(FM)** Edinburg, Tex. Mr. Lotz was formerly general manager of **KYND(FM)** Pasadena, Tex. **KMIO(FM)** is on 101.3 mhz with 100 kw and antenna 360 feet above average terrain. Broker was R. Miller Hicks & Co.

▪ **WARV(AM)** Warwick, R.I.: Sold by Warwick Radio Station Inc. to Glee A. Duff II and Sally A. Duff for \$160,000. Principal in Warwick, which also owns **WCVR(AM)** Randolph, Vt., is Scott McQueen. Mr. Duff was vice president-Philadelphia of Eisaman, Johns and Laws, Los Angeles-based advertising agency. **WARV** is daytimer on 1590 khz with 1 kw. Broker was Keith W. Horton Co.

▪ **KPHX(AM)** Phoenix: Sold by Phoenix Broadcasting Co. to Riverside Amusement Park Co. for \$150,000 plus \$25,000 for pact not to compete. Principal in seller is Melvin R. Himelstein. Principals in buyer are C. L. and Leola Fite. Mr. Fite is president of Riverside Amusement Park Co. **KPHX** is daytimer on 1480 khz with 500 w.

Approved

The following transfers of station ownership were approved last week by the FCC:

▪ **KSJO(FM)** San Jose, Calif.: Sold by SRD Broadcasting Co. to Comet Theatre Enterprises Inc. for \$768,750. Principals in SRD are Scott M. Elrod, Donald M. Bekins and others. Frederic A. Danz is president of Comet and is principal owner of **KBFW(AM)** Bellingham, **KALE(AM)** Richland, **KEDO(FM)** Longview, **KTW-AM-FM** Seattle, all Washington, and **KGLX(AM)** The Dalles and **KASH(AM)** Eugene, both Oregon. **KSJO** is on 92.3 mhz with 20 kw and antenna 57 feet below average terrain.

▪ **KLIZ-AM-FM** Brainerd, Minn.: Sold by E. Thomas O'Brien and others to Earl R. Johnsen for \$437,493. Mr. Johnsen is general manager of **KLIZ-AM-FM**. **KLIZ** is fulltimer on 1380 khz with 5 kw day, directional at night. **KLIZ-FM** is on 95.7 mhz with 36 kw and antenna 360 feet above average terrain.

▪ **WRNJ(FM)** Atlantic City, N.J.: Sold by WRNJ Associates Inc. to Radio WAYV Inc. for \$278,500. Edward R. Newman, president of seller, also owns **WBRX(AM)** Berwick, Pa. Principals in buyer are Ernest Tannen, Seymour Dubroff, Marvin Mirvis and Kerby E. Confer (25% each). Mr. Tannen and Dr. Seymour have interest in **WEEZ(AM)** Chester, Pa. Messrs. Tannen, Mirvis and Confer have interest in **WYRE(AM)** Annapolis, Md. **WRNJ(FM)** is on 95.1 mhz with 10 kw and antenna 300 feet above average terrain.

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

▪ **KESY(FM)** Galveston, Tex.: Sold by Harbor Broadcasting Co. to Beacon Broadcasting Co. for \$175,000. Principals in seller are Pete S. Miller and others. Principals in buyer are Glendon E. John-

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

**FLORIDA
EXCLUSIVE
\$450,000**

Profitable daytimer with excellent coverage in coastal market with over 200,000 population. Great living for owner-operator, but also suitable for absentee. Includes valuable land and building. 29% down and extended payout, including assumption of favorable existing mortgage.

BLACKBURN & COMPANY, INC.

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

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

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

ATLANTA 30308
400 Colony Square
Suite 510
(404) 892-4655

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

74-30

son, John E. Walker, William L. Marr, Doyne Hayes and Charles Temple. KESY-FM is on 106.5 mhz with 26 kw and antenna 195 feet above average terrain.

Stauffer questions Justice tactics, timing opposing Topeka renewals

Licensee sees 'pressure tactic' in view of pending activity at FCC and on Hill in related matters; petition also spells out plethora of competing media in its market

Stauffer Publications Inc. says that the Justice Department's antitrust division's petition to deny Stauffer's renewal applications for WIBW-AM-FM-TV Topeka, Kan., is a "pressure tactic," and one of "singularly bad" timing, at that.

Furthermore, Stauffer said last week in its filing with the FCC responding to the department's petition, the department's basic antitrust argument is wrong not only conceptually but on its facts.

In sum, it said that although it owns the city's two daily newspapers as well as the only VHF there in addition to an AM and an FM, it is not the big fish threatening everything in sight, as Justice suggests.

Stauffer last month became the sixth licensee affiliated with a newspaper to be confronted with a Justice Department petition to deny. Last week, it argued that the filings are designed to pressure the commission into "a premature resolution, or perhaps a prejudgment," of the issues involved in the commission's pending rulemaking aimed at breaking up commonly owned media in the same market. Stauffer noted that the department, in its supplemental comments in that proceeding, recognized that individual license-renewal denials would "chill investment" and cause "large financial losses" to broadcasters not guilty of any rule infraction.

Stauffer also noted that the commission expects to act on the rulemaking soon—an oral argument is scheduled for July 18-19—and that Congress is considering license-renewal legislation that would prevent the commission from denying renewal applications on the ground of crossownership. As a result, Staffer said, designating its renewal applications would be "a useless exercise." It would almost "amount to an unseemly race against congressional action and against the commission's own upcoming action in the proper forum of rulemaking."

Like the other licensees in the same situation, Stauffer said Justice cannot, logically, transfer the antitrust policies it follows in other industries to broadcasting. For any analysis in terms of share of local advertising dollars, Stauffer said, ignores the fact that the commission's allocation system "must necessarily result in some broadcast stations garnering a high share of local advertising." It noted that, because of the limitations of the

spectrum, the commission can allocate "only one or a few stations to an area or must co-locate a UHF and a VHF station."

Stauffer also cited a number of what it said were errors the antitrust division committed in arriving at the conclusion that Stauffer controls 85% of local advertising revenue—a degree of control that the division said cannot be squared with the public interest. Where Justice, for instance, estimated WIBW-TV obtained \$1.5 million in advertising revenues in 1973, Stauffer said the true figure was \$878,355.

Stauffer said that Justice's use of the Standard Metropolitan Statistical Area as a relevant geographical market for Stauffer's stations is "illogical." Stauffer said that the commission "has consistently used a station's service area contour to measure relevant market." And if the department had used WIBW-TV's grade B contour in its analysis, Stauffer said, its share of local advertising revenue in the 29-county area "would be insignificant"; it said the area includes 13 daily newspapers, 64 weekly newspapers, 29 cable television systems, 16 AM's, 12 FM's and two TV's.

Stauffer, in addition, contended that, far from barring the entry of new competitors into the Topeka market, its activities have made it possible for new stations to establish themselves there. It referred to what it said was a long and costly effort to establish Topeka as a market distinct from Kansas City and

to the emergence in Topeka of two new FM's (KSWT and KTOP-FM), a commercial UHF (KTSB) and a noncommercial UHF (KTWU) since 1957, the beginning date for Stauffer's combined ownership of newspapers and broadcast properties.

But Stauffer did not ask the commission or the Justice Department to take Stauffer's word. The pleading included what were, in effect, testimonials from two competitors—Fred Reynolds, president of Midland Broadcasters Inc. (KEWI-AM] and KSWT[FM] Topeka) and Robert D. Fromme, vice president and general manager of Alf M. Landon Stations (WREN[AM] Topeka). They submitted letters attesting to Stauffer's fair and honest dealing.

FCC clarifies meaning of 'reasonable' access

Commission says political candidates —unless there are too many of them— should be given same opportunity as favored advertisers to buy time

The FCC last week sought to explain what "reasonable" means when applied to the amount of time broadcasters must make available to political candidates ("Closed Circuit," June 3). The word is used in a provision of the Federal Election Campaign Act of 1971, which states the commission may revoke a license for failure to comply.

The provision, about which the com-

NEBRASKA "The Good Life"

Modern AM facility. Excellent market. Strong ratings.
Fine opportunity for owner/operator.

Realistically priced at \$300,000.

Contact: Howard J. Stasen, Chicago Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

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

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

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

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

Brokers of Radio, TV, Newspaper & CATV Properties

mission has received a number of questions and complaints, imposes on broadcasters an obligation to afford "reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcasting station by a candidate for federal elective office on behalf of his candidacy."

The commission issued a public notice saying the statute does not establish a precise or definite standard. But, maintaining that Congress's intent was to assure candidates for federal office adequate opportunity to present their views, the commission said it is "unreasonable and not in compliance with the statute for a licensee to adopt a rigid policy of refusing to sell or give prime-time [or drive-time, in the case of radio] programming to legally qualified candidates for federal elective office."

However, this is not an absolute. The commission said the principle of access to prime time by such candidates would not apply in the face of "countervailing circumstances such as a multiplicity of candidates." (The commission has previously held that it would not expect a station to devote all or most of its choice time to political broadcasts.) If such a situation is present, the commission said, spot announcements rather than program time "may be appropriate."

The notice also dealt with the claims of some candidates that they have been unable to purchase spots as long as those of other advertisers. The commission said that kind of disparity does not accord

with the purpose of the law, which, it said, is to put candidates "in the same position as the most favored commercial advertisers."

That conclusion is based on the provision requiring broadcasters to sell time to all legally qualified candidates at "the lowest unit charge" made to commercial advertisers.

The public notice was adopted by a vote of 4-to-0, with Chairman Richard E. Wiley and Commissioner Charlotte Reid concurring and Commissioner James H. Quello abstaining.

Fine, but survival, decreed for WOTW

FCC's Harrison sees laxities in Nashua, N.H., stations case as warranting \$10,000 sanction, but not license suspensions

Eastminster Broadcasting Corp. was allowed to keep its licenses for WOTW-AM-TV Nashua, N.H., under an initial decision announced last week, but the stations were slapped with a maximum \$10,000 fine for infractions that included double billing, fraudulent logging practices, and discrimination in advertising rates.

In his initial decision, Administrative Law Judge Byron E. Harrison found that, while the station head had immediately squelched an employee's double-billing scheme when he learned of it, the officer never exercised "reasonable diligence" to prevent such practices. And he said that earlier instances, while attributable to "mental pressures" on the advertiser, would not have occurred except for the station head's loose record-keeping procedures.

Judge Harrison further held that, while the stations did not delete, as charged, programing from the Mutual Broadcasting Co., they did misrepresent the amount of programing carried by submitting false logging statements. But again, he said, the violations stemmed from sloppy record-keeping and thus did not entail wilful misrepresentations.

The discriminatory rating charge stemmed from an Eastminster practice of giving special one-dollar-a-minute ROS rates to stockholders with retail interests in Nashua. Judge Harrison, without elaboration, simply observed that it is "well settled that broadcast stations are licensed to serve the public interest rather than the private interests of the licensee."

Other issues set for hearing by the commission in its original 1972 order were that the stations had carried excessive commercial matter during 60-minute periods, that they had filed inaccurate financial statements, and that they had not filed transfers of ownership. Judge Harrison decided that the infractions did not represent an intent to deceive, but that they "show evidence of slipshoddiness which cannot be condoned." "This is a close case," he concluded.

The initial decision stands unless reviewed by the commission or appealed by an involved party within 50 days.

FCC not turned off by Atlanta attendance

Wiley says re-evaluation of turnout indicates series is worthwhile; cost to commission to be computed; next locale is still a question

After hashing it over last week, FCC Chairman Richard E. Wiley and the commission staffers who made the Atlanta regional meeting with him last month (BROADCASTING, May 27) decided it was a worthwhile experience after all, certainly worth repeating in another section of the country.

Even the number of public participants—something over 200—no longer seemed as disappointing as it did when, with commission officials expecting up to 1,000, Chairman Wiley opened the May 23 public session to a largely empty room. Public interest group representatives have said that 200 is a respectable turnout for that kind of meeting.

And, like the broadcasters at the session on May 24, the commission officials agreed that part of the meeting was clearly a success. However, the critiquing session, on Monday, indicated that changes will be made in the format of both the public and the broadcaster sessions at the next regional meeting.

The commission officials did not settle on where that will be, or when. Staffers were asked to consider those questions and be prepared this week with suggestions for a meeting.

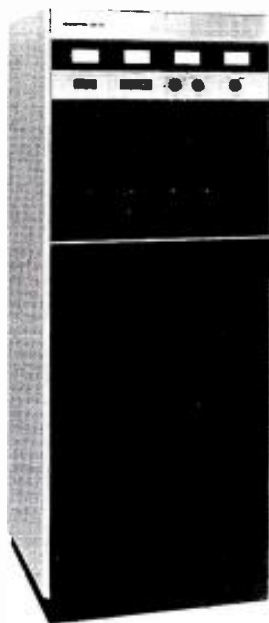
Indications were, however, that California broadcasters who had urged the commission to hold the next meeting in their state will be disappointed. California stations are due for renewal Dec. 1. And the feeling at the commission last week was not to get involved in a section of the country where renewal applications have been or are soon to be acted upon.

Colson denial of strongarm on CBS indicates he won't have much to tell Jaworski about White House pressures

Hope that former presidential aide Charles Colson's pledge to cooperate with Watergate prosecutors will result in his revealing that the White House really did use its muscle on the media is not encouraged by his most recent statement on the subject. Appearing on CBS's *60 Minutes* on May 26, Colson denied that he had told then-CBS Vice Chairman Frank Stanton in November 1972 that the administration would "bring CBS to its knees on Madison Avenue." Dr. Stanton recounted the alleged threat in an affidavit that CBS filed with the U.S. Court in Los Angeles in connection with its opposition to the antitrust suit the Justice Department has filed against all three networks (BROADCASTING, May 6). "I never had a conversation like that with Dr. Stanton," Colson said. "I read that in the newspaper and I was really surprised."

the new **MCMARTIN / BA-1K**
1000/ 500/ 250 watt AM TRANSMITTER

unique interior accessibility
125% positive peak • 1200 watts output
remote control/metering capability
FCC TYPE ACCEPTED



McMartin

McMartin Industries Inc • 4500 South 76th Street
Omaha, Nebraska 68127 • Phone (402) 331-2000



Bon voyage. Sydney H. Eiges, retiring after 33 years with NBC, the last 27 as a vice president, was the honor guest at one of the biggest NBC retirement parties in recent memory, attended by an estimated 500 present and former NBC colleagues and other friends. He had been vice president, public information, since 1960; he formerly headed NBC press and publicity for many years. Having reached the mandatory retirement age of 65, he left NBC May 31 and moved directly into a new post as assistant administrator, American Revolution Bicentennial Administration, based in Washington. At the retirement party, held May 29 at the Promenade restaurant in New York's Rockefeller Center, he is shown (c) with his former boss, NBC Chairman Julian Goodman (r), and his new boss, John Warner, the bicentennial administrator.

How a former regulator feels when regulated

Ex-FCC commissioner Wells says his stations comply with rules and that EEO inquiry is unnecessary

A former FCC commissioner heard from his old friends on M Street in Washington last week, though not in a manner to fill him with warmth. Robert Wells, who served on the commission from October 1969 to October 1971, received a request for an explanation about the minority-employment performance of KIUL(AM) Garden City and KTOP-AM-FM Topeka, all Kansas.

The stations are owned by Harris Enterprises, for which Mr. Wells serves as general manager for broadcasting. That was the job he had left to join the commission.

In all, the commission two weeks ago asked 24 stations to explain their minority-employment records (BROADCASTING, June 3). The Garden City and Topeka stations, the commission said, reported no full-time minority employment in the 1972 and 1973 periods for which the stations reported, even though minority-group members make up 11.9% of Garden City's population and 14.8% of Topeka's (12.7% of Topeka's metropolitan area).

Mr. Wells did not appear overly concerned last week about the commission's queries. He said the stations' employment practices "are in strict compliance" with commission rules and he was confident

the commission would agree after receiving answers to its letters.

But his reactions, too, were like those of many broadcasters receiving EEO letters from the commission. He grumbled about the Broadcast Bureau putting out the letters, ("I suppose they want to make it look like they're busy") and pointed out the problems of hiring minority group members in western Kansas, where Garden City is located, when the job applicants weren't there. He also said that the Topeka stations had hired a black—a young woman—as secretary in the period not covered by the minority-employment report.

The commission began querying stations about EEO matters in July 1972, after Mr. Wells left the agency. The letters are aimed at obtaining compliance with commission rules, adopted in May 1970, requiring stations to adopt and report to the commission on detailed equal-employment opportunity programs and to file annual statistical reports on their employment. As a commissioner, Mr. Wells concurred in the rule requiring the filing of affirmative action programs but dissented from the portion of the order dealing with annual reports.

Media Briefs

GE responds. General Electric Broadcasting has blamed chicano group for breakdown of 1971 agreement between group and GE's Denver stations on minority hiring and programing. GE said its KOA-TV did not air 13 programs on Mexican Americans, as promised to Colorado Community Committee on Mass Media and Spanish Surnamed, because committee never provided program content and talent, as set in agreement. Station did train program coordinator from committee to do groundwork for shows, but he left Denver, and other efforts by stations to initiate programing drew little response from committee, GE said. Despite these difficulties, GE said, KOA-TV produced nine chicano-oriented programs in 1972-73, two with assistance and another with approval of committee. Licenses of GE's KOA-AM-TV-KOQ(FM) have been challenged by committee and other minority and women's groups (BROADCASTING, April 18).

Whereas. Mutual Affiliates Advisory Council, representing network's 11 regional districts, emerged from four-day Las Vegas conference with resolutions denouncing government interference in news gathering activities as "a threat to press freedom" and commending Mutual management for broadened news coverage. Grover Cobb, senior executive vice president of National Association of Broadcasters, urged MAAC to mobilize Mutual's 650 affiliates in support of license renewal legislation now pending in Senate.

Eaton in court. Richard Eaton's United Television Co.'s. have filed notice in U.S. Court of Appeals, Washington, that they will appeal FCC revocation of licenses of WFAN-TV Washington and WMET(TV) Baltimore (BROADCASTING, April 29).

Equipment & Engineering

High hopes for satellites aren't yet off the ground

A year and a half since FCC opened the skies for communications systems only one firm has a bird up, others have fallen by the financial wayside, still others are banding together

When the FCC finally adopted its so-called open-skies domestic communications satellite policy in December 1972, no one, least of all the commission, believed the skies would be open to any company that wanted to participate in the new service. The technological and financial resources needed were expected to provide a filter.

And they have. Eighteen months ago, when the commission completed seven years of work and issued its final order establishing U.S. policy governing the provision of telephone, telegraph, broadcast and other communications services by domestic satellite, seven entities had expressed an interest in entering the field.

Now, 18 months later, the ranks have been thinned, and plans of some of those

45TH

MADISON

Corner New York

A great name at a great location. The Roosevelt, in the heart of the New York corporate community. Offering the busy businessman comfortable rooms ready on your arrival, an efficient staff, friendly no-nonsense service from check-in to departure. Fine dining. Plus convenience to New York's shopping and entertainment centers.

Next time, make time count. Corner New York at the Roosevelt. For reservations, see your travel agent or call free.

FOR RESERVATIONS CALL TOLL-FREE

800-221-2690 In the continental U.S.A.
800-522-6449 In New York State
212-683-6620 In New York City

THE HOTEL

Roosevelt

MADISON AVENUE AT 45TH STREET
NEW YORK, N.Y. 10017
(The Heart of New York)

still in the race are undergoing some reconfiguration forced by the realities that have been faced.

One of the major problems cited by several of those involved in the applications for satellite service is the difficulty in today's money market of obtaining large sums of money for new ventures. And interest on money that is available is high—about 14%. In addition, the courts and the commission are dealing with an issue that could have a major impact on the viability of communications satellite systems—whether they can interconnect with local Bell Systems' loops.

It is, as an official of one of the companies put it, "a good time to be cautious."

One of the original satellite applicants, Western Tele-Communications, never moved at all.

The American Satellite Corp., a subsidiary of Fairchild, which had planned a \$100 million system that was to include three satellites to be built by Hughes Aircraft, now plans a more modest \$25 million system. It will rent transponder space from the Western Union Telegraph Co. system, which is the first American company in space with a satellite of its own. (American Satellite had originally planned to deal with Canada's Telesat, but changed its mind because the Western Union system offered a better price and suited its needs better.)

The CML Satellite Corp. is falling apart. The company, owned equally by Communications Satellite Corp's subsidiary, Comsat General, and MCI Corp. and Lockheed Aircraft Corp., was formed to solve the legal problems Comsat faced and the financial problems confronting the other two in their desire to establish a multipurpose domestic satellite system. However, MCI and Lockheed lack the funds to proceed—the proposed system would cost upward of \$100 million—and CML has acquired options to purchase their interests in the corporation.

Comsat, which is looking for other companies to take over MCI and Lockheed interests, was barred by the commission from controlling its own multipurpose system. The commission authorized it to provide satellite service to AT&T in a separate system.

That system, which will cost AT&T \$315 million over a seven-year period for satellite transponder space alone, is expected to be completed in 1976. But that one, too, may be modified, to the discomfiture of another of the original starters, Hughes, which had planned to provide network service for cable television systems.

Hughes, through a subsidiary, and GTE Satellite Corp. (GSAT) had won FCC approval of their joint application for a system. But last month, GSAT announced plans to operate on AT&T's system. The two common carriers, which had been asked by the commission to establish connecting facilities for integrating GSAT's telephone system into the AT&T network, said a joint system would be more economical and efficient than separate systems. GSAT estimates



For the first time, International Video Corp., Sunnyvale, Calif., has made its first U.S. delivery of its IVC-9000 broadcast video-tape recorder. The unit, already in use by the BBC and the French Office of Radio-Television, will be installed at Trans-American Video Inc., Hollywood. On hand for the occasion were (l to r) Michael A. Moscarello, president, IVC; Jack Calaway, vice president-engineering/operations, TAV, and Gerald Heitel, director of sales, IVC.

that its capital investment in a joint system would be \$30 million, \$22 million less than it would be in Hughes's system; AT&T and GSAT, in addition, would save between them about \$22 million in annual operating costs. The commission's Common Carrier Bureau has asked GSAT to explain how its new plans could be justified in view of the commission's conclusion that the agreement with Hughes would serve the public interest. GSAT's position is that the combined system would "realize more fully the objectives" specified by the commission than the separate system originally planned. GSAT also says that the combined system provides for the participation of two "responsible" entities, rather than only one, in the planning and operation of the interstate message toll telephone system.

GSAT's defection—if the commission permits it to stick—is forcing National Satellite Services, the Hughes subsidiary, to delay its plans for cable network service. Paul Visser, president of the subsidiary, said that is still the aim, but that the company needs one or two major companies to replace GSAT as a major support for the system. Hughes had considered petitioning the commission to deny GSAT-AT&T merger plans, but decided that GSAT probably could not proceed without AT&T. Mr. Visser said Hughes is looking for a substitute for GSAT. In any event, he said, the cost of money and the uncertainty over the interconnection issue warrant a cautious approach.

Western Union, however, has moved with considerable swiftness from drawing board to space; one satellite is already in orbit, a second is scheduled to be launched in June, and the company is expected to begin providing service in August. But American Satellite hopes to beat that by providing service in July through the transponder space it is leasing from Western Union.

Indeed, one U.S. company is already providing domestic satellite service—including some occasional-use television service—although via Telesat. RCA

Global Communications and its subsidiary, RCA Alaska Communications, were authorized by the commission last September to build earth stations and to use the Canadian bird. The RCA companies have contracted for the construction of their own satellites—three for the present with a fourth on order—and plan to have them operating by the end of 1975.

FCC Chairman Richard Wiley said last week that the commission's policy on domestic satellite service appeared to be working as anticipated. "Some shake-out was expected," he said. "Satellites," he said, "represent a tremendous potential that might not be fully developed if different parties were not given a chance to participate." But, he added, there apparently "is not enough business for seven or eight."

However, the shakeout that has occurred is a matter of some concern to Clay T. Whitehead, director of the Office of Telecommunications Policy, which had urged an open-skies approach on the commission.

Like the commission, Mr. Whitehead had expected that not everyone desiring to provide communications satellite service would be have the necessary resources.

But, he said, "it's hard to determine what decisions were prompted by commercial business reasons and what by regulation." He noted that OTP "never agreed" with some of the restrictions put on Comsat that forced it into a consortium with two other companies, and he expressed concern about GSAT's plans to operate a system with AT&T. OTP, he said, was "looking into" these and related questions.

No rush to judgment on OTP's drop-in idea

FCC decides to postpone indefinitely deadline for comments on proposal

The FCC has decided to fall back and re-group before getting comments on the petition of the Office of Communication of the United Church of Christ for 62 VHF drop-ins. The deadline, originally June 10, was extended "without a terminal date" last week.

There are a number of matters to be resolved, all of them stemming from the second drop-in study submitted by the Office of Telecommunications Policy last month (BROADCASTING, May 20).

The Church of Christ petition was based on the first drop-in study, submitted by OTP in October. Commission staffers have asked the church's attorneys whether the church intends to amend its petition in light of the second study, which differs markedly from the first, but have not yet received a reply.

In addition, the commission is pondering requests for information. Metromedia Inc. has requested computer-base data the commission's chief engineer's office made available to OTP in connection with its second study. And the church has asked the commission for the analysis its staff was making—but never completed—of

FBI extends hand to media, expects helping one in return

Kelley states concern about reporting of certain crimes that tends to encourage commission of same deeds

Clarence M. Kelley, the director of the Federal Bureau of Investigation, says he wants to cooperate with the media, to help reporters get answers to questions about the bureau and its operations. But he would like cooperation in return—a cooling of reporting on “trendy” or “vogueish” crimes. He feels the kind of coverage “bizarre” crimes get may beget more such crimes.

Mr. Kelley, who has proven more accessible to the media than his predecessor, J. Edgar Hoover, discussed his hopes and concerns about FBI-media relations in a June 1 address to the Associated Press Broadcasters Association, in Kansas City (BROADCASTING, June 3).

“The FBI,” he said, in extending the hand of cooperation, “is no esoteric, mysterious, remote agency of the government. It belongs to the people. We want you, as radio and television editors and writers, to know more about our operations. We want you to ask questions. If you have doubts as to our policies or actions, give us a call.”

But the problem of what has been called the “trendy” or “vogueish” crime concerns Mr. Kelley, as it has other law-enforcement officials. “To what extent,” he wanted to know, “have news reports of bizarre-type crimes, such as skyjackings, bombings and political kidnappings triggered the commission of similar type crimes?”

He expressed concern about “accounts that make serious criminals into modern-day Robin Hoods.” He referred to the sort of folk-hero status won several years ago by a skyjacker who demanded a large ransom and then parachuted into the wilderness. “Soon, we were experiencing a nationwide epidemic of skyjackings,” he said.

What is the media’s responsibility? He recognized that broadcasters and the press must report the news and that a bombing, skyjacking or political-type kidnaping is news. “But,” he said, “did the unending mountains of news copy and speculation about these crimes spark imitators to action?”

He cited “the almost countless bomb threats which closed airports, schools, places of business,” and the rash of kidnappings and of threats of kidnappings that followed the abduction of Patricia Hearst. “I think we must examine the possibility that one of the effects of publicity attending such crimes is to cause more of the same,” he said.

He also cited what he said was the ready access that “militant, extremist

the first OTP study. The staff abandoned the project when it learned a second study was being made.

Then, finally, one commission staffer indicated there might be some question about the “validity” of the OTP plan. “We would have to make up our mind about the validity” of the plan before releasing it for comment, he said. In any case, he said, the commission should express any concern it might feel about the study if it does release it. “We don’t mind re-evaluating [our table of assignments],” he said, “but it should be done on as serious a basis as possible.”

The commission staff expects to be in a position shortly—within 10 days—to resolve these questions. At that time, the commission will set a new date for submitting responses to the church’s petition.

Meanwhile, the UCC petition came under strong attack last week from a communications consulting engineer. A. Earl Collum said the petition, “which an engineer would have to consider frivolous,” does not show how the new assignments would benefit the education and minority interests that the UCC proposal is intended to serve. On the other hand, he said, the proposal may deprive small and rural communities of television service because signals from large communities would have to be reduced to accommodate “squeezed-in” assignments.

Moot issue?

The long-dormant controversy over Greater Washington Educational Telecommunications Association Inc.’s proposal for a drop-in of channel 12 in Washington was revived last week by an Association of Maximum Service Telecasters pleading asserting that grounds now exist for dismissing the application. GWETA, which now operates WETA-TV on channel 26 there, is seeking a one-year experimental operation on channel 12. AMST, along with the commission’s Broadcast Bureau, contends the proposal would result in interference to short-spaced stations. But beyond that consideration, AMST said, the existing tower on which GWETA planned to install its transmitter lacks the necessary capacity and there is no assurance it can be sufficiently strengthened. AMST based its argument on comments of the tower’s owner in pleadings filed with the commission in connection with a dispute with the existing tower tenant, WDCA-TV (ch. 20).

Technical Briefs

RCA phase-out. RCA Consumer Electronics will phase out its home audio business in 1975 and concentrate on television-related home equipment. Company said 1975 line of radios, audio tape players and recorders, and phonograph equipment, including home stereo systems, will be last to be offered by RCA. RCA Records will continue as separate division and will not be affected by phase-out. Spokesman said audio products has declined to only 5% of company’s consum-

er electronics products and services business, while television-related products continue to offer “superior” profit potential and “excellent” worldwide growth.

Trial wanted. Suggesting that FCC mistook its earlier proposal, Port Authority of New York and New Jersey has asked commission to reconsider decision permitting eight New York TV stations—six VHF, two UHF—to move transmitters to authority’s World Trade Center Building (BROADCASTING, April 29). Authority said its alternative proposal had been to place atop building for test purposes two VHF transmitters in high and low bands and one UHF transmitter to compare reception with existing transmitters at Empire State building.

Smoother switches. NBC has purchased two NEC FS-10 frame synchronizers to be used in its New York and Burbank, Calif., studios. FS-10 allows switching and special effects of synchronous sources such as studio, remotes, network and satellite without usual program disruption.

Carrying on. KSD-TV St. Louis was struck May 24 by five lighting and sound engineers belonging to International Alliance of Theatrical Stage Employees. Eight stage-hands (also members of IATSE) refused to cross picket line. Spokesman for station said lighting and sound personnel have asked new contract calling for increase in salary over present \$320-per-week, four-day work week and improvements in fringe benefits. Management personnel substituted for strikers and operations continued uninterrupted, spokesman said. Negotiations are in progress.

Many from one. International Video Corp., Sunnyvale, Calif., announced real-time duplicator that will make multiple copies of IVC-formatted color video tapes, with first unit delivered to American Forces Radio and Television Service, Hollywood. Basic system contains four IVC-825A recorders, permitting making of four copies of one program simultaneously from master recorder or program source, and is priced at \$36,000.



His masters’ touch. RCA’s Emmy Award-winning TCR-100 is admired by Andrew F. Inglis (l), VP-general manager of RCA’s communications systems division, and Neil Vander Dussen, vice president for broadcast systems. The quadruplex video-tape cartridge system, introduced in 1969, automates TV station breaks and other recorded sequences; 200 units have been distributed.



Mulholland



Hanna



Meaney



Fischer



Bartelme

NBC News shuffle. Five NBC News executives were promoted last week as part of the news department's "executive realignment" for "continued leadership in broadcast coverage of an increasingly complex world," as announced by NBC News President Richard Wald. Robert E. Mulholland, vice president, television news, since March, 1973, was named executive vice president, re-establishing the position last held by Mr. Wald before he took over as news president in January, 1973; Lee Hanna, vice president, news, NBC Owned Television Stations since March, 1973, and developer of WNBC-TV New York's new two-hour NewsCenter

4 local newscast, was named vice president, television news programming; Donald Meaney, vice president, television news programming since March, 1973, was named vice president, news, Washington, making it the first time the network has headed its Washington news bureau with a vice president; Richard Fischer, NBC Nightly News producer since October, 1972, was named vice president in charge of news-gathering operations, television news, succeeding Mr. Mulholland; George (Joseph) Bartelme, director, news, NBC West Coast, was named vice president, news, NBC Owned Stations, succeeding Mr. Hanna.

leaders" had to the media during some of the urban riots a few years ago. "Their statements were often inflammatory and hostile to our form of government," he said. "They wanted to be provocative and inciting. They understood their First Amendment rights and exercised them to the hilt."

The problem of "trendy" and "voguish" crime not only belongs to the law-enforcement officials, but also to the media, he said. And the problem won't go away, he added.

That, essentially, was the FBI director's message—that the media are either part of the solution or part of the problem. He said he had no suggestions for covering triggering or imitative crimes; he was not suggesting the suppression of "legitimate crime news." But while the FBI is as prepared to fight for broadcasters' First Amendment rights as it is for those of any member of the Fourth Estate, the media "cannot remain impartial and uninvolved when it comes to combating lawlessness," he said. "You are in the midst of the fight."

NBC allows for errors

'Nightly News' makes provisions for corrections and updates

NBC's *Nightly News* will carve out an occasional pocket of time, known as "Editor's Notebook," for "catching up on stories we never finished, correcting those on which we made mistakes, and generally dropping the other shoe," announced anchorman John Chancellor on the May 31 broadcast. Mr. Chancellor began with three updates and one correction.

The correction stemmed from a complaint, processed by the National News Council, that *Nightly News* coverage of the Feb. 18 Honor America Day festivities in Huntsville, Ala., featuring a visit by President Nixon, had said federal workers were let off to see the President when in fact it was a national holiday

(BROADCASTING, May 20).

NBC's correction was that "one of the wire services reported that local federal employees were given a special day off. We carried that information, which was incorrect, and we're sorry."

The News Council, however, is less than satisfied with the correction, calling it "partial" and "adding to the confusion." The Feb. 18 story was by NBC News correspondent Tom Jarriel. "The *Nightly News* can't blame the wire service for something their own correspondent said on the air," the News Council associate director said. The council may reactivate the subject at its next meeting June 25.

Editorialists line up key federal officials for Washington agenda

Both government and media to be analyzed during three-day session; Gerald Ford to be keynote speaker

Politics and politicians will provide both the substance and the source of addresses for the National Broadcast Editorial Association annual convention June 26-28 at Washington's Mayflower hotel.

Heading the speakers list is Vice President Gerald Ford, who will deliver the keynote address Wednesday (June 26). He will be followed by Senator Edward M. Kennedy (D-Mass.) and Department of Health, Education and Welfare Secretary Caspar W. Weinberger discussing national health care. "Issues of National Importance" will be the subject of a June 27 panel that will include Senators Edmund S. Muskie (D-Me.) and Charles H. Percy (R-Ill.) as well as Russell Peterson, chairman of the Council on Environmental Quality, and Dixy Lee Ray, chairman of the Atomic Energy Commission.

The 1974 elections are the topic of a June 28 panel that will include Senator William E. Brock (R-Tenn.), chairman of the Republican Senatorial Campaign

Committee, as well as other representatives from Republican and Democratic congressional campaign committees.

Media coverage will also be a major topic at the convention. David Brinkley, NBC News, is slated to deliver a Wednesday luncheon address on "Craftsmen of Opinion" followed by a banquet address that evening by Frank Stanton, American Red Cross chairman and former vice chairman of CBS. A Thursday luncheon panel on media watchdogs will include William Arthur, National News Council; Abraham Kalish, Accuracy in Media, and Ron Dorfman, *Chicago Magazine*.

Other convention highlights include a Friday luncheon panel, "Washington Watchdogs" featuring Albert Kramer, National Citizens Committee for Broadcasting, and Jack Conway of Common Cause. Legal and broadcast editorial workshops will be held Thursday and Friday, respectively, and White House briefings are set for Thursday afternoon.

Journalism Briefs

Waiting and weighing. KTTV(TV) Los Angeles has instituted nightly *Impeachment Watch* with two investigative reporters, Larry Attabery and Barbara Simpson, as co-hosts. Thirty-minute program follows regular 11-11:30 p.m. news and gives latest developments on impeachment plus related interviews.

'Rogues' charter. Guild of British Newspaper Editors is urging that government delay passage of "Rehabilitation of Offenders Bill." That measure, now before House of Commons, would make it offense to allude to criminal records after certain period had elapsed. Editors guild claims bill "has all the makings of a rogues' charter." Robert Taylor, chairman of guild's parliamentary and legal committee, said, "This would give a real knock to investigatory journalism. For example, if a person were running for public office and we found out that he had a criminal record, we could not report it."

Breaking In

Machine Gun—*The Commodores (Motown)* ■ Six musicians from Tuskegee, Ala., who used to call themselves The Jays have come up with an uptempo instrumental rhythm-and-blues number that some are calling the best discotheque piece available today. *Machine Gun*—strictly instrumental and with what is called “psychedelic” effects—is the group’s fourth single, but the only one to make it big.

The Commodores have been better known as an act than as a recording group. Their comedy-choreography performances, appreciated everywhere from Hawaii to the French Riviera, have been described as “the soul version of the hornpipe and highland fling.” The six musicians, elaborately costumed, interchange instruments as readily as some people exchange glances. Their soul-pop-R&B sound is currently being honed into their first album, which might also be called “Machine Gun.”

The group signed with Motown about two years ago, and first gained recognition while backing up on the Jackson Five tours. Now the Commodores’ single, released April 23, is receiving airplay by R&B stations in major markets throughout the country, according to Motown. Top-40 stations playing *Machine Gun* include WPGC(AM) Washington; WCOL(AM) Columbus, Ohio; WMPS(AM) Memphis; WLAC(AM) Nashville, and KEEL(AM) Shreveport, La.

Put Out the Light—*Joe Cocker (A&M)*

■ The burly blues stomper who three years ago went into seclusion to “get his head together” has surfaced from his London hideaway to begin recording a new album, *I Can Stand A Little Rain*, to be released in July. In front of that album, *Put Out the Light*, an excellent blues ballad, and its equally fine flip side, *If I Love You*, were released 10 days ago and are already hustling the top 40 charts. Mr. Cocker, 27, got more than his head together; he’s realigned the saw teeth of his vocal chords for a mellower, less frantic blues sound. He also got together his managerial act, according to A&M, and is handpicking musicians to back him up on a summer tour.

Among the some 15 stations playing *Put Out the Light* last week were WPOP(AM) Hartford, Conn.; KILT(AM) Houston; WSGN(AM) Birmingham, Ala.; KXOL(AM) Fort Worth; and WCUE(AM) Akron, Ohio.

Anytime . . . Baby—*David Clayton-Thomas (RCA)*

■ By all accounts, David Clayton-Thomas should have been a “monster” act by this time. When he left Blood, Sweat and Tears as its lead singer two years ago, the band was selling records as fast as Columbia could press them. The solo-artist-from-an-established-band route was well worn and no longer a very dangerous one, as it once had

been. Clayton-Thomas was a better than even bet for stardom, but it has eluded him thus far.

No one has denied that he sang well. Somehow, he just hasn’t found the right song.

But there were rumblings last week that Mr. Clayton-Thomas’s dry spell had ended. Major stations are not jumping on *Anytime . . . Babe* yet, but some important secondary stations took a few nibbles last week. Among them were:

KIOI(FM) San Francisco, WHLI(AM) Hempstead, N.Y., KJOY(AM) Stockton, Calif., WJET(AM) Erie, Pa., WKWK(AM) Wheeling, W. Va., WBSR(AM) Pensacola, Fla., KSLY(AM) San Luis Obispo, Calif. and WAIL(AM) Baton Rouge.

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

- CAN YOU HANDLE IT, Graham Central Station (Warner Brothers).
- DAYBREAKER, Electric Light Orchestra (United Artists).
- FLIGHT CJT TO TENNESSEE, Vickie Britton (Bell).
- GOLDEN AGE OF ROCK & ROLL, Mott the Hoople (Columbia).
- GOODBYE MARIA, Clint Holmes (Atco).
- IF YOU GO AWAY, Terry Jacks (Bell).
- LAMPLIGHT, David Essex (Columbia).
- MAKING THE BEST OF A BAD SITUATION, Dick Feller (Asylum).
- MR. PRESIDENT, Dickie Goodman (Rainy Wednesday).
- NEW YORK CITY GIRL, Bob Hegel (RCA).
- ROCK ME GENTLY, Andy Kim (Capitol).
- SADIE TAKE A LOVER, Sam Nealy (A&M).
- SONG FOR ANNA, Herb Ohta (A&M).
- SUPERMAN, Doc & Prohibition (Laurie).
- TEEN ANGEL, Wednesday (Sussex).
- (I THINK YOU BETTER) THINK ABOUT FORGETTING ME, Ronn Price (Bang).
- WHAT’S YOUR NAME, Andy and David Williams (Barnaby).
- WORKIN’ AT THE CAR WASH BLUES, Jim Croce (ABC/Dunhill).
- YOU & ME AGAINST THE WORLD, Helen Reddy (Capitol).
- YOU’LL NEVER KNOW, Denny Doherty (Paramount-Ember).

Live rock on NBC

NBC Radio will broadcast eight contemporary music specials recorded live in concert this summer on consecutive Sundays beginning July 7. Sponsored by the Lee Co., Kansas City, Mo., blue-jeans manufacturers, the concerts will air on more than 200 network stations under the umbrella title of *Lee Jeans Superjam Concerts*. Starring in the specials will be Sha Na Na, The Carpenters, Three Dog Night, Gladys Knight and The Pips, Glen

Campbell, Roberta Flack, Tony Orlando & Dawn, and the De Franco Family. Don Imus, NBC radio personality, will host the concerts. Robert Wogan, creators of the original NBC Radio concert specials—which won a Peabody Award this year for innovative radio programming—is executive producer of the concerts.

Tracking the ‘Playlist.’

The upper reaches of this week’s “Playlist” remain relatively unchanged, but with the approach of summer and younger demographics, several hard-rock numbers are beginning to move this week in the positions below 40. Among the harder songs getting expanded play last week were Brownsville Station’s *I’m the Leader of the Gang* (49), Bachman-Turner Overdrive’s *Taking Care of Business* (50) and Razzzy’s *I Hate Hate* (56). All are bolted. Only one record, Joni Mitchell’s *Help Me* (10), breaks into the top 10. Three records enter the top-40 positions for the first time this week—Cher’s *Train of Thought* (32), ABBA’s *Waterloo* (39) (“Breaking In,” May 27) and the Spinners’ *I’m Coming Home* (40). Making big jumps or coming on the chart in high positions are Elvis Presley’s *If You Talk In Your Sleep* (52), Dave Loggins’ *Please Come to Boston* (57) and Sylvia and the Moments’ *Sho ‘Nuff Boogie* (58).



The best rock sound in Philadelphia is put out by an AEL FM-12 KD Stereo Transmitter.

Just ask WIOQ

AEL stereo transmitters always send the very best.
 FM: 2,500, 12,000, 25,000, 50,000 watts.
 AM: 5,000, 10,000, 50,000 watts.



Call or Write:

AMERICAN ELECTRONIC LABORATORIES, INC.
 P.O. Box 552, Lansdale, PA 19446
 Tel: 215/822-2929 • TWX: 510/661-4976

The Broadcasting Playlist™ Jun 10

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Arbitron Radio audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (▲) 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
5	1	▲	Band on the Run (5:09) Paul McCartney & Wings—Apple	1	1	1	1
10	2	▲	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	3	3	2	2
8	3	▲	You Make Me Feel Brand New (4:45) Stylists—Avco	5	4	3	5
7	4	▲	Sundown (3:37) Gordon Lightfoot—Reprise	6	2	8	3
3	5	▲	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	4	5	6	8
2	6	▲	The Entertainer (2:57) Marvin Hamlisch—MCA	2	8	7	9
6	7	▲	Dancing Machine (2:29) Jackson Five—Motown	8	7	4	6
4	8	▲	The Streak (3:15) Ray Stevens—Barnaby	7	6	9	4
1	9	▲	Loco-Motion (2:45) Grand Funk—Capitol	9	9	5	7
13	10	▲	Help Me (3:22) Joni Mitchell—Asylum	10	10	11	10
12	11	▲	Be Thankful (For What You Got) (3:25) William DeVaughn—Roxbury	12	11	13	11
16	12	▲	Don't You Worry 'bout a Thing (3:40) Stevie Wonder—Tamia	11	12	14	13
9	13	▲	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	13	13	10	14
18	14	▲	For the Love of Money (3:45) O'Jays—Phila. Int'l.	16	16	12	12
19	15	▲	Rock the Boat (3:05) Hues Corp.—RCA	14	14	15	15
22	16	▲	Haven't Got Time for the Pain (3:25) Carly Simon—Elektra	17	17	16	17
28	17	▲	Rock Your Baby (3:14) George McCrae—T. K. Records	18	15	18	16
17	18	▲	My Girl Bill (3:12) Jim Stafford—MGM	15	18	17	20
24	19	▲	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	19	19	19	19
21	20	▲	Oh Very Young (2:33) Cat Stevens—A&M	21	21	20	18
27	21	▲	The Air that I Breathe (3:33) Hollies—Epic	23	20	23	21
23	22	▲	Star Baby (2:37) Guess Who—RCA	20	23	21	22
14	23	▲	I Won't Last a Day Without You (3:47) Carpenters—A&M	22	22	22	23
30	24	▲	Save the Last Dance for Me (2:58) De Franco Family—20th Century	26	28	24	24
29	25	▲	You Won't See Me (3:07) Anne Murray—Capitol	24	24	27	29
31	28	▲	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	28	25	25	25
11	27	▲	I've Been Searching So Long (4:19) Chicago—Columbia	25	29	28	32
15	28	▲	Come and Get Your Love (3:30) Redbone—Epic	27	26	34	28
33	29	▲	If You Wanna Get to Heaven (3:04) Ozark Mtn. Daredevils—A&M	30	33	26	31
34	30	▲	On and On (3:20) Gladys Knight & the Pips—Buddah	34	27	32	26
37	31	▲	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	31	30	30	30
41	32	▲	Train of Thought (2:34) Cher—MCA	29	31	31	33
39	33	▲	Hollywood Swinging (4:35) Kool and the Gang—Delite	31	32	33	27
20	34	▲	Bennie and the Jets (5:00) Elton John—MCA	32	40	29	34
38	35	▲	One Hell of a Woman (2:52) Mac Davis—Columbia	38	34	36	36
36	36	▲	Annie's Song (2:58) John Denver—RCA	35	35	37	40
26	37	▲	TSOP (3:18) MFSB—Phila. Int'l.	33	36	47	37
35	38	▲	Daybreak (3:03) Nilsson—RCA	40	37	39	39
52	39	▲	Waterloo (2:46) ABBA—Atlantic	43	38	35	38
45	40	▲	I'm Coming Home (3:22) Spinners—Atlantic	37	42	41	46
40	41	▲	Already Gone (3:39) Eagles—Asylum	44	39	42	35

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
51	42	▲	Son of Sagittarius (3:12) Eddie Kendricks—Tamia	42	43	40	45
32	43	▲	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	36	41	44	52
46	44	▲	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	45	44	46	47
25	45	▲	Tubular Bells (3:18) Mike Oldfield—Virgin	41	60	38	58
44	46	▲	Oh My My (3:39) Ringo Starr—Apple	46	50	48	55
54	47	▲	Radar Love (2:53) Golden Earrings—MCA	52	54	45	42
43	48	▲	Another Park, Another Sunday (3:39) Doobie Brothers—Warner Brothers	47	47	49	56
61	49	▲	I'm the Leader of the Gang (3:09) Brownsville Station—Big Tree	56	61	43	41
68	50	▲	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	50	56	51	44
55	51	▲	Finally Got Myself Together (3:05) Impressions—Curtom	55	45	55	50
69	52	▲	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	49	49	58	49
42	53	▲	The Best Thing that Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	53	46	64	43
56	54	▲	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	48	51	53	57
48	55	▲	LaGrange (3:15) Z. Z. Top—London	57	55	56	47
—	56	▲	I Hate Hate (3:15) Razzy—MGM	51	53	54	59
74	57	▲	Please Come to Boston (3:57) Dave Loggins—Epic	54	59	52	53
—	58	▲	Sho' Nuff Boogie (2:59) Sylvia & the Moments	64	48	59	54
62	59	▲	This Heart (3:22) Gene Redding—Haven	61	57	50	60
50	60	▲	I'm in Love (2:48) Aretha Franklin—Atlantic	58	58	57	62
47	61	▲	Hooked on a Feeling (2:54) Blue Swede—EMI	73	52	73	51
70	62	▲	One Tin Soldier (3:14) Coven—MGM	60	68	61	63
58	63	▲	King of Nothing (2:56) Seals & Crofts—Warner Brothers	59	65	62	67
66	64	▲	Keep on Smiling (3:25) Wet Willie—Capricorn	66	63	60	61
53	65	▲	(I'm a) YoYo Man (2:46) Rick Cunha—GRC	62	64	69	64
57	66	▲	Seasons in the Sun (3:24) Terry Jacks—Bell	63	69	65	71
—	67	▲	I've Had It (2:59) Fanny—Casablanca	68	67	67	68
—	68	▲	Living in the U.S.A. (4:03) Steve Miller Band—Capitol	74	72	63	66
—	69	▲	Let's Get Married (3:16) Al Green—Hi	67	66	*	72
—	70	▲	Rock Around the Clock (2:08) Bill Haley—MCA	65	71	70	*
71	71	▲	Georgia Porcupine (2:38) George Fishoff—United Artists	72	70	68	73
—	72	▲	Wild Thing (2:56) Fancy—Big Tree	70	73	71	74
—	73	▲	Ballero (3:25) War—United Artists	*	*	*	65
64	74	▲	Billy Don't Be a Hero (3:25) Paper Lace—Mercury	71	74	75	*
—	75	▲	40 Crash (3:54) Suzi Quatro—Bell	*	*	66	69

Alphabetical list (with this week's over-all rank): The Air that I Breathe (21), Already Gone (41), Annie's Song (36), Another Park, Another Sunday (48), Ballero (73), Band on the Run (1), Be Thankful (for What You Got) (11), Bennie and the Jets (34), The Best Thing that Ever Happened to Me (53), Billy Don't Be a Hero (2), Billy Don't Be a Hero (74), Come and Get Your Love (28), Come Monday (54), Dancing Machine (7), Daybreak (38), Don't You Worry 'bout a Thing (12), The Entertainer (6), Finally Got Myself Together (51), For the Love of Money (14), 48 Crash (75), Georgia Porcupine (71), Haven't Got Time for the Pain (16), Help Me (10), Hollywood Swinging (33), Hooked on a Feeling (61), I Hate Hate (56), I Won't Last a Day Without You (23), If You Love Me (Let Me Know) (19), If You Talk in Your Sleep (52), If You Wanna Get to Heaven (29), I'm Coming Home (40), I'm in Love (60), I'm the Leader of the Gang (49), I've Been Searching So Long (27), I've Had It (67), Just Don't Want to Be Lonely (43), Keep on Smiling (64), King of Nothing (63), LaGrange (55), Let's Get Married (69), Living in the U.S.A. (68), Loco-Motion (9), Midnight at the Oasis (5), My Girl Bill (18), My Mistake Was to Love You (44), Oh My My (46), Oh Very Young (20), On and On (30), One Hell of a Woman (35), One Tin Soldier (62), Please Come to Boston (57), Radar Love (47), Rikki Don't Lose that Number (31), Rock Around the Clock (70), Rock the Boat (15), Rock Your Baby (17), Rock & Roll Heaven (26), Save the Last Dance for Me (24), Seasons in the Sun (66), Sho' Nuff Boogie (58), The Show Must Go On (13), Son of Sagittarius (42), Star Baby (22), The Streak (8), Sundown (4), Taking Care of Business (50), This Heart (59), Train of Thought (32), TSOP (37), Tubular Bells (45), Waterloo (39), Wild Thing (72), You Make Me Feel Brand New (3), You Won't See Me (25), (I'm a) YoYo Man (65).

Finance

\$100 million note. RCA has arranged with group of insurance companies for issuance of \$100 million in promissory notes, due July 15, 1991, and also is considering possibility of making public offering of new senior debt later this year. Borrowing is for expansion activities, particularly in satellite communica-

Buying. Signal Companies Inc., Beverly Hills, Calif., which owns 49.9% of Golden West Broadcasters, is making tender offer for at least one million shares of its common stock at \$24 per share. At same time, Signal Companies bought 1.6 million shares from Camp Investments Ltd., at same price, and Capitalfin International Ltd., investment firm owned by several large Italian interests, also purchased 900,000 common shares from Camp group and others, again at same price. Capitalfin originally planned to buy

all 2.5 million shares from Camp, but decided to limit purchases until U.S. regulatory impediments can be eliminated. (FCC regulations limit foreign control of broadcast licenses.) Signal Companies has over 20.5 million shares outstanding. Purchase from Camp terminates litigation filed last August against that company by Signal alleging a stock raid, as well as other actions that were said to be detrimental to company and its stockholders. Signal stock closed Wednesday (June 5) at 20 1/4.

Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. June 5	Closing Wed. May 29	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Broadcasting												
ABC	ABC	N	25 1/8	24	+ 1 1/8	+	4.68	28 3/8	21 5/8	9	16,582	416,622
CAPITAL CITIES COMM.	CCB	N	35 1/4	36	- 3/4	-	2.08	39 1/4	22 3/4	13	7,164	252,531
CBS	CBS	N	40	37 3/4	+ 2 1/4	+	5.96	40	25	12	28,092	1,123,680
CONCERT NETWORK*		D	1/4	1/4			.00	7/8	1/4	5	2,200	550
COX	COX	N	13 5/8	13 5/8			.00	19 3/8	13 1/2	7	5,831	79,447
FEDERATED MEDIA*		D	5 3/4	5 3/4			.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A	9 7/8	8 1/2	+ 1 3/8	+	16.17	13 5/8	8 1/2	6	800	7,900
LIN	LINB	D	3 3/4	4 1/8	- 3/8	-	9.09	6 3/4	3 3/4	4	2,296	8,610
MODNEY*	MOON	O	2 5/8	2 3/4	- 1/8	-	4.54	3 5/8	2 1/4	7	385	1,010
PACIFIC & SOUTHERN	PSDU	D	4	4			.00	6 1/4	3 1/8	33	1,751	7,004
RAHALL	RAHL	O	5	4 3/4	+ 1/4	+	5.26	6	3 3/4	9	1,297	6,485
SCRIPPS-HOWARD	SCRIP	D	14 3/4	14 1/2	+ 1/4	+	1.72	17 1/2	14 1/2	7	2,589	38,187
STARR	SBG	M	5 7/8	5 1/2	+ 3/8	+	6.81	9	5 1/2	5	1,069	6,280
STDORER	SBK	N	13 5/8	12 3/4	+ 7/8	+	6.86	17 3/8	11 1/4	7	4,751	64,732
TAFT	TFB	N	18 3/8	17 1/8	+ 1 1/4	+	7.29	23 3/8	16 1/2	7	4,219	77,524
WOODS COMM.*		O	3/4	3/4			.00	3/4	1/4	6	292	219
TOTAL									80,138	2,095,496		
Broadcasting with other major interests												
ADAMS-RUSSELL	AAR	A	1 3/4	1 3/4			.00	2 1/2	1 3/4	5	1,259	2,203
AVCO	AV	N	5 1/8	4 3/4	+ 3/8	+	7.89	8 7/8	4 3/4	5	11,481	58,840
BARTELL MEDIA	BMC	A	1	1			.00	2 3/8	1	3	2,257	2,257
JOHN BLAIR	BJ	N	5 1/4	5	+ 1/4	+	5.00	7 1/2	5	4	2,403	12,615
CAMPTOWN INDUSTRIES*		O	3/8	3/8			.00	7/8	3/8	5	1,138	426
CHRIS-CRAFT	CCN	N	2 3/4	2 1/2	+ 1/4	+	10.00	4 1/4	2 1/8	31	4,162	11,445
COMBINED COMM.	CCA	A	9 1/8	9	+ 1/8	+	1.38	13	8 7/8	6	3,274	29,875
COWLES	CWL	N	7	6 1/2	+ 1/2	+	7.69	7	5 5/8	14	3,969	27,783
DUN & BRADSTREET	DNB	N	29	28 1/8	+ 7/8	+	3.11	36	24 1/2	19	26,204	759,916
FAIRCHILD IND.	FEN	N	6 1/2	5 5/8	+ 7/8	+	15.55	6 1/2	4 1/8	14	4,550	29,575
FUQUA	FOA	N	8	7 5/8	+ 3/8	+	4.91	10 3/4	6 3/4	4	7,273	58,184
GENERAL TIRE	GY	N	14 7/8	14	+ 7/8	+	6.25	18 1/4	13	4	21,515	320,035
GLOBETROTTER	GLBTA	D	3 1/4	3 1/4			.00	4 3/4	3 1/4	5	2,759	8,966
GRAY COMMUN.*		O	8 1/4	8 1/4			.00	8 1/2	6 1/2	6	475	3,918
HARTE-HANKS	HHN	N	8 3/8	8 1/4	+ 1/8	+	1.51	14 1/4	8 1/4	7	4,337	36,322
JEFFERSON-PILOT	JP	N	26 3/4	26 1/2	+ 1/4	+	.94	38 1/4	24	13	24,121	645,236
KAISER INDUSTRIES*	KI	A	6 3/8	6	+ 3/8	+	6.25	8 1/2	6	4	27,487	175,229
KANSAS STATE NET.*	KSN	O	3 3/4	3 3/4			.00	3 7/8	3 1/4	7	1,741	6,528
KINGSTIP	KTP	A	3 7/8	4 1/4	- 3/8	-	8.82	6 3/4	3 7/8	4	1,154	4,471
LAMB COMMUN.***		P	1 1/4	1 1/4			.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 3/8	12	+ 3/8	+	3.12	13 1/4	10 3/4	8	3,352	41,481
LIBERTY	LC	N	11 5/8	11 1/2	+ 1/8	+	1.08	15 5/8	11 1/2	5	6,632	77,097
MCGRAW-HILL	MHP	N	8 1/8	8 1/8			.00	9	6	7	23,486	190,823
MEDIA GENERAL	MEG	A	20 1/8	20 1/2	- 3/8	-	1.82	26 1/2	20 1/8	9	3,552	71,484
MEREDITH	MDP	N	9 7/8	9 7/8			.00	11 3/8	8 1/4	4	2,908	28,716
METROMEDIA	MET	N	6 7/8	6	+ 7/8	+	14.58	10 5/8	6	6	6,447	44,323
MULTIMEDIA	MMED	D	10 3/4	10 3/4			.00	14 1/4	10 1/2	8	4,388	47,171
DUTLET CO.	DTU	N	9	8 1/2	+ 1/2	+	5.88	9 3/4	8	4	1,379	12,411
POST CORP.	POST	O	6 1/4	6 3/4	- 1/2	-	7.40	10 3/4	6 1/4	4	882	5,512
PSA	PSA	N	6 3/8	6 5/8	- 1/4	-	3.77	10	6 3/8	19	3,181	20,278
REEVES TELECOM	RBT	A	1 1/4	1 1/4			.00	1 3/4	1 1/8	11	2,376	2,970
RIDDER PUBLICATIONS	RPJ	N	12	11 3/4	+ 1/4	+	2.12	15 5/8	11	8	8,305	99,660
ROLLINS	ROL	N	14 1/8	12 1/2	+ 1 5/8	+	13.00	19 3/4	12 1/2	12	13,305	187,933
RUST CRAFT	RUS	A	7 1/4	7	+ 1/4	+	3.57	10 1/4	7	5	2,366	17,153
SAN JUAN RACING	SJR	N	9 1/8	8 7/8	+ 1/4	+	2.81	13 3/8	8 7/8	8	2,367	21,598
SCHERING-PLDUGH	SGP	N	70	67 1/4	+ 2 3/4	+	4.08	74 3/8	61 3/4	34	52,574	3,680,180
SONDERLING	SDB	A	7 3/8	7 1/8	+ 1/4	+	3.50	10	7	4	788	5,811
TECHNICAL OPERATIONS	TD	A	5	4 3/4	+ 1/4	+	5.26	6 3/4	4 1/2	5	1,344	6,720
TIMES MIRROR CO.	TMC	N	14	13 7/8	+ 1/8	+	.90	17 5/8	13 3/8	9	31,385	439,390
TURNER COMM.*		O	3 3/8	3 1/2	- 1/8	-	3.57	3 5/8	3	6	1,373	4,633
WASHINGTON POST CO.	WPD	A	22	19 7/8	+ 2 1/8	+	10.69	24 3/8	14 3/4	8	4,749	104,478
WOMETCO	WDM	N	8 3/4	8 1/2	+ 1/4	+	2.94	10 1/4	8	6	6,094	53,322
TOTAL									335,267	7,357,561		

Stock symbol	Exch.	Closing Wed. June 5	Closing Wed. May 29	Net change In week	% change In week	1973-1974 High Low		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Cablecasting											
AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 1/4		.00	2 1/8	3/4		1,673	2,091
AMERICAN TV & COMM.	AMTV	O	9 1/2	9 1/2		.00	19 1/4	7 3/4	22	3,181	30,219
ATHENA COMM.**	O		1/2	1/2		.00	3/4	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O	15 1/4	13 3/4	+ 1 1/2	+ 10.90	24 1/8	13 3/4	18	7,907	120,581
CABLECOM-GENERAL	CCG	A	2 3/8	2 1/4	+ 1/8	+ 5.55	4 1/2	1 3/4	30	2,560	6,080
CABLE FUNDING***	CFUN	O	6 1/4	6 1/4		.00	7 3/8	5 1/2	52	1,121	7,006
CABLE INFO.	O		1/2	1/2		.00	3/4	1/2	1	987	493
CITIZENS FINANCIAL**	CPN	A	2 1/4	2 1/8	+ 1/8	+ 5.88	4 1/4	2 1/8		2,390	5,377
COMCAST*	O		2	2 1/4	- 1/4	- 11.11	2 1/4	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 7/8		.00	3 3/8	1 3/4	21	4,761	8,926
COX CABLE	CXC	A	6 7/8	7 3/8	- 1/2	- 6.77	15 1/4	6 7/8	13	3,560	24,475
ENTRON*	ENT	O	3/4	5/8	+ 1/8	+ 20.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	11 1/8	10 1/2	+ 5/8	+ 5.95	17 1/8	10 1/4	6	7,060	78,542
GENERAL TV***	O		3/4	3/4		.00	1 1/2	3/4	38	1,000	750
LVO CABLE	LVO	O	3 1/4	3 3/8	- 1/8	- 3.70	4 5/8	2 3/4	65	1,879	6,106
SCIENTIFIC-ATLANTA	SFA	A	7 1/8	7	+ 1/8	+ 1.78	9 1/2	6 3/4	7	917	6,533
TELE-COMMUNICATIONS	TCOM	O	2 1/2	2 1/8	+ 3/8	+ 17.64	5 3/4	2 1/8	10	4,619	11,547
TELEPROMPTER**	TP	N	4 1/8	4	+ 1/8	+ 3.12	8 1/4	4	24	16,482	67,988
TIME INC.	TL	N	37 1/4	35 3/4	+ 1 1/2	+ 4.19	40 1/4	30 3/4	7	10,381	386,692
TOCOM*	TOCM	O	3 1/4	3 3/8	- 1/8	- 3.70	4 7/8	3 1/4	8	634	2,060
UA-COLUMBIA CABLE	UACC	O	5 3/4	5 3/4		.00	6	3 3/4	13	1,790	10,292
VIACOM	VIA	N	5	4 3/4	+ 1/4	+ 5.26	7 1/2	4 5/8	8	3,850	19,250
VIKOA**	VIK	A	2 1/8	2 1/4	- 1/8	- 5.55	4	2		2,591	5,505
TOTAL									85,732	807,054	
Programming											
COLUMBIA PICTURES**	CPS	N	2 3/8	2 1/4	+ 1/8	+ 5.55	4 3/4	2 1/4		6,748	16,026
DISNEY	DIS	N	48 3/4	43 5/8	+ 5 1/8	+ 11.74	54 1/2	35 1/8	30	29,155	1,421,306
FILMWAYS	FWY	A	3 1/4	3	+ 1/4	+ 8.33	6	3	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	24 1/4	22 1/4	+ 2	+ 8.98	29 1/8	22 1/4	5	14,088	341,634
MCA	MCA	N	25 7/8	25 1/2	+ 3/8	+ 1.47	26 1/2	19 1/4	7	8,386	216,987
MGM	MGM	N	15 7/8	15 1/4	+ 5/8	+ 4.09	15 7/8	9 1/4	11	5,918	93,948
TELE-TAPE***	O		1/2	1/2		.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*	O		3 1/4	3 3/8	- 1/8	- 3.70	4 1/8	3 1/4	7	943	3,064
TRANSAMERICA	TA	N	7 3/4	7 1/8	+ 5/8	+ 8.77	10 3/8	7	6	65,115	504,641
20TH CENTURY-FOX	TF	N	6	6		.00	9 1/8	5 1/4	8	8,280	49,680
WALTER READE**	WALT	O	3/8	3/8		.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	12	11 5/8	+ 3/8	+ 3.22	18 1/2	9 5/8	5	16,317	195,804
WRATHER	WCO	A	7	6 1/4	+ 3/4	+ 12.00	8 1/8	4 3/8	78	2,229	15,603
TOTAL									831,576	3,449,986	
Service											
8800 INC.	O		14	12 5/8	+ 1 3/8	+ 10.89	14 1/4	10	7	2,513	35,182
COMSAT	CO	N	32 3/4	33 1/2	- 3/4	- 2.23	40 3/8	30 7/8	8	10,000	327,500
CREATIVE MANAGEMENT	CMA	A	4	4		.00	6 5/8	3 3/8	5	1,016	4,064
DOYLE DANE BERNBACH	DOYL	O	11	9 3/4	+ 1 1/4	+ 12.82	11 1/2	8 3/4	6	1,799	19,789
ELKINS INSTITUTE***	ELKN	O	3/8	3/8		.00	5/8	1/4		1,897	711
FDOE CONE & BELDING	FCB	N	9 7/8	9 5/8	+ 1/4	+ 2.59	11 1/4	8 5/8	6	2,078	20,520
GREY ADVERTISING	GREY	O	7 1/8	7	+ 1/8	+ 1.78	8 3/8	6 3/4	4	1,255	8,941
INTERPUBLIC GROUP	IPG	N	9 5/8	9 3/4	- 1/8	- 1.28	13	9 5/8	4	2,319	22,320
MARVIN JOSEPHSON*	MRVN	O	7 1/2	7 3/4	- 1/4	- 3.22	8 1/2	6 3/4	5	957	7,177
MCI COMMUNICATIONS+	MCIC	D	3	2 5/8	+ 3/8	+ 14.28	6 1/2	2 5/8		12,825	38,475
MOVIELAB	MOV	A	1	1		.00	1 5/8	5/8	6	1,407	1,407
MPO VIDEOTRONICS**	MPO	A	1 7/8	1 7/8		.00	2 5/8	1 7/8		539	1,010
NEEDHAM, HARPER	NDHMA	O	5	5		.00	7 1/2	4 3/4	2	918	4,590
A. C. NIELSEN	NIELB	O	17	18 1/8	- 1 1/8	- 6.20	28	14 1/8	16	10,598	180,166
OGILVY & MATHER	OGIL	O	15 1/2	15 3/4	- 1/4	- 1.58	17 1/4	12 3/4	6	1,807	28,008
PKL CO.***	PKL	O	1 3/4	1 3/4		.00	1 3/4	1/4	11	818	1,431
J. WALTER THOMPSON	JWT	N	8	7 1/4	+ 3/4	+ 10.34	12	7 1/4	12	2,624	20,992
UNIVERSAL COMM.***	O		5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 3/4	7 1/4	+ 1/2	+ 6.89	9 5/8	7 1/4	4	1,632	12,648
TOTAL									57,717	735,377	
Electronics											
AMPEX	APX	N	3 1/2	3 3/8	+ 1/8	+ 3.70	4 7/8	3 3/8	7	10,796	37,786
CCA ELECTRONICS*	CCAE	O	3/4	5/8	+ 1/8	+ 20.00	7/8	5/8	1	881	660
COHU, INC.	COH	A	2 3/4	2 3/4		.00	3 7/8	2 3/4	6	1,542	4,240
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 1/2		.00	2 1/8	1 1/2	9	2,333	3,499
CONRAC	CAX	N	17	16 1/2	+ 1/2	+ 3.03	21	13 1/4	8	1,261	21,437
GENERAL ELECTRIC	GE	N	48 1/4	47 5/8	+ 5/8	+ 1.31	65	7 1/2	15	182,114	8,787,000
HARRIS CORP.	HRS	N	24	23 1/2	+ 1/2	+ 2.12	33 1/2	23	8	6,229	149,496
INTERNATIONAL VIDEO	IVCP	O	4	4		.00	7 1/2	3 1/4	13	2,741	10,964
MAGNAVOX	MAG	N	5	4 7/8	+ 1/8	+ 2.56	9 7/8	4 7/8	21	17,799	88,995
3M	MMM	N	75 5/8	70 1/8	+ 5 1/2	+ 7.84	80 1/2	68 1/2	28	113,100	8,553,187
MOTOROLA	MOT	N	56 1/2	57	- 1/2	- .87	61 7/8	40 1/2	19	27,968	1,580,192
OAK INDUSTRIES	OEN	N	11 1/2	10 5/8	+ 7/8	+ 8.23	12 7/8	9 1/2	5	1,639	18,848
RCA	RCA	N	16 3/4	15 5/8	+ 1 1/8	+ 7.20	21 1/2	15 3/8	7	74,444	1,246,937
ROCKWELL INTL.	ROK	N	26 7/8	26	+ 7/8	+ 3.36	28 3/8	25 1/8	6	30,315	814,715
RSC INDUSTRIES	RSC	A	1 1/4	1 1/4		.00	2 1/8	1 1/8	7	3,458	4,322
SONY CORP	SNE	N	22	24 1/2	- 2 1/2	- 10.20	29 7/8	20 7/8	15	66,250	1,457,500
TEKTRONIX	TEK	N	42 1/4	42 3/8	- 1/8	- .29	47 3/4	34 3/8	17	8,646	365,293

Stock symbol	Exch.	Closing Wed. June 5	Closing Wed. May 29	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
TELEVISION**	TIMT	0 1 7/8	1 7/8		.00	2 3/4	1 3/4		1,050	1,968
TELEPRD IND.*	D	R	6	+ 2	+ 33.33	8	2 1/2	50	475	3,800
VARIAN ASSOCIATES	VAR	N 9 1/4	9 1/8	+ 1/8	+ 1.36	13 1/4	8 3/4	8	6,617	61,207
WESTINGHOUSE	WX	N 16	15 1/2	+ 1/2	+ 3.22	26	15 1/2	9	87,876	1,406,016
ZENITH	ZE	N 22 5/8	23 1/4	- 5/8	- 2.68	31 5/8	22 5/8	9	18,797	425,282
TOTAL									666,331	25,043,344
GRAND TOTAL									2,056,761	39,488,818

Standard & Poor's Industrial Average 102.00 98.13 +3.18

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

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

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

* P/E ratio computed with earnings figures for last 12 months published by company.
† 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
Adams-Russell	6 mo. 3/31	6,794,000	+ 1.1%	159,000	- 29.3%	.13	6,718,000	225,000	.18
Gulf & Western Industries Inc.	3 mo. 4/30	599,518,000	+ 20.2%	26,946,000	+ 11.9%	1.60	498,426,000	24,060,000	1.27
	9 mo. 4/30	1,656,346,000	+ 20.3%	73,450,000	+ 10.9%	4.26	1,376,804,000	66,212,000	3.35
McGraw-Hill	3 mo. 3/31	103,577,000	+ 9.9%	2,854,000	+ 44.1%	.11	94,173,000	1,980,000	.08
Pacific & Southern Broadcasting Co.	3 mo. 3/31	3,144,998	- 8.6%	5,663,691 ¹	*	3.24	3,439,243	(194,738)	(.11)

¹ Includes \$8,473,135 gain on sale of WQXI-AM-FM Atlanta and KIMM(AM) Denver. Loss before extraordinary gain was \$210,444.
* Change too great to be meaningful.

Fates & Fortunes®

Media



Brines

Paul C. Brines, president of Truth Radio Corp. and Truth Publishing Co. (WTRC(AM), WFIM-FM] and WSJV-TV Elkhart, Ind., and Elkhart Truth) retires to live in Naples, Fla. John F. Dille Jr., chairman, resumes presidency of publishing company and John F. Dille III becomes president of broadcasting company.

Kenneth F. Small retires June 30 as director of University of Florida's WRUF-AM-FM Gainesville, Fla. He continues as executive director, Florida Association of Broadcasters.

R. D. (Chuck) Jensen, manager, Midnight Sun Broadcasters Inc., Alaska group owner, elected to newly created position of executive VP of corporation, which operates KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau, and KTKN(AM) Ketchikan.

Steve Wrath, general sales manager, KIOI(FM) San Francisco, joins KPOI(AM) Honolulu as general manager.

Charles Smith, sales and operations manager, WTSV(AM)-WECM(FM) Claremont, N.H., named general manager, WSME(AM) Sanford, Me.

J. Mitchell Russell Jr., with sales staff, WTOB(AM) Winston-Salem, N.C., joins WZOO(AM) Asheboro, N.C., as general manager. Dorothy Lewallen, secretary-receptionist for WZOO, named assistant manager.

Kent L. Colby, program director-operations manager, KAUS-TV Austin, Tex., elected VP-assistant manager.

Robert C. Wisnewski, director of administration, Cosmos Broadcasting Corp., Columbia, S.C., assumes position of assistant general manager of Cosmos's WDSU-TV New Orleans.

Lynn E. Higbee, national program director, Meredith Corp., and general manager, KCMO(AM) Kansas City, Mo., appointed general manager, WDXI(AM) Jackson, Tenn. (corrects May 27 item).

Myron Laufer, assistant business man-

ager, WPAT(AM) Paterson, N.J., joins WCBM(AM) Baltimore as business manager.

Richard E. Williams, former master sergeant, United States Air Force, joins WCBF-TV Charleston, S.C., as business manager.

W. Ben Waters Jr., news director, WTOL-TV Toledo, Ohio, assumes additional duties as assistant general manager.

Ted Kohl, production manager, WPLG-TV Miami, joins WFLN(TV) Chicago in same capacity.

Ron Lloyd, assistant production manager, WTVR-TV Richmond, Va., named operations manager. Bill Adams, with promotion and talent departments, named public service director.

Bernardine Douglas, community affairs director, and Doris Lawrence, traffic manager, WXIX-TV Cincinnati, exchange assignments.

Beatrice Lewis, secretary to public affairs manager, KNBC(TV) Los Angeles, named public service coordinator.

Art Young, announcer, community affairs director, KIXL(AM) Dallas and

KRMH(FM) San Marcos, Tex., named public affairs and community relations director.

Frank Kelley, announcer, account executive, WMCL(AM) McLeansboro, Ill., named operations manager.

James J. Corno, operations director, KPLR-TV St. Louis, joins WTOP-TV Washington in same position.

John Beaty, formerly with WWSH(FM) Philadelphia, joins WDVN(FM) that city as production manager.

Thomas H. Brock, assistant production manager, noncommercial KPXS(TV) Wichita, Kan., appointed producer-director of local productions.

Sandra Willis, account executive, Wright Edelen Advertising, Los Angeles, joins KMPC(AM) Los Angeles as assistant promotion director.

Fran Harris, special features coordinator, WWJ-AM-FM-TV Detroit, retires after 44 years in broadcasting, 31 of them with WWJ stations.

Louise Z. Jorjorian, promotion-publicity director, KSFO(AM) San Francisco, retired at end of May.

Broadcast Advertising

Donald E. Rutz, executive VP, Eastern operations, Clinton E. Frank Inc., Chicago, elected president and chief operating officer, succeeding Clinton E. Frank, who remains as chief executive officer; Leonard B. Gross, executive VP, Western operations, elected vice chairman of agency, and will remain in charge of San Francisco and Los Angeles offices.



Marine

James B. Marine, BOWES Co., Los Angeles, elected president, Western States Advertising Agencies Association. He succeeds Wendell Eastling, Ogilvy & Mather, who has become chairman of association, replacing Adrian Hall, of Hall & Levine (division of

Foote, Cone & Belding).

Denis O'Connor, formerly with Telerep, New York, named national sales manager, WSB-TV Atlanta.

David L. Smith, associate media director, Honig-Cooper & Harrington, San Francisco, elected VP-media planning director.

Robert J. Hamesher, with sales staff, KOMO-TV Seattle, named Seattle sales manager, KSTW-TV Tacoma-Seattle.

F. T. (Tom) Boise, general manager, KKDJ(FM) Los Angeles, named VP, Time Sales Inc., San Diego.

Bertha Best, associate creative supervisor, J. Walter Thompson, New York, elected VP.

Peter Vincelette, with sales staff, WLKW-AM-FM Providence, R.I., named local sales manager.

Manny Brooks, with sales staff, ABC-TV Spot Sales, Chicago, appointed general sales manager, KBHK-TV San Francisco.

Gordon Campbell, with sales staff, WSFA-TV Montgomery, Ala., named general sales manager, WQTY(AM)-WFMI(AM) Montgomery.

John T. Benson Jr., with sales staff, WQAD-TV Moline, Ill., appointed local sales manager, Nebraska Television Network, Kearney, Neb.

Warren Gregory, with sales staff, WKSS(FM) Hartford-Meriden, Conn., appointed local sales manager.

Larry Shrum, with sales staff, Katz Television, Atlanta, named assistant sales manager in company's New York office.

Programing



Sklar

Rick Sklar, director of station operations for ABC-owned WABC(AM) New York, named to additional post of director of program development for all ABC-owned AM stations. In new assignment Mr. Sklar, who gained wide reputation as programmer while serving as program manager of WABC(AM) 1964-72, succeeds Robert E. Henacery, who resigned to form new company that will conduct programing and management seminars for broadcasters and radio-elected businesses.

Thomas F. Day, manager, screening scheduling, ABC Entertainment, New York, named program administration director.

Sean Conrad, program director, KHJ(AM) Los Angeles, joins KPOI(AM) Honolulu in same position.

Charlie Roberts, announcer, WHLW(AM) Lakewood, N.J., named program and music director.

John Shand, operations manager, WTVR-TV Richmond, Va., named director of programing and community affairs. John Rowley, production manager, named manager, retail commercial production and program production.

Martin A. Grove, director, corporate affairs, 20th Century-Fox Film Corp., Los Angeles, named executive director, advertising, public relations, promotion, Warner Bros. Television, Burbank, Calif. Mr. Grove succeeds Jason Levine, who resigned.

W. P. Donnelly, financial analysis director, 20th Century-Fox Film Corp., Los Angeles, named planning and budgets director.

Doug Ruppel, financial and administrative services director, National Film Board of Canada, Montreal, named technical and production services director. Marc Devlin, personnel director, named administration director, and Sandy Burnett, distribution officer, named planning and research director.

Gary William Friedman, composer, conductor, arranger, named music director

for *The Electric Company*, educational TV series produced by Children's Television Workshop, New York.

Dave Herman, former New York Jets lineman, joins WOR(AM) New York as sports commentator.

Ralph Robbins, stage manager, WOR-TV New York, named executive producer of station's baseball telecasts.

John Barry, with television production staff, KIRO-TV Seattle, named producer-director.

Sonny Cohen, corporate consumer research manager, Lane Bryant Inc., joins Columbia Pictures Industries, New York, as associate research director.

Sharon Myers, executive secretary, KSFO(AM) San Francisco, named assistant program manager.

Broadcast Journalism

Anna Mae Sokusky, morning drive time news editor, KCBS(AM) San Francisco, named managing editor.

Dan Werner, news writer-producer, WPIX-TV New York, named news editor.

Ira Apple, news director, KQV(AM) Pittsburgh, appointed assignment editor, WIIC-TV Pittsburgh.

Thomas Wright, reporter, editorial writer, KXYZ(AM) Houston, named news director.

Stephen M. Kotchko, news director, WILL(AM) Willimantic, Conn., named Hartford bureau chief, Connecticut Information Network, New Haven.

William Gill, managing editor, WOTV-TV Grand Rapids, Mich., appointed news director.

Harry Kalish, announcer, WMVB-AM-FM Vineland-Millville, N.J., assumes additional duties as news director. Sue Klughaupt Fox joins WMVB as news writer and announcer.

Donna Drew, reporter, KRLD(AM) Dallas, joins KGO(AM) San Francisco as co-anchor for morning news period.

James C. Randall, reporter, WDSU-TV New Orleans, joins WTTG(TV) Washington in same position.

Anne Beebe, news writer, WAAM(AM) Ann Arbor, Mich., joins Nebraska Television Network, Kearney, Neb., as reporter-announcer. NTV network owns KHTL-TV Superior, KHPL-TV Hayes Center, KHQL-TV Albion, and KHOL-TV Kearney.

Sandra Hughes, reporter, WFMY-TV Greensboro, N.C., named women's director, and will host weekday series.

Christine Ferer, formerly on staff of Massachusetts Governor Francis Sargent, joins KSD-TV St. Louis news department as writer.

Cablecasting

William J. Ryan, VP, Palmer Broadcasting Co., and general manager of Radio-Television Center, Naples, Fla., elected president, Florida Cable Television Association at group's annual meeting in Buena Vista. Other officers elected: Ronald D. Harmon, Florida Cablevision,

Vero Beach; James Reinsch, Cox Cable-television, Ocala, and James L. Cooper, Florida TV Cable, Melbourne, all elected VPs. William Legendorf, Bradenton's Teleprompter, elected secretary; Charles Sauer, Sarasota Storer Cable TV, treasurer.

James F. McCartney, accounting manager, Home Box Office Inc., pay cable system based in New York, named controller.

Equipment & Engineering

Clayton Caughill, chief engineer, KPNW-AM-FM Eugene, Ore., joins KPOI(AM)-KHSS(FM) Honolulu in same capacity.

Joseph E. Hill, assistant chief engineer, KCEN-TV Temple-Waco, Tex., appointed chief engineer.

John Cichy, market manager, Brand-Rex Co., wire and cable product manufacturer in Willimantic, Conn., named district

manager of company's southern California and Arizona market.

Joe T. Rodgers, senior audit manager, Price Waterhouse & Co., in company's Brussels office, appointed director of finance, Consolidated Video Systems Inc., Santa Clara, Calif.

Robert Smith, engineering manager-TV production, WOTV(TV) Grand Rapids, Mich., named chief engineer.

Allied Fields

John L. Neff, former president, Broadcast Electronics Inc., Silver Spring, Md., forms consultancy. *Jack Neff Associates, 4234 Howard Avenue, P.O. Box 46, Kensington, Md. 20795. Telephone: 301-942-4434.*

PFC Raymond Tyrrell, U.S. Army garrison, Fort Bragg, N.C., named winner of Department of Defense "Thomas Jefferson Award" for excellence in military broadcasting.

Jack Chudnoff, art director, advertising and printing production, Rudin & Roth Hosiery Inc., New York, appointed director, creative services, RCA Records, New York.

Deaths

Norma B. Sherris, 70, one of country's first women broadcasters, died May 29 of heart ailment in Fort Myers, Fla. Known as "Brenda Lee," she started daily advice column at WKBW(AM) Buffalo, N.Y., in 1936, moving to Rochester, N.Y., where she wrote a women's column for local newspaper, and broadcast daily for WHAM(AM) and WHEC(AM) in 1938. She is survived by two daughters and two sons.

Ed Conway, 48, sports director, WTAE-TV Pittsburgh, died May 28 following surgery. His survivors include wife, Eleanor, five children.

For the Record®

As compiled by BROADCASTING, May 27 through May 31, 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 station

Call letter action

■ *South Carolina Educational Television Commission, Beaufort, S.C.—Granted WJWJ-TV.

Existing TV stations

Final actions

■ KNBC Los Angeles—FCC notified William Sherriff, Claremont, Calif., that no further action is warranted on his section 315 and fairness doctrine complaint against KNBC Los Angeles. Complaint was filed on behalf of Herbert Haiff, candidate for Democratic nomination for Governor in June 4 primary election. Action May 30.

■ KBHK-TV San Francisco—FCC granted application of Kaiser Broadcasting Co. for CP to install aux. ant. for KBHK-TV (ch. 44), at its main trans-ant. location (BPCT-4688). Objections filed by Community Coalition for Media Change (CCMC) were denied. Action May 29.

■ KMUA-TV Wailuku, Hawaii—Broadcast Bureau granted mod. of license covering change of name of licensee to Heftel Broadcasting-Maui, Inc. (BMLCT-780). Action May 17.

■ WTVQ-TV Lexington, Ky.—Broadcast Bureau granted mod. of license covering change in name of licensee to Starr WTVQ Inc. (BMLCT-781). Action May 17.

■ Kansas City, Mo.—Broadcast Bureau notified Nat Fritz that no further action is warranted on his complaint that WDAF-TV, KCMO-TV and KMBC-TV Kansas City failed to adhere to fairness doctrine in that none provided substantial time during prime time for dissent against proposal during bond issue election held April 2. Ann. May 30.

■ KPRC-TV Houston—Broadcast Bureau granted CP to install precise control frequency equipment (BPCT-4712). Action May 23.

Action on motion

■ Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFAA-TV], WADECO Inc.) TV proceeding, denied request by Belo for permission to appeal administrative law judge's order denying WFAA-TV's motion for summary decision; denied request filed April 25 by Belo for permission to appeal judge's order granting WADECO's Feb. 22 petition to amend; denied request filed April 25 by Belo for permission to appeal judge's order granting WADECO's March 6 and March 27 petitions to amend (Docs. 19744-45). Actions May 20.

Other actions

■ Review board in Miami TV proceeding, granted joint motion by Tropical Florida Broadcasting Co. and Post-Newsweek Stations, Florida (WPLG-TV), for extension of time through June 21 to file oppositions to motion to add issues by WPLG-TV and to petition to add issues by Tropical (Docs. 20008-9). Action May 29.

■ Review board in Philadelphia, TV proceeding, granted motion by CBS (WCAU-TV) for extension of time through June 27 to file responsive pleadings to petition to add issues by First Delaware Valley Citizens Television, and to add issues (Docs. 20010-11). Action May 23.

■ WRIK-TV Ponce, Puerto Rico—Because of pendency of various interlocutory matters, FCC extended from June 3 to June 17 time for filing comments, and from June 28 to July 8 time for filing reply comments in proceeding involving proposed change in WRIK-TV transmitter location (Doc. 19974). Action May 29.

Rulemaking action

■ Scottsbluff-Hay Springs, Neb.—Broadcast Bureau proposed amendment of TV table of assignments to reassign ch. 4 from Hay Springs to Scottsbluff-Hay Springs, Neb. Proposal was advanced by Duhamel Broadcasting Enterprises, licensee of Hay Springs station KDUH-TV, operating on ch. 4 as semi-satellite of commonly-owned KOTA-TV Rapid City, S.D. Action May 23.

New AM stations

Start authorized

■ WTTX Appamattox, Va.—Authorized program operation on 1280 khz, 1 kw-D. Action May 16.

Final action

■ Parker, Ariz.—O. M. Broadcasting. Broadcast Bureau granted 1380 khz, 1 kw-D. P.O. address: Box 1655, Parker 85344. Estimated construction cost \$21,682; first-year operating cost \$78,005; revenue \$104,000. Principals: Rick L. (45%) and Lyle J. (10%) Murphy, and William Olson Jr. Rick Murphy is former general manager of KCYR(AM) Williams, Ariz. (BP-19582). Action May 22.

Initial decision

■ Banning, Calif.—Grant of application of Bud's

Broadcasting Co. for new AM at Banning has been proposed in initial decision by Administrative Law Judge John H. Conlin. Competing applications by Frederick R. Cole, Banning, and by H & B Broadcasting Co. at Yucaipa, Calif., would be denied (Docs. 19778, 19780-81). Bud's Broadcasting sought 1490 khz, 250 w-U. P.O. address: 54 West Ramsey, Banning 92220. Estimated construction cost \$24,500; first-year operating cost \$11,000; revenue \$78,500. Principal: Amos Joseph Matthewson (100%) owns jewelry business in Banning. Ann. May 31.

Call letter action

■ Mt. Susitna Building Corp., Anchorage—Granted KANC.

Designated for hearing

■ Monroe, Ga.—Broadcast Bureau designated for hearing mutually exclusive applications of Community Broadcasting Co. (WKUN Monroe [1580 khz]); Charles Haas, James N. Williamson, and Raymond Dehler; and Monroe Broadcasting for AM on 1490 khz in Monroe. Hearing issues include determination of efforts made by Community Broadcasting Co. and Messrs. Haas, Williamson, and Dehler, to ascertain community problems; standard comparative issue, and which application should be granted (Docs. 20060-62). Action May 29.

Existing AM stations

Applications

■ KNX Los Angeles—Seeks CP to install alternate frequency control equipment. Ann. May 29.

■ KTOP Topeka, Kan.—Seeks CP to replace tower with a 400 ft. tower and sidemount FM ant. Ann. May 29.

■ WGSE New Bern, N.C.—Seeks CP to change trans. site to 1.1 miles north of highway 1401, 3 miles west of New Bern, and increase tower height to 445 ft. Ann. May 29.

■ KCJB Minot, N.D.—Seeks CP to change daytime DA system. Ann. May 29.

■ KVOZ Laredo, Tex.—Seeks CP to change ant. system. Ann. May 29.

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: WCSV Crossville, Tenn. (BP-19,371), June 16; WUNO Wisconsin Dells, Wis. (BP-19,573), June 15.

Final actions

■ KVML Sonora, Calif.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Johnny Ave., near Racetrack Road, 1.5 miles northwest of Sonora; ant. height 405 ft.; condition (BP-19662). Action May 21.

■ **KCSJ Pueblo, Colo.**—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 4.8 miles north of Pueblo, 1 mile west of U.S. Highway 25, near Pueblo (BP-19656). Action May 24.

■ **WSIR Winter Haven, Fla.**—Broadcast Bureau granted CP to increase daytime power to 1 kw (BP-19561). Action May 22.

■ **KWLA Many, La.**—Broadcast Bureau granted CP to change frequency to 1400 khz, and change hours to unlimited, with 250 w-N and 1 kw-D, and waived section 73.37(a) of rules (BP-18862). Action May 22.

■ **KWRL Sparks, Nev.**—Broadcast Bureau waived rules to permit relocation of main studio outside city limits of Sparks to 30 Court Street, Reno; remote control permitted (BML-2492). Action May 24.

■ **WVCH Chester, Pa.**—Broadcast Bureau granted CP to change ant.-trans. site to Dutton Mill Road, 0.4 mile southwest of Middletown Road, Middletown township, Pa.; ant. height 204 ft.; remote control permitted (BP-19622). Action May 21.

■ **WKJB Mayaguez, Puerto Rico**—FCC waived rule and granted application by Radio Station WKJB-AM-FM to increase daytime power of WKJB on 710 khz, unlimited, from 1 kw to 5 kw (BP-19579). Action May 29.

■ **WEGA Vega Baja, Puerto Rico**—FCC granted application of Vega Baja Broadcasting Corp., licensee of daytime-only WEGA, for CP for unlimited-time operation (BP-19486). Petition of Arecibo Broadcasting Corp., licensee of WMNT-AM)-WMLD-FM Manati, Puerto Rico, to deny application was denied. Action May 29.

■ **KUSD Vermillion, S.D.**—Broadcast Bureau granted mod. of license covering operation by remote control from Union Building, University Campus, Vermillion, while using DA (BRC-3520). Action May 21.

■ **Franklin, Tenn.**—Broadcast Bureau informed Charlie Shipley that no further action is warranted on his and his daughter's complaints that WIZO-AM-FM refused to broadcast both sides of controversial issues during 1972 election campaign in which he was candidate for superintendent of schools and that stations had been unfair in reporting news in regard to hearing before board of education and federal judge in Nashville. Ann May 30.

■ **KWIV Douglas, Wyo.**—Broadcast Bureau granted mod. of license covering change of main studio location to 102 North Third Street, Douglas; remote control permitted (BRC-3709). Action May 24.

Other actions

■ **Review board in Stamford, Conn.**, AM proceeding, on request of Western Connecticut Broadcasting Co., applicant for renewal of license of WSTC (1400 khz) Stamford, broadened issues against Radio Stamford, competing applicant for frequency to extent of determining whether it failed to comply with rules (30 day notification period to commission of significant changes in application), and effect on its comparative qualifications (Docs. 19872-3). Action May 23.

■ **WMRE Monroe, Ga.**—FCC granted ninety-day extension for operation of WMRE (Doc. 19011). Action May 31.

Fine

■ **WAYE Baltimore**—Broadcast Bureau notified licensee it had incurred apparent liability for forfeiture of \$1,000 for willful or repeated violations of rules, and non-compliance with terms of station's authorization, by failing to have operators on duty sign operating log; failing to indicate specifically whether times of sign-on and sign-off in operating log were advanced or non-advanced times; failing to enter into operating log both time station began to supply power to ant. and time it ceased to do so; failing to make entries in operating log concerning daily observations of tower lights; failing

to enter into maintenance log results of field strength measurements at monitoring points; and failing to obtain prior permission before changing pattern. Action May 23.

Call letter applications

■ **KEDI Manitow Springs, Colo.**—Seeks KIIIQ.
 ■ **KEYN Wichita, Kan.**—Seeks KGNB.

Call letter action

■ **KTAP Austin, Tex.**—Granted KIXL.

New FM stations

Applications

■ **York, Ala.**—Grantell Broadcasting Co. seeks 99.3 mhz, 3 kw. HAAT 171 ft. P.O. address: Box 687 York, Ala. 36825. Estimated construction cost \$9,155; first-year operating cost \$3,600; revenue \$13,500. Principals: William B. Grant and Charlie J. Ezell (each 50%) own and operate WYLS(AM) York. Ann. May 31.

■ **Ocala, Fla.**—Greater Ocala Broadcasting Corporation seeks 92.7 mhz, 3 kw. HAAT 193 ft. 45 P.O. address: Box 2156 Asheville, N.C. 28802. Estimated construction cost \$68,327; first-year operating cost \$44,580; revenue \$54,000. Principals: Robert M. Hauck, O. W. Myers, John E. Jenkins Jr. and Charlene B. Evans, 25% each. Messrs. Hauck, Myers and Jenkins have interests and management positions in Greater Asheville Broadcasting WKKE(AM) Asheville, N.C. Greater Ashland Broadcasting WCM(AM) Ashland, Ky., Greater Ocala Broadcasting WWKE(AM) Ocala. Mrs. Evans has interest in Greater Ocala Broadcasting and Florida Keys Broadcasting WKIZ & WFYN-FM Key West, Fla. Ann. May 31.

■ **Blackfoot, Idaho**—Western Communications seeks 97.7 mhz, 3 kw. HAAT —70 ft. P.O. address: 75 East Judicial Street, Blackfoot 83221. Estimated construction cost \$9,850; first-year operating cost \$11,400; revenue \$25,000. Principals: Marvin Kent Frandsen and wife Patricia Ann own 85% of Sun Valley Radio, parent corp. of Western Communications, Mr. Frandsen owns stock and manages KSKI(AM) Hailey, Idaho. Ann. May 27.

■ **Twin Falls, Idaho**—Sawtooth Radio Corp. seeks 95.7 mhz, 100 kw. HAAT 658 ft. P.O. address: 1292 Addison Avenue East, Twin Falls 83301. Estimated construction cost \$135,950; first-year operating cost \$10,000; revenue \$145,950. Principals: Charles R. Tuma owns 99.9%. Mr. Tuma is newsman and owner KLIX(AM). Ann. May 27.

■ ***Forest View High School, Arlington Heights, Ill., and *Kennedy-King College, Chicago**—Applications for new FM on 88.3 mhz and 89.3 mhz returned for objectionable interference. Ann. May 30.

■ **Sault Ste. Marie, Mich.**—Miami County Broadcasting Co. seeks 101.3 mhz, 80 kw. HAAT 215 ft. P.O. address: 206 Ashmun Street, Sault Ste. Marie, Mich., 49783. Estimated construction cost \$46,051.00; first-year operating cost \$15,100.00; revenue \$21,600.00. Principal: Richard E. Hunt (100%), is president of Miami Co. Broadcasting, licensee of WSOO(AM) Sault Ste. Marie. Ann. May 31.

■ **Rochester, N.H.**—Strafford Broadcasting Corp. seeks 103.9 mhz, 2.1 kw. HAAT 351 ft. P.O. address: Rochester Hill Rd., Rochester, N.H. 03867. Estimated construction cost \$24,206; first-year operating cost \$37,996; revenue \$50,000. Principal: Marcia L. Nescolt (100%) is president of Stafford, licensee of WWNH(AM) Rochester. Ann. May 31.

■ **Bala Cynwyd, Pa.**—Greater Media Radio Co. seeks 100.3 mhz, 50 kw. HAAT 500 ft. P.O. address: 24 Penarth Road, Bala Cynwyd 19004. Estimated construction cost \$120,000; first-year operating cost \$80,000; revenue \$80,000. Principals: Daniel M. Lerner 100%. Mr. Lerner also owns 25% of WLLH(AM)-WSSH-FM Lowell, Mass. and 12½% of

KLAD(AM) Klamath Falls, Ore. Ann. May 27.

■ **Marshall, Tex.**—Radio Marshall seeks 103.9 mhz, 3 kw. HAAT 300 ft. P.O. address: Box AA, Marshall, Tex. 75670. Estimated construction cost \$13,520; first-year operating cost \$6,000; revenue \$24,000. Principals: H. A. Bridge Jr., president, owns 45% of KMHT(AM) Marshall, has interest in KLUE(AM), KHER(FM) Longview, Tex. E. W. Mahone Jr. and Mrs. Mahone both own 25% of KMHT(AM) and KLUE(AM), KHER(FM). Ann. May 31.

■ **Bennington, Vt.**—Catamount Broadcasters seeks 94.3 mhz, 3 kw. HAAT 110 ft. P.O. address: 560 U.S. Route 7, Harwood Hill, Bennington 05201. Estimated construction cost \$46,551; first-year operating cost \$15,000; revenue \$25,000. Principals: Belva C. Keyworth is president, treasurer, director and 98.86% stockholder. Ann. May 31.

■ **Spokane, Wash.**—Cascade Broadcasting seeks 98.9 mhz, 27.7 kw. HAAT 286 ft. P.O. address: The Oaks Park, Portland, Ore. 97202. Estimated construction cost \$40,421; first-year operating cost \$12,000; revenue \$42,000. Principals: David M. Jack (50%), president, and Trans Pacific Fin. Fund (50%). Cascade owns KUDY(AM) Spokane, KUBA(AM)-KHEX(FM) Yuba City, Calif., KLIO(AM) Portland, Ore., and KEGL(AM) Santa Clara, Calif. Ann. May 31.

Starts authorized

■ **KJMO Jefferson City, Mo.**—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 300 ft. Action May 16.

■ **WKA Centerville, Tenn.**—Authorized program operation on 96.7 mhz, ERP 3 kw. HAAT 300 ft. Action May 15.

■ **WNNO-FM Wisconsin Dells, Wis.**—Authorized program operation on 107.1 mhz, ERP 2.6 kw, HAAT 320 ft. Action May 15.

Final actions

■ **Waynesboro, Ga.**—Burke Broadcasting Corp. Broadcast Bureau granted 100.9 mhz, 3 kw. HAAT 300 ft. P.O. address: Suite 3, Johnson Building, Augusta, Ga. 30904. Estimated construction cost \$36,387; first-year operating cost \$50,224; revenue \$69,000. Principals: James H. Drew III, Christopher G. Nicholson, Robert L. Hunnicutt Jr. and Hubert F. Roberts (each 25%). Mr. Hunnicutt is vice-president of J. B. Broadcasting of Augusta Ltd., licensee of WRDW(AM) Augusta, WEBB(AM) Baltimore and WJBE(AM) Knoxville, Tenn. Mr. Drew has restaurant motel and other business interests in Georgia. Mr. Roberts is chief engineer at WRDW(AM) Augusta and Mr. Nicholson is student (BPH-8693). Action May 22.

■ ***Hammond, La.**—Southeastern Louisiana University Broadcast Bureau granted 90.9 mhz, 10 w. HAAT 116 ft. P.O. address: University, Hammond 70401. Estimated construction cost \$4,000; first-year operating cost \$12,000; revenue none. Principal: Clea E. Parker is president of Southeastern Louisiana University (BPED-1732). Action May 21.

■ **Bend, Ore.**—Administrative Law Judge Thomas B. Fitzpatrick approved joint request filed April 29 by competing applicants to dismiss application of KBND Inc., and grant that of Juniper Broadcasting for 94.1 mhz, 50 kw. HAAT 1,909 ft. P.O. address: Box 590, Bend 97701. Estimated construction cost \$57,011; first-year operating cost \$35,000; revenue \$36,000. Principals: Gary L. and Sharon L. Capps (25% each), Inland Radio (50%). Gordon L. Capps controls Inland Radio. Capps family has interest in KSRV(AM) Ontario, Ore., KEEP(AM) Twin Falls, Idaho, KLBM(AM) La Grande, Ore. (Docs. 19967, 8). Action May 16.

Action on motion

■ **Chief Administrative Law Judge Arthur A. Gladstone in Casa Grande, Ariz.** (Brett E. Eisele; Santa Cruz Valley Communications Systems), FM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge, and scheduled prehearing conference for June 20, and hearing for Aug. 5 (Docs. 20043-44). Action May 17.

Other action

■ **Review board in Cabo Rojo and Hormigueros, both Puerto Rico, FM proceeding**, granted request by Southwestern Broadcasting Corp. to add financial qualifications issue against David Ortiz Radio Corp. in proceeding involving mutually exclusive applications of Southwestern and Ortiz for new FM's at Hormigueros and Cabo Rojo, respectively (Docs. 19920-1). Action May 23.

Rulemaking action

■ **Chipley, Fla.**—FCC granted petition by Sunny Hills of Chipley for reconsideration of Jan. 23 action declining assignment of ch. 249A to Chipley, and amended FM table of assignments, assigning ch. 249A to Chipley with notation that trans. site be located at least 7.5 miles southwest of reference point. Action May 29.

Call letter applications

■ ***Board of Trustees of University of Illinois, Chicago**—Seeks WIUC.

■ ***Towson State College, Towson, Md.**—Seeks WCVT.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
 LICENSED SECURITIES DEALERS
 UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
 36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
 POB 4008, 85717, phone (602) 795-1050

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5390 Cherokee Ave.
Alexandria, Va. 22314
(703) 354-2400
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCEE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCEE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCEE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301 - 299-3900
Member AFCEE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCEE

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Summary of broadcasting

According to the FCC, as of April 30, 1974

	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	742
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	8	243

* Special temporary authorization

** Includes off-air licensees

- Robert L. Tatum, Newton, Miss.—Seeks WRLT.
- KFST Inc., Fort Stockton, Tex.—Seeks KPJH.
- *Stephen F. Austin State University, Nacogdoches, Tex.—Seeks KSAU.

Call letter actions

- *Gadsden State Junior College, Gadsden, Ala.—Granted WEXP.
- Media 5, Twin Falls, Idaho—Granted KMTW.
- *Triton College, River Grove, Ill.—Granted WRR.
- David A. Carmine, Harrison, Mich.—Granted WKKM.
- Buccaneer Broadcasting Ltd., Geneva, N.Y.—Granted WECQ.
- Uintah Broadcasting & Television Co., Vernal, Utah—Granted KVEL-FM.

Existing FM stations

Starts authorized

- Following stations were authorized program operating authority for changed facilities on date shown: WWMM Arlington Heights, Ill. (BPH-8418), May 10; KWAX Eugene, Ore. (BPED-1611), May 16.

Final actions

- KGUL-FM New Port Richey, Fla.—Broadcast Bureau granted CP to redescribe trans. location as 103 West Palmette Street, New Port Richey; change ant.; change ant. system; ERP 3 kw; ant. height 255 ft.; remote control permitted (BPH-8757). Action May 27.
- WPAP-FM Panama City, Fla.—Broadcast Bureau granted CP to change trans. location to east side of SR73, 0.5 mile east of Frink, Fla.; install new trans. and ant.; make change in ant. system; ERP 95 kw; ant. height 1230 ft.; remote control permitted; rules waived (BPH-8749). Action May 22.
- *WHJE Carmel, Ind.—Broadcast Bureau granted CP to change trans. and ant. location to 520 East Main Street, Carmel; install new trans. and ant.; change ant. system; ERP 400 w; ant. height 100 ft.; remote control permitted (BPED-1808). Action May 24.
- KDMI Des Moines, Iowa—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2614 Patricia Drive, Apt. 206, Des Moines (BRCH-1204). Action May 21.
- WJBO-FM Baton Rouge—Broadcast Bureau granted CP to change trans. location to 1650 Highland Road, Baton Rouge; operate by remote control from studio site 444 Florida Street, Baton Rouge; install new trans. and ant.; change ant. system; ERP 100 kw; ant. height 560 ft. (BPH-8940). Action May 24.
- *WMSB Mississippi State, Miss.—Broadcast Bureau granted license covering new station (BLED-1225). Action May 24.
- WBAI Far Rockaway, N.Y.—Broadcast Bureau informed David Gordon, Principal, Far Rockaway High School, that no further commission action is warranted on his complaint that WBAI New York failed to comply with commission's personal attack rule in connection with Dec. 3, 1973, broadcast of program, "Urban Education." Gordon stated he had been informed by listeners that attack had been made during broadcast but was never notified of attack nor given opportunity to reply. WBAI stated no personal attack had taken place. Ann. May 3.
- *WSMH-FM Lancaster, N.Y.—Broadcast Bureau granted license covering new station (BLED-1215). Action May 24.
- *WKYZ Syosset, N.Y.—Broadcast Bureau granted CP to change ant. system and change transmission line; ant. height 90 ft. (BPED-1809). Action May 24.
- *WRQR Farmville, N.C.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-6165). Action May 24.

- *WRSF Miamisburg, Ohio—Broadcast Bureau granted license covering new station (BLED-1218). Action May 24.

- KIMP-FM Mt. Pleasant, Tex.—Broadcast Bureau notified licensee it had incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by permitting persons not holding permits endorsed for broadcast station operation to be in charge of transmitting equipment. Action May 21.

Fines

- KPEL-FM Lafayette, La.—Broadcast Bureau notified licensee it had incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by permitting persons not holding permits endorsed for broadcast station operation to be in charge of transmitting equipment. Action May 23.
- KAFE-FM Santa Fe, N.M.—FCC ordered Enchanted Land Broadcasting, licensee of KAFE-FM Santa Fe, to forfeit \$500 for operating with improperly licensed operator. KAFE-FM has thirty days to pay or contest forfeiture. Action May 30.

Rulemaking petition

- Glen Burnie, Md.—The Maryland FM Association requests amendment of part 97 to eliminate certain logging requirements (RM-2382). Ann. May 31.

Call letter applications

- KCMS-FM Manitou Springs, Colo.—Seeks KIIQ-FM.
- WKEM-FM Bonita Springs, Fla.—Seeks WLEQ.
- WIZZ-FM Streator, Ill.—Seeks WLAX.
- WFMM-FM Baltimore—Seeks WPOC.

Call letter actions

- KLDG-FM Hobbs, N.M.—Granted KSCR.
- WDNC-FM Durham, N.C.—Granted WDCG.
- WBVP-FM Beaver Falls, Pa.—Granted WWKS.

Renewal of licenses, all stations

- FCC sent EEO letters of inquiry to 24 stations (normal license term is June 1) and deferred action on renewal applications of following stations pending resolution of inquiry: Kansas stations KFKU (AM), *KANU (FM), KLWN (AM), KLWN-FM Lawrence, KIUL (AM) Garden City, KTOP-AM-FM, WREN (AM), KTSB (TV) Topeka, KUDL (AM) Fairvay, KUDL-FM Kansas City, KWBB (AM) Wichita; Oklahoma stations KCR-AM-FM Enid, KELI (AM), KFMJ (AM), KRAV (FM), KXXO (AM) Tulsa, KWHW (AM) Altus, WKY (AM), KOKH-TV, WKY-TV Oklahoma City; Nebraska stations KTNC (AM) Falls City, KDUH-TV Hay Springs. Action May 30.

- Broadcast Bureau granted renewal of license for the following stations including SCA when appropriate, on May 28: KGLE (AM)-KIVE (FM) Glendive, KGVV-FM Belgrade, KLYQ-AM-FM Hamilton, KURL Billings, all Montana; WGGF (FM) Duluth, Minn.; WMSK-AM-FM Morganfield, Ky.

Modification of CP's, all stations

- Broadcast Bureau granted following CP modifications on date shown:
 - KUPD-FM Tempe, Ariz.—Change trans. and ant. (BMPH-14099). Action May 24.
 - *WRFG (FM) Atlanta—Change trans. and ant. ERP 1.25 kw; ant. height 295 ft. (BMPED-1115). Action May 23.
 - WJMD (FM) Bethesda, Md.—Change ant. and transmission line; ERP 17 kw; ant. height 780 ft.; remote control permitted (BMPH-14103). Action May 24.

- KLFJ (AM) Springfield, Mo.—Change ant. trans. site to Wabash Avenue, just south of Grand Avenue, Springfield, and change main studio and remote control site to Landers Building, 149 Park Center square, Springfield; conditions (BMP-13781). Action May 24.

- *Greater Asheville Education Radio Association, Asheville, N.C.—Change trans. and ant.; change ant. system; change transmission line; ERP 440 watts; ant. height 860 ft.; remote control permitted (BMPED-1116). Action May 24.

- WHPE-FM High Point, N.C.—Change transmission line (BMPH-14101). Action May 24.

- KLAD-FM Klamath Falls, Ore.—Change trans., ant., monitoring equipment and transmission line; ERP 28 kw (BMPH-14102). Action May 24.

- WMOD (FM) Washington—Change ant. and transmission line and change ant. system (BMPH-14100). Action May 24.

- WFMR (FM) Milwaukee, Wis.—Change ant. and transmission line (BMPH-14097). Action May 24.

Translators

Applications

- K09JU Lake Havasu City, Ariz.—Seeks CP to change frequency from ch. 9 to ch. 11, and change trans. to Acrodyne, T-210 U/V, 10 w (BPTTV-5027). Ann. May 24.
- Towaoc, Colo.—Ute Mountain Ute Tribe of Indians application reinstated for CP for new translator on ch. 10, rebroadcasting K1VA-TV (ch. 12) Farmington, N.M. (BPTTV-4788). Ann. May 29.
- K78CQ Redwood Falls, Minn.—Seeks CP to change frequency from ch. 78 to ch. 50, change type trans. to Television Technology, UST-105, 100 w, and change ant. system; requests waiver of section 74.702(c). Ann. May 30.
- Modoc County Superintendent of Schools, New Pine Creek, Ore., seeks ch. 8, rebroadcasting K1XE (ch. 9) Redding, Cal. (BPTTV-5030). Ann. May 28.

Final actions

- Forrest, McAlister, and Clovis, N.M.—FCC granted applications by Clovis Evening Lions Club for two new 100-watt UHF translators (BPTTV-2578, 2579). Opposing petition by State Telecasting Co. was denied. Forrest and McAlister translator will broadcast on ch. 61, KOB-TV (ch. 4) Albuquerque. Clovis translator, on ch. 55, will rebroadcast KOB-TV signal to be received from proposed Forrest-McAlister station. Action May 22.
- K07LN Marmath, N.D.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 7 by rebroadcasting programs of KHSD-TV (ch. 11) Lead, S.D. (BPTTV-4979). Action May 17.
- Following Scripps-Howard-owned VHF translator licenses canceled at request of licensee and call letters deleted, all rebroadcasting WMC-TV (ch. 5) Memphis: W09AM (ch. 9) Jackson and North Jackson, Tenn.; K09HF (ch. 9) Forest City, Ark.; K08FG (ch. 8) Helena, Ark.; K11HG (ch. 11) Jonesboro-Nettleton, Ark.; K11HH (ch. 11) Paragould, Ark.; K09HE (ch. 9) West Helena, Ark.; W07AQ (ch. 7) Oxford and University, Miss.; K09HV (ch. 9) Caruthersville, Mo.; W09AL (ch. 9) Dyersburg, Tenn.; W09AK (ch. 9) Humboldt, Tenn. Ann. May 22.

Other action, all services

- FCC changed dates for oral argument in one-to-a-market ownership proceeding from June 18, 19 and 20 to July 24, 25 and, if necessary, July 26, due to conflict between presently scheduled dates and dates recently announced by Communications Subcommittee of Senate Commerce Committee for hearings on pending broadcast license renewal legislation. Action May 23.

Ownership changes

Applications

- KCBQ (1170 khz) San Diego, WMYQ (96.3 mhz) Miami, WDRO (93.1 mhz) Detroit, KSLQ (98.1 mhz) St. Louis, WADO (1280 ghz) New York and WQKY (920 ghz) Milwaukee—Seeks transfer of de facto control of Downe Communications, 40% owner with de facto control of licensee Bartell Media Corp., from Edward R. Downe Jr. (27.5% before, none after) to The Charter Co. (10% before, 37.5% after). Consideration: \$8,675,000. Principals: Mr. Downe organized Downe Communications in 1968 and in 1969 assumed personal responsibility for all six broadcasting subsidiaries. Charter Co. has oil, finance, shipping and real estate interests; Raymond K. Mason (12.6%), president. Ann. May 27.
- KUKI (AM) Ukiah, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Daniel S. and Emma J. Cubberly to Concerned Communications Corp. for \$200,000. Sellers: Cubberlys are retiring, also own KUKI-FM Ukiah. Buyers: Michale D. Landrith (24%), Todd N. Baker (24%), Charles A. Lawton 3rd (52%). All

own Concerned Marketing Corp. (broadcast promotions) and are buying KOBQ(AM) Yuba City, Calif. Ann. May 24.

■ KOBQ(AM) Yuba City, Calif. (AM: 1450 khz, 100 w)—Seeks assignment of license from General Broadcasting Co. to Concerned Communications Corp. for \$230,000. Seller: Gerald D. McLevis, pres. General Broadcasting owns KKKQ-FM Livermore and KGOE(AM) Thousand Oaks, Calif. Buyer: Concerned Communications Corp. (See KUKI, above.) Ann. May 24.

■ WSTL(AM) Eminence, Ky. (AM: 1600 khz, 500 w-D)—Seeks assignment of license from WSTL Radio Inc. to Radio 1600 for \$80,000. Seller: Fred A. Grewe Jr. controls Grewe Radio, which has interests in several stations including WEIF(AM) Moundsville, W. Va. and WGEO(AM) Richmond, Va. Buyers: Leon Buck (60%), Robert L. Cook (40%). Mr. Cook is gen. mgr. of WSTL. Mr. Buck has interests in WEZJ(AM) Williamsburg, Ky., WXTA(AM) Greencastle, Ind. and WVTL(AM) Monticello, Ind. Ann. May 24.

■ KRWB(AM) Roseau, Minn. (AM: 1410 khz, 1 kw)—Seeks assignment of license from Marlin T. Obje and Henry C. Tweten to William Rendell for \$150,000. Seller: Messrs. Obje and Tweten are acquiring other business interests (Mr. Obje has interest in KRAD(AM) East Grand Forks, N.D.). Buyer: William Rendell (100%), sports director KNOX(AM) Grand Forks, N.D. Ann. May 24.

■ KGAL(AM) Lebanon, Ore. (AM: 920 khz, 1 kw-D)-Seeks assignment of license from Lebanon Broadcasting Co. to Juniper Broadcasting for \$340,000. Seller: Western Communications (100%), newspaper publishing concern, also owns KATA(AM) Arcata, Calif. Buyer: Gary L. and Sharon L. Capps (25% each), Inland Radio (50%). Gordon L. Capps controls Inland Radio. Capps family has interest in: KSRV(AM) Ontario, Ore., KEEP(AM) Twin Falls, Idaho, KLB(AM) La Grande, Ore. Ann. May 24.

■ WLOW-AM-FM Aiken, S.C. (AM: 1300 khz, 500 w-D; FM: 95.9, 3 kw)—Seeks assignment of license from Carousal Radio to Briar Creek Broadcasting for \$186,000. Seller: W. Randall Davidson (34%), president, retiring from broadcasting, et al. Buyers: A. Mills Fitzner, Rome, Ga. (50 1/2%), David De Frehn, Rome (38 1/2%), et al. Mr. Davidson is retaining 10%. Messrs. Fitzner and De Frehn hold management positions at WROM-AM-FM Rome. Ann. May 24.

■ *WNVTV (ch. 53) Goldvein, Va.—Seeks assignment of license from Northern Virginia Educational Telecommunications Association to Central Virginia Educational Television Corp. for \$550,000 or less. Seller: Robert D. Smith is VP-general manager of NVETA. Buyer: CVETC owns WCVE(TV) and WCWV(TV), both Richmond, Va.; B. W. Spiller, president. Ann. May 24.

■ WPAP(AM) Parkersburg, W. Va. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WPAR Inc. to Burka Broadcasting Co. for \$500,000. Seller: Fred A. Grewe Jr. (See WSTL, above). Buyers: Melvin S. and Bernard A. Burka (30.7% each), Amherst Coal Co. (26.8%), et al. Burka brothers have interest in WTIP(AM)-WTIO(FM) Charleston, W. Va. Charles T. Jones, Burka V.P., votes stock of Amherst Coal. Ann. May 24.

Actions

■ KGIL(AM) San Fernando, Calif.; KKHI-AM-FM San Francisco; WBIG(AM) Philadelphia; KOL-AM-FM Seattle (all Buckley Broadcasting Corp. of California); WDRG-AM-FM Hartford, Conn. (Buckley Broadcasting Corp. of Connecticut)—Broadcast Bureau granted transfer of control of licensee corporations from Bankers Trust Co., Richard D. Buckley Jr., and Martha Ann Buckley Fahnoe, executors of estate of Richard D. Buckley, to their wholly owned parent Co., Buckley Enterprises (BTC-7376, BTC-7377). Action May 23.

■ KSJO(FM) San Jose, Calif.—Broadcast Bureau granted assignment of license from SRD Broadcasting to parent corp. Comet Theatre Enterprises (BALH-1975). Action May 24.

■ WDXR-AM-TV Paducah, Ky.—Broadcast Bureau granted involuntary transfer of control of licensee from E. Weak McKinney-Smith to Lady Sarah McKinney-Smith, executrix of his estate (BTC-7394). Action May 22.

■ KLIZ-AM-FM Brainerd, Minn. (AM: 1380 khz, 5 kw-D, DA-N; FM, 95.7 mhz, 36 kw)—Broadcast Bureau granted transfer of control of Brainerd Broadcasting Co. from E. Thomas O'Brien, et al. (100% before, none after) to Earl R. Johnson (none before, 100% after). Consideration: \$437,493. Principal: Mr. Johnson (100%) is general manager of KLIZ-AM-FM (BTC-7337-8). Action May 31.

■ WRNJ(FM) Atlantic City, N.J. (95.1 mhz, 10 kw)—Broadcast Bureau granted assignment of license from WRNJ Associates Inc. to Radio WAYV Inc. for \$278,500. Sellers: Edward R. Newman, president, et al. (100%). Mr. Newman also owns WBRX(AM) Berwick, Pa. Buyers: Ernest Tannen, Seymour Dubroff, Marvin Mirvis and Kerby E. Confer (each 25%). Mr. Tannen and Dr. Seymour have interest in WEEZ(AM) Chester, Pa. Messrs. Mirvis and Confer have interest in

WYRE(AM) Annapolis, Md. (BALH-1949). Action May 24.

■ KATR(AM) Eugene, Ore.; KSHA(AM) Medford, Ore.—Broadcast Bureau granted assignment of licenses from Westone Broadcasting Co., limited partnership, to Westone Broadcasting Corp. (BAL-8109, 8108). Action May 24.

■ KESY(FM) Galveston, Tex. (106.5 mhz, 26 kw)—Broadcast Bureau granted assignment of license from Harbor Broadcasting Co. to Beacon Broadcasting Co. for \$175,000. Sellers: Pete S. Miller, president, et al. (100%). Buyers: Glendon E. Johnson, John E. Walker, William L. Marr, Doyné Hayes and Charles Temple, general partners. Partners have various business and professional interests in Galveston area. (BALH-1939, BASCA-610). Action May 31.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced May 29 (stations listed are TV signals proposed for carriage):

■ Pocahontas TV Cable, Box 861, Batesville, Ark. 72501, for Pocahontas, Ark. (CAC-3873); Add WREC-TV, WKNO-TV Memphis; WPSD-TV Paducah, Ky.

■ Master Television Distribution System, Box 1223, Palm Springs, Calif. 92262, for Cabazon, Calif. (CAC-3878); KNXT, KNBC, KTLA, KABC-TV, KCET, KHJ-TV, KTTV, KCOP, Los Angeles; KPLM-TV, KMIR-TV Palm Springs, Calif.

■ Valley Vision, 1521 South Stockton Street, Lodi, Calif. 95246, for El Dorado county, Calif. (CAC-3865) KTVL, Oakland, Calif.; KCRV-TV, KVIC, KXTV, KTXL, KMUV-TV, Sacramento, Calif.; KQLO-TV, Reno; KGO-TV, KBBK-TV San Francisco; KOVR, Stockton, Calif.; KLOC-TV Modesto, Calif.; KGSC-TV San Jose, Calif.

■ Jones International, 880 Continental Nat'l. Bank Bldg., Englewood, Colo. 80110, for Broadway Estates, Colo. (CAC-3881) and Holly Hills, Colo. (CAC-3882); KMGH-TV, KBTU-TV, KOA-TV, KRMA-TV, KWGN-TV Denver; KXTX-TV Dallas; XEJ-TV Juarez, Mexico.

■ Warner Cable of Fort Walton Beach, 75 Rockefeller Plaza, N.Y., N.Y. 10019, for Destin, Fla. (CAC-3862); Add WDTB Panama City, Fla.

■ Florida Cablevision, Box 2330, Vero Beach, Fla. 32960, for Saint Lucie Village, Fla. (CAC-3885); Add WCKT, WPLG-TV Miami.

■ Florida CATV of Pinellas County, #58 State Road 54, New Port Richey, Fla. 33552, for West Pasco county, Fla. (CAC-3879) Add WDBO-TV, WFTV Orlando, Fla.; WESH-TV Daytona Beach, Fla.

■ Forsyth Cablevision Co., Box 693, Forsyth, Ga. 31029, for Forsyth (CAC-3877); WMAZ-TV, WCWB-TV Macon, Ga.; WSB-TV, WAGA-TV, WXIA-TV, WETV, WTCC Atlanta; WGTV Athens, Ga.; WJSP-TV Columbus, Ga.

■ Continental Cablevision of Lansing, 54 Lewis Wharf, Boston, Mass. 02110, for Lansing, Mich. (CAC-3864); WILX-TV, WJIM-TV Lansing, Mich.; WKAR-TV East Lansing, WRTV-TV Flint, Mich.; WKZO-TV Kalamazoo, Mich.; WOTV, WGVC Grand Rapids, Mich.; WNEM-TV Bay City, Mich.; WTVS, WKBD-TV Detroit; CKLW-TV Windsor, Ont.

■ WGN Electronic Systems Co., 2501 West Bradley Place, Chicago, Ill. 60618, for Houghton (CAC-3866), Hancock (CAC-3867), Adams township (CAC-3868), Chassell township (CAC-3869), Osceola township (CAC-3870), Portage township (CAC-3871), and Franklin township (CAC-3872), all Michigan; Add WKBD-TV Detroit; WGN-TV Chicago; CHFD-TV Thunder Bay, Ont.

■ Booth American Co., 2460 Buhl Building, Detroit, Mich. 48226, for Spring Arbor township, Mich. (CAC-3808); Add WOTV Grand Rapids, Mich.; WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WXON Detroit.

■ Frontier Cable Co., 1729 East Charleston, Las Vegas, Nevada 89104, for Hemenway Wash, Nev. (CAC-3874) and Boulder Beach, Nev. (CAC-3875); KORK-TV, KVVU, KLAS-TV, KLVX, KSHO-TV Las Vegas.

■ Claremore Cable Television, Box 1248, Claremore, Okla. 74017, for Claremore (CAC-3884); KOTV, KTEV, KTUL-TV, KOED-TV, Tulsa, Okla.; KTVT Fort Worth; KBMA-TV Kansas City, Mo.

■ Guilford Cable TV, 2661 Garfield Avenue, Silver Spring, Md. 20910, for South Guilford township, Pa. (CAC-3880); WGAL-TV Lancaster, Pa.; WITF-TV Hershey, Pa.; WMAR-TV, WBAL-TV, WJZ-TV, WMPB Baltimore; WWPB-TV, WHAG-TV, Hagerstown, Md.; WRC-TV, WMAL-TV, WTOP-TV, WTTG Washington.

■ Aiken Cablevision, Box 151, Aiken, S.C. 29801, for Aiken (CAC-3883); Add WTCG Atlanta.

■ Flower Mound Community Cable, Box 34012, Dallas, Texas 75234, for Flower Mound, Tex. (CAC-3863) KDFW-TV, WFAA-TV, KERA-TV, KXTX-TV Dallas; WBAP-TV, KTVT Fort Worth.

■ Big Horn Televents, 1660 South Albion Street, Writers' Tower Bldg., Denver, Colo. 80222, for

Basin, Wyo. (CAC-3876); Requests certification of existing CATV operation.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Teleprompter of Ukiah, Mendocino county, Calif. (CAC-1008); Tennessee Valley Video, Lincoln, Tenn. (CAC-1977); Teleprompter of Virginia, Izardwell, Va. (CAC-2590, 1); LVO Cable of Gallup, Gallup, N. Mex. (CAC-2677); Bowling Green Cable TV, Bowling Green, Va. (CAC-3005); Long Island Cablevision Corporation of Sag Harbor, Sag Harbor (CAC-3008), Pine Neck (CAC-3010), East Hampton (CAC-3009); Bridgehampton (CAC-3012); Bay Point (CAC-3013) and Noyac (CAC-3011), all New York; Better TV of Zanesville, Washington township (CAC-3182), Springfield township (CAC-3183), Falls township (CAC-3184) and Wayne township (CAC-3186), all Ohio; American Video of Pompano Beach, Pompano Beach (CAC-3483); Florida Gold Coast Cable TV, Davis, Fla. (CAC-3486); MBS Cable TV, Village of Windham, Ohio (CAC-3491); Cable Video Communications, unincorporated areas of Dorchester county (CAC-3493), unincorporated portions of Berkeley county (CAC-3494) and Charleston county (CAC-3495), all South Carolina; Marshalltown Cablevision, Marshalltown, Iowa (CAC-3500); Paris Cable TV, unincorporated areas of Bourbon county, Ky. (CAC-3537); Vicksburg Video, Vicksburg, Miss. (CAC-3538); Cable TV of Rio Vista, Rio Vista, Calif. (CAC-3545); Bisbee CATV, Bisbee (CAC-3548) and unincorporated areas of Cochise county, Ariz. (CAC-3549); Direct Channels of Defiance, Wauseon, Ohio (CAC-3551); Schenectady Cablevision, Rotterdam (CAC-3552); Colony (CAC-3553), Glenville, (CAC-3554) and Niskayuna (CAC-3555), all New York, Schenectady Cablevision, Scotia, N.Y. (CAC-3556); Alden CATV Plymouth, Mich. (CAC-3557); Missoula TV Cable Co., Missoula, Mont. (CAC-3587); Washington Cable TV, Washington, Kans. (CAC-3666); Mexico Cable TV, Paris, Me. (CACR-4).

■ Elsmere and Newport, Del.—FCC granted in part request by Rollins Cablevision, operator of cable systems in Newark, Wilmington and unincorporated areas of New Castle county, and at Elsmere and Newport, all Delaware, for waiver of former section 74.1105 of rules and ruling that its Elsmere and Newport systems are authorized to carry signals in accordance with sections 76.65 and 76.159. Action May 29.

■ Freeport, Ill.—FCC granted Freeport Cablevision special temporary authority to replace WFLD-TV Chicago with WSNV-TV Chicago. Freeport requested change on basis of shift of carriage of Chicago White Sox baseball games from WFLD-TV to WSNV-TV. Action May 22.

■ Lincoln, Ill.—FCC authorized Lincoln Cablevision to carry following television signals on its proposed cable system located in Springfield-Decatur-Champaign-Jacksonville, Ill. market: WCIA Champaign; WAND Decatur; WIGS Springfield; *WILL-TV Urbana; WRAU-TV, WEEK-TV, WMBD-TV Peoria; WGN-TV Chicago, and KPLR-TV St. Louis (CAC-1277). Opposition to Lincoln's application by Central Cable System was denied, and request by Central for special relief dismissed. Action May 22.

■ Houma, La.—FCC authorized Houma Cablevision to add signal of WRBT Baton Rouge, La., to its cable system at Houma (CAC-2295). Houma presently carries signals of WBRZ, WAFF-TV Baton Rouge; WDSU-TV, WDSU-TV, WVUE, WGNV-TV, *WYES-TV New Orleans; WATC and KLFY-TV Lafayette, La. Action May 30.

■ Oscoda township, Mich.—FCC granted American Television and Communications Corp. certificate of compliance to carry following Michigan signals on its 5-channel system at Oscoda: WJRT-TV Flint; WEYI-TV Saginaw; WWTW Cadillac; WNEM-TV Bay City; and *WUCM-TV University Center (Bay City) (CAC-2134). Opposition by Rust Craft Broadcasting Co. (WEYI-TV) was denied. Action May 29.

■ Rochester, N.Y.—FCC denied petitions by Rust Craft Broadcasting of New York, licensee of WROC-TV, and Flower City Television Corp., licensee of WOKR, both Rochester, requesting order staying carriage of WBEN-TV, WGR-TV and WKBW-TV Buffalo, N.Y., and WSyr-TV Syracuse, N.Y., by Cable Television of Rochester, operator of cable system at Rochester. FCC also denied comments by WHEN, licensee of WHEN-TV Rochester, in support of petition for stay and other special relief. Action May 22.

■ California, Pa.—FCC denied application by Southwest Pennsylvania Cable TV, California, Pa., for review of decision of review board released Nov. 1, 1973, which ordered cable system to cease and desist, within 30 days, from violating non-duplication rule and to provide WIIC-TV (NBC) Pittsburgh program exclusivity protection against NBC affiliates WTRF-TV Wheeling, W. Va., and WJAC-TV Johnstown, Pa. Commission ordered that, within two days, Southwest cease and desist from violation (Doc. 19464). Action May 29.

■ Dickson City and Throop, Pa.—FCC authorized Universal Television Cable System to carry signals located within Wilkes Barre-Scranton, Pa., market: WNEP-TV, WDAU-TV, *WVIA-TV Scranton; WREB-TV Wilkes-Barre; WPHL-TV Philadelphia; and WOR-TV and WPIX New York (CAC-3047, CAC-3159). Action May 29.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Aggressive, big-thinking Eastern station needs sales manager who is likewise. Must be heavy in local sales and a true motivator to assume real responsibility. Account executive applicants will be considered. Box E-234, BROADCASTING.

We're number one in sound and sales in a thriving Southeastern market of 250,000. Now we need a top-notch salesperson to take over a good list and make it better. Box E-238, BROADCASTING.

General Manager for MOR FM station in Upper Midwest. Heavy background in sales and local news origination essential. Box E-250, BROADCASTING.

A highly successful station operated under the same local ownership for the past 27 years is planning major changes in an expansion of its radio FM and cable TV operations. Located in a delightful resort community in the heart of the nation's 40th market Asheville-Greenville-Spartanburg. Now accepting applications for management sales and announcing positions. No phone calls please. Rush complete information in your application to Art Cooley, Vice President, WHKP, Hendersonville, NC 28739.

Help Wanted Sales

Needed: A hard working salesperson who can sell good modern country music. We are a 10,000-watt full timer located in a southern town of 30,000 population. The opportunity is here if you qualify. We are an equal opportunity employer. Rush resume and photograph to Box F-91, BROADCASTING.

I want an aggressive, hungry salesperson, who thinks like a manager and would like to make it big with a group-owned top-50 major market station in the Northeast. Good base, excellent commission structure, expenses and other benefits. Your list should produce \$20,000 the first year. Box F-96, BROADCASTING.

Salesperson wanted with some rock jock and board work. KFLY, Box K, Corvallis, OR.

Experienced account executive—Lincoln, Neb. (pop. 165,000). Top ARB ratings (1B-34), liberal salary, commission plan. KFMQ Radio, 1025 Terminal Bldg., Lincoln, NE.

Southwest New Mexico—Beautiful music FM stereo station looking for a top-notch salesperson. A great opportunity in a growing market. Guarantee: commission, company insurance, etc. Do not apply unless you have a proven track record and at least three years experience. Equal opportunity employer. Send complete resume to Dave Button, General Manager, KSPV AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Sales Manager—Mature, experienced with good record. Good base salary with override commission. Resume to WDBM, Box 1027, Statesville, NC.

Wisconsin FM station wants to add hustler with two years experience in radio sales. Send resume to: Don Smith, WIAL Stereo Radio, Box 660, Eau Claire, WI 54701.

Community publication needs local advertising sales reps. Statewide, restricted territories. Send resume to sales manager, Welcome Publications, Box 1175, Palm Desert, CA 92260.

Number one Country Music Station in Springfield, Illinois has opening for aggressive, experienced sales person. Good list and top potential. Salary plus commission. Call GM 217 528-3033. Equal Opportunity Employer.

Help Wanted Announcers

First Phone Announcer for small market Maryland station. Send photo and resume. Box E-82, BROADCASTING.

For Central Illinois Rocker—Super pros, afternoon drive and night jocks. Terrific production a must. Fringe benefits, hospitalization. An equal opportunity employer. Send complete resume to Box F-46, BROADCASTING.

Talk Show Personality—Experienced, creative. Must be able to assume more than average responsibility. Must have good credit and previous employment record. Salary requirements and personal data first letter. Medium market, well-equipped Mid-Atlantic state station. Box F-62, BROADCASTING.

Help Wanted Announcers Continued

Announcer—Minimum two years experience needed for quality country music operation in Eastern state. Salary requirements and personal data first letter. Credit and previous employment carefully scrutinized. Box F-63, BROADCASTING.

Opportunity of the Year—Super personality. Midwest major. Up to \$25,000 to start. One of America's greatest stations. Equal opportunity employer. Box F-70, BROADCASTING.

Entertainer—Voice, experience, 3rd phone for East Coast 50,000-watt stereo FM. Afternoon drive. Send photo and resume. Box F-78, BROADCASTING.

Needed—1st phone modern country announcer at a 10,000-watt fulltimer located in the South. We are an equal opportunity employer. Send resume, photograph, and salary requirements to Box F-92, BROADCASTING.

We need an experienced announcer for board work, news and production. Maryland regional. Box F-110, BROADCASTING.

Experienced combo announcer and copy. Opening near future. Must type. Complete resume, tape, references. Beautiful city, one hour Kings, Sequoia National Parks. Third license. KONG, Box 3329, Visalia, CA. An equal opportunity employer.

Male or female air personality for 50,000 watt modern country station, market of 160,000. Must be good. No big hurry, but let's hear from you now. Good money, working conditions. Vacation relief available, too. Tape, photo, details to Bill Brink, KYAK, 2800 E. Dowling Road, Anchorage, Alaska 99507. No collect calls.

Experienced jock for contemporary formatted station. Pulse rated #1. Good production. Excellent facility. Send tape and resume to Jim Palmer, WCVS, P.O. Box 2697, Springfield, IL 62708.

Mid Day Rock jock with chance to learn television on the side. Great opportunity for announcer with some experience. WELK Charlottesville, VA.

Experienced jock for morning slot on Florida's best-sounding small market station. \$125, more for maintenance. Tapes and resumes to Dan O'Day, WIPC, P.O. Box 712, Lake Wales, FL 33853.

Major Northeast Market—Immediate opening on overnight shift for staff announcer with first class. Live rent free at xmitter. Call Tony Rizzini, P.D., WLKW Providence, RI, 401-331-7810, 9 a.m.-1 p.m. Equal opportunity employer.

A mature, experienced staff announcer to work at a full-time, 5,000-watt MOR AM radio station. Send tape and resume to John Hill, WPHM Radio, Box 247, Port Huron, MI 48060 or Phone 313-985-5171.

Contemporary Jock—Tapes and resumes only to Bill Sherard, WQXI, 2970 Peachtree Rd., N.W., Atlanta, GA 30305. E.O.E.

Experienced broadcaster needed to fill position created by internal promotions at MOR, CBS affiliate. New facilities. Send complete information including aircheck and salary requirements to Art Lewis, P.D., WSGW, P.O. Box 1945, Saginaw, MI 48605.

Network affiliate with easy listening format has immediate opening for experienced, mature-sounding announcer. Excellent fringe benefits. Rush tape, resume, photo to Bob Wells, WVEC, Box 400, Hampton, VA 23669.

You are in a small Texas market now—going nowhere. Spend one year with us, follow instructions and you will be on your way. Medium market full-time country station. Send aircheck, resume and photograph to: Houston Radio, 3911 Knottynold Lane, Houston, TX 77045.

Leading East Coast Top-40 seeks jock who can read news and do production. Also jocks who handle a board. Send resume and tape to P.O. Box 1137, Atlantic City, NJ. An equal opportunity employer.

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

Help wanted—First phone. Engineer, heavy on maintenance, technical. Salary will be \$150.00 per week. Box F-20, BROADCASTING.

Help Wanted Technical Continued

Chief Engineer who knows what he is doing and is willing to work and be compensated. Salary range \$900. 5 kw, directional. Remote Control. SW area. Write Box F-29, BROADCASTING.

Technical Director—Chief Engineer for two well-equipped AM-FM operations in Midwest resort area. Must be experienced and knowledgeable with automation, proofs, construction. Resume and requirements to Box F-39, BROADCASTING.

Chief Engineer—Announcer, for suburban Christian station in Southeastern metropolitan area. Salary up to \$200 per week commensurate with ability and experience. Write Box F-53, BROADCASTING.

Need experienced maintenance person, some announcing. Florida. Write Box F-66, BROADCASTING.

Wanted: Chief Engineer who is good on maintenance and repairs for two stations, expanding group in Central Massachusetts. Excellent opportunity including profit sharing, free life insurance, etc. Write Box F-113, BROADCASTING.

Chief Engineer—East Coast AM and automated FM stereo. Maintenance experience on transmitter and studio equipment required. Salary open and benefits. An equal opportunity employer. Send resume to P.O. Box 1137, Atlantic City, NJ.

Chief Engineer, maintenance experience required for 5 kw directional AM, 50 kw FM Stereo. Must know transmitter and studio and microwave equipment. Call P. Gilmore at 203-333-5551 or write c/o WNAB, Broadcast Center, Bridgeport, CT 06608

Help Wanted News

News Director needed by prominent AM in Northeast. Large staff, big opportunity, bigger challenge. Salary is commensurate. Ideal candidate probably will have eight or more years experience in news gathering, editing and managerial functions. Resume and salary information to Box F-84, BROADCASTING.

News Director—Four-man department, 3-million market. Dig develop stories. Air them with color and personality. Hard-working, newshound supervisor. Box F-104, BROADCASTING.

Experienced news writer needed, with good voice for adult music airshift. Send audition and resume to George Taylor, WALE, Fall River, MA 02722.

Newsreader — Connecticut. Needed immediately for gathering and writing news, must have good delivery. Excellent opportunity, pleasant surroundings, third endorsed. Equal opportunity employer. Send tape, resume, writing sample to: John London, WICH, P.O. Box 551, Norwich, CT 06360.

Help Wanted Programming Production, Others

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.

Program Director, medium/small market. Announcer, know MOR programming; supervise 4-man staff; ramrod production; handle board shift; handle interview show; fully responsible for programming; prefer 1st phone; must know logging rules; decent salary; lovely upper Midwest town. Do not reply without heavy experience. Box F-34, BROADCASTING.

Art Director—Complete graphic art background with experience in television of ad agency required. Strong management skills necessary. Medium Midwest market. Send resume to Box F-41, BROADCASTING.

Farm Director—Long-established, full-time CBS 5,000-watt station. Central USA. Prefer agricultural college graduate or person with minimum agricultural broadcast experience. Move up. Send resume now to Box F-42, BROADCASTING.

Wanted—Instructor to teach broadcasting courses on university level. Master's degree required. Send resume and references to Box F-56, BROADCASTING.

Needed immediately, a full-time production/swing person for 50,000 watt WBT radio in Charlotte. Strong commercial and versatile air work a must. Send tape and resume to: Andy Bickel, Program Director, WBT Radio, Charlotte, N.C. 28208. An equal opportunity employer.

Help Wanted Programing, Production, Others Continued

Program Director for modern country music station, must have thorough knowledge of country music, production and be able to handle drive time airshift. Send aircheck and resume to WDBM, P.O. Box 1027, Statesville, NC.

Situations Wanted Management

Cost, P&L oriented broadcaster seeks management position in smaller medium market station. Strong news background. Imaginative, community-minded. Degree, 33. Box E-205, BROADCASTING.

Large market sales manager looking for right move. Present station grossing just over \$1,000,000—up from \$700,000 3 years ago. Minimum 35K. Box E-235, BROADCASTING.

General Manager, well versed in sales, programing and FCC seeking move to larger market. 31, married, degree. Box E-237, BROADCASTING.

Medium market sales manager ready for top-50 market! Must be in the \$25K range to talk. Young, degree and lots of what it takes to be successful in this business. See for yourself! Box E-239, BROADCASTING.

Station and Sales Manager—Now turning record billings. Looking for same in professional small or medium station. Not expensive, love radio, hard worker, stable, degree, married. Prefer Northeast. Box F-33, BROADCASTING.

General Manager—Proven performance, great references. A real detail man. Box F-43, BROADCASTING.

General Manager—Top sales producer. Will lead and motivate staff. 20 years broadcasting. Age 36. Currently employed with major group. Will invest considerable cash. Prefer East or Southeast. Box F-44, BROADCASTING.

Florida—Young, professional station manager with substantial experience in top-5 market, strong on programing. Best credentials, references. Ready to settle in small or medium market. Box F-68, BROADCASTING.

Unusually qualified young professional. More than 3 years' experience management, news, sales, production. Grad. school. Anxious to relocate. Write Box F-87, BROADCASTING.

Christian—Over 10 years' experience includes manager, Christian program production, automation, Christian sales, commercial sales, and more. Box F-95, BROADCASTING.

Sales or management—Nine years broadcasting sales experience. Every qualification. Exceptional top producer. One of the best. \$15,000-18,000 income imperative. P.O. Box 37, New Britain, CT 06050.

Situations Wanted Sales

Salesman-Announcer—First, mature adult, single, wants to return to radio. Seeks MOR station. Goal: management. Available November. Now living western New York. Prefers California, Florida, but all areas considered. Box F-35, BROADCASTING.

Salesman-Announcer—First, mature adult, single, wants stable MOR station. Goal: management. Residence: western New York. Available Fall for interview. Box F-49, BROADCASTING.

Sales-Radio, experienced, Southeast, leaving major market. Replies answered with track, resume, picture. Box F-86, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Eight Year Pro, with MD experience and 1pm numbers seeking change. Married with one child. Prefer Southwest. Only pro's respond. Tape and resume on request. Box F-15, BROADCASTING.

Unique Top 40 superjock in 100,000 market, ready to move up! Well developed, can follow directions, excellent references. Box F-18, BROADCASTING.

Very Adult, informed contemporary entertainer. 10-year pro, 6 years same company. Large, medium and major please. Box F-37, BROADCASTING.

Good, deep voice, three years' experience, endorsed third, some college. Speech and acting background. All formats. Box F-47, BROADCASTING.

Big voice adult rocker or MOR. Friendly, references, news too, stable, non-egotist. Box F-54, BROADCASTING.

Situations Wanted Announcers Continued

Hard-working, creative DJ looking for job that will let him show his stuff. Vast musical knowledge from progressive to oldies. Box F-59, BROADCASTING.

First phone jock seeking progressive rock or other FM position. Top ratings top-ten market past 2½ years. Stable, mature, and affordable. Box F-61, BROADCASTING.

Looking for a young, versatile, creative, black DJ with college degree, experience, good voice and talent? Write Box F-64, BROADCASTING.

Looking for all-night country job in a bigger market. Five years' experience, will relocate. Box F-69, BROADCASTING.

Calling New England—Adult, continuous, beautiful music announcer. Production. Now employed in major market. Salary open for secure, permanent New England move. Family man. Impeccable references. Third endorsed. Tape. Box F-77, BROADCASTING.

Afternoon drive, top-50 50kw Midwest modern country wants to rock. Good production, M.D. experience. Will relocate. Any shift. For tape and resume write to: Box F-79, BROADCASTING.

Attention Midwest—Eighteen years all-round experience. Very strong on production. Fine news background, covering beat and sound. Solid references. Third endorsed ticket. Prefer personal interview. Box F-94, BROADCASTING.

Remember your first break? 1st phone, great potential seeks beautiful music station with a little help from you. Box F-106, BROADCASTING.

DJ, tight board, good news, commercials, looking for first break, willing to go anywhere, ready now. Box F-109, BROADCASTING.

DJ, eng., imaginative prod., 1st phone, dedicated. Rock, blues, oldies, jazz, MOR. Richard, 213-336-4718. 2825 Rio Lempa, Hacienda Heights, CA 91745.

1st phone DJ needs 1st break. Top-40, progressive. Will relocate. Kevin Fielder, 15 Paul Rene Drive, Melbourne, FL. 305-723-3402.

Small Stations—Solid dependability. New college graduate looking for start. No ego trip, no floating, just a solid worker ready to learn. Dave Jenkins, 5259 Kercheval Drive, Lawrence, IN 46226. 317-547-4443 after 5.

MOR—Top-40 rock DJ. Completed broadcasting school. Will work anywhere. 3rd class with endorsement. Richard Dizenzo, 1635 Mace Ave., Bronx, NY 10469. 212-712-7147.

Golden Oldies or Top-40. BA mass communications, third endorsed. Tape and resume upon request. David Stephenson, 1415 Warren Street, Davenport, IA 52804.

Top-rated morning deejay in Alaska ARB 1973 seeks job in West or Southwest. Prefer morning or country. Tape and resume available. Don French, 2216 Culver Place, Anchorage, AK 99503. Phone 907-274-0327.

Hard-working, 8-year pro. 1st P.D. experience, any music. Available now. Metro. or med. 501-227-0260.

College grad. needs break. 23-year-old male with 3 years' experience as announcer-asst. program director in college radio. 3rd class lic. Great potential, good production, pleasant voice. Send replies to: Patrick Summers, 2916 W. 38th Pl., Chicago, IL 60632. 312-376 6147.

Beginner, 21, with 1st wants job with progressive or top-40 station. Can do production and write copy. Kevin Skarman, 7539 4th Ave. South, Richfield, MI 55923. 612-866-4417.

DJ and Engineer—First phone. Tight and imaginative production and engineering. Maintenance experience. Hard worker. Rock, MOR. Mike, 714-527-3555.

Three years' experience, good delivery, production, M.D., can handle any format. First phone, conscientious, musically knowledgeable. Prefer West, will consider others. Dan Stokes, P.O. Box 2112, Silver City, NM.

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.

Well-trained, talented novice. Third phone endorsed, broadcasting school, college radio work. Strong, versatile voice, special interest in comedy. Married, will move. Kurt Luchs, 127 W. Willow Ave., Wheaton, IL 60187, 312-688-0329.

Comical jock, 3 years exp., B.A., exp. in theatre, prefer MOR, adult rock. Will relocate. Herb Otter, 1009 Hart Rd., Balto., MD 21204, 301-823-7848.

Situations Wanted Technical

Young engineer in Wisconsin seeks fulltime position as chief of a small-market station in warmer climate. Experienced all phases FM-stereo, AM directional, all maintenance. Box F-19, BROADCASTING.

First phone desires assistant engineering position. Have been working last four years as engineer, announcer, newsmen, commercial writer, but desire full-time engineering. Have associate degree in electronics. Box F-93, BROADCASTING.

Radio chief of small stations for past 5½ years. Age 24. Desire position as chief of small station, Indian at larger operation, or something in between. Currently employed. Florida only. Box F-105, BROADCASTING.

Chief, first phone, 6 years' experience, technical school, design, construction, proofs, strong maintenance, studio-transmitter, AM-FM, automation. \$12K minimum. Route 2, Box 489G, Coloma, MI 49038, 616-927,1010 nights.

20 years chief—AM, FM, SCA. Stereo, directional, construction, proofs, own test gear. Colorado area. 512 682-0334.

Situations Wanted News

Sports PBP/Salesman 5 years experience college basketball-pro football/proven sales record. Looking for aggressive sports minded station. Box F-13, BROADCASTING.

Sports Plus—Turn local high school and college sports into station moneymaker. All sports, all aspects. I'll create, promote, sell or air. Box F-60, BROADCASTING.

Female news director, small market, BA, seeks news, public affairs, or educational broadcasting opportunity. Eastern U.S. Incisive interviewing technique. Box F-65, BROADCASTING.

Four years' experience, music director, newsmen, 5,000-watt station, BA degree, seeking position in West-Midwest, third endorsed. 313-982-1203. Box F-98, BROADCASTING.

Sports Announcer—Play-by-play and commentary. Experienced. First phone. Tape, resume, and references available. Box F-107, BROADCASTING.

2½ years' experience — Newscaster/reporter seeks long-term employment. Security important. Prefer medium market or good college town. Douglas Nagy, 1-313-534-0251.

Sportscaster/Newsman looking for first break. Three years' college experience. Missouri grad., 21, single. Gene Wolowski, 8135 McGee, Kansas City, MO, 816-353-8758.

Add European perspective and flair to your news. German, 31, slightly accented English, wants to join active news team at your station on one-year leave of absence from editorship of 2½ hr. daily most-listened-to news program in Germany. Creative news seeker, interviewer, analyst of how events affect people. Is that for your listeners? Let's combine European and American techniques. Kurt Gerhardt, 5 Cologne 41, Lothar St. 5, West Germany.

Situations Wanted Programing, Production, Others

Major market country program director looking for new home. All replies answered. Box F-38, BROADCASTING.

Creative morning jock, formerly M.D., assistant P.D., seeks P.D. position, nice town, "human" station. Great organizer, promoter, idea man. Box F-40, BROADCASTING.

A Bargain—\$10,000 a year gets you a successful medium market program director. First phone, four years' experience in contemporary formats, small, medium, and major markets. Prefer South Atlantic Coast. Box F-89, BROADCASTING.

Wanted—P.D. position with quality broadcaster. Human contemporary or adult contemporary in medium market. Top-30 market jock, asst. P.D.; music dir., heavy programing experience. Excellent ratings and references. Dedicated, stable. Eastern U.S.A. Box F-101, BROADCASTING.

Production Director, young, bright, hard worker, 6 years' experience in radio, former jock still holds 1st phone. Degree from Syracuse University in radio and TV with concentration in production. Married, salary open, will relocate. Box F-102, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Former Charlotte P.D. with some TV experience available. Medium or major market. Prefer personal interview. Reply: P.O. Box 26102, Charlotte, NC.

Let me program your rocker to #1. 5 years track, solid success, top-5 market. You'll pay me more, but I'll handle it all and do much more. 313-866-0471, 889-0075.

TELEVISION

Help Wanted Management

Chief accountant/assistant business manager—Number 1 station in top-25 market looking for sharp chief accountant/assistant business manager to manage the accounting department while preparing to be a business manager. Live close enough to New York and Boston to enjoy their benefits without being burdened with their problems. Send resume to Box F-83, BROADCASTING.

Help Wanted Sales

Expanding local TV sales department in medium-sized Midwest market needs a person with TV sales, radio sales, or ad agency experience. Excellent facilities, staff, and ratings. Salary plus commission with \$12K guarantee first year. Male and female applicants from all races desired. Box F-73, BROADCASTING.

Local/Regional Sales Manager—Strong on motivation and training, able to recruit, administrate and knows how to sell and can prove it. Prefer college, successful sales background, previous administrative responsibility. No calls—send all details including track record and salary requirements to: Lyn Sloyer, Executive VP & GM, KTIV Television, Sioux City, IA 51103.

Help Wanted Announcers

Announcer for group-owned VHF NBC-TV affiliate. Experienced in commercial announcing, weather, and sports. Applications will not be considered unless accompanied by VTR and resume. An Equal Opportunity Employer. Send to: Program Manager, WSFA-TV, Montgomery, AL 36105.

Help Wanted Technical

Chief Engineer for Midwest university closed circuit unit. Broad, varied background with experience in color. FM radio desired. Supervise staff of three. Salary 14 to 17K depending on experience. Send resume to Box F-55, BROADCASTING.

Engineer with extensive bench experience, for repair of portable TV equipment for work on Midwest university closed-circuit system and for repair in color production studio. Salary \$12-14K. Send resume to Box F-57, BROADCASTING.

Mid-Atlantic UHF network affiliate restaffing new facility. Immediate openings for chief engineer and maintenance supervisor with transmitter and production experience. Resume, salary and references first correspondence. Call 301-292-3830 or write Box F-72, BROADCASTING.

Director of engineering for dynamic, growing public TV station in Northeast. Nine-man staff. Must have First Class FCC license. Must have experience in UHF transmitter, studio, STL and microwave operation and equipment installation and maintenance. Should have experience in systems design and interest in new technology. Must have at least 3 years' supervisory experience. Radio experience also helpful. An equal opportunity employer. Send resume and salary needs to Box F-97, BROADCASTING.

Chief engineer wanted for major market UHF. Must be strong in maintenance. Send resume, references and expected salary range, with first correspondence. Box F-103, BROADCASTING.

Needed: Engineer with FCC 1st. class license to work transmitter/studio shift. 40 hour week in public TV station. Applicant should have knowledge of electronic theory and maintenance experience. Salary commensurate with experience. Equal opportunity employer. Contact: Ernest G. Hedges, Chief Engineer, KTWU-TV, Channel 11, 301 N. Wanamaker, Topeka, KS 66604. 913-272-8181.

Two first class operator-engineers for control room shifts. Will consider beginners or technical school graduates. Contact chief engineer, WCOV-TV, Montgomery, AL 205-281-7315. An equal opportunity employer.

First class studio operator, Elmira, New York, will train beginner. Larry Taylor, WENY-TV. 607-739-3636.

Engineer with diverse experience in audio, video, Xmt, maintenance and production. First class license required. Contact Walter Cummings, WGBY-TV, Springfield, MA. 413-781-2801.

Help Wanted Technical Continued

Chief Engineer for NBC-UHF Affiliated with 5 kw AM and 50 kw stereo FM. Transmitter-Studio maintenance experience required. Good opportunity in Central Connecticut. Contact: P. Gilmore at 203-333-5551 or write in c/o WNAB, Broadcast Center, Bridgeport, CT 06608.

TV Engineer—Excellent opportunity for first-class license with fundamental knowledge and ability to learn and advance quickly under tutelage of chief engineer. Profit sharing, retirement and other long-range benefits. WSAV-TV, Savannah, GA.

TV Engineer—1st-class FCC license required. Good operations and maintenance background preferred. Contact Chief Engineer, WTCC-TV, 1018 W. Peach tree St., N.W., Atlanta, GA or call 404-873-2242.

Christian TV station needs 1st-class engineer with experience for maintenance, UHF transmitter, 2" and 1" VTRs, etc. Send resume to P.O. Box 4157, Greenville, SC 29608. Call 803-242-1616.

Technician for private New England school. Supervise TV studio; assist with students' productions; operate and maintain COHU 1500 color film camera, IVC, Sony VTRs, studio cameras. 1st phone desired. Available immediately. Salary: negotiable. Call Steve White, 413-584-3450.

Chief engineer required for new Anchorage, Alaska public television station. Minimum of 5 years progressive engineering experience. Strong construction and installation experience required. Must be self-starter. Send detailed resume, including: personal and professional references, system experience. Alaska Educational Broadcasting Commission, 308 G Street, Anchorage, AK 99501. Equal opportunity employer.

Director of engineering for multi-media group operation. Requires complete background and experience in all phases of broadcast engineering including FCC matters. Excellent opportunity in the west with rapidly growing group. Reply in confidence to: Cleatis R. Carroll, Personnel Director, Donrey Media Group, 920 Rogers—Ft. Smith, AR 72901.

Help Wanted News

Strong weekend anchor person—Field reporter number 1 rated major market station in northeast An equal opportunity employer. Send writing samples, photo, resume with references to Box E-229, BROADCASTING.

Wanted: Aggressive, creative news film camera person for top rated northeast major market station. An equal opportunity employer. Send samples, resume and references and photo to Box E-230, BROADCASTING.

Number 1 rated news operation in northeast needs sharp news writer-producer strong on news film production. An equal opportunity employer. Rush resume with references, samples, and photo to Box E-231, BROADCASTING.

Medium Southeast station market, Number One News needs individual capable of field reporting and anchor position. Top salary based on experience and ability. Great opportunity, excellent working conditions and chance to grow working with a modified "eye-witness news" format. Send photo, resume, and general salary requirements with application. If you are a qualified applicant we will contact you with more information and request for VTR or SOF samples of your work. Box F-76, BROADCASTING.

Experienced TV news director. Top-50 Midwest market with strong administrative abilities. Must be able to put together a top product and should have some on-air experience. Salary \$25K to \$28K. Box F-82, BROADCASTING.

Sports Director. For network affiliate in the upper Midwest. Need someone with interest in outdoor sports, especially hunting and fishing. Professional football market. Good opportunity for second individual to move into top position, or to make the move from radio. Box F-108, BROADCASTING.

Miami station now accepting applications for photographers. Journalistic background and one-year minimum on 16mm TV news film experience required. Send resume to Roger Doucha, WCKT-TV.

Reporter/Photographer—A growing progressive station needs a dedicated person to work as general assignment reporter and shooting, processing and editing both silent and sound 16mm film—plus some on-air camera work. Send resume including sample of film and on-air VTR to Tony Vignieri, News Director, WXOW-TV, Box 198, Le Crosse, WI 54601.

Help Wanted Programing, Production, Others

Wanted-Production Manager for New Hampshire Network. Mature, responsible, creative Supervisor of production staff of 15, produce and direct on special assignment—advanced degree advantage but not necessary, immediate opening. Box F-9, BROADCASTING.

Producer/Director-Top 10 Market. Versatile and creative with minimum 4 years experience as director with emphasis in commercials and experience in remote telecasting. Box F-24, BROADCASTING.

TV Program Coordinator—Higher education television faculty, knowledgeable of studio procedures, bachelor degree. An equal opportunity employer. Box F-52, BROADCASTING.

Production Director for Midwest university closed-circuit unit. Supervise production studio and direct educational productions for campus use and for commercial release. Must be able to work with university staff and students. Master's degree desired. Send resume to Box F-58, BROADCASTING.

Producer-Director, Southeast public TV station. Minimum three years' experience as P.D. required. Must have sample tape showing ability to shoot and edit film and creative directing skill in studio productions when requested! Send resume and salary requirements only first letter. EO and AA employer. Box F-112, BROADCASTING.

Experienced and Dynamic play-by-play announcer: Early fall for Washington Capitals hockey. WTOP-TV/Radio, equal opportunity employer. Send to: Hockey, WTOP Broadcast House, 40th and Brandywine Sts, NW, Washington, D.C. 20016. No phone calls please.

Immediate openings, for highly qualified tape editor, video person, remote person. Must have strong engineering background. Contact Vern Totten, Television Production Cir. 445 Melwood Street, Pittsburgh, PA 15213.

Producer/Director—Top-rated commercial tape production house has immediate opening for a highly experienced (three years minimum), full-time producer/director or executive producer/director. Emphasis will be placed on your full knowledge of commercial tape production and your track record in producing quality programs including variety, sports and public affairs. We offer excellent working conditions and salary. Send letter and resume to: Brooke Spector, Production Manager, United Artists Productions, 8443 Day Drive, Cleveland, OH 44129. Equal opportunity employer.

MEBC seeks Executive Officer to assist in establishing quality system in Montana. Position qualifications available through MEBC Selection Committee. Applicant deadline is August 1, 1974. P.O. Box "A", Bozeman, MT 59715.

Situations Wanted Management

General sales manager. Top 20. For large-to-medium market station or group. Competitive-aggressive-can motivate. Excellent references. Box E-200, BROADCASTING.

President or Executive Vice President-General Manager of station-group or will build and develop group from scratch. 30 years broadcasting experience: 12 radio; 18 television, on all levels, including ownership. Thoroughly experienced all phases, including network. Management-troubleshooter past 20 years. Have rebuilt several losers into very profitable, prestigious winners. Am aggressive, quality competitor ready for new challenge and much responsibility. Box F-50, BROADCASTING.

Station Manager, 14 yrs. television, from bottom to almost top. Experience in all phases. Prefer S.W. to South, small to medium market. Box F-71, BROADCASTING.

Highly qualified broadcaster with management background available for programing or operations assignment. Ten years background in FCC R&R, manual/computer traffic systems, sales service, production, research, operations, standards and practices, and more! Write for introduction letter and detailed resume to: Box F-80, BROADCASTING.

Situations Wanted Sales

Sales Manager—Experience: 6 years national rep.; 10 years local, national sales. Competitive, aggressive. References. Available immediately. Box F-81, BROADCASTING.

Situations Wanted Sales Continued

New York Rep. wants out. Over four years rep. experience, formerly local salesman in top-five market. Total eight years experience. College grad., family. Aggressive, sharp, 28 years old, seeking local or national sales management position in large or medium market. Let's talk. Box F-75, BROADCASTING.

Situations Wanted Announcers

20 years, news anchor, sports, weather, talk, producing, directing. Professional delivery, appearance. Tom Kolson, 22 Poinsettia, Ormond Beach, FL 32074.

Situations Wanted Technical

Maintenance Engineer seeks a position in Northern states. Ten years in radio, now would like a challenge in TV. Box F-67, BROADCASTING.

Situations Wanted News

Award-winning Documentarian. National Honors, including NATPE. 2 films in Library of Congress. Write, Produce, Direct, Edit, Shoot and Narrate. Films and VTR's Available on request. Box D-245, 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.

Number 1 newscast since taking over; 15th market. Good appearance, conservative delivery. Experience in all phases, strong on-air. 19 years in broadcasting. Will deliver in anchor spot. Box E-218, BROADCASTING.

News or sports—Young with experience. Have done state government, investigative, general and sports reporting. Film. 904-877-0445. Box E-248, BROADCASTING.

Assign. Editor/Producer—Bored military PIO, 29, aggressive, wants to return to demanding news operation. Top 20 TV experience, AB/MA Broadcast Journalism/film. Available anytime. Resume, references. Box F-4, BROADCASTING.

TV-Radio Sportscaster, major league credits, pro football, basketball, baseball, desires change. Want daily TV-Radio shows, PBP pro football or major college. State award winner, degree, family man. VTR, audio tape, resume on request. Box F-14, BROADCASTING.

24-year-old female with BA journalism-communications wants position as reporter/announcer. I have air experience, TV-radio, and offer hard work and imagination. Box F-51, BROADCASTING.

5 years' experience in radio news looking for a position on a TV staff. Good delivery and can write. Tape and resume available on request. Box F-74, BROADCASTING.

Experienced Newswoman, especially in writing, consumer affairs, court, government. Good voice, grad. school, good references. Ready to start. Write Box F-88, BROADCASTING.

Experienced reporter in broadcast and print journalism, TV anchor work and film, seeking news job anywhere in television or radio, MA and BJ in radio-TV. 8 years professional experience. Salary \$10,000. Reputation for fair, yet hard-hitting reporting. Mel Hanks, 314-474-7012.

Situations Wanted Programing, Production, Others

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.

Educational communicator seeks administrative/faculty position in higher education, governmental agency, state ETV, industry. Comprehensive experience and education in both commercial and educational TV, CATV, CCTV, radio, and educational media. Background includes administration, teaching, production, engineering. Possess BS, MS, PhD in communications and education, and FCC Broadcast license. Available immediately. George Whitehouse, 901 Pine St., Apartment 3, Hattiesburg, MS 39401. 601-582-7035.

English Technical Director, 31, extensive ETV experience, seeks challenging and rewarding production position. Geoff. Addis, 122 St. Peters Rd., Reading, RG6 1PH, England.

CABLE

Help Wanted Technical

Microwave Technician. 1st or 2nd class license. Cars video network serving New York and New Jersey. Vehicle provided. Good potential. Micro-Cable Communications, 7 Fir Court, Oakland, NJ 07436.

WANTED TO BUY EQUIPMENT

Tower over 800 ft. needed by radio. WIVK, P.O. Box 10207, Knoxville, TN.

FOR SALE EQUIPMENT

Gates 250B FM transmitter on air now. Available June 15th. Excellent condition, \$995. KYEM, Bartlesville, OK. 918-336-1001.

General radio type 1931-A modulation monitor and type 1181-A frequency monitor. Currently in use. Best offer. WCGFS, P.O. Box 869, Covington, GA 30209. Phone 404-786-1430.

(1) 50/50 power divider, new. (1) 2/3, 1/3 power divider, used. (1) 3-bay vertical antenna, 98.9 mhz. (1) 20-ft. section rigid line, 1 1/2. (1) RCA BC6B Console Dual Channel, suitable for stereo. (290) Fidelipac cartridges, various lengths. Call Don Powers, WPBS, 215-483-7200.

Collins 830-F1A 10kw Stereo transmitter, very good condition. Also Collins 37M-8 8-bay antenna. Available end of summer. WSMC-FM, Don Self, 615-396-2320.

Mari-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Two GE PE-400 Cameras including two 18 to 1 Angenieux Lenses and one Angenieux 10 to 1, spare plumbicons and 36 spare boards. Equipment like new, used only for special purpose broadcasts, less than 800 operating hours on each set. \$35,000 each set. Also microwave equipment like new consisting of two Microwave Associates Model MAT2MB transmitters, two Model MA85T2 transmitters, two Model MAR2MB receivers and two MA85R2 receivers. \$5,000 per set of transmitter and receiver. For details contact J. Prinzo 216-794-3982.

IVC 960 portable video tape recorder. Excellent condition. Priced for quick sale. \$16,500. Call 803-242-1616. Write Box 4157, Greenville, SC 29608.

Ampex AG440B-2 reduced. Stereo, selsync, remote control, console mounted, four-track playback. Eight months of light use. \$2,950. New Revox machines also reduced. Holt Technical Services, Box 111, Bethlehem, PA 18016.

Sparta remote console A158, tapecaster 700-RP, Shure mike and stand 55SW. All like new. \$1,800 complete. Hall-Mooney Advertising, Dunnington's Mall, Huntsville, AL 35804. Call 205-536-0216.

For Sale: One OIB1 Delta Bridge, one portable case for OIB-Delta, and one RG1 Receiver Generator Delta. All equipment one year old and used only one time. Buy at old price or less. Call Tom Sneed at 615-867-9292.

16mm SOF. Auricon Cinevoicé, complete. Mag Sound, Yoder Conversion, Angenieux 12-120. Excellent condition. Mr. Hamel, 617-852-0027.

50kw transmitter (Continental), one (1) year old, excellent condition. Terms available. Call 915-544-7876.

Sony: New DXC-5000B camera (2), SEG-600 special effects generator, PVM 400 & 1200 monitors, VCR-1 Multiplexer, Video Projection System (2), more. Inventory clearance, will sell at cost. Also discounts on 1/2" reel and cassette tape. Call AVES collect, 713-783-3440.

Microwave equipment, like new. Three transmitters, two receivers, 2Ghz float chargers, converters. MA-2B series. 904-373-6783.

Sacred music automated. FM/CATV. TNI, Delano, CA 93215. 805-725-2609.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Contemporary comedy! Sample issue 25¢. Library, 5804 Twining, Dallas, TX 75227.

Comedy Continued

Political One-Liners. 40 Carson-type originals every ten days. 3 month trial \$10. Jack Posner, 220 Madison Ave., New York, NY 10016.

One liner! Jokes! Topical humor exclusively for jocks. Sample issue—\$1.00. "Funnies", Box 11-511, Newington, CT.

MISCELLANEOUS

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.

Prizes Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Journalism "package" for newsmen! Two booklets totaling 500 story angles. Two newsletters (one month). \$5. Newsfeatures Associates, 1312 Beverly St., St. Louis, MO 63122.

Jocks! Earn \$5,000-\$10,000 in spare time. Proven method. Send \$1.00 to Total Media, Box 511, Newington, CT 06111.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin June 10, July 15, August 26. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

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 Travels.

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.

Instruction Continued

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 brochure. GTI, 5540 Hollywood, Hollywood, CA 90028.

Broadcast endorsement and third phone preparation on cassettes. Illustration book includes current FCC-type exams. Radio License Training, 1060D Duncan, Manhattan Beach, CA 90266.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NAB State Board of Education. Approved for Veterans. Classes year around; Sept. 2nd, Jan. 2nd, April 1st, June 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quey, Artesia, NM 88210. 505-746-2751.

RADIO

Help Wanted Announcers

AIR PERSONALITY

WUBE, Cincinnati has opening for experienced air personality with strong production capabilities. Excellent starting salary, fringe benefits, opportunity for growth with stable organization. Applications from all market sizes and formats considered. An Equal Opportunity Employer. Send tape and resume to:

Bill Jenkins, General Manager
WUBE Radio
225 East Sixth Street
Cincinnati, Ohio 45202

WANTED!

ONE—PERSONALITY/ENTERTAINER . . . the person we seek is not just a disc jockey! The question is . . . can you get listeners by being topical, humorous, informative and entertaining? If playing "more music" is your idea of getting an audience and being a personality, let's not waste each other's time.

ONE—NEWSPERSON . . . we're looking for a person with an authoritative delivery . . . mature news judgment . . . investigative nature . . . ability to gather, write and air the news . . . a desire and ambition to advance. This position calls for a "pro." Talk Show and Commentary experience helpful.

ONE—ANNOUNCER/NEWS PERSON . . . our FM division needs an experienced "all-round" staff announcer, capable of sounding "warm and human" Good commercial delivery and news ability a must. Production experience desirable. This position is for the person who is tired of being in the disc jockey "rat race" and wants to work in a comfortable format.

No Beginners, Please!
Send recent audition/air check and resume to:
Dick Drury National Program Director
Susquehanna Broadcasting Co., Inc.
140 East Market Street
York, Pennsylvania 17401
(an equal opportunity employer)

You belong in

Broadcasting
The newsworld of broadcasting and allied arts

Help Wanted Announcers Continued

CHICAGO

50 KW

LOOKING FOR RADIO ENTERTAINER

When does a disc jockey cease being a d.j. and become a personality?

I know it when I hear it. Send tape, resume, references and photo.

P.O. BOX 3426
Chicago, IL 60654

Help Wanted Programing, Production, Others

MUSIC/PRODUCTION DIRECTOR

Interested in professional broadcasting? We offer the position of Music/Production Director for a midwest suburban AM/FM. The position requires an experienced, mature professional who shall be compensated accordingly.

Box F-100, BROADCASTING

Situations Wanted Management

TO: OWNERS

RE: GENERAL MANAGER

Are you TIRED of a string of managers MARCHING through YOUR station? Endless quests for that really right man? I HAVE OWNED and I know just what YOU want. Write me NOW! Young, 37, experienced 10 years (top and small market), aggressive and READY! Will relocate.

F-111, BROADCASTING

Situations Wanted News

Female Newscaster and/or DJ

5 Yrs. Major Market Experience

Available Immediately

Tape and Resume upon request.

Box F-16, BROADCASTING

TELEVISION

Help Wanted Management

SALES PROMOTION DIRECTOR

We need a specialist who can turn statistics into dynamic, convincing sales pieces that a client can understand. Who can translate ratings and research into results. Who can recognize sales opportunities before the salesmen do, and have the material ready before they realize it is needed. A self-starter in ideas and in follow through, who can not only develop but conduct a sales seminar or client presentation. All that and on-air promos too. Sound like your kind of challenge? Then write. You'll enjoy the California climate at a growing, medium market NBC affiliate, fringe benefits, profit sharing plan, and \$12,500 to \$15,000 per year to start, depending upon experience.

Send Resume To:
Box F-85, BROADCASTING
An equal opportunity employer M/F

Help Wanted Management Continued

We need young, ambitious account executives for a corporate development program at radio and television stations in large and medium markets. As consultants to management, we are helping these stations hire, train and develop their future executives to assure continued corporate growth. Qualifications: high intelligence, demonstrated leadership capability in college or organizations, lots of drive and one to three years media sales experience. Candidates selected will be paid commensurate with experience and income requirements. Submit resume, earnings for past three years and geographical preference to:

C. L. Mitchell, RON CURTIS & COMPANY, 5725 East River Road, Chicago, Illinois 60631.

Miscellaneous

HAVE YOU GOT THE AUTOMATION BLUES?

Is that expensive automation system of yours not doing the job that you hoped it would? It doesn't sound good on the air, the staff hates it, the engineer can't fix it, it won't run twenty minutes without making a mistake? These problems are all too common. We can help. Over ten years of experience with all types of systems can put you back on the right track with the air sound that you wanted when you made that big investment. We are not selling a format, jingles, etc. Just results. If we don't succeed—you don't pay. Call or write us today and let's discuss your problems and their solutions.

Contact: Bill Kane, BSA
P.O. Box 47995
Atlanta, Georgia 30340
404-458-0815

"REMINISCING IN OLD-TIME RADIO"

Nostalgia is sweeping the country and so are our 5 minute daily programs featuring over 80 great comedians of Radio's Golden Age . . . Easy to sell . . . Will increase your ratings . . . Low Rates. For audition tape and information Phone (703) 342-2170 or write Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, Virginia 24011.

Help Wanted Technical

2 ENGINEERS WANTED OVERSEAS ASSIGNMENT

2 Top Ranked Engineers Experienced on Full AMPEX Professional Video Product Line are required for temporary overseas assignment.

Task is to install and check out VR-1200's, HS-100's, ACR-25's, Editing Equipment, etc., then provide Training and Operational Support to National Iranian Radio/Television personnel during the 7th Annual Asian Games.

Possible permanent overseas employment opportunity afterward.

Place: Tehran, Iran

Time: July 15th thru Sept. 16, 1974

Please send resume with references to:

Mr. W. D. Squyres, AMPEX INTERNATIONAL
401 Broadway, Redwood City, Calif. 94063 (415) 367-3542

For Sale Stations

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

EXCEPTIONAL OPPORTUNITY

to invest in expanding Broadcast Co. with two existing profitable radio stations in Southeast. Respond quickly for full details to

Box F-5, BROADCASTING

FLORIDA—NETWORK T.V. STATION

Profits climbing in rapidly expanding market real estate included.

Box F-48, BROADCASTING

PROFITABLE—DAYTIMER

Near the South's largest City . . . Growing Fast . . . \$250,000. Less than 2X Gross. Terms to Qualified Buyers.

Box F-90, BROADCASTING

SOUTH CENTRAL

Single station 5,000 watt daytimer, approximately 50 miles from a major market. 8 acres plus transmitter building included. Equipment above average. Class 'A' FM channel available. Price, \$150,000, 29 per cent down, liberal terms to qualified buyer. Call or write.

George MOORE
& ASSOCIATES

6116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

Help Wanted News

Highly reputable group-owned station in Denver, Colorado looking for anchor/co-anchor newscaster. Experienced in first-hand reporting, at the typewriter and on camera. 30-45 preferred. College background helpful. Salary and contract terms open. Send tape and resume to P.O. Box 5000, Denver, Colorado 80217. An Equal Opportunity Employer.

Employment Service

Weekly, Nationwide Employment Listings for Radio & TV Including PD's, DJ's, News, Sales & Engineers.

\$1.50 per issue
\$5.00 per month
\$12.00 3 months
Cash with order, please



BOX 61,
LIMCOLNOALE, N.Y. 10548

Miscellaneous Continued

An NRR radio audience survey can help you:

- * INCREASE SALES REVENUE
- * ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- * GAIN KNOWLEDGE OF PROGRAMMING ACCOMPLISHMENTS
- * INCREASE STATION PRESTIGE AMONG EMPLOYEES.

National Radio Research

8585 N. STEMMONS FREEWAY — SUITE 922
DALLAS, TEXAS 75247 (214) 630-2521 (Collect)

Rocky Mountain network affiliate looking for uniquely qualified individual for news. Must be able to prepare and be talent on half-hour daily interview program and produce and co-host half-hour daily news show. Broad knowledge in many fields an essential. Salary based on experience. Send tape and resume to:

P.O. Box 17000
Denver, Colorado 80217
An Equal Opportunity Employer

Situations Wanted Sales

SALES/SERVICE REPRESENTATIVE
Young family man, 32, seeking solid career opportunity. Desire to represent manufacturer or company marketing nontechnical products or services to the broadcast industry. Five years of station experience coupled with two years of outstanding non broadcast sales/service indicate excellent potential for your company's continued success.

Box F-45, BROADCASTING

Wanted To Buy Stations

Veteran broadcaster experienced in making stations work wants to buy marginal AM, FM, or TV in top 100 markets. Would also consider outstanding CP for TV station which has gone dark. Reply:

Box F-27, BROADCASTING

Situations Wanted News

WEATHERCASTER

Recent college grad seeks weathercaster position. B.S. in Journalism. College meteorology. National Severe Storms Lab Observer 6 years. Strong background in broadcast news and advertising. UPI news award. Professional Assoc.: American Meteorological Society and Sigma Delta Chi.

Box F-36, BROADCASTING

ATTENTION OWNERS

We want your station! A financially qualified group of broadcasters seeks a new acquisition. We consider potential more important than current performance. Single station markets preferred.

Box F-99, BROADCASTING

Client wants to buy AM-FM or TV
\$600,000 to \$2,500,000
Western or Southwest preferred

Herklotz & Associates
1900 Avenue of the Stars
Century City, California 90067
(213) 277-3526

BROADCASTING

ORDER FORM

— NEXT PAGE —

For Sale Stations Continued

WEST

5 kw non-directional daytimer in a dynamic top 25 growth market. All electronics brand new. Super signal. Super potential. Needs new energy in sales, promotion and management. \$485,000 on enticing terms.

SOUTHWEST

Fulltime in top 100 market literally exploding with growth. Rated #1 in metro! And billings have not yet caught up with ratings. Well equipped. Excellent staff and management. A cream puff operation with room to appreciate. \$790,000 on terms.



SOVRAN ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

KQZACKO

That's Polish for some of the finest service you ever experienced from a media broker. Dick Kozacko can be reached at our Elmira office. He has a loyal following among both buyers and sellers because he serves them so well. He'll serve you well, too. Drop Dick a note or give him a call. It can be profitable action for you. He's an important man in America's fastest-growing media brokerage firm. Dick is where the action is!

Ask Dick Kozacko about our southern New England "best buy" property. It's an AM in a single station market with unusual growth potential. Attractive terms are available to qualified buyers at an asking price of \$425M. You'll want the details on this one. Reach Dick or Keith Horton at our Elmira office or our New England associate, Bob Kimel, 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

Profitable, small to medium market television station with network affiliation. Exceptionally well priced at under two times last year's gross revenues. Serious cash buyer.

Box F-117, BROADCASTING

If you need help, the right job . . . or for any needs related to Broadcasting:

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

For Sale Stations Continued

Gulf South M.W.	Small Metro Sub	AM & FM Fulltime AM & FM	\$165M 800M 485M	Terms Nego Terms	M.W. MidAtl S.W.	Small Metro Major	Daytime Profitable FM	\$260M 825M 2.5MM	Terms Cash Terms
-----------------	-----------------	--------------------------	------------------	------------------	------------------	-------------------	-----------------------	-------------------	------------------



CHAPMAN ASSOCIATES
business brokerage service

Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Daytime AM with companion, under developed FM in suburban market, priced at \$600,000 cash, \$100,000 of real estate, poor billing record but good major market potential for FM success.

Box F-118, BROADCASTING

Profitable 5,000 watt regional station in a major market excellent ratings, large market, sale necessitated by other corporate factors, asking \$5,000,000 cash.

Box F-120, BROADCASTING

Medium market Florida station with excellent growth record, includes valuable real estate, good rating trend, \$1,000,000 cash net to seller, no brokers please.

Box F-119, BROADCASTING

Super facility in top 25 markets, would be considered an "under-achiever." Facility is unique in coverage. Priced at \$4,000,000 cash.

Box F-121, BROADCASTING

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

Man in motion: MPC's Ken Joseph

Although he is more desk-bound these days as executive vice president in charge of worldwide syndication for Metromedia Producers Corp., Ken Joseph still professes that no one in the syndication business "can afford to be an armchair executive." Mr. Joseph recalls that in his more peripatetic days with SESAC he would visit five cities in one day, calling on as many as 25 stations. That rather arduous road schedule has now been reduced; he travels about one third of the time for MPC, yet in recent weeks he was in such scattered locales as Boston, Los Angeles and Tampa, Fla.

Ken Joseph definitely is no stranger to airports, rent-a-cars and hotels. Like so many programming company executives who honed their crafts in the syndication field during the frontier days of early television, Mr. Joseph once traveled incessantly throughout the country, selling the products of such firms as Ziv Television Programs, Four Star Television, Independent Television Corp., and, since 1970, MPC. Today, he cites that market-by-market groundwork as invaluable, for he has become intimately acquainted with innumerable individual stations and their executives from coast to coast.

Mr. Joseph not only travels on his job, he has traveled from his original intentions for a career—he wanted to be a lawyer and follow in the footsteps of an uncle, Lazarus Joseph, a well known New York attorney and political figure who once served as the city's controller. Ken Joseph remembers tagging along with his uncle to various political meetings where he met many of the luminaries in the Democratic party at the local, state and national level.

So the younger Mr. Joseph entered Syracuse University in 1940 and enrolled in the pre-law curriculum. But he was deflected from that goal when friends of his, convinced that he had perfect pipes for radio, persuaded him to audition for a part-time slot on local WOLF(AM). He tried out, made the team, and was immediately infected with, as he says, "radiitis." Returning home to New York for the summer of 1941, Mr. Joseph, still suffering this broadcast malady, decided not to return to school in the fall and to land another announcing job while awaiting service in the expected war. He scratched his itch for radio with not one but two jobs—a daytime tour of duty at WLIB(AM), then the "voice of liberty," and the graveyard shift at WEVD(AM), where, he remembers, he did the announcing on *Jimmy Hayden's Irish Memories*. He wonders today whether anybody remembers the program.

He enlisted in the Navy shortly after



Kenneth Joseph—executive VP in charge of worldwide syndication, Metromedia Producers Corp.; b. July 15, 1922, New York; Syracuse University, 1940-41; part-time announcer, WOLF(AM) Syracuse, N.Y., 1940-41; announcer, WLIB(AM) New York and WEVD(AM) New York, 1941-42; radarman, second class, U.S. Navy, 1942-46; announcer, WNYC(AM) New York, 1946-47; program manager, WNYC, 1947-48; general manager, WGNR(FM) New Rochelle, N.Y., 1948; salesman, SESAC Inc., New York, 1949-51; salesman, World Broadcasting System, New York, 1951-56; salesman, later sales manager, Economee Division, Ziv Television Programs, 1956-65; executive vice president, Four Star Entertainment Corp., New York, 1965-68; VP in charge of syndication, Independent Television Corp., New York, 1968-70; VP in charge of syndication, Metromedia Producers Corp., 1970-72; executive VP in charge of worldwide syndication, present post, 1972; m. Rhoda Hoffman, 1967.

Pearl Harbor, and before he got to see the U.S. as a salesman, he "saw the world" as a radarman, second class, participating in invasions of Africa and of islands in the South Pacific—although, he volunteers with characteristic candor, he "really wasn't in much danger."

Back in his civvies after the war, he took a job as an announcer with WNYC(AM) New York, a station owned by the city. In 1947, he was appointed program manager of the station. In the following year, he invested in and be-

came general manager of WGNR(FM) New Rochelle, N.Y. The station failed shortly thereafter, leaving Mr. Joseph thousands of dollars in debt.

"I figured the quickest way to pay off that debt was to become a road salesman, and I joined SESAC," he now says matter of factly. He sold syndicated radio for that organization and the World Broadcasting System, a division of the Frederic W. Ziv Co., until 1956 when he moved over to television with the Economee Division of Ziv Television Programs, which marketed Ziv reruns. He has been a TV syndication man ever since.

In that role, he opines that the FCC's revised prime-time-access rule, which is under appeal in the courts, has done "irreparable harm to many companies." But, although he concedes that the revised rule will be no boon to MPC domestic sales, he says that 1973 was a "record-breaking" year for his company and "1974 should be as good domestically and will be considerably better internationally."

So despite the inhibiting effect of the new rule, he sees MPC flourishing this year with such marketable series as the *Merv Griffin Show* (in more than 100 U.S. markets), *Truth or Consequences* (in 157 markets), *That Girl* (76 markets) and *National Geographic* specials (in more than 150 markets).

To further bolster its position, MPC has recently released its first package of features for television, the *MPC Premium Package I*, eight made-for-TV movies. The company is also in the process of producing its own films and in acquiring others. On the horizon is a package of one-hour programs, *The Undersea World of Jacques Cousteau*, which will total 32 by the end of the 1974-75 season.

The man who will be on the road so frequently to keep MPC's sales of these programs growing is tall and solidly built with an engaging, outgoing manner. He still has his announcer's voice, with its hint of Humphrey Bogart. His colleagues attest that he is a hard-driving, persistent individual who doesn't give up easily on a sales prospect, although he gives the impression of being an easy-going, light-hearted person.

Golf is his favorite form of relaxation; close behind is the theater. His wife, Rhoda, was a dancer in the original production of "Oklahoma" and also appeared in "Best Foot Forward" and "Beat the Band." And, from his earlier days, when he mingled with the mighty via his uncle, he still maintains an interest in politics. But, he confesses, his work and travel schedule keep him from the active involvement he once sought in government.

Editorials

Show and tell

In speeches to the American Advertising Federation last week the chairman of the Federal Trade Commission provided new details of his plans to regulate television advertising directed to the young, and the chairman of the FCC spoke again of regulating children's advertising and programming. The talks only confirmed what has been apparent for some time: Television broadcasters and their advertisers are getting nowhere in persuading Washington that their interest in children goes beyond commercial exploitation.

Network executives allocate significant budgets to the improvement and diversification of programming. Subscribers to the National Association of Broadcasters' television code accept restrictions on content and quantity of commercials. The Council of Better Business Bureaus adds a special children's unit to its National Advertising Division with instructions to apply fine screening to children's advertising. Singly and cumulatively, the efforts draw yawns or scorn. Only the consumer activists who have made this a crusade are getting through to government.

The problem is that Washington regulators and legislators are acting with scant knowledge of what is really going on. They are too busy to watch children's television, which by definition is broadcast at times convenient to the young but not to adults. They are getting their impressions of scheduling and content not from the tube itself but from the critics whose next foundation grant depends upon their making the worst case possible for television.

It seems to us that broadcasters can counteract the distortion of their work only by exhibiting the reality. Before the FCC and FTC rush headlong into rules that must inevitably repress innovation, broadcasters ought to make a serious effort to demonstrate what they are doing and what they have planned. There were signs last week that networks may make individual efforts to educate Washington, as the lead story in this issue reports.

Why not a presentation of a representative sample of the children's programming and advertising that is on the air? Surely the NAB could coordinate a joint production by the networks, of tolerable length but in plausible detail. The purpose would be to give key figures in Washington an undistorted picture.

If network officials believe what they say, they would surely welcome a chance to show what they have done and are committed to do.

Oil slick

It just may be that the refusal by the television networks to carry "editorial" commercials for Mobil Oil has given the company a forum it would otherwise have been denied. In speeches and public statements that are attracting extensive news coverage, Mobil officials are getting across their points that oil profits are reasonable, that impressions to the contrary arise from hostile or misinformed reporting and that Mobil has been unfairly denied network exposure for its views, despite its offer to pay not only for its own messages but also for countercommercials that might be demanded (*Broadcasting*, April 1).

The whole Mobil case was argued at length again last week by Rawleigh Warner Jr., chairman of the company, in a New York address that is reported elsewhere in this issue. The news accounts that came to our attention made the case at least as tellingly as any Mobil commercial could

make it. Mobil is shrewdly capitalizing on a public-relations opportunity it never would have had if the networks had accepted its paid messages.

As for the networks, they have exercised their right to exclude advertising that does not meet their standards. Mobil may question their judgment, but it cannot question their right. If the right is ever withdrawn, television will be corrupted from coherent organ of information to mechanical conveyor of anybody's babble. And then its destruction as mass medium would be only a matter of time.

Poles apart

In separate forums on the same day, May 31, two distinguished broadcasters delivered serious and documented arguments for repeal of the fairness doctrine. Four days later the chairman of the FCC publicly endorsed what is understood to be the substance of a fairness policy statement now under FCC consideration (*Broadcasting*, May 20). As has been true since the FCC first enunciated a fairness doctrine in 1949, it and broadcasters are on different wavelengths.

William S. Paley, CBS chairman, and Julian Goodman, NBC chairman, were eloquent in their indictments of the doctrine (*Broadcasting*, June 3). Mr. Paley's address took on special meaning for his selection of that subject above all others for one of the very few major appearances he has made in recent years. Mr. Goodman, as a veteran broadcast journalist, speaks with personal knowledge of the doctrine's insidious effects.

FCC Chairman Richard E. Wiley's discussion of fairness at the American Advertising Federation conference last week made no reference to the Paley or Goodman positions. Mr. Wiley is obviously in agreement with a staff draft that would eliminate the fairness doctrine's application to commercials, except those expressing a controversial opinion, but retain it for everything else.

There is in this new FCC approach a curious perversion of constitutional reasoning. By requiring all programming and "editorial" advertising to conform to fairness rules while exempting other advertising from the doctrine, the commission is according sales messages a higher First Amendment standing than broadcast journalism rates.

Never mind. The more the government tinkers with any fairness doctrine, the more it violates the fundamental principle of freedom of the broadcast press. Some time the courts will understand that.



Drawn for *Broadcasting* by Jack Schmidt
"Who's distilling booze in the stand-by multiplexer?"

**WGN Continental
Broadcasting Company
is pleased to announce,
effective June 3, 1974,
Buckley Radio Sales
has been appointed
national radio sales
representative
for WGN Radio, Chicago
and KDAL Radio,
Duluth/Superior**

New York — Daniel W. Seslar	Los Angeles — Cy Ostrup
Detroit — Thomas J. Beauvais	San Francisco — Lloyd McGovern
Atlanta — Thomas R. Blose	Dallas — Jo Anne Abernathy
St. Louis — Samuel L. Hall, Jr.	Boston — Robert C. Costello (Hartford)
Chicago (outside 50-mile radius) — Arne Ramberg	

The Hyett Company, Minneapolis, and Glen-Warren Broadcast Sales Division,
Canada, continue to serve WGN and KDAL in those respective areas.



WGN Continental Broadcasting Company

FREE
260 - 90 sec. shows

Odyssey

starring

Vincent Price



Listen to what your station can bring to town.

You're invited to experience ODYSSEY. ODYSSEY is 260 fully produced programs starring Vincent Price, whose distinguished career in the theatre, motion pictures, radio and television, has made him known as *the master storyteller*.

ODYSSEY is more than a radio show. ODYSSEY is audio images vocally painted by Vincent Price, the artist.

ODYSSEY'S spectrum ranges from reality to the baffling world of the unexplained.

ODYSSEY is beautifully tailored to local sponsorship.

ODYSSEY is yours FREE for the asking.

Call our toll free number
(800) 421-0820 now...or write:

Order your demo today...

To reserve the exclusive in your market send to

Vincent Price

BLANC COMMUNICATIONS CORPORATION
THIRD FLOOR • 9454 WILSHIRE BLVD.
BEVERLY HILLS, CALIFORNIA 90212

for your FREE demo tape and complete information

STATION _____

NAME _____

ADDRESS _____
(STREET)

(CITY)

(STATE)

(ZIP)