

Broadcasting's turn in impeachment arena
Pros, cons again join issue on crossownership

Broadcasting Jul 29

The newswweekly of broadcasting and allied arts

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NEWSPAPER

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News about news. TV news, dependable audience-getter any time, demonstrates its strength even more dramatically when entertainment rerun season starts. That's proved anew in Arbitron TV's latest report listing top-25 programs in country's top-50 markets in May. News ranked among top-25 programs in all of those markets except Los Angeles (seven more than in February-March report), represented one-fourth of all programs making or tying for top-25 positions (25.7% versus 17.3% in February-March) and averaged 7.1 top-25 positions per market (versus 4.8 before). Newscasts were highest-rated shows in four markets, ranked one-two-three in Oklahoma City and were sole competitors in three-way tie for first in St. Louis. In 17 markets 10 or more newscasts placed in top 25; in four, total reached 13.

Arbitron report also turns up mystifying phenomenon: Highest-rated news shows, whether local or network, were on Wednesday or Thursday almost nine times as often as on all other nights combined, and were on Wednesday more than twice as often as on Thursday. Researchers say they're intrigued but have no ready explanation beyond surmise that viewers' midweek lifestyles may somehow figure in. Whatever reason, it's not simply rerun-season aberration: Similar trend is apparent in February-March report, which shows three out of four top-rated newscasts were on Wednesday or Thursday, three out of five on Wednesday.

Is comparison odious? National Advertising Review Board is reported to be setting up consultative panel to investigate entire area of comparative advertising on television. Four members of five-man panel already have been chosen and fifth is to be named soon. Panel will issue position paper once investigation is completed.

Staffing up. Freshman FCC Commissioner Glen O. Robinson has picked legal aide—Daniel Polsby, now with Washington law firm of Wilmer, Cutler & Pickering and former student of commissioner's at University of Minnesota Law School. Commissioner Robinson expects to forgo engineering aide and add economist to his staff instead. Like other aides, economist can be Grade 15, draw salary of \$27,000 to \$36,000.

Other brand-new commissioner, Abbott Washburn, last week had winnowed list of applicants for his legal assistant to about three, expects to make decision this week. He is not certain yet whether he will seek engineering aide; depends on area in which he specializes. But if, as seems likely in view of his background in Intelsat, he concentrates on international communications and common carrier work, he will look for engineering help. Meanwhile, he has picked confidential assistant, Kathy Toms, formerly with Office of Telecommunications Policy, where Mr. Washburn served as consultant.

Cooking. Though no transactions have been completed for sell-off of radio and TV properties held by Knight and Ridder newspaper groups to pave way for their \$174-million merger (*Broadcasting*, July 15 et seq.), conversations were under way last week with each group. Robert Ridder, president of that chain's broadcast prop-

erties, said he had designated R.C. Crisler & Co., Cincinnati broker, to handle negotiations for sale of Ridder's interest in WCCO-AM-FM-TV Minneapolis and of wholly owned KSSM(AM) Colorado Springs, KSDN(AM) Aberdeen, S.D., and WDSM(AM) Superior, Wis.

Knight Newspapers owns 45% of Group One Broadcasting Co., which includes WAKR-AM-TV and WAEZ(FM) Akron, Ohio; KLZ-AM-FM Denver; WONE(AM) and WTUE(FM) Dayton, Ohio, and KBOX(AM)-KTLC(FM) Dallas. Other 55% is owned by Roger Berk family, Akron, presumed to be among bidders for Knight holdings.

Futures. At least one major media brokerage is advising clients to mark "paid under protest" on checks made out to FCC for station transfer fees. Theory is that this establishes precedent for ultimate recovery of at least part of fees when litigation and revisions of fee schedule are finally resolved.

Search goes on. Looks now as though Television Bureau of Advertising's search and executive committees are expected to be in position to nominate new TVB president by early September. Round of interviews two weeks ago covered nine potential candidates (*Broadcasting*, July 22). But though they reportedly narrowed field considerably, sources close to search say, they were sufficiently short of consensus on one man that they decided to keep looking. They're talking now of prospect that committees may meet shortly after Labor Day.

Among those interviewed or considered thus far: James E. Duffy, ABC-TV; Don Durgin, NBC-TV; Thomas Dawson, recently of baseball commissioner's office, formerly CBS-TV; John Gilbert, Television News (TVN); George Huntington, TVB; Greg Lincoln, CBS TV Stations; Dick Noll, Tele-Rep; John M. Otter, formerly NBC-TV, now consultant on corporate underwriting at non-commercial WNET New York (see page 43), and Roger Rice, Cox Broadcasting. Persistent reports say remaining favorites at end of first round are Mr. Otter, who had been picked for job in aborted realignment year ago, and Mr. Rice.

Black is brighter. Specialists say black radio advertising has been soft in recent months, but stronger than some other increments of radio business. And they're taking comfort in development of new-to-black-radio accounts from such major advertisers as S.C. Johnson (Edge shave cream), Reynolds Wrap, Woolworth's stores, Celanese Corp., Iberia airlines and K-Mart stores.

Another first? Broadcast trade association spokesmen rather than corporate heads will be on Wall Street firing line on July 29. At invitation of J.G. Tsai & Co., five association executives, headed by Vincent T. Wasilewski, president, National Association of Broadcasters, will answer questions of some two dozen institutional portfolio managers and analysts and other members of investment community.

Others on trade association panel at Chase Manhattan Bank Plaza (3:30-5 p.m.) will be NAB's Grover Cobb, senior executive vice president; John B. Summers, general counsel; Miles David for Radio Advertising Bureau and one official of Television Bureau of Advertising.

Top of the Week

Old words, new ears. FCC's broadcast-newspaper cross-ownership inquiry has been around for four years. But with one exception, the present commissioners haven't. Thus, last week's oral argument on the issue served as orientation for new regulators and as chance for both sides to echo prior sentiments. **Page 16.**

Old words, old ears. Citizen groups get another chance to take potshots at renewal bill as Pastore unit reconvenes hearings. But despite shortage of proponents among those offering testimony, most senators appear unmoved by criticisms. **Page 18.**

Singing praises. CBS promotion chief Lou Dorfsman has struck paydirt in his latest attempt to convey supremacy of his organization to viewers. His "wandering minstrel" has been called everything from a gay to a sex symbol, but his effectiveness in bringing home message remains undisputed. **Page 21.**

Like it is. Robert Choate feels ABC and CBS have obligation to educate young viewers about nature of commercials networks bring their way. Networks feel otherwise. Accordingly, group asks FCC to intervene in its behalf. **Page 22.**

Comparative clash. Gillette Co.'s ad for its Tame creme rinse makes mention of competitor, Alberto-Culver's Alberto Balsam. A-C shows what it thinks of that in filing \$7 million suit charging fraud against Gillette and its agency, J. Walter Thompson Co. **Page 27.**

Landmarks. As broadcasting ventures into House hearing room for first time to record Judiciary Committee's historic impeachment debate, the book of precedents comes in for significant revisions. **Page 29.**

Return. Henry Geller seems engaged in mission to restructure some of the major FCC policies he helped maintain as agency's general counsel. His latest target: the fairness doctrine. **Page 30.**

Another round. Should cable operators be compensated when a franchise falls by wayside? That's pertinent question in FCC's latest clarification proceeding. **Page 32.**

Goof. John Dexter Worthington may be having some second thoughts over his decision to scream payola when WMEX(AM) Boston took major effort of his CMCA Records off its playlist. Action threatens firm with loss of lucrative distribution contract and no small amount of bad PR. **Page 34.**

Rubbing it in. Savoring their judicial victory in prime-time access dispute, independent producers prod FCC to disclose how it intends to follow through with court directive. **Page 36.**

Forced coexistence. Despite EIA objections, House subcommittee finds little fault with all-channel radio legislation. Support from Wiley, broadcasters and absence of auto interests at hearings serve as catalyst. **Page 39.**

Thumbs down. Citing anticompetitive ramifications, FCC staff recommends rejection of AT&T's hi-lo tariff approach for news services. **Page 40.**

At home. Dan Pecaro has always had a particular affection for sports and movies. His career at WGN Continental gives him a chance to share that interest with the masses. **Page 57.**



A broadcast first as House Judiciary Chairman Peter Rodino gavels committee's debates on impeachment into session last week.

Networks face \$1 million daily ad loss as they take on historic impeachment coverage; strong ratings mark start

Big television audiences, bigger television costs: That's how broadcast coverage of House Judiciary Committee hearings on presidential impeachment could be summarized near end of last week's hearings that began Wednesday night (see page 29).

Best estimates available from sales sources Friday (July 26) were that advertising losses from network pre-emption of scheduled commercials could range up to \$750,000 or more per network per night, after such recoveries as may be obtained through make-goods, and that comparable daytime figure could reach \$250,000 or so. Network sources noted they have relatively few availabilities open in next few weeks that are of value comparable to scores that were being pre-empted for hearings, particularly at night. Initial check of station reps indicated affiliates may be relatively much better off in terms of making good their own pre-empted national advertising. Agencies for many national advertisers were said to have indicated willingness to accept make-goods later, though most will probably run in August rather than July.

TV set usage jumped 24% in New York during first night of live television coverage of impeachment hearings and was up 16% on second night, but impeachment audiences tailed off second night to little more than half (56%) of opening night's. In Los Angeles, where prime-time sessions were fringe-time show (5:15-8 p.m. PDT), set usage increased more modestly but, unlike New York, Los Angeles made impeachment sessions number-one attraction on both nights. Ratings for subsequent coverage — and national ratings for first two days as well — will be available this week. NBC had coverage Friday, and second round of network rotation was due to start with ABC on Saturday.

ABC had first day's coverage (Wednesday), with session entirely at night, and doubled its preceding Wednesday's audience with 15.6 Nielsen rating and 27 share in New York plus 10.3 and 24 in Los Angeles. This was well ahead of entertainment on CBS and NBC in Los Angeles. In New York it led NBC (8.9/15) but trailed CBS (20.1/34). On Thursday, with both day and night sessions and with CBS handling coverage, prime-time portion dropped to 8.8 rating in New York versus regular entertainment's 12.8 on NBC and 16.0 on ABC, but in Los Angeles hear-

ing coverage at 11.2 and 27 almost equalled NBC and ABC combined.

Homes using television (HUT) in New York rose to 59.8% on opening night, compared with 48.3% one week earlier, and on second night reached 53.0% as against 45.7% week before. In Los Angeles, HUT gains were estimated variously to be about 10% above "normal" on first day, about 2% ahead of week-ago levels on second.

Senate license renewal hearings winding down

Dozen more witnesses were unanimous in objection to House version of license renewal bill at last week's third session of hearings before Senate Communications Subcommittee (also see page 18).

Unannounced witnesses were four from New Jersey, including Senator Harrison Williams, Governor Brendan Byrne, Newark Mayor Kenneth Gibson and State Senator Thomas Kean. Governor Byrne noted New Jersey has no commercial VHF stations, said there was consequent void in news coverage of state. He said groups like New Jersey Coalition for Fair Broadcasting must rely on license renewals to negotiate for New Jersey programming on neighboring New York and Pennsylvania stations. "If Congress passes the pending legislation," governor said, "it further heightens possibility that New Jersey will continue to face news 'brownout.'"

Representing himself was former California Senator George Murphy, who suggested renewal legislation should include provision for examiners, presumably employed by federal government, to subject licensee performance to continuous review in light of public interest. Challenges would be accepted at any time that performance was judged below par. Mr. Murphy also complained that House bill may be retroactive, prompting Subcommittee Chairman John O. Pastore (D-R.I.) to say that he too is disturbed by tortuous wording in bill's Section 7. Bill seems to indicate provisions would apply to renewal proceedings already begun under existing rules.

Senator Pastore's remarks during hearings indicate he is committed to some form of legislation revising current renewal rules. To those witnesses who testified that no change is needed, senator said that if subcommittee sits on its hands, someone else in Senate is liable to act on own to attach renewal rider to another bill — with results objectors might like even less. Chairman further indicated his subcommittee will not take seriously House wording requiring only "minimal service" (language from House report) in face of petitions to deny.

One brief but heated exchange occurred between chairman and Roy Rugless, head of Rochester (N.Y.) Black Media Coalition, who said senator had not been listening to testimony of two previous witnesses from minority groups. "You did not show the respect that is due us so long," he said. Senator Pastore replied he had indeed been listening, even though after close to 75 witnesses, testimony had become repetitive. "If it's raining outside," he said, "I don't need 20 people to tell me so."

More movement at FCC

Appointments, reshuffling of key commission staff executives continued late last week. Joseph F. Zias, chief of Renewal and Transfer Division, was named supervisory attorney-advisor (assistant for review) in Office of Opinions and Review. He will be succeeded by Richard J. Shiben, chief of renewal branch. Roy J. Stewart, attorney in TV applications branch, named chief of transfer branch in Broadcast Bureau's Renewal and Transfer Division. Abraham A. Leib, of Cable Bureau's Certificates of Compliance Division, has been named chief of that unit. (For earlier appointments, see page 45).

Commission hears last word on crossownership, gets ready to draft rule; indications are that it will not call for blanket divestiture

FCC on Friday wound up two-and-one-half days of oral argument on proposal to break up multimedia holdings in same market, and plans to meet on Tuesday to begin shaping rule it will adopt. Questions commissioners asked of some 50 participants in proceeding reinforced widely held view that rule in its present form—limiting individual to one mass medium (except in case of AM-FM combination) per market will not be adopted. Chairman Richard E. Wiley will have alternatives for commissioners to consider at meeting tomorrow. He expects report and order to be written and adopted by end of year.

Last witness commission heard was former Chairman Rosel H. Hyde, who said commission should abandon proposal entirely and develop policy for dealing with undue concentration of media control on case-by-case basis. When Chairman Richard E. Wiley pointed out that pending license-renewal legislation (H.R. 12993) would, if enacted, prohibit that approach, Mr. Hyde said he is "dubious" about "wisdom" of that provision in bill. "It would take away the discretion you ought to have, as the divestiture rule would."

Mr. Hyde, who appeared as counsel for KSL-AM-FM-TV Salt Lake City, which is commonly owned by Mormon Church with *Deseret News*, said he understands his idea will not make him popular with newspaper-affiliated broadcasters concerned about license challenges based on concentration-of-control issue. But he said commission could make it clear in hearing process that newspaper affiliation does not set up adverse presumption.

Commission heard from long list of representatives of multi-media operations—most of them television-owning newspaper companies—who cited benefits they said flowed from such crossownership. They talked of local, civic-minded orientation of newspaper owners, importance of journalistic heritage, and of separation of staffs of newspaper and broadcast property.

Among those making argument were Clifford M. Kirtland Jr., president of Cox Broadcasting Corp., which operates WSB-AM-FM-TV Atlanta and is owned by company publishing two daily newspapers there, and Marcus Cohn, counsel for WHAS Inc., licensee of WHAS-AM-FM-TV Louisville and commonly owned with *Louisville Courier-Journal* and *Times*. Small-market operators were represented by companies like Effingham Broadcasting Co., which owns WRCA-AM-FM Effingham, Ill., and is affiliated with *Effingham Daily News*. And Allen Jensen, president and general manager of KID-AM-FM-TV Idaho Falls, Idaho, speaking for Rocky Mountain Broadcasters Association, said in areas like Rocky Mountains, "there has to be certain amount of economic concentration or else there will be no such thing as service or diversity at the local level."

Those opposing rule stressed so frequently that there was no evidence of abuse on part of crossowners and that commission should concern itself only with abuses, that commissioners began showing concern with situation they might confront if there were no rule. If commission felt compelled to consider abuses as they occurred, Commissioner Benjamin L. Hooks said at one point, it would become involved "in dealing with program content, then with the actions of the newspaper—with a whole thicket of things we ought not to be dealing with."

However, Commissioner James H. Quello said he had not noticed "any large public outcry for divestiture." And he noted that no television stations or newspapers facing competition from commonly owned media had come forward to complain.

One of minority of speakers calling for adoption of di-

vestiture rule was Sidney W. Dean Jr., chairman of communications committee of Americans for Democratic Action. He said dangers to free speech and press in television-news-paper combinations "are too great for the FCC to tolerate without clear evidence that the combination will not create irresistible incentives for unfair competitive practices and suppression of competition in news and information, circulation and advertising." He suggested criteria commission might adopt for determining kind of concentration that would require divestiture—for instance, if newspaper-owned television station were in area in which no other daily newspaper was published.

Hearst hoax causes news flap in L.A.

Radio-Television News Association of Southern California established committee to redraft code of professional conduct following Patty Hearst hoax last Wednesday night (July 24) in Los Angeles that saw thousands of people crowding into area of alleged apartment hideout. Incident occurred after Los Angeles Police Department advisory, transmitted by City News Service, was broadcast over KFI(AM). Report was picked up by other stations and media and brought news personnel and citizens flocking to scene before police had established control of area. New code, aimed to supersede one formulated in 1960's during civil disorders, will stress professional responsibility of news media and police in light of public's right to know. RTNA board deliberated four hours last Thursday night (July 25) with police representatives present. John Babcock, news assignment editor of KABC-TV and president of news group, suggested professional censure of reporters who disrupt police operations.

P&S, CCC merger alive again

Proposed merger of Pacific & Southern Broadcasting Co., New York, into Combined Communications Corp., Tucson, Ariz., in limbo for past six months, is coming to life. Firms have issued proxy statement announcing separate stockholders meetings in respective headquarters cities Aug. 12. Assuming approval, transaction could be consummated within two weeks.

Merger would bring remaining P&S broadcast assets (WXIA-TV Atlanta, WWDJ[FM] Hackensack, N.J., WSAI[AM]-WJDJ[FM] Cincinnati and KKDJ[FM] Los Angeles) into CCC portfolio that already includes six TV's and one AM-FM combination. Transaction was held up by possibility of adverse effects of energy crisis on CCC's outdoor advertising division. Deal calls for exchange of 0.6924 shares of CCC common stock for every outstanding P&S share. Appraisals of P&S's assets, on file with Securities and Exchange Commission, vary, but average is \$36.45 million. P&S has already spun off three of its radio properties to Jefferson Pilot Broadcasting Co. —WQXI-AM-FM Atlanta-Smyrna, Ga., and KIMN(AM) Denver—for \$15 million.

Ayer finds better treatment of spot TV

Latest report in continuing study by N. W. Ayer & Son, New York, on station handling of television commercials says "some headway" was achieved in 1973 in improving spot TV placements. Based on check of 199,136 spot TV commercials for packaged food products placed by Ayer during two-year period, study reveals during

1973 make-goods were required to correct 46 out of every 1,000 commercials, while the comparable figure in 1972 was 54. Other results of study by Ayer: in 1973, 18 out of every 1,000 commercials ordered were missing when station invoices were audited, as against 19 in 1972; only two commercials per 1,000 spots scheduled ran in totally unacceptable time period in 1973, compared with seven in 1972, and in 14 cases out of every 1,000, TV station ran wrong commercial in 1973 (unchanged from 1972).

Headliners



Lower



Sheehan



Hartz



Price



Schlosser



Pluntze

Elmer W. Lower, president of ABC News for past 11 years, named corporate staff officer and VP, corporate affairs, ABC Inc. He will be succeeded at ABC News by **William Sheehan**, now senior VP (story, page 31).

Jim Hartz, anchorman with NBC's WNBC-TV New York, named to succeed late Frank McGee as co-host of NBC-TV's *Today* show (story, page 36).

Frank Price, executive VP-production, Universal Television, Los Angeles, since 1973, named president. He succeeds Sidney Sheinberg, who was named president and chief operating officer of parent MCA Inc. last spring.

NBC President **Herbert S. Schlosser** named to receive National Conference of Christian and Jews' Brotherhood Award, its highest, at annual awards dinner Sept. 23 in Los Angeles, for "contributions to human understanding."

John R. (Jack) Pluntze, news director of Westinghouse Broadcasting's WBZ(AM) Boston, appointed chief of Group W Foreign News Service, with headquarters in London. He replaces **Gene Pell**, recently named Nieman Fellow in journalism at Harvard University for 1974-75 academic year. **Charles Bierbauer**, Group W bureau chief in Bonn, named foreign news editor in London. His successor has not been announced.

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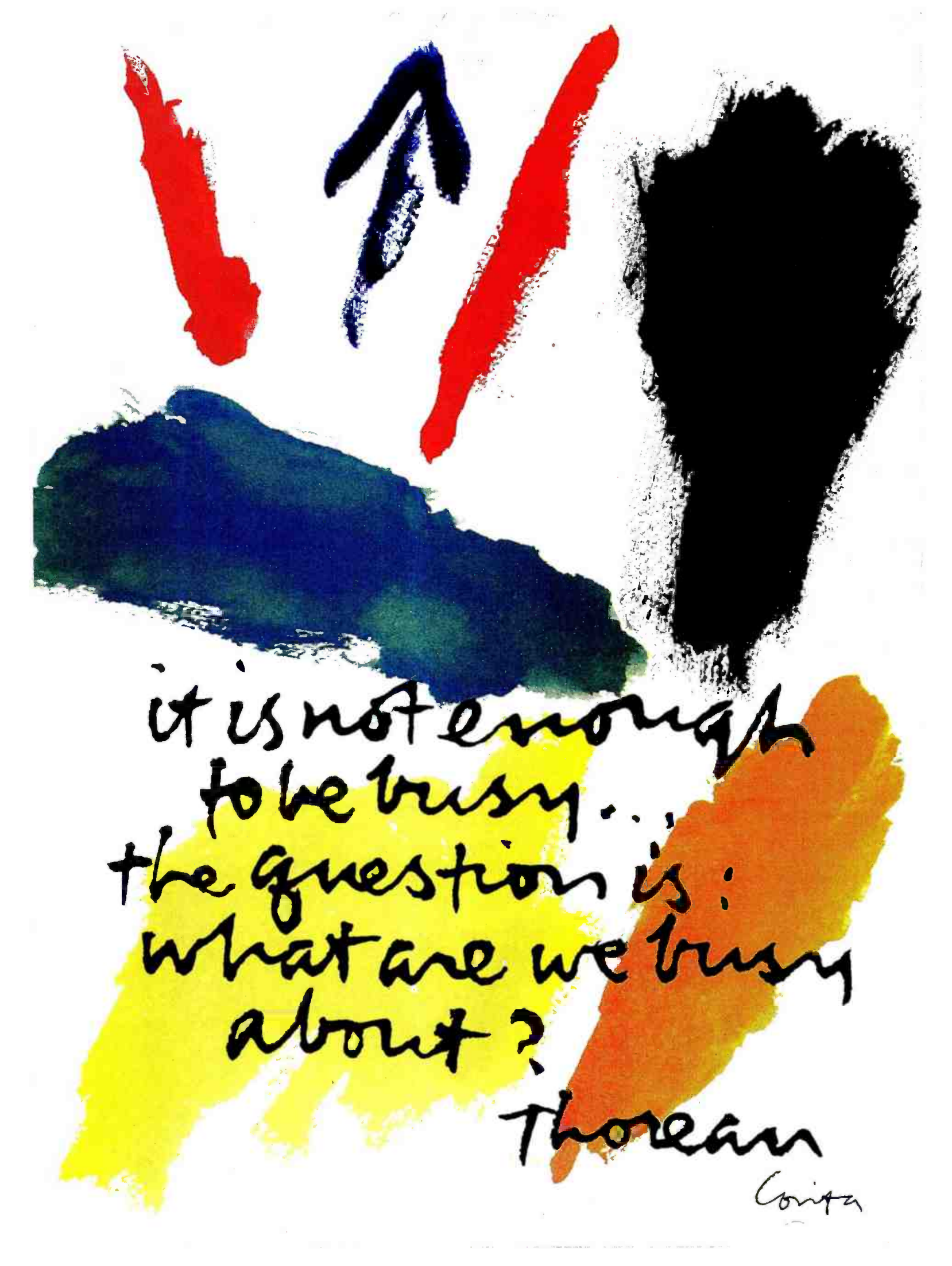
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Open Mike®

Getting the ground rules straight

EDITOR: So Representative Patsy Mink (D-Hawaii) says the National Chamber's *What's the Issue?* program raises "serious problems under the FCC's fairness doctrine" (BROADCASTING, July 15)?

Well, her intimidating letter to MBS and individual stations airing the program raises serious questions as to her own understanding of that doctrine. As I understand it, the doctrine requires only that over an unspecified period, a station must air opposing views on controversial subjects of public concern. There is absolutely no requirement for "equal" or even "nearly equal" time.

All that Representative Mink proved by her demands is that congressional clout can be used to scare stations into giving reply time that may not necessarily be deserved.—Hugh Guidi, *director of broadcast relations, Chamber of Commerce of the U.S., Washington.*

Adman's view

EDITOR: I read the interesting letter from William F. O'Shaughnessy, president of WVOX New Rochelle, N.Y., in the July 15 issue. I'm afraid that the gentleman missed the essential point.

He refers to radio programs that resemble "a platform or a community soapbox or a forum for the expression of many different viewpoints." I don't quarrel with that.

However, if Mr. O'Shaughnessy will tune his own station, he will find that nobody appears on the *Liberty Lobby* programs except the announcer. These five-minute programs are actually lead-ins for hard-selling, mail-order type commercials. The product that is advertised is a magazine that closely resembles Nazi publications. My quarrel is with radio station owners who are willing to accept that type of advertising.—Jack Geller, *vice president, Weiss & Geller, New York.*

Correcting the record

EDITOR: In the July 8 issue, in a story about WBNS-AM-FM-TV Columbus, Ohio, the following parenthetical statement appears: ". . . (the Wolfe family owns two daily newspapers and a Sunday newspaper as well as the stations). . ."

Since 1904, the E. W. Scripps Co. has owned and published a newspaper in Columbus, and continues to do so.—Edward W. Estlow, *general business manager, Scripps-Howard Newspapers, New York.*

(The reference to the Wolfe family ownership was lifted from the court's opinion, which said: "Appellant [the petitioners to deny] points out that the licensee's principals own not only the three WBNS stations, but also the Dispatch Publishing Co., publishers of two daily newspapers and a Sunday newspaper in Columbus." Whether or not the court accepted that representation as fact, the Wolfe family, as Mr. Estlow says, publishes only one Columbus newspaper, the *Dispatch*. The *Citizen-Journal* is owned by E. W. Scripps Co. The Wolfe's Dispatch Printing Co. acts as agent for Scripps in printing, circulating and selling advertising space in the *Citizen-Journal*, but the two newspapers are corporately and editorially separate.)

Good station marketing is not a hit or miss proposition



Station marketing programs have been around for years. Some work. Some don't. The broadcast specialists of Concerned Marketing provide proven, effective programs that eliminate the guesswork.



CONCERNED MARKETING COMPANY

Campbell Centre, 8350 North Central Expressway, Dallas, Texas 75206

Monday Memo.

A broadcast advertising commentary from Gay A. Mayer, president, MEM Inc., Northvale, N.J.

It's that extra thought and planning that make a winning radio campaign

As a major advertiser with many consumer products on the market, among them English Leather, I have often wondered why radio advertising is the Cinderella of the industry. The major thrust of most big-budget advertising campaigns is in the powerful step-sisters, TV and print. While they are no doubt effective, I have really never understood their magic spell on ad agencies. Why aren't agencies willing to recommend the broadest-based, most pervasive medium in America?

I've heard the excuses. The audience is too fragmented. Radio is too difficult to buy for an effective national campaign. Its hidden costs are high: for example, in media buying manpower. The creative people find it too difficult to create "memorable" advertising for radio. What you gain in cheaper per-minute costs you lose in the greater frequency necessary to drive the message home. There are no effective radio networks. And then the ultimate in self-delusion: The audience is there but you just can't reach it with the three "E's"—economy, efficiency, effectiveness.

The radio audience is not badly fragmented—it is wonderfully fragmented. Fragmentation is not a disadvantage. Furthermore, advertising people know it isn't. However, to make it work requires a crystal-clear conception of a product's market, along with an appropriate, well thought out campaign.

Generally, fragmentation is most useful in products connected with a special interest or industry. Hotels advertise in travel magazines. Drug companies advertise in physicians' periodicals. Those advertisers plug the holes between the special-interest audiences with the general mass audience of prime-time TV. That, by the way, is my idea of how best to use TV—to plug in the holes, not as the major thrust.

Rarely considered is the way fragmentation can be used for a general consumer product. For example, the primary English Leather toiletries market includes every male over 12. Its secondary market includes the females who buy for the males. Although network TV might be the obvious answer to such a broad-based marketing problem, I find the blandness that sometimes passes for "mass appeal" too ineffective. Then too, even a provocative commercial has to compete with three or four others in any given TV programming break. Consumers often do not remember the commercial, nor do they remember the brand name. In fact, they may confuse it with a competing product.

At MEM Inc. we purposely fragment



Gay A. Mayer (pictured with Roger McCluskey in the English Leather Special) was elected president of MEM Co. in January 1973, continuing the family tradition dating back to 1894 and company's founding by Mark Edward Mayer in Vienna. MEM is prominent in fragrance and toiletries industry, manufacturing products for men, women and children. Mr. Mayer joined MEM in 1964 and has served as assistant production manager, purchasing manager, traffic manager, vice president, operations, and executive VP. He was graduated in 1964 from Williams College, Williamstown, Mass.

our market. We then market specifically to those fragments, with special advertising, packaging, products, promotions, and media buying to reach those special-interest groups.

For example, we are heavily involved in auto racing. We are sponsors of Craig Breedlove's rocket car, as well as Tom McEwen's "Mongoose" dragster and funny car and the car Roger McCluskey drove in the 1974 Indianapolis 500. Each of these cars participates in different championship racing categories. Thus, each attracts different audiences in terms of interest and geographic locale. Yet all three form part of our market. They can identify with English Leather because we make an effort to identify with them.

The value of radio networks. We also market specifically to the other sports audiences that radio generates. Our skiing promotion is an example of a special-interest market program that takes advantage of a special-interest network. Our Timberline toiletries line which features an outdoorsy scent is most appealing to fans of outdoors sports. Thus we advertise on radio stations that report skiing conditions during the winter. Winter sports fans listen attentively for the weekend weather predictions. In doing so,

they also hear our commercial for Timberline. Chances are that the copy is read by their favorite announcer or disk jockey—another advantage of radio.

Such special interest networks exist also for auto racing, the PGA golf tour, and general sports information or feature programming. It is a worthwhile investment. Other networks which are effective are the major broadcasting companies—CBS, NBC, Mutual and the four ABC networks geared to contemporary living, information, entertainment and FM. Depending on the advertising purposes, media buyers can specify geographic region, weekly scatter plans, and special copy appropriate to each region.

Spot radio. One complaint of advertisers is that radio stations have such definite individual characters that advertising a general-appeal product on them will be too expensive in the long run. But if advertising is specifically written for a given station's audience, a higher percentage of listeners can be brought to the point-of-sale. The listener's favorite radio personality will read the copy. And since radio listeners tend to be more loyal to their stations than TV viewers, the frequency of commercials can be spread out over a greater time span.

Spot radio is most effective in conjunction with local and regional promotions. In fact, advertisers might want to consider such promotions to support their radio coverage instead of the other way around. Special tie-ins with department store chains, regional sports events, and holiday celebrations all augment the success of radio advertising. But without radio, such promotions are a waste of money.

For example, suppose the advertiser is planning a promotion in the St. Louis area. If he sponsors any prominent personalities, he would set up a special appearance schedule with the major department stores there. Copy geared to the stores' customer market and his product market would be prepared for radio. He would buy time appropriate to those audiences. He would also gear copy to the fans of the celebrity making the appearance. He might even have his public relations firm place the celebrity on a couple of local radio interviews. And, of course, the store splits the tab.

The results are that people come to see the celebrity promote the product in the department store. But also, nearly everyone in St. Louis — commuters, housewives, teen-agers, sports fans, inveterate shoppers—have all heard the product identified with something close to their own lives. They may not come to the personal appearance. But next time they are in the store, they may well pick up the product.

Memorable advertising. Let's discuss the effectiveness of radio advertising. Of

Datebook

■ indicates new or revised listing.

This week

July 30—New deadline for comments in notice of inquiry and proposed rulemaking concerning amending subpart F of part 76 of commission's rules and regulations with respect to network program exclusivity protection by cable television systems. Previous deadline, July 15.

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. 6-7—Senate Commerce Committee hearings on Office of Telecommunications Policy' public broadcasting long-range funding bill. New Senate Office Building, Washington.

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

Aug. 9-11—*Action for Children Television* conference, Music and Children's Programming. Concord Academy, Concord, Mass.

Aug. 9-16—*Seventh annual Atlanta International Film Festival* with competition in features, shorts, documentary, TV commercial, experimental and TV production categories. Atlanta.

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

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

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

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

Aug. 26—Deadline, extended from July 25, for comments to FCC on AM-FM program duplication. Deadline for reply comments extended from Aug. 26 to Sept. 30 (Docket 20016).

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

Aug. 27—New deadline for reply comments in notice of inquiry and proposed rulemaking concerning amending Subpart F of Part 76 of commission's rules and regulations with respect to network program exclusivity protection by cable television systems. Previous deadline, Aug. 12.

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. 14-16—*Maine Association of Broadcasters* annual meeting. Sebasco Lodge, Sebasco Estates, Me.

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. 18-20—*Minnesota Broadcasters Association* fall conference. Hibbing, Minn.

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

■ Sept. 20-22—*Florida Association of Broadcasters* fall conference. Hudson Millar Jr., WIRA(AM) Fort Pierce, chairman. St. Lucie Hilton.

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

course there are problems in reaching the consciousness of radio listeners who often listen while concentrating on other things, unlike a TV viewer who is totally involved in a story. Again, solving this problem requires clear objectives in advertising. The commercial must be placed during programing that inspires the listeners' close attention. The copy must speak to the individual in the audience. In this instance, some advertisers can't see the trees for the forest.

For example, with English Leather products, we emphasize sports. If Craig Breedlove's English Leather special is mentioned on the broadcast, followed by an English Leather commercial, we have achieved frequency of product-name mention without an extra time slot. Again, if winter sports fans are listening carefully for reports on weather conditions, they will hear the Timberline message that precedes it.

I must confess that I am somewhat unsympathetic with the creative department's malaise concerning radio commercials. It may well be more difficult to write effective copy for radio. True, the producer cannot control the way a local announcer may read his copy. That means that the copy has to be very nearly perfect. It must be written so that it cannot be misread. But I'm told this can be done. In view of the way people remember the old-time radio programs of the thirties and forties, I am convinced it can be done. It simply requires a commitment to the medium and discipline in the radio copywriter's craft.

Summing up. A lot has been written recently about "advertising clutter" on TV. Studies have been made proving that with the bombardment of messages during commercial breaks, the viewers are remembering less and less of what they see during that time. During any given two-minute break in programing, as many as four messages may be given. If that occurs five times in one program, there are 20 messages competing in the viewer's reluctant memory. It is too much to be effective. Under such conditions, frequency becomes just as important in TV advertising as in radio.

As both an advertiser and a consumer, I find the prospect of one primary medium for editorial and commercial messages intolerable. Print, radio and television all have their limitations. To depend upon only one taxes its abilities so much that its effectiveness deteriorates. For the audience, exposure to only one medium limits their horizons. And, for children to be exposed to only TV limits their ability to learn by other means.

Under the American system, the success of each station or publication depends upon its ability to attract advertising. But the entire responsibility for the success of radio as a medium does not lie wholly with the programing directors. Advertisers must be willing to use the medium—even if it means a little extra thought and planning. Advertisers must also be willing to help the radio editorial people experiment with programs to maintain the vitality of their broadcasting. Such vitality can only enhance the advertisers' commercial success.

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Come join us at the Rocky Mountain Broadcasters convention in Park City, Utah, July 30-Aug. 3. Suite 55. C'est Bon Hotel.



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Peter V. O'Reilly, 1730 M. St. N.W., Washington 20036, 202-872-1100.



SO WHAT'S NEWS?

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

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

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

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

If you want to know more, phone



McHUGH AND HOFFMAN, INC.

Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Sept. 23-24—National Cable Television Association board meeting. Rancho La Costa, Calif.

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

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

Sept. 24-27—CBS Radio network affiliates convention. Arizona Biltmore hotel, Phoenix.

Sept. 29 - Oct. 2—Nevada Broadcasters Association annual convention. Frontier hotel, Las Vegas.

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. 2-4—Tennessee Association of Broadcasters annual convention. Airport Hilton motel, Nashville.

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

Oct. 3-8—Women in Communications Inc. annual national meeting. Bellevue Stratford hotel, Philadelphia.

Oct. 4-8—American Women in Radio and Television midwest area conference. Sheraton Valley Forge, Valley Forge, Pa.

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

Oct. 6-8—North Carolina Association of Broadcasters annual convention. Great Smokies Hilton, Asheville, N.C.

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

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

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

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

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

Oct. 14-15—North Dakota Broadcasters Association

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.

Jan. 18-19, 1975—Florida Association of Broadcasters midwinter conference. Carl Glicker, WLOF(AM) Orlando, chairman.

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.

April 23-27, 1975—American Women in Radio and Television 24th annual convention. Continental Plaza hotel, Chicago.

June 22-25 1975—Florida Association of Broadcasters 40th annual convention. Don Clark, WDAE(AM) Tampa, chairman. Dutch Inn, Disneyworld.

fall meeting. Featured speaker: Vincent T. Wasilewski, National Association of Broadcasters president. Ramada Inn, Dickinson.

Oct. 16-18—Ohio Association of Broadcasters and the Indiana Broadcasters Association joint fall convention. Kings Island Inn, Mason, Ohio.

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

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

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

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

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

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

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

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

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

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

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

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

November

Nov. 1-3—Loyola University college radio conference. Lewis Towers Campus, Chicago.

Nov. 2-4—Texas Association of Broadcasters convention. Engineering conference and exhibits. Sheraton hotel, Dallas.

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

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

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

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

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

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

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

Nov. 19-20—National Cable Television Association board meeting. Watergate hotel, Washington.

Nov. 19-27—National Association of Farm Broadcasters seminar at sea. OE-2 Caribbean Islands cruise.

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

December

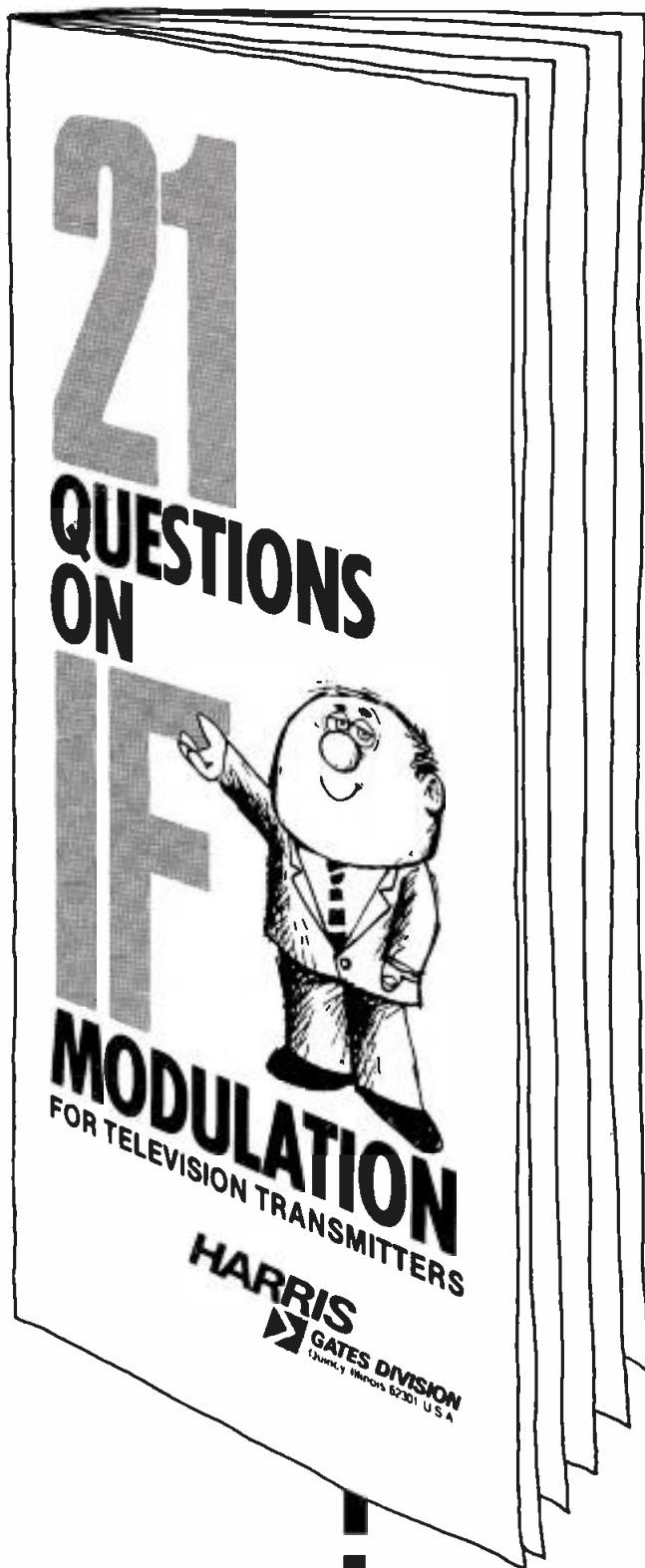
Dec. 2-5—National Association of Regulatory Utility Commissioners 86th annual convention. Town and Country hotel, San Diego.

Dec. 2-6—North American Broadcast Section, World Association for Christian Communication annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

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

January 1975

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



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Media

Old arguments, new impetus for action on crossownership

Biggest difference at FCC's latest exposition of issue is commission membership itself; additional element is citizen group involvement

Four years after it had issued the notice of proposed rulemaking, the FCC last week was in the final stages of deliberations on the question of whether it would require the breakup of commonly owned broadcast properties and newspapers in the same market. And although the make-up of the commission had changed drastically over the four years, the arguments on both sides had not.

The Department of Justice, which had originally suggested the rule that would bar anyone from owning more than a newspaper or a television station or an AM-FM combination in a market, was continuing to argue that, on economic theory alone, no one should be allowed to wield the power that, it says, goes with ownership of a television station and daily newspaper in the same market. Broadcasters and newspaper publishers and their attorneys—and they were in the vast majority at the argument—contended there was no evidence of the kind of abuse that would warrant such “radical surgery,” if indeed the commission had the authority to attempt it.

If there was one new element it was the presence of citizen groups supporting the proposal, some looking to it as a means of opening the door to black ownership of television stations. But countering them were representatives of stations owned by newspapers talking proudly of all that they had accomplished for their communities over the years.

The arguments were being made in two and a half days of oral argument, which began on Wednesday and were expected to provide the last word on which the commission would base a decision, at least tentatively, in the rule-making. Chairman Richard E. Wiley plans to call the commissioners together

this week to consider the matter and, he hopes, decide on instructions to the staff for drafting an order resolving the issue. He said several times that the commission would act speedily.

For most of the commissioners, the arguments were not terribly old hat. Only Commissioner Robert E. Lee was on the commission on March 25, 1970, when the notice of proposed rulemaking was adopted. He had concurred in the action with a statement in which he stressed that he had not made up his mind on the question of divestiture.

The questions from the bench did not seem particularly revealing of the commissioners' attitudes, at least on the first day. Commissioner Glen Robinson, who as a professor of law at the University of Minnesota had indicated he favored a strong anticoncentration-of-control policy as an alternative to government intervention in programing, challenged those who opposed the rule more often than those who did not. But he seemed to be trying to pin down arguments.

And observers found little basis for questioning the conventional wisdom that the proposed rule cannot command the support of a majority of the commission. Modifications, however, are expected to be considered. One possibility mentioned is a rule that would not require divestiture of holdings but would bar co-located crossownership prospectively. Another, suggested by questions Chairman Wiley asked, would be directed against particularly serious concentration of control situations, however “serious” might be defined, possibly a situation in which the only newspaper in a city owns the only television station and few if any outside broadcast signals are received.

Most attention on the part of the commission and parties seemed to focus on the first scheduled speaker—the Justice Department representative, Barry Grossman, acting deputy assistant attorney general in charge of the antitrust division.

Daily newspapers and television stations are the most effective means of advertising goods and services and of dispensing news, Mr. Grossman told the commission. And since “economics” limits the number of television stations and newspapers that serve individual markets, he added, common ownership of them in individual markets should not be allowed.

He was aware, Mr. Grossman said, of the arguments on the other side which hold that there is no evidence of abuse on the part of those owning newspapers and television stations. But, he said, such evidence is not necessary for the commis-

sion to act. The commission is not limited to “eliminating evil.” It is only necessary that commission action be taken in “reasonable expectation” of promoting competition and providing more diverse voices, he said. “Reasonableness of expectation is what should concern the commission.”

That position received vigorous dissent. First, there was Arthur B. Hanson, general counsel of the American Newspaper Publishers Association, who made it clear newspaper publishers resented being singled out as a class that could be barred from the ownership of local broadcast stations. That is treating publishers as “felons or aliens,” he said. And that, he added, is not possible under the Constitution. Furthermore, he said, the Justice Department's “attempt to persuade this commission through a rule-making proceeding, to enforce the antitrust laws, represents an invidious intrusion by an executive agency into the proceedings of an independent regulatory agency created by the Congress of the United States and answerable only to the Congress and the courts.”

Mr. Hanson, who speaks with some heat, appeared to push that argument a little far for the taste of some commissioners. Responded Chairman Wiley: “This is an independent regulatory agency; we'll make up our own minds.” When Mr. Hanson said he simply wanted Justice to understand that, Commissioner Ben Hooks retorted, “We understand that.”

ANPA's communications counsel, Aloysius B. McCabe, argued that there is no dearth of competing voices now, and that if forced divestiture did occur, local ownership of broadcast properties would give way to ownerships by distant banks, conglomerates, insurance companies—the only entities with the financial resources to buy television properties.

But in any case, the ANPA representatives said, the commission is dealing with a small and declining fraction of the nation's stations, as far as local newspaper ownership is concerned. Mr. Hanson said 83 out of more than 700 television stations and fewer than 400 AM and FM stations out of more than 7,500 are affiliated with local daily newspapers.

And Ernest Jenness, counsel for WTOP-TV Washington, which is owned by the *Washington Post*, said the department was wrong in assuming that diversity of voices is equated with diversity of ownership. Diversity of viewpoint, he said, “depends on the policy of stations to report and present news and opinion.” These attitudes, he added, “are part of a tradition of a free press, and are as



Justice's Grossman



NAPA's Hanson



NAB's Loevinger

likely to be found in newspaper-owned stations as in stations owned by other businesses."

Those who opposed the rule did not rule out commission action against cross-owned stations in specific cases. Frank Fletcher, counsel for WBen Inc., a subsidiary of the *Buffalo Evening News*, said the commission might develop a "laundry list of no-no's"—actions that it would consider contrary to the public interest on the part of the station. And the National Association of Broadcasters' special counsel on the crossownership issue, Lee Loevinger, said the license-renewal bill now pending before the Senate Communications Subcommittee would not prevent the commission from dealing with cases of abuse of power even though it would prohibit case-by-case consideration of such matters as cross-ownership or integration of management and ownership.

But a major argument of those opposing divestiture was the one Mr. Grossman had attempted to anticipate with his contention that such a rule would be "reasonable"—the lack of hard evidence that divestiture is needed. "Justice says, 'What we cannot prove, you must assume,'" said W. Theodore Pierson, counsel for Lee Enterprises Inc., the *Evening News Association* and *WKY Inc.* "This [proposal] is radical surgery for an ailment the proponents can't discover."

Mr. Loevinger, a former commissioner who served also as chief of the antitrust division, was particularly harsh on his former colleagues in Justice. He said that while broadcasters have sustained the burden of proof—in volumes of data submitted in earlier stages of the proceeding—the burden should be on those who want change, "who want to impose forfeitures and depreciation of investment" on those who would be obliged to sell properties.

And although the Department of Justice is rightly concerned with competition, it is barred from considering the public-interest, he said. "If the Department of Justice sees antitrust violation, its duty is to bring it to court." But, he said, "competition is one element in a determination of the public interest"—which is the FCC's concern—"but only one element."

The Justice Department's approach was a reasonable one to Stephen Barnett, a professor of law at the University of California at Berkeley. "The kind of power we are concerned with," he said, "is monopoly power in local markets." He said there are 60 cities in which the "monopoly" newspaper owns one or more radio stations, and 20 cities where the only newspaper owns the only television station. "There is no reason to assume that television from outside markets is an adequate substitute for local news and public affairs, and for local advertisers," he said.

And on the question of evidence of abuse that would support divestiture, he thought it was readily available. "There are media-aware people in cities who would laugh at the notion that there is no impact from crossownership," he said.

The citizen groups had no trouble finding grounds for supporting the proposal. Indeed, Frank Lloyd of Citizens Communications Center, who represented the National Citizens Committee for Broadcasting, said citizen groups have been raising the question of concentration of control of media in renewal proceedings since 1969. The need for such a rule, which would provide for an "unmanaged marketplace," is particularly urgent now, he said, in view of recent commission decisions in the fairness report. He referred to the commission's barring application of the fairness doctrine to commercials and ruling out public access to the broadcast media.

Furthermore, he said, the divestiture route is freer of First Amendment problems than a case-by-case approach to abuses of power wielded by crossowned media. "You don't have to get involved with what's going on in the newsroom to get at abuses," he said.

And some citizens spoke for themselves. The National Black Media Coalition was represented by six members from chapters across the country—Rochester, N.Y.; New Haven, Conn.; Chicago; Houston, and Columbus, Ohio. Some talked of what they considered abuses of crossownership power in their respective cities; others of "black ideas and viewpoints [being] frozen out" of crossowned media.

And some said divestiture itself is not enough. Kujaatele Kwell, secretary of the coalition, said, "Guidelines must be developed which not only require divestiture, but which also increase diversity. Otherwise new rules might only recognize vested interest. Any new ruling must be conceived in the spirit of creating new opportunities for the previously deprived."

And James Alexander, of New Haven, put it more explicitly: A rule requiring divestiture should make it clear that black owners from the local community would "have the first opportunity to buy into the stations" being sold.

One of the crossownership situations complained of by the coalition representatives involved the *Houston Post* and its KPRC-AM-TV. It happened that Jack Harris, president of the television station, was in the audience, awaiting his turn to participate. He said newspaper ownership was a plus, and noted that KPRC-TV was the only one of three stations in Houston that was still locally owned. He also talked with pride of the manner in which it competes vigorously with the *Post*. "There is no reason why this ownership should be traded for one hundreds or thousands of miles away," he said.

Mr. Loevinger had been in the commission meeting room during the testimony of the National Black Media Coalition members, and in his remarks later described the testimony as "moving and persuasive." And he said that he and the NAB "favor and will fight for full equality of opportunity" for blacks and minority groups, "If some of the testimony presented was accurate and supported by evidence," he added, "some licensees should be disciplined—not for crossownership but for dishonesty, racism and discrimination."

The matters about which the coalition complained "must be rooted out," he said. But there is no easy solution. And the problems, he added, did not result from crossownership. Nor is it likely that divestiture would help blacks acquire stations. He said the law does not permit the commission to favor a particular transferee, and stations will sell for up to \$60 million.

Anti's have say on renewal bill

Second set of hearings before Pastore unit hears mostly from minority-oriented groups

As the bell sounded to begin round two of Senate license renewal hearings, the room was filled with witnesses eager to take a cut or two at the proposed renewal bill (H.R. 12993). When the first two days had ended, the legislation had found but three allies in a group of 24.

The hearings are being held by Senator John O. Pastore's (D-R.I.) Communications Subcommittee, which completed one set of hearings in June.

Comments for and against tended to follow tracks well worn in the first round of hearings. Current license challengers, for example, argue the bill would make incumbent license holders immune to challenge, with the certain result that broadcasters would become slothful and would lose sight of the public interest. (Among other things the bill would lengthen the license term to five years and would require holders to show "substantial" service to their communities against competing applications and "minimal" service against petitions to deny.)

Witnesses from minority groups, especially blacks, complained the bill is racist. They and representatives from public interest groups (such as the Greater Dallas-Fort Worth Coalition for the Free Flow of Information) said the bill weakens the petition to deny, the only weapon they said they have to gain access to broadcast programming.

Minorities have gained little as it is, said Errol E. Hunt, executive director, Urban League of Rhode Island. He added, "It is a sham to allow black and minority programs to be aired before people wake up, after they go to bed and while they are in church."

A lonely supporter of the bill this time around was the National Association of Broadcasters, represented by its president, Vincent T. Wasilewski. Mr. Wasilewski, in a prepared statement, expressed NAB's conviction that a five-year license term is not too long, that the bill does not foreclose new ownership of stations and that consumer and minority groups will not be frustrated in trying to get action on their complaints to broadcasters. The new legislation is needed to bring stability to the industry, said Mr. Wasilewski, so broadcasters can devote less time to litigation.

"We believe this to be a moderate piece of legislation which should not be obstructed by delaying tactics, which is what we see from certain opponents," Mr. Wasilewski said.

"Certain opponents" undoubtedly included Albert Kramer of Citizens Information Project, Washington, by some accounts the opposition's orchestrator. Mr. Kramer ran the hearings into overtime the first day while fencing with Chairman Pastore.

Mr. Kramer prefaced his remarks by

saying no license renewal legislation was needed at all, then launched into a 38-page statement outlining among other things a plan for rewarding broadcasters for community service with "preferences" over competing applicants. He called further for staggered license terms within a particular area and for systems to phase out co-located ownerships of newspapers and stations (BROADCASTING, June 17).

Ten pages into Mr. Kramer's statement a vexed Senator Pastore interrupted and complained of the plan's complexity. The senator confided he was under pressure from nearly all his colleagues in the Senate to pass a renewal bill. Mr. Kramer argued that a lot of senators just wanted the issue out of their hair and that if a bill is necessary at all, Senator Pastore need only push a provision for five-year staggered license terms to fulfill his political commitments.

The chairman replied he was obligated to find a reasonable solution to issues such as ascertainment standards and shot back, "If you think I can pass the Kramer bill in this Congress, my young man, you're mistaken."

Mr. Kramer had earlier aroused the chairman's ire when he used the word "blackmail" in describing tactics the NAB used to solicit letters of support from service organizations which use broadcast facilities. Mr. Kramer implied that some letters of support from religious leaders which Senator Pastore had previously read into the record may have been extorted from them by broadcasters who threatened to cut their programs. The implication was wholly rejected by the chairman.

A recurrent complaint about H.R. 12993 in the first two days of hearings was that the bill is retroactive. William G. Simon, president of Fidelity Television Inc., Los Angeles, said in his testimony that confusing wording in Section 7 of the bill conceals the fact that upon passage the bill would apply to all competing applications and petitions to deny which are now pending under the present law. Obviously their dispositions could change as a result. The test of a licensee's past performance, for example, would change and considerations of diversification and integration of ownership into management would be eliminated, Mr. Simon said. Fidelity is seeking the channel 9 facility now occupied by KHJ-TV Los Angeles.

Another license challenger who testified was R. Leslie Cizek Jr., vice president of Tropical Florida Broadcasting Co., which has gained attention as a contestant for Post-Newsweek's WPLG-TV Miami. Mr. Cizek decried reports in Washington and Florida which implied that Tropical Florida is a "handmaiden of the government" in Mr. Cizek's words, working with the White House to harm Post-Newsweek. Another license challenger at the hearings, Charles O. Blaisdell, contributed to Mr. Cizek's defense saying Tropical Florida was formed "fully two months before Watergate, at a time when the current administration was enjoying unprecedented popularity with the American people and a respectful reportage by

the *Washington Post* itself." Mr. Blaisdell is president of Multi-State Communications Inc., which is challenging RKO General Inc. for channel 9 in New York.

Among the witnesses the first day were a half dozen from Senator Pastore's home state of Rhode Island. One witness, in complaining that Italian-Americans are "always portrayed as mobsters" on television, aroused the senator, himself an Italian-American, to respond, "It's getting to be disgusting, absolutely disgusting. . . They could show more of men like Fermi, Rodino and Sirica."

Senator Howard Baker (R-Tenn.) said the hearing record will remain open for anyone who wishes to submit further comments until Aug. 7. But formal hearings will conclude this Wednesday.

Wiley cites flaws in Kramer renewal ideas

FCC chairman sides with Whitehead in opposing proposed legislation

FCC Chairman Richard E. Wiley has found the proposed license-renewal bill drafted by the Citizens Information Project no more appealing than did Clay T. Whitehead, director of the Office of Telecommunications Policy.

Mr. Whitehead two weeks ago said the proposal would not provide the stability of ownership that is one of its stated goals (BROADCASTING, July 15). Mr. Wiley last week said the proposal "fails to strike a reasonable balance" between "predictability and stability, on the one hand, and the competitive spur contemplated by the Communications Act, on the other."

Both officials submitted their views in response to requests from Senators Philip A. Hart (D-Mich.) and Howard Baker (R-Tenn.), members of the Senate Communications Subcommittee, for comments on the proposal submitted by CIP's Albert Kramer during hearings on license-renewal legislation. The proposal would require a successful challenger in a renewal/comparative proceeding to buy out the depreciated assets of the incumbent licensee or reimburse it for "unrecouped investment." It would also provide assurance that a newcomer could win in such a hearing if its proposals are "clearly superior" and if it could demonstrate a "very high probability" that the proposal will be implemented.

"If the incumbent has provided a strong and substantial service to the public, the comparative hearing standard should not interfere with the legitimate renewal expectancies implicit in the Act," Chairman Wiley wrote. "The incumbent should not lose its license based on preferences to be awarded a newcomer on 'paper promises' and 'financial capability.'" Such a standard, he added, does not strike the proper balance between the statutory goals of industry stability and the competitive spur.

Chairman Wiley also took the opportunity to state his opposition to the use of percentage guidelines for judging license programming performance. He said

the bill appears to reflect a misconception—that the public will be better served by a newcomer who can promise more informational programing. “Both the commission and the courts have recognized that performance in the public interest cannot be measured simply by a percentage test,” he said. “Programing responsive to a community’s problems, needs, and interests is the best standard by which to evaluate performance in the public interest,” he said.

Mr. Wiley also found the proposal wanting in that it would provide for case-by-case application of such criteria as integration of management and ownership and diversification of media ownership, which are the standards applied in nonrenewal comparative proceedings. Applying those criteria in renewal/comparative proceedings, he said, would inject “an undesirable element of instability” into the broadcast industry.

And the reimbursement standard provided for in the proposal, he added, “would not adequately counterbalance” it. “Indeed, in the long run, the public . . . may be the loser” if the application of such criteria could deprive it of “a strong, solid substantial service in favor of untested proposals.”

Media Briefs

Okay, but . . . Questioning equal employment practices, FCC conditionally granted license renewal and transfer of KLMR(AM) Lamar, Colo., from KLMR Inc. to Dennis Behan for \$477,325. Commission said both applications had deficient equal employment proposals and required station to submit list of community organizations contacted for job openings and detailed affirmative action statements with 1974 and 1975 employment reports.

Second look. Mexican-American group has filed notice in U.S. Court of Appeals, District of Columbia Circuit, that it will appeal FCC grant of renewal to University of New Mexico Board of Regents and city of Albuquerque, N.M., board of education for educational station KNME-TV Albuquerque. Appellants Alianza Federal de Mercedes, La Escuela del Rio del Norte de Nuevo Mejico, Santiago Tapia Y Anaya, Isabel Garcia and William L. Higgs asked court to overturn commission’s dismissal of their petition to deny, which claimed that KNME-TV had discriminated against chicanos and other minorities in programing and had violated fairness doctrine.

Second roadblock. Black group that filed petition to deny renewal of Call of Houston Inc.’s KCOH(AM) Houston last week filed petition to deny transfer of control of that station. John B. Coleman and Michael P. Petrizzo and others applied to FCC in June to buy 100% control of station from Robert C. Meeker estate for \$400,000. Alleging that applicants had made “no new promises” to improve situation, Black Citizens for Media Access said transfer should be



Revealed. Philanthropist and Coca-Cola pioneer Robert W. Woodruff, 84, made a rare appearance to receive the 12th annual 1974 “Shining Light” award co-sponsored by WSB(AM) Atlanta and the Atlanta Gas Light Co., in recognition of his service to humanity. Present at the ceremony in front of Coca-Cola’s world headquarters in Atlanta (l to r): W.L. Lee, president of Atlanta Gas Light; Elmo Ellis, vice president-general manager of WSB; Mr. Woodruff, and Luther Cain Jr., his long-time assistant. Among the “hard news” disclosed by WSB on that occasion: Mr. Woodruff’s anonymous donations of millions of dollars to community projects, including the purchase of three downtown plots for use as public parks. Mr. Woodruff is a former president and board chairman of Coca-Cola, remains a director.

denied for same reasons as petition to deny renewal—that KCOH has not served needs and interests of black-community and violated FCC rules on program-length commercials.

Judges’ manual. “Manual for Administrative Law Judges,” written by Merritt Ruhlcn, has been issued by Administrative Conference of U.S. Each procedural technique used at formal proceedings by federal administrative law judges is discussed from assignment to decision. Designed for both those new to profession and experienced judges, manual is meant as a general guide to procedural technique and is not specific to any particular agency. 2120 L Street, N.W., Washington 20037.

The unwanted. KPFA(FM) Berkeley, Calif., went off air July 23 after its staff of 45, including volunteers, went on strike, seeking removal of Roger Pritchard, manager, and Craig Pyes, program director. The listener-supported Pacifica station remained off air for second day July 24 as strikers and management moved to negotiate differences. Mr. Pyes, however, has announced resignation. Essence of difficulties, it is understood, is

Mr. Pritchard’s aim to restructure station’s organization.

One more time. Coordinating Committee of the Black Community, Topeka, Kan., last week asked FCC to reconsider rejection of its petition to deny renewal of nine Topeka stations. Late filing was due to misunderstanding of filing rules, committee said, and it urged commission to accept “new evidence” of job discrimination and programing inadequacies which it claimed would provide specificity that commission said original petition lacked. Stations involved are: WIBW-AM-FM-TV, KTSB(TV), KEWI(AM)-KSWT-FM, KTOP-AM-FM and WREN(AM). Commission itself has held up licenses of KTOP-AM-FM, WREN and KTSB pending resolution of FCC equal employment inquiries.

Beefed up radio. KASI(AM) Ames, Iowa, celebrated National Radio Month and National Beef Month with one shot. Union Story Trust and Savings Bank, Iowa Beef Industry Council and KASI gave away hind quarters of beef in exchange for antique radios from listeners, other beef prizes for those visiting display in bank lobby.

Consumer agency bill runs into rough water

Nixon says he'll veto measure; Senate filibuster possible

In the midst of floor debate last week on a bill creating a Consumer Protection Agency, President Nixon sent a message to the Senate that he will veto the legislation in its present form.

The Senate bill would give the agency wide-ranging power to intercede for consumers before federal agencies, including the FCC and courts. However, the measure specifically exempts FCC license-renewal proceedings from the agency's authority.

In a July 18 letter to Senator Carl T. Curtis (R-Neb.), President Nixon said that, while the bill under debate "is unacceptable," he might accept a substantially softened measure. The administration's major objections to the bill, as expressed in a May 15 letter by Office of Management and Budget Director Roy L. Ash to Senator Sam J. Ervin Jr. (D-N.C.), are that the agency would be too powerful and independent. But in his letter Mr. Ash also attacked the renewal exemption, which he said would exclude CPA from proceedings that "sometimes concern vital consumer interests." Such proceedings, he said, should be placed on an equal footing with other agency activities. The FCC exemption also has

been the target during floor debate of Senate Minority Whip Robert P. Griffin.

The possibility of a Nixon veto came as no surprise to the bill's supporters. But they were more concerned last week about prospects of a filibuster. That tactic, led by Senator Ervin, killed a similar measure the previous year, and while no such action had begun by the middle of last week, the bill's supporters were still apprehensive and could not say when a vote is likely to come.

TV station records are now subject to copying by public

FCC amends rules to conform with older policy allowing for reproduction of program logs

The FCC last week announced a rule change that would permit members of the public to reproduce records and materials in the public files of television station applicants, permittees and licensees. Under the new rule, stations must make their records available for machine reproduction provided that whoever wishes to make copies make such a request in person and pay "the reasonable cost of reproduction."

The commission said the new rule was warranted in light of a rule change last January that provided for public inspec-

tion and reproduction of television program logs. That action, it said, created the "anomalous situation" in which the public could copy the newly available material (the logs) but not material that had previously been public.

In taking the action, which resulted from a further notice of proposed rule-making, the commission said that the proposal had been approved, to varying degrees, by CBS, the National Association of Broadcasters, the National Citizens Committee for Broadcasting, the National Black Media Coalition and the Office of Communication of the United Church of Christ. The suggestion of CBS that parties wishing to copy be required to identify themselves beyond name and address was rejected by the commission as unnecessary, but it agreed to an NAB proposal that stations need not, though they may if they wish, comply with mail requests for copies.

At the suggestion of NAB and NCCB the FCC also set a requirement that requests be fulfilled "within a reasonable time, but which in no event shall be longer than seven days." This does not mean, however, that seven days should be the norm, the commission said, and it said that if problems arise it would take another look at the question in the future.

As for the "reasonable costs" requirement, the commission, noting that it has experienced no problems with this standard in the logging rule, said that it would be left to stations and requesting parties to determine what is reasonable. However, charges should not include personnel costs, it said, since that might discourage requests.

The FCC rejected the proposal of the NBMC that the rule change also be applied to radio stations. That question will be taken up in a later proceeding, it said.

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74-38

Changing Hands

Announced

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

▪ **WBAY-TV** Green Bay, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Nationwide Communications Inc. for figure in excess of \$5 million. Norbertine Fathers run St. Norberts College and own **WHBY(AM)** Appleton, Wis. Buyer is subsidiary of Nationwide Mutual Insurance Co. of Worthington, Ohio, and also owns **WNCI(FM)** Colum-

Honor back home. The Michigan state legislature has adopted a concurrent resolution paying tribute to James H. Quello on his confirmation as a member of the FCC. Mr. Quello, former manager of **WJR-AM-FM** Detroit, is the first resident of Michigan to serve on the commission. The resolution will be presented to Commissioner Quello at a luncheon today (July 29) at the Detroit Athletic Club.

bus, Ohio; WGAR(AM)-WNCR(FM) Cleveland; WATE-TV Knoxville, Tenn.; WLEE(AM) Richmond, Va., and WXEX-TV Petersburg, Va. It has received FCC approval to buy WFMM-FM Baltimore for \$950,000 and has applied for FCC approval to sell WRFD(AM) Columbus-Worthington, Ohio, for \$750,000 (BROADCASTING, July 22). WBAY-TV is CBS affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 1,200 feet above average terrain.

▪ KBYG(AM) Big Spring, Tex.: Sold by Howard County Broadcasting Inc. to KTFS Inc. for \$221,500 plus \$35,000 for covenant not to compete. Principals in seller are John H. Hicks and John H. Hicks III, who also own KLVI(AM)-KBPO(FM) Beaumont, KJAR(AM) Laredo, KLUF-AM-FM Lufkin and KRRV(AM) Sherman, all Texas. Principal buyer is Hugh D. Frizzell, who also owns KTFS(AM) Texarkana, Tex. KBYG operates on 1400 khz with 1 kw day, 250 w night. Broker: George Moore & Associates.

▪ KENE(AM) Toppenish, Wash.: Sold by John R. DiMeo, Don L. Downing and Al Winn to Donald R. Nelson for \$125,000. Mr. Nelson is general manager of KXLE-AM-FM Ellensburg, Wash., and, with Messrs. DiMeo and Downing, owns it and KBKW(AM) Aberdeen, Wash. His shares in those stations are being redeemed for \$15,000. KENE is daytimer on 1490 khz with 1 kw.

▪ KCRI(FM) Helena, Ark.: Sold by Radio Helena Inc. to Phillips County Broadcasters Inc. for \$85,000. Principal in seller is Charles D. Saunders, president. Principal in buyer, W. Barry Medlin, owns KAGH(AM) Crossett, Ark. KCRI is on 103.1 mhz with 3 kw and antenna 260 feet above average terrain. Broker: George Moore & Associates.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 46):

▪ WBLs(FM) New York: Sold by Judick Broadcasting Co. to ICBC Corp. for \$1,350,000. Principals in seller, Harry, Sylvia and Morris Novik (100%), also have interest in WPUT(AM) Brewster, N.Y. Parent of buyer is Inner City Broadcasting Corp., a black owned company that also owns WLIB(AM) New York. Among Inner City principals are Clarence Jones, publisher of *Amsterdam News*, New York, and singer Roberta Flack. WBLs(FM) is on 107.5 mhz with 2 kw horizontal, 1.45 kw vertical and antenna 1,220 feet above average terrain.

▪ KLMR(AM) Lamar, Colo.: Control of KLMR Inc. sold by Douglas D. Kahle (75% before, none after) to Dennis Behan (25% before, 100% after) for \$477,325. Mr. Behan, manager of KLMR, also has interest in KATO(AM) Safford, Ariz., KSIL(AM) Silver City, N.M., and Media Cable TV Systems Inc., Lamar. FCC granted application subject to equal employment conditions. KLMR operates full time on 920 khz with 5 kw day, 500 w night.

▪ WINW(AM) Canton, Ohio: Sold by

Radio Canton to North American Radio for \$460,000. Principals in seller are Margaret L. Wardlaw (55%) and John J. Laux (45%). Ms. Wardlaw has interest in KIST(AM) Santa Barbara, Calif. Principals in buyer are Jack Steenbarger, Canton businessman, and Earle E. Wise, Canton attorney. WINW is daytimer on 1520 khz with 1 kw directional.

▪ WwWS(FM) Saginaw, Mich.: Sold by Clark Broadcasting Co. to WwWS Radio Inc. for \$150,000. Principal in seller is Lumphra L. Clark, president. Principals in buyer include Frank P. Lloyd (27.2%), Achilles Angelicchio, Lehman D. Adams, Freeman Martin (each 14%) and others. Mr. Lloyd owns WTCL(FM) Indianapolis. WwWS is on 107.1 mhz with 2 kw and antenna 360 feet above average terrain.

Commerce Committee marks up its revisions to Senate's copyright bill

Just under the wire, the Senate's Commerce Committee last week wrapped up consideration of its Judiciary Committee's copyright bill. After throwing out the controversial Section 114, which would have required broadcasters to pay performance royalties to recording artists, and penciling in a watery sports blackout provision in Section 111 (BROADCASTING, July 22), the committee sat down one last time in executive session Tuesday

for some last-minute minor changes. A staff document incorporating the committee's directives was expected to be ready for reporting out by Thursday—right on the 15-day deadline imposed by Judiciary.

Voted Tuesday was an amendment by Senator Daniel K. Inouye (D-Hawaii) to exempt Hawaii and Puerto Rico from inclusion among areas where subsequent rebroadcast of taped programs by cable systems would be permitted. Also approved was an amendment by Senator Norris Cotton (R-N.H.) that would exempt from copyright those cable systems existing before March 31, 1972—provided those systems served communities "so situated as to be principally dependent upon such system for access to broadcast signals."

When the copyright bill with Commerce Committee revisions reaches the floor (in 10 days to two weeks or longer, depending upon progress of the plodding Consumer Protection Agency bill), vigorous fights are expected over the Commerce Committee's amendments, which are to be taken up before the bill itself.

One amendment to be introduced on the floor is a proposal by Senator Howard Baker (R-Tenn.) to allow libraries and archives to tape evening television news programs. The amendment is prompted by a current dispute between CBS and Vanderbilt University over the university's practice of videotaping television news programs for rental to researchers.

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Choate petitions for new tack in children's ads

He wants FCC to make networks carry programs and messages providing education in advertising

In an attempt to force scrutiny of children's advertising in light of the fairness doctrine and public-interest obligations, the Council on Children, Media and Merchandising last week petitioned the FCC to require ABC and CBS to educate the young viewer in evaluating and understanding advertising techniques.

The complaint, according to council head Robert Choate, stems from an "unsatisfactory" response by the two networks to a March 21 letter that charged them with failure to meet their obligations to educate children about the nature of TV commercials. While NBC did not escape unscathed at that time, the council applauded that network's treatment of children's ad issues in its new programing and presentation of *Junior Consumer Tips* prepared with the Council of Better Business Bureaus.

In filing its formal complaint July 24, the council made good its threat to take the matter to the FCC. It said that the networks are under a basic public-interest requirement to provide "vital information" to a unique audience that has traditionally been afforded special protection.

Although based primarily on public-interest arguments, the complaint also charged the two networks with violation of the fairness doctrine. The complaint argued that advertising to children is a controversial issue of public importance, and that the two networks have failed to provide explicit coverage of the issues involved despite extensive print coverage of the subject. Secondly, the presentation of commercials aimed at children constitutes an implicit pro-advertising position on that issue that requires balanced programing, it was said.

In a May 24 letter to the council, CBS said there was no "empirical evidence" buttressing the council's assertion that advertising to children was harmful or raised counteradvertising requirements, and argued that the broadcast of commercials does not per se raise fairness-doctrine obligations. To the council's assertion that CBS had failed to present contrasting views on the subject, the network said it had presented "extensive material" on advertising techniques and products aimed at children and argued for its right to make independent journalistic decisions.

In a May 8 reply to the council, ABC said it had instituted both quantitative and qualitative commercial improvements. It also said it disputed the argument for the applicability of the fairness doctrine as being "wholly inconsistent with that basic commission policy."

The council's proposed remedy differs

from ad recommendations presented to the commission in the past. Unlike Action for Children's Television, which has proposed a complete elimination of ads in children's programing, and suggestions from other quarters recommending that the FCC develop commercial time limits and other ad restrictions, the Choate complaint asked for no changes in advertising in itself. It would, however, require informational programing—via such avenues as public-service announcements, entertainment, news or documentary presentations—that would teach the child to distinguish advertising matter from entertainment programing, the purpose of advertising and techniques employed to sell products.

"It is only fair and just that anyone who seeks to exploit an audience that is admittedly gullible, naive and innocent, also explain those techniques," according to Mr. Choate.

FCC happier about commercial time standards for children

Wiley sees self-regulating action of NAB, INTV as facilitating rulemaking on TV for youngsters

FCC Chairman Richard E. Wiley appears to have gotten what he wanted from the industry in connection with children's television programing. As a result, it is virtually certain that when the commission completes its aging rulemaking on children's television programing—it was initiated in February 1970—commercial time standards will be excluded.

Chairman Wiley last week described himself as "very pleased" by the decision of the board of the Association of Independent Television Stations to recommend that all independents begin on Jan. 1, 1975, a phased reduction of nonprogram elements in children's programing.

The action, following and paralleling action by the National Association of Broadcasters code, opens the door to speedy commission action on the long-

pending proceeding, the chairman said. He said the staff is nearing completion of a document which he plans to review and submit to the commission in the fall.

Whatever else is in the document, it seems a safe bet that commercial time standards will not be. In discussing children's programing in his speech in Atlanta in May, Chairman Wiley said that the commission was being forced to take various actions because of the failure of broadcasters to regulate themselves. With broadcasters now undertaking the kind of self-regulation he seemed to have in mind, it appears that time-standard rules would not be in order.

The chairman also said he was pleased by the INTV board's action in establishing a committee to explore other children's advertising matters with INTV members. These include separation of program material and commercials and hosts' delivery of commercials.

The voluntary plan the INTV board is recommending to the members calls for an upper limit of 14 minutes per hour, Monday through Friday, and 12 minutes per hour on weekends, starting Jan. 1, 1975. The maximum would drop to 12 minutes per hour during the week and nine and one-half minutes on weekends, starting Jan. 1, 1976.

Chairman Wiley indicated he was satisfied with the reductions, that they were along the lines of what he had proposed in Atlanta. "We're not looking for deeper cuts," he said.

If the commission makes the chairman's word good and foregoes rules because of the self-regulatory actions by the NAB and INTV, the commission would keep tabs on the stations in both groups to determine, by Jan. 1, 1976, whether they have adhered to the self-regulatory guidelines.

If that turns out to be the case, the chairman could be expected to make a point of expressing his displeasure publicly. And if such jawboning did not work, the commission might include a question asking about advertising in children's programing.

Jan. 1, 1976, is also significant in that it is the date by which NAB members who are not members of the code will have been required to join.

Nutrition rule delayed. With its failure last week to vote out its trade regulation rule on nutritional advertising at the last formal Federal Trade Commission meeting before the August recess, observers are saying not to expect commission action on the rule—detailing the type of nutritional information that must be disclosed as well as the type of ad claims that may be made—before Labor Day since a number of questions are unsettled.

One is whether the advertising industry, through its joint committee (representing the American Association of Advertising Agencies, American Advertising Federation and Association of National Advertisers), can come up with a sufficiently strong consumer education program to sway the FTC from its desire for "brand specific" information in ads. Results of a committee meeting two weeks ago make it look as if the industry won't concede the brand-specific point; it wants to use the Advertising Council to flesh out details of its educational campaign.

While not brand specific, the campaign will provide information about product categories and probably urge label reading in an attempt to satisfy the FTC's Consumer Protection Bureau director, Tom Rosch, who says he could settle for a plan that would "lead the consumer by the hand" to the product label.

Outside observers also wonder if the FTC has the technical expertise to settle another question—the degree to which sugar is hazardous to health—and speculate the agency may decide to drop sugar provisions from the rule rather than tackle a question over which even experts are at odds.

PrimeTime

We're proud of a new TCR-100 milestone...

We're pleased to announce that deliveries of the TCR-100 Cart Machine recently passed the 200 mark.

The 200th Cart Machine went to WGN-TV Chicago, which joins the rapidly growing number of stations that are so sold on the Cart concept that they're ordering their second machine.

Worldwide, the Cart Machine is responsible for some 27,000 commercials per day. So it's no wonder that the 12 millionth cart commercial was recently broadcast.

Some of the reasons for the success of the Cart idea:

Labor savings of up to 1100 man-hours per year. Each station break is set in motion at the push of a button. And making up a daily spot reel is eliminated. Which helps explain why many stations report yearly savings of as much as \$30,000.

There's improvement of the on-air look of station breaks. Automatic switching means clean and precise spots.

Also, the Cart Machine frees up reel-to-reel equipment for other revenue-producing duties. And increasing numbers of users are finding production applications for the Cart.

That includes all five stations in Seattle, Washington.

In short, more and more stations are finding that for them, the Cart Machine is an idea whose time has come. See your RCA representative for a demonstration. Or talk to one of the 200 stations who own one.

So it shouldn't be a surprise that 41 out of the top 50 U. S. markets are using at least one TCR-100 on a regular basis. And 75 out of the top 100.

In 33 U. S. markets, the TCR-100 is the only automatic station-break machine currently in use.



RCA

And grateful for a new TCR-100 honor.

It was with a special sense of gratitude that RCA accepted the coveted statuette granted the TCR-100 Cart Machine at the 26th annual Emmy Awards presentation ceremonies.

As noted by RCA Division Vice President Neil Vander Dussen, "This recognition by the Academy is a tribute to a great RCA design team and to the many broadcasters who shared with us the uncertainties of pioneering a system completely new to TV station operation."

We'd like to assure all broadcasters of our continuing commitment to the discovery of new and better ways of improving the art and science of broadcasting.



For its leading role in the development of quadruplex video tape cartridge equipment.

Answers to the most-asked questions about RCA TV transmitters.

Q. What one thing would you say to convince me to order my next transmitter from RCA?

A. More TV broadcasters choose RCA transmitters than any other. And the percentage is growing.

Q. O.K. Suppose I switch to an RCA transmitter. Will I see any improvement in picture quality?

A. Very likely. And the older your present transmitter, the more change you should see. We're improving transmitter quality all the time. You can take advantage of modern video processing, signal precorrection, the minimal use of RF linear amplifiers after modulation, and DC filament supplies that reduce hum to far below the interference level.

Q. What about stability?

A. Very little adjustment is needed for peak transmitter performance, thanks to automatic sync level control and regulated filament supplies to keep tube filaments at precise voltages.

Q. How difficult is it to set up and tune an RCA transmitter?

A. Not difficult—simple. Many of the tuning adjustments needed in earlier-generation transmitters just don't exist in an RCA "F" line transmitter. Only two visual tuned linear amplifier stages. No tuning at all in the solid-state visual RF amplifiers following modulation.

Q. Has maintenance also been simplified?

A. It sure has. In fact, RCA transmitters are quite easy to maintain. Designed that way. Thanks to the lower number of tubes, for instance. Only one blower cools the entire transmitter (two in parallel transmitters). And components are readily accessible for servicing. Our thinking is that a transmitter which is easier to maintain will be better maintained.

Q. How many types do you make?

A. Just about a transmitter for every need. VHF highband and lowband, 15 kW to 50 kW. UHF 30 kW to

220 kW. Single end or parallel systems. And all associated audio and video equipment. Plus transmission line. And antennas.

Q. Do RCA transmitters cost less?

A. In most cases, no. We believe that the lowest cost over the life of the transmitter is realized by building in quality right at the beginning. And that extra quality—represented by improvements like regulated DC filaments, interstage RF circulators, automatic sync level control, and broadband solid-state linear amplifiers—costs extra money.

Q. Then you're saying I'll get more for the money I do spend?

A. Right.

Q. Where can I get more information?

A. Easy. Call your RCA representative—or write RCA Broadcast Systems Marketing Services, Bldg. 2-5, Camden, N.J. 08102. We'll send you our latest brochure.



In film to tape transfer, image quality doesn't have to be a losing game.

If there's any one reason for the acceptance of our TK-28 Film Camera by a growing number of teleproduction houses, it's quality. Quality of operation and quality of results.

Consider this comment from Jack Calaway—Vice President, Engineering and Operations at Trans-American Video, Inc., Hollywood: "The TK-28 produces pictures of the highest quality with nearly zero downtime. It is far and away the most stable and easily operated camera I have ever been associated with."

And that's very important in situations like the extremely competitive West Coast post-production market, where TAV operates.

TAV houses complete TV production facilities. Their TK-28 runs for ten to twelve hours a day with "excellent reliability".

To quote Mr. Calaway again, on the TK-28: "The picture quality in all critical areas is excellent, and we are particularly pleased with the low noise and excellent resolution.

"Since the installation of the camera, we have transferred all types of material, from home movies to features for network airing. In every case, our clients have commented on the quality of the product, and this is what counts."

The TK-28's unique ability to handle a wide range of picture-quality problems and to actually enhance the reproduction of film is a major reason for its rapid acceptance by critical film users.

Among the problems handled automatically by the TK-28 are: Variations in film density and contrast range; low color saturation; film base errors; scene-to-scene matching and color fidelity.

The TK-28 takes care of them all—with automatic color balance, automatic level control, a preselectable Chromacomp color masking system and other high-performance features.

Chromacomp is valuable where the TK-28's colorimetry must be matched to that of live cameras, as at Videocassette Industries, a fast-growing Los Angeles teleproduction center.

VCI's TK-28 system is equipped with Plumbicon pickup tubes, chosen for their low-lag qualities.

Ernie Rinaldi, Chief Engineer at VCI, is another industry professional who stresses the need for top-quality performance in this highly competitive atmosphere.



Besides straightforward film-to-tape transfers, the VCI TK-28 system is also used to transfer filmstrips to the videocassette format—one more example of the flexibility in the film/tape mix.

Flexibility is also evident at Editel, Inc., another TK-28 owner. Editel's Hollywood Telecine operation includes the TK-28 and a TP-55 Multiplexer with a TP-7 slide projector; a TP-66 16mm film projector, and a 35mm film projector—

along with an interlock magnetic master recording system.

Editel may on one project transfer film to tape. Then on another, start with tape, transfer to 35mm workprint for editing, and back to tape for "masters" and distribution. The end product is almost always tape, according to Editel's Don Johnson.

Other recent purchasers of the TK-28 for teleproduction are Teletronics International, New York, and Compact Video Systems of Burbank—more instances of the TK-28's expanding use in the burgeoning teleproduction industry.

You've read the story... now see the demo tape.

It's one thing to read about the TK-28. But seeing what it does with the video image is another.

Which is why it will pay you to get in touch with your RCA representative and take a look at the TK-28 demo tape.

You'll see an actual demonstration of how this third generation of film cameras improves upon the performance of older, second-generation equipment in a number of ways.

And you'll find out how the TK-28 can help you operate more economically at the same time it's improving your product.

So give your RCA representative a call. Because seeing is believing.

RCA

Grand Ole Opry has some brand-new RCA color cameras.

We know one reason why the recent opening of the new Grand Ole Opry House just outside Nashville was so colorful:

Five new TK-45 color cameras. Plus a complete TK-28 telecine system. (And coming—two TKP-45 color portables.)

The new cameras are due for a workout, because the busy new Opryland U.S.A. complex is already in full swing, producing live shows, syndicated programming, and commercials, too, under the direction of WSM-TV.



The Opryland broadcast operation includes the Opry House's 4400-seat auditorium, a TV studio seating up to 400, and a small mobile van carrying the TKP-45s.

Grand Ole Opry has been broadcasting for nearly half a century,

providing country music buffs with outstanding entertainment. We're pleased with the opportunity of helping to make their second half century even more colorful.

Circular polarization comes to VHF antennas.

Currently undergoing FCC-authorized tests is a new RCA antenna that employs circular polarization, long a success in FM broadcasting.

The new antenna, being tested by WLS-TV, American Broadcasting Company's Chicago O&O station, sits atop the 110-story Sears tower. The radome-covered antenna is mounted on a cylinder along with a standard horizontally polarized antenna.

Since early May, with special FCC permission, WLS-TV has been using the circularly polarized antenna for its normal broadcast operations.

The hoped-for result will be improved service, more solid coverage, and reduced reflections, particularly in densely populated urban areas.

If you're thinking about a new VHF antenna and would like to be kept current on circularly polarized development, write us at RCA Broadcast Systems, Bldg. 2-5, Camden, N. J. 08102.

The TR-70C... A teleproduction machine with something extra.

At a list price of \$103,500, which includes CAVEC & DOC, our TR-70C teleproduction machine has a lot of important extras. Extras that you probably won't find in lower cost machines.

Unsurpassed in its video and audio specifications, the TR-70C is for



the broadcast station or other television facility that demands the very best in quality and performance. Operational conveniences include automatic stop cue, automatic FM standards selection, variable shuttle speed, two switchable-previewable

video inputs, built-in record current optimizer and a list of others too numerous to mention here.

For assurance of day-in, day-out performance, monitoring facilities include 17 fault indicators, 13 metering readouts, and audio and control track simulplay.

Still another extra is "Cart" capability. The TR-70C is an ideal master for the TCR-100. In this capacity it doubles as both a reel-to-reel recorder and a signal processor for the Cart Machine. Its built-in Chroma Amplitude and Velocity Error Correction (CAVEC) and Dropout Compensator (DOC) are the same as those employed in the TCR-100's Signal Processing Unit (SPU).

There's a lot more to the story. Check your RCA representative for complete details.

The TR-70C . . . its most important extra is value.

Alberto-Culver tangles with Gillette over creme-rinse TV spots

A-C files \$7 million suit charging that Tame ads are deceptive in making comparisons to its Alberto Balsam product

Alberto-Culver Co., Melrose, Ill., has sued the Gillette Co., Boston, and its advertising agency, J. Walter Thompson Co., for \$7 million over a TV commercial for Gillette's Tame hair creme rinse that A-C claims makes fraudulent comparisons to Alberto Balsam, a competitive product.

The suit, filed in U.S. Northern Illinois District Court in Chicago, charged Gillette and JWT with conspiracy. Alberto-Culver says the Tame ad "fraudulently deceives the public and presents a false representation and comparison of the two hair-care products." The complaint also said that use of Alberto Balsam, a trademark, was not authorized. The complaint alleged unfair competition, deceptive trade practice, consumer fraud, de-

ceptive business practices and common law trade libel.

The complaint charges specifically that the commercial "creates a false impression that unlike Alberto Balsam and other creme rinses and conditioners, Tame 'rinses really clean' or disappears from the hair, while in fact, none of the Tame products can impart the conditioning claimed by Gillette if totally rinsed or removed from the hair.

"It falsely implies that Alberto Balsam leaves the hair unclean while Tame rinses completely away and leaves the hair totally free of any substance. In fact, the conditioning qualities of both products are dependent on retention of substance in the hair."

The complaint also labeled as false other claims made in the commercial for Tame relative to its composition and its cleansing capability.

Alberto-Culver asked the court to enjoin the defendant from use of all television or other advertising materials corresponding to the practices alleged in the complaint and to require it to place corrective advertising to counteract the effect of the Tame commercials. Plaintiff demanded \$6 million in damages plus \$1

million in punitive damages, plus an accounting for further compensation from "all profits and gains wrongfully derived" from the practices involved.

A spokesman for J. Walter Thompson said, "We have reviewed the complaint. We feel there's no merit to the allegations, and we will defend our position vigorously."

Campaign reform, favorable to radio-TV, goes to floor

At long last Representative Wayne Hays's (D-Ohio) House Administration Committee has voted out a comprehensive campaign-reform bill. The measure, a "clean" bill designed by Representative Hays's committee, was voted last Wednesday (July 24).

The House bill contains two provisions which were left untouched in the final session and which are less restrictive to broadcast licensees than the Senate's version (S. 3044) passed April 11. First, although a candidate's over-all expenditures would be limited, the proportion he could spend on broadcast time is not. Secondly, unlike the Senate's bill, the

The minstrel boy to CBS's promo war has gone

Dorfsman goes on location around U.S. for unusual spots that stress network strength in prime-time programming

Lou Dorfsman was rummaging through the chaos of papers on his desk trying to dig out the scrawled memos from his secretary concerning interview requests from TV reporters on the *Detroit News*, the *Dallas Times-Herald*, UPI, the *Indianapolis News* and the *Long Island Press*. "This is absolutely unique in my experience," he said as he continued his search. "I can't remember newspaper guys ever badgering me before about an in-house promotional campaign."

Lou Dorfsman is vice president, advertising and design, for the CBS/Broadcast Group, and the campaign he's referring to features what the network calls "a wandering minstrel," dressed in white and wearing chalk-white make-up, who exalts CBS's prime-time stranglehold in 60-second spots that have been turning up an average of three times a night over the past two months.

Mr. Dorfsman is the brains behind these spots, and he went out on the road to supervise the production of all five of them (the one in Kansas from a local hospital bed, where he pored over the location schedules while counting the eight broken ribs he had picked up in an auto accident). In addition to the wheat fields of Kansas, the CBS crew touched base in Oklahoma (with a rodeo as backdrop), the French Quarter of New Orleans (where the Olympic Preservation Hall Dixieland band joined in), a fishing village in Maine and the beach near Eureka, Calif. (where "we had to do some covering up because the girls were a little too bare," in Mr. Dorfsman's words).

One reliable source puts the over-all

production cost for this campaign at \$100,000 (or, roughly, \$20,000 for each spot).

Mr. Dorfsman says his original plan was to put the white-clad minstrel on a white horse and introduce him at the annual CBS affiliates convention in May. Then the horse and rider were to have set off on a cross-country tour to spread the word about CBS's being "the leading network" in prime time "for 18 years in a row." "But that would have taken the better part of a year, and we didn't have that kind of time," Mr. Dorfsman says, with a smile.

The wandering minstrel (played by Ken Chandler, a singer-lyricist who writes for Rick Levine Productions, the commercial house that worked with CBS on the spots) has become something of a Rorschach test for viewers. According to Mr. Dorfsman, mail reaction ranges all the way from sexually agitated women who'd like to climb into bed with the minstrel to the unnamed (they don't sign their letters, as a rule) malcontents who ring down curses on CBS for dirtying up the airwaves with what they regard as an obvious homosexual. In between these extremes, viewers have compared the minstrel to the decadent emcee of "Cabaret," to the vicious Malcolm McDowell character in "A Clockwork Orange," and to the silent, clown-like revellers who appear in the beginning and at the end of the movie "Blow Up." To Mr. Dorfsman, he's "a figure I'd call Mr. Entertainment—a troubadour, a harlequin, a court jester, or, if you will, a bard. I deliberately put him in that costume because I wanted to draw a veil between the audience and the guy behind the make-up.

"After all, we're pushing CBS, not Ken Chandler."



On location. The Olympic Preservation Hall Dixieland band is featured in this spot filmed in New Orleans' French Quarter, along with the white-clad minstrel Ken Chandler.



Cameo role. Lou Dorfsman (l), the man who conceived the CBS promotion campaign, daylighted in it as a grizzled Maine fisherman in one spot.

BAR reports television-network sales as of July 7

ABC \$335,828,700 (30.2%), CBS \$407,384,500 (36.6%), NBC \$368,690,900 (33.2%)

Day parts	Total minutes week ended July 7	Total dollars week ended July 7	minutes 1974 total	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	60	\$ 407,700	1,814	\$ 12,144,900	\$ 12,723,400
Monday-Friday					
10 a.m.-6 p.m.	931	7,308,700	26,914	236,632,400	207,662,600
Saturday-Sunday					
Sign-on-6 p.m.	235	2,048,900	7,760	110,539,900	100,225,100
Monday-Saturday					
6 p.m.-7:30 p.m.	98	1,594,600	2,653	58,081,900	51,860,600
Sunday					
6 p.m.-7:30 p.m.	9	79,200	395	9,051,000	9,095,400
Monday-Sunday					
7:30 p.m.-11 p.m.	394	16,637,000	10,594	612,076,300	564,940,600
Monday-Sunday					
11 p.m.-Sign-off	172	2,662,100	4,594	73,377,700	63,642,600
Total	1,899	\$30,738,200	54,722	\$ 1,111,904,100	\$1,010,150,300

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

BAR reports television-network sales as of July 14

ABC \$345,498,400 (30.2%), CBS \$418,837,900 (36.6%), NBC \$378,941,400 (33.2%)

Day parts	Total minutes week ended July 14	Total dollars week ended July 14	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	58	\$ 428,900	1,872	12,573,800	\$ 13,152,700
Monday-Friday					
10 a.m.-6 p.m.	996	7,782,200	27,909	244,414,600	213,459,600
Saturday-Sunday					
Sign-on-6 p.m.	212	1,858,600	7,974	112,398,500	102,249,000
Monday-Saturday					
6 p.m.-7:30 p.m.	97	1,574,000	2,750	59,655,900	53,258,800
Sunday					
6 p.m.-7:30 p.m.	6	55,200	401	9,106,200	9,217,400
Monday-Sunday					
7:30 p.m.-11 p.m.	407	17,154,700	11,002	629,231,000	579,775,100
Monday-Sunday					
11 p.m.-Sign-off	175	2,520,000	4,770	75,897,700	65,748,300
Total	1,951	\$31,373,600	56,678	\$1,143,277,700	\$1,036,860,900

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

House version would require broadcasters to file detailed written reports with a new federal elections commission of all expenditures by candidates for the use of the broadcasters' facilities.

It is expected that the bill will be taken up on the House floor in about two weeks. After debate and vote its next stop undoubtedly will be a Senate-House conference where differences in the two versions will be reconciled.

Business Briefs

Rep appointments. Intermountain Network, Salt Lake City: Eastman Radio, New York ■ KERO-TV Bakersfield, Calif., and WTOG-TV Savannah, Ga.: Katz Television, New York ■ KULR-TV Billings, KGVO-TV Missoula and its satellites, KCFW-TV Kalispell, KTVM-TV Butte and KFBB-TV

Great Falls, all Montana, and KCRG-TV Waterloo, Iowa: H-R Television, New York ■ WTOG-TV Savannah: Katz Radio, New York ■ WEDR(FM) Miami: Southern Spot Sales, Raleigh, N.C.

K & E's new unit. Kenyon & Eckhardt, New York, has formed new division in Chicago, Dawson, Johns and Black K & E, which will operate independently of K & E Chicago but will rely on worldwide K & E organization for administrative, billing, legal, research and other services. Principals are Marion Dawson, formerly vice president and creative director, Needham, Harper & Steers, Chicago; R. Powell Johns Jr., who was account supervisor and vice president at Leo Burnett Co., Chicago, and Jim Black, formerly vice president and creative director, Leo Burnett Co., Chicago.

Restructuring. Shareholders of privately held Tatham-Laird & Kudner Inc., New York and Chicago, will vote tomorrow

(July 30) on proposal to change agency from corporation to partnership. TL&K, which bills estimated \$65 million (about 75% in broadcast), has 76 shareholders. Under proposal all shareholders would become partners, and six of agencies' top executives would become managing partners and comprise management committee. They are C.R. Standen, chairman of the executive committee; Paul Schlesinger, board chairman; Jerome Birn, president; Fred Winter, treasurer, and William Bienemann and Theodore Williams, vice presidents and management supervisors.

All in one. Wunderman, Ricotta & Kline, New York, direct-marketing subsidiary of Young & Rubicam, has been named to handle broadcast advertising portion of CBS's Columbia House Division account (record albums). WR&K already has print part of account and replaces A. Bicoff & Co., Chicago, in broadcast sector. Columbia House bills about \$4 million in broadcast and approximately \$8 million in print. WR&K will add to its staff to accommodate additional business.

KM&G picked. Emerson Ltd., Washington, operator of 33 restaurants in East, has appointed Ketchum, MacLeod & Grove, Washington, to handle advertising and promotion.

Cost of ads. Senate Commerce subcommittee on environment has heard testimony from utilities and oil companies that some controversial advertising, for Internal Revenue Service and Federal Power Commission purposes, is deductible and, in utilities' case, chargeable to public rather than shareholders. Companies were rebutting contrary assertions by Media Access Project, which last year won FCC decision that Georgia Power Company energy and rate-increase ads triggered fairness doctrine obligation for two Georgia TV stations to air other side (BROADCASTING, Dec. 10, 1973).

Bag it. Union Carbide Corp., New York, has begun back-to-school promotion for its Glad sandwich bags, including intensive schedule on various NBC-TV daytime and nighttime programs. Campaign, to run through September, was created and placed by Leo Burnett Co., Chicago.

All-in-one. Film Products Inc., Los Angeles, has appointed Foote, Cone & Belding there as ad agency for U.S. introduction of new "Take 12", preloaded camera. National campaign, to start in San Diego in September, will use TV as primary medium, according to Byron Mayo, FC&B senior vice president and management supervisor. Camera, expected to sell for \$6.95 retail, consists of box that consumer aims, "shoots" 12 pictures, then reseals and mails to developer.

New product spree. Dancer-Fitzgerald-Sample, New York, reports that new food and drug product introductions for first six months of 1974 reached 11-year high. D-F-S's June issue of *New Product News* shows 421 food and drug product introductions in U.S., topping 1973 figure of 384.

Historic coverage for historic events

Live broadcasts are permitted as House committee deliberates impeachment of President

The House Judiciary Committee debate on impeachment was opened to broadcast coverage last week in a move without congressional precedent. For the first time, live microphones and cameras were admitted to a deliberative session of a House committee. Previously, live coverage had been permitted only at committee hearings, where witnesses testified.

It was still unsettled whether the main House debate could be broadcast if, as was anticipated, the committee voted out an impeachment resolution.

Live broadcasts began with the first open session of the committee last Wednesday (July 24) at 7:30 p.m. EDT. In accord with a rotation schedule that had been previously arranged for network television, ABC-TV drew opening night, CBS-TV the second day and night and NBC-TV the third. Regular commercials and programs were canceled on the television networks, though stations carried conventional commercial clusters at the irregular station breaks.

CBS was the only radio network carrying continuous coverage of last week's impeachment debates. The network's "modified gavel-to-gavel" broadcasts were interrupted only by regularly scheduled hourly six-minute newscasts (containing commercials); the newscasts were sandwiched between two-minute station breaks. Fifteen-minute wrap-ups followed the committee's adjournment each night. ABC and NBC broadcast regular "special reports" on the debates. At 20 minutes past each hour ABC Radio carried four to nine minutes of debate summary anchored from Washington. A 15-minute wrap-up at 11:35 p.m., rebroadcast at 6:05 a.m., followed each day's coverage. NBC Radio broadcast 90-second reports on the debates every half-hour, with a three-and-one-half-minute wrap-up at 5:45 p.m., and bulletins for dramatic events; NBC's coverage was produced and delivered from New York. Mutual Broadcasting System included 30- and 60-second live reports from the House chamber within regular newscasts. A 15-minute summary was fed to MBS stations at 5:35 p.m. daily.

There were other news events last week that were covered live in prime time. On Thursday at 7:30 p.m. EDT President Nixon's economic speech was carried by ABC-TV and NBC-TV while CBS-TV stayed with the Judiciary Committee, according to its rotational assignment. On Monday a 7:30 p.m. EDT press conference by the President's impeachment lawyer, James St. Clair, was carried live by ABC-TV and CBS-TV. At 11:30-midnight that night NBC-TV broadcast a special, *The Evidence: The President's View*, featuring Mr. St. Clair at his news conference and remarks by Sam Garri-

Our Broadcasters Libel Insurance policy is nearly as crisp and concise as your evening news.

The language is that plain, the provisions that clear, the coverage that complete. It isn't what you would call great writing, but it sure is understandable.

That's what experience will do for you. Forty years ago, the ERC Broadcasters Libel Insurance policy had more exclusions than it did coverage. Today, there are no exclusions. If you have trouble, you're covered, even for punitive damages.

Here are the facts of life, about libel suits, as ERC has developed them in more than 40 years of underwriting Libel Insurance policies:

1. In any given month or year, it's probably not going to happen to you.
2. If you broadcast enough times, over enough years, it's bound to happen.
3. When you wind up in front of a jury, that group is going to try to sock it to you. They won't want to miss the opportunity to get even for your bad taste in programming.

These same facts of life make Libel Insurance one of the best buys in the insurance marketplace. It's an ideal setup for economical coverage: low incidence of claims, but very stiff expenses when you have to go to court... even if you win.

Much like Major Medical. You'll probably only need it once or twice, but it's curtains if you're without it when the time comes. If you (or your insurance representative) will fill out and mail the coupon, we'll respond by mail with full details.

Please do it soon. Some malcontent may have you in his sights right now.

Broadcasters Libel, Department C-7
Employers Reinsurance Corporation
21 West 10th Street
Kansas City, Missouri 64105

Please tell me more about your Broadcasters Libel coverage.

NAME _____

TITLE _____

BUSINESS _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE _____

son, minority counsel to the Judiciary Committee.

In preparing for the impeachment open hearings, ABC, the pool network, poured in \$50,000 for TV camera platforms and technical facilities in the House chamber, to be split with other networks. ABC sources estimated technical expense would run about \$10,000 a day.

Network news executives expressed enthusiasm at the House's approval July 22 of its Rules Committee's resolution to permit live coverage and the Judiciary Committee's subsequent agreement to let broadcasting in. "Since the beginning we and the other networks have been asking that the Judiciary Committee proceedings be open to television as well as to print media," said Bill Sheehan, senior vice president (and soon to be president; see opposite page), ABC News. "We weren't saying whether or not the hearings should be open to the public—just that when the committee is open for debate, TV reporters be allowed in."

Bill Small, CBS News senior vice president, hard news, said: "We'd been waiting for a long time for this to open up." Richard Wald, NBC News president, told BROADCASTING: "It may well be that there is no more important constitutional question in our time than this one. To open these hearings to the public but not to let television in would be to say that only those who live near Washington and know someone sufficiently important to get a ticket would be able to witness the debate and voting. This is just not fair to the American public. This ought not to be the privilege of a few when it is the concern of everyone."

One network newsman, noting the prohibition against commercials in the broadcasts of the hearings, observed: "This time we're going to come out looking just like public broadcasting."

The Public Broadcasting Service last week was carrying gavel-to-gavel coverage live while the commercial networks pursued their rotation plan.

The House vote to admit broadcasting to committee meetings as well as hearings—but still at the final discretion of the committee itself—was 346 to 40. The new rule was sponsored by freshman Representative Wayne Owens (D-Utah).

Opponents, led by Representative David T. Martin (R-Neb.), argued that the presence of broadcast equipment and prospects of instant analysis would detract from the solemnity of the debate.

Supreme Court reopens courtroom in New Orleans

A television station and two newspapers in New Orleans last week won an important skirmish in a legal battle that observers say may set a precedent in the fair trial-free press debate. (BROADCASTING, July 22).

The action last week was a stay by Supreme Court Justice Lewis Powell of a New Orleans criminal judge's order that would have barred WVUE(TV), the *Times-Picayune* and the *States-Item* from covering parts of a rape-murder case there. The June 17 order by Judge Oliver

Schulinkamp, among other things, prohibited the reporting of open court testimony in the pretrial hearing. At the request of the newspapers, which had been rebuffed by state and lower federal courts, Justice Powell stayed the order pending Supreme Court action on their appeal of the earlier decisions. He said he will issue an opinion on the stay at some unspecified future date.

The first of four trials was to begin last Wednesday July 24. Two defendants—Stephen Berry and Timothy Rudolph—have been charged with the rape and murder of a student nurse.

Court holds jailing of Lewis justified

KPFK general manager loses appeal over refusal to surrender originals of SLA tape and radicals' letter

The U.S. Court of Appeals in San Francisco has upheld the jailing of Will Lewis, general manager of KPFK(FM) Los Angeles, for refusing to give federal authorities a tape from the Symbionese Liberation Army and a letter from the Weather Underground.

Mr. Lewis, who spent 16 days in federal prison for contempt of court, was released earlier this month by Supreme Court Justice William O. Douglas pending the outcome of the appeals court litigation.

Mr. Lewis declined to turn over originals of the two items, as well as to answer questions before a federal grand jury in Los Angeles, on the grounds that the material was confidential and that his First Amendment rights were being compromised. He did, however, turn over copies of the two items to the FBI when they were first received. The SLA tape, which included the voice of Patricia Hearst, was left in an alley outside the station shortly after the SLA shootout in Los Angeles last May. In the letter, the Weather Underground took credit for the bombing of a state office building in Los Angeles.

The appeals court noted that there was no request for confidentiality by the senders. Even if there had been, it added, this "may not override the authority of the grand jury." The court also denied defense charges that the requests of the grand jury constituted "official harassment of the press and not for legitimate purposes of law enforcement." The court said it agreed "overwhelmingly" with the finding of the trial court that "... the requests of the grand jury were entirely legitimate and justified."

After being informed of the appeals court verdict, Mr. Lewis commented: "The whole thing is fraught with peril for the press. . . . If this case can't be reversed, it's open game for all kinds of reporting."

Mr. Lewis told a news conference following announcement of the decision that if money cannot be raised for an appeal to the Supreme Court, he will purge himself of the contempt charges by relinquishing the tape and letter to federal officials.

Geller seeks reconsideration of fairness report

Armed with 'Miami Herald' decision, former FCC general counsel says his rejected proposal for doing away with case-by-case method should be given a second look

Former FCC general counsel Henry Geller was back at the commission last week, trying again to persuade it to abandon its case-by-case approach to the fairness doctrine. He feels the commission should consider at license-renewal time whether a station, in its over-all performance, has lived up to its obligation to deal fairly with controversial issues of public importance. And Mr. Geller now has the Supreme Court decision in the *Miami Herald* case as additional argument that the case-by-case approach violates the First Amendment (BROADCASTING, July 1).

Mr. Geller renewed his quest in a petition for reconsideration of the commission's fairness report, which was released July 12. In all, Mr. Geller was concerned about six proposals he had made in the fairness inquiry which the commission failed to adopt—either without even dealing with them, or without considering the legal arguments underlying them if it did. But the principal proposal dealt with substituting renewal-time review for case-by-case approach to fairness.

Mr. Geller noted that the commission had cited a number of reasons for rejecting the proposal but that it did not focus on the crucial issue—"governmental interference with day-to-day broadcast journalism." For in the *Miami Herald* case, he said, the Supreme Court, in striking down a state right-of-reply statute applicable to newspapers, held: "It has yet to be demonstrated how governmental regulation of this [editing] process can be exercised consistent with First Amendment guarantees of a free press as they have evolved to this time."

Mr. Geller does not question the constitutionality of the fairness doctrine; he notes that the Supreme Court in the *Red Lion* case held that it is consistent with the First Amendment. But, he said, "it does not follow that the commission can therefore interfere unduly or deeply with daily broadcast journalism. . . ."

Mr. Geller maintains that the Supreme Court's decision in the *CBS vs. Democratic National Committee* case, which held that the public did not have a First Amendment right of access to broadcast facilities for editorial advertisements, also supports his position. He said the court's decision relied "heavily on the consideration that a constitutional right of access for editorial advertisements would involve the government [the FCC] far too much in the 'day-to-day editorial decisions of broadcast licensees.'"

In the face of the *CBS* and *Miami Herald* cases, he said, "it is most inappropriate for the commission to conclude its three-year study of fairness by

saying, in effect, 'business as usual,' and issuing what is really just another primer."

Mr. Geller also cites those two Supreme Court opinions in connection with a complaint about the commission's failure to adopt one of his other proposals—one calling for a revision of its policy concerning slanted or staged news.

The policy holds that the commission will not investigate charges of such misconduct unless there is "substantial extrinsic evidence or documents that on their face reflect deliberate distortion." And Mr. Geller holds that it is correct, but he says it does not go far enough to protect licensees against government interference in "the most sensitive journalistic area."

He feels the commission should make it clear it will not look into charges of distortion unless "there is extrinsic independent evidence (e.g., the statement of a station newsmen) that the licensee (i.e., the owner or top management) has given instructions to deliberately slant the news. . . ."

Sheehan president of ABC News as Lower moves into corporate post

New title for 11-year veteran: VP for corporate relations; successor steps up in September

Elmer W. Lower, president of ABC News for the past 11 years, will leave that post next month to become a corporate staff officer and vice president, corporate affairs, of ABC Inc. He will be succeeded, effective Sept. 5, by William Sheehan, currently senior vice president of ABC News. Mr. Lower will be recommended for the corporate position at the next ABC board meeting Aug. 12.

In announcing Mr. Lower's upcoming transition, Elton Rule, ABC Inc. president, said Mr. Lower had asked last year for "a change of pace" for this fall. "We were aware of how dedicated he was and how hard he had worked to build ABC News into what it is today, and we fully understand his wishes. We also wanted to retain his experience, talents and perspective in the ABC family," Mr. Rule said. Mr. Lower's new responsibilities will include "deep involvement in both domestic and international corporate relations." ABC sources said Mr. Lower is not intended as a replacement for James Haggerty, ABC vice president, corporate relations, who has taken a leave of absence since he suffered a stroke in January.

Among Mr. Lower's new duties will be coordinating ABC relations with foreign television and foreign broadcast unions. He will remain involved with ABC News election coverage, being a recognized advancer of television election coverage technology. He co-founded in 1964 the co-operative News Election Service (NES). Mr. Lower was a print journalist for 20 years, and broadcast news executive for 10 years with CBS and NBC

before joining ABC in 1963. During his ABC News presidency, the *ABC Evening News* tripled its number of affiliates and its ratings, becoming a competitive news force with CBS and NBC.

Mr. Sheehan, a broadcast journalist for 23 years, joined ABC News 13 years ago as a correspondent. Since January 1973 Mr. Sheehan has been ABC News senior vice president, the chief operating officer of all network news departments, including TV, radio, documentaries, special events, public affairs, finance and administration. "He has been very instrumental in building ABC News to its present stature," said Mr. Rule.

Just before the announcement of his new position, Mr. Lower had announced a reorganization of administrative functions in ABC News' New York headquarters into four separate departments. The new areas will come under the supervision of Charles Frey, director of administration for ABC News. The breakdown provides for departments of budget control, to be managed by Bernard Osborne, formerly manager of program controllers; financial analysis, to be managed by Jerry Amico, formerly assistant business manager of Metro TV Sales; business management, to be headed by William L. Nagy, formerly assistant business manager, ABC News; and administration, to be managed by Roberta Travis, formerly program controller, ABC News. Named manager of administration in Washington is Bill Moore, formerly with the film division, who will be assisted by Robert Bryan, named business manager for the Washington news bureau, formerly administrative assistant in the Washington business office.

Martin Rubenstein, vice president and general manager of ABC News, said the re-organization is to accommodate growth.

Manning counters Herschensohn charges

Bruce Herschensohn, deputy special assistant to President Nixon, was told by CBS News last week that he was wrong on all four counts he had cited the preceding week in accusing *CBS Evening News* of bias against the administration.

The assertion and a request for a correction were contained in a four-page letter sent by Gordon Manning, vice president and assistant to the president of CBS News, who had been on a panel with him when Mr. Herschensohn made the accusations at the New York State Broadcasters Association's annual conference (BROADCASTING, July 22). Mr. Manning said he had checked and found that:

■ One story that Mr. Herschensohn claimed *CBS Evening News* had omitted on June 26, the day he used in citing his examples, had in fact been carried "in full" on *CBS Evening News* on June 25, "the day when it happened, and when it was nationally significant news." This related to a vote by which the House Judiciary Committee refused to investi-

gate dairy industry contributions to Democratic political campaigns.

■ Another story that Mr. Herschensohn claimed *CBS Evening News* omitted, involving reports that Senator Hubert Humphrey (D-Minn.) and Representative Wilbur Mills (D-Ark.) or their aides had invoked the Fifth Amendment when questioned about campaign finances, may have broken too late for *CBS Evening News* on June 26 but in any case was carried the next day on *CBS Morning News*. In addition, Mr. Manning said, Senator Humphrey's finances were dealt with in two special reports on subsequent *CBS Evening News* broadcasts.

■ Films of the event "fully" support CBS News correspondent Dan Rather's assertion that President Nixon "looked tired and sleepy" when he arrived at NATO headquarters, and that a few times he reached out to shake hands that weren't there. "What Rather was reporting was the truth, witnessed by his experienced reportorial eye and our film cameras," Mr. Manning wrote. "And, in my opinion, what Rather reported wasn't all that negative" and may in fact have seemed "favorable and sympathetic" to many viewers. But, he added, "In order to be 'fair' to the President must one always be 'favorable'?"

■ Mr. Herschensohn had himself "generously" withdrawn another criticism, involving a story in which CBS News correspondent Marvin Kalb quoted unnamed "high officials" about the Soviet attitude toward the U.S.'s "weakened position" in advance of the Moscow summit, after learning from other newsmen that the source of the Kalb story was Secretary of State Henry Kissinger, who had asked not to be identified by name.

Mr. Manning concluded: "The CBS News record on the four special news items you criticized at [the NYSBA meeting] is, I believe, clean and correct. Rather than showing bias or favoring one party or one individual over another, I believe our correspondents, cameramen, writers, editors and producers were responsible and exhibited sound news judgments. . . ."

Journalism Briefs

Analysis of editorializing. "Dimensions of Broadcast Editorializing," written by Edd Routt combines call for more and stronger editorials by TV and radio with overview of traditional antagonisms between print and electronic media. Also included are elementary how-to-sections, report on small- to medium-market editorial efforts, and descriptions of FCC policy. Introduction is by Travis Linn, WFAA-TV Dallas. Among 22 contributors are Robert Manewith, editorial director, WGN Chicago and Sanford Ullman, news bureau manager, National Association of Broadcasters. *Tab Books, Blue Ridge Summit, Pa. \$8.95. 204 pp.*

Free time. WTOP-TV Washington will give each of 39 candidates in Maryland primaries 15 minutes of prime time in August. Candidates are for governor, U.S. senator and representative in five districts within station's reach.

Clarifying cable

NCTA, operators, public-interest group offer their two-cents worth on franchise nonrenewal questions

Compensation for nonrenewal cases was the key focus in comments filed last week with the FCC as part of its cable clarification process.

Cable operators insisted on the need for compensation formulas for cable systems whose franchise expires or is canceled. Teleprompter Corp. argued that if no compensation is assured, it would discourage operators from making any substantial improvements during later stages of their franchise term.

The National Black Media Coalition had another suggestion for maintaining quality service near the end of the franchise term—tying renewal to performance in the public interest. Requiring the local government to begin studying renewal a full two years prior to the expiration date would allow time for the kind of citizen participation Black Media Coalition hopes for.

Most cable operators felt "fair market value" is the best formula for compensation in cases of expiration or cancellation. In instances where no fair market value can be agreed to, provisions for impartial arbitration should be established by the franchise authority, according to the National Cable Television Association.

In a joint petition filed by the Civil Liberties Union of Alabama and the Alabama Media Project, compensation was viewed in a different light. Arguing that the compensation formulas advanced by cable interests would provide a "windfall" for systems that are terminated because of poor service or some other default, the petitioners suggested that compensation be regarded as an award of damages as in contract law. In cases of expiration, they feel no compensation is necessary, but advise franchise authorities to reserve options to purchase cable systems so service will not be interrupted.

Most comments filed addressed the problem of the continuation of service between the time the original franchise

was canceled or expired and the time the new operator takes over. Cable groups are concerned that where systems are operating at a loss, the new owners might drag their feet and leave the financial burden with original operator. The NCTA and Texas Utility Advisory Council felt a one-year limit is feasible, during which time profits could be retained but losses could be passed on to new operator. Teleprompter would set that limit at one month.

If a one-year limit in cases of justifiable cancellation were established, Viacom International commented that no operator should be required to operate as a public trustee in that interim period. The problem with continuation of service can be circumvented, according to Viacom, by requiring the transfer of systems immediately after expiration.

Local and state groups including the National League of Cities, the U.S. Conference of Mayors, New York State Commission on Cable Television, Minnesota Commission on Cable Communications, and City of New York were against any federal rule dictating specific terms on franchise renewal. Noting the need for rulemaking in the area, but insisting local standards and implementation are called for, the same groups saw only "general guidelines" from the FCC as acceptable. The City of New York took exception, however, to any guideline suggesting compensation, stating such compensation cannot be made.

Five staff members of Cable TV Information Center, filing on their own behalf, summed up local viewpoint in saying renewal problems do not lend themselves to "uniform nationwide applicability."

NCTA says ABC petition is 'another delay tactic'

The National Cable Television Association last week asked the FCC to dismiss a petition by ABC that would open up renewed rulemaking proceedings on pay-cable and sports carriage by cable systems (BROADCASTING, July 1).

Noting that the pay-cable rulemaking had already been delayed by oral arguments requested by the National Association of Broadcasters and that the com-

mission had dismissed a request last January by the National Association of Theatre Owners to put off pay-cable action until commission vacancies were filled, NCTA said the ABC petition was part of a concerted effort to throttle pay cable. The petition was "just another delay tactic," the association said, "to stall the already long overdue resolution of the pay-cable docket." To the network's suggestion that the new commissioners would need to be newly briefed on the issue, NCTA replied that the "outstanding record" of filings in the proceeding and the commission staff are sufficient to keep the newcomers informed. Further, it said, ABC had supplied no specifics to back up its charges that the existing record is "stale."

Skeptics question Seattle's plan to update its cable

Hearing on proposed ordinance expected to highlight disputes

Seattle, which has been served by cable since 1951, is now attempting to set standards to regulate the medium on a contemporary basis. But the city's cable operators feel the tentative ordinance which has emerged after 18 months of studies is more a pipe dream than a working reality.

The ordinance now pending before the city council was drafted by a citizens advisory committee commissioned by the municipal government in 1973. A public hearing on the ordinance will be held Aug. 12 and, according to city officials, there doubtless will be revisions before final action is taken.

The necessity for the new regulatory system, according to Betty McFarlane, executive secretary of the city's Bureau of Public Works, is obvious. "Our existing franchises don't really give us a handle on complying with any of the new FCC requirements," she said. For more than 20 years, Ms. McFarlane noted, the city's method of dealing with cable has been simply to issue "a permit for the use of the street area." There are some regulatory provisions—such as a 6% gross receipts tax which the FCC now says is illegal. There was also a requirement that the cable operator must receive a certification from the city for each additional 50 miles of plant it constructs.

The proposed ordinance is somewhat more complex. It suggests the city be divided into eight specific franchise areas. In addition, the ordinance calls for each cable district to have its own public access channel, and for all the systems to be interconnected with one another and with other cable facilities in the metropolitan area.

At present, there are two operating systems in Seattle which evolved through a number of ownership changes over the past 23 years. Interstate 5, which bisects the city, serves as a natural boundary for the two operations, with Teleprompter serving the west and a Viacom-controlled facility on the east. In addition, Vanhu-



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Cablevision, a predominantly black concern which has just been issued an FCC certificate of compliance, will soon begin constructing its system in the east region. Although local cable officials estimate that about 60% of the city (excluding the downtown and industrial regions) has been wired, there are now only about 25,000 subscribers in Seattle—a penetration of about 11%.

Derek White, manager of the Teleprompter-owned Seattle system, expressed his conviction that the advisory committee's eight-district concept will be significantly revised. "Each district could be moved around to satisfy everybody," he said. But he noted a greater concern with the proposed requirement that each of the districts have their own public-access facilities. "Why does the city of Seattle want to split up, divide or segregate the whole community" when the concept of public access envisions a system whereby all citizens can be collectively enlightened? he asked.

Another problem, Mr. White asserted, involves the initial plan to interconnect the entire region. "I'm not sure it can even be done technically. What you're talking about is a regional microwave network. Who's going to pay for it? We're not. The city won't. The FCC certainly isn't going to."

Particular issue may force general policy on regional franchises in N.J.

New Jersey's Office of Cable Television is considering a case that could make it the first cable regulatory body to formulate a policy on granting regional franchises.

The case involves a petition by National Video Systems, operator of cable systems serving three New Jersey seaside communities, to take over portions of a Dover township area now franchised to another firm, Clear Television Corp.

The National Video petition underscores a common problem among the state's cable operators. National Video now serves the communities of Lavalette, Seaside Park and Seaside Heights. It is seeking to extend its service to four unincorporated areas located on islands adjacent to its existing system. Those four areas are technically part of Dover township, which is the cable domain of Clear Television. But geographically, the National Video operation is closer to the unincorporated areas. And it is possible that, because of the expense involved in bringing the Clear Television service to the island communities, cable may never be available there.

The problem, OCT officials say, is not an isolated one. As one staffer put it, "New Jersey has so many areas that may not get cable that regionalization is something we've got to consider." OCT Director John Cleary said too many franchises were granted prior to the office's establishment last year. "Now it's a matter of

a hop, skip and jump between many systems. It makes it very difficult for us to formulate policies."

The National Video case, Mr. Cleary speculated, could provide some answers. The OCT will hold hearings on the matter in September, he noted, and a decision could come soon thereafter. "It's an isolated case," Mr. Cleary said, "but it could have a bearing on the thinking of the office as far as regionalization goes."

The OCT director emphasized the importance of such a consideration. "It's a very important part of the cable industry, and one that must be addressed." Indeed, Mr. Cleary feels that a separate rulemaking proceeding should be held on the matter, but he notes some prob-

lems. "I think it's going to require a great deal of study, and I would hope for some guidelines from the FCC."

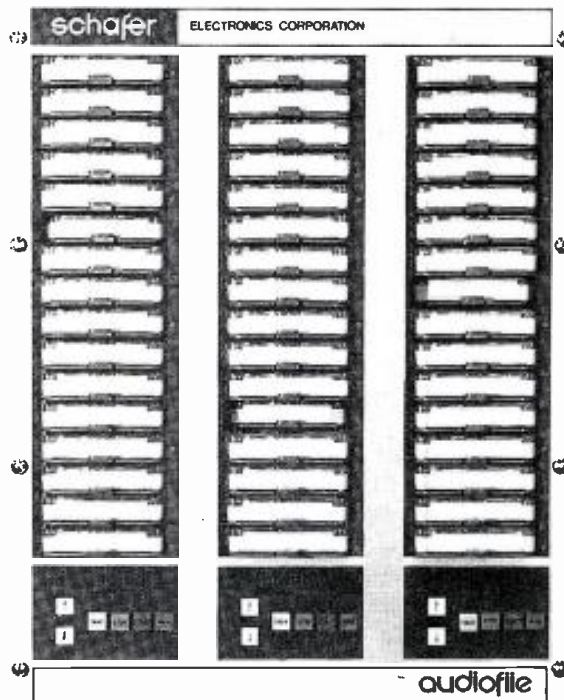
Thus far, however, the commission has been silent on the matter.

FCC to question HBO on its pay-cable of Yankees

FCC Chairman Richard E. Wiley has ordered a study to determine whether the carriage of New York Yankees baseball games on a pay cable system violates the FCC's antisiphoning rules.

The chairman said Home Box Office, the pay distributor, would be asked for its "reasons for believing that the distribution of these games is consistent with our regulations." The FCC investigation was

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prompted by a letter sent to Mr. Wiley by Willard E. Walbridge, chairman of the National Association of Broadcasters' Special Committee on Pay Television last month (BROADCASTING, June 24).

Mr. Walbridge noted that WPIX-TV New York has customarily broadcast a number of Yankee games each season, including this one. Home Box Office is distributing some of the games not broadcast. Under FCC rules that prohibit pay-cable use of sports events seen on free television in the preceding two years, "it has been our understanding," said Mr. Walbridge, that the Yankee games would be "unavailable" to the pay system.

Responding to Mr. Walbridge, Mr. Wiley said the FCC "will give this matter its most careful attention and deliberation."

Cable Briefs

Trying again. Boulder, Colo., which despite nationally heralded cable study two years ago still hasn't franchise, now has three applicants, city official says. One is Communications Corp. of Boulder, owned by three Troy, N.Y., businessmen; second is group of four principals headed by Ken Downes Associates, Los Gatos, Calif. Third is Samuel Street & Associates, cable consultancy that moved to Boulder early this year with intent to establish system there and which is regarded as frontrunner. Teleprompter Corp., original Boulder franchisee, pulled out several months ago.

Cooperation. Bids will be accepted next month from cable firms wishing to apply for franchise being worked out jointly by three local governments in Roanoke county, Va. Franchise would include Roanoke city, Vinton and unincorporated areas of county.

Freeze. Pennsylvania citizen groups have formed coalition to work with state, local cable regulators—and immediately called for moratorium on further CATV development in state. Citizens for Cable Awareness in Pennsylvania says breather is needed to help officials, industry get clearer picture of cable's developing nature.

Cheating with buttons. Some resourceful people in Beverly Hills and Westwood, Calif., have discovered how to get a free ride on Theta Cable's pay TV service, and the company is taking countermeasures, it acknowledged last week. Theta began its pay TV service last April, and now has about 15,000 pay customers, according to Jack Mann, Theta marketing vice president. Some regular customers, he said, discovered they could bring in the movie "Z" channel without paying by depressing two buttons on the converter. Counter-attack consists of removing the Z channel frequency from all homes, except those that subscribe. Theta charges \$6 extra a month, plus selector and hook-up fees on top of its regular charges that range from \$5 to \$8.45 per month.

Payola charge backfires on small label's chief

CMCA president, at news conference, says WMEX Boston made him buy ads for playing his 'Run Around Sue'; station denies all charges and Stax balks on distribution deal

Calling a public news conference to charge a Boston top-40 station with "payola" proved a disaster to a fledgling record company president, who wound up undermining a sale to Stax Records of the very song he said was used in the alleged extortion. John Dexter Worthington, president of obscure CMCA Record Co., of New York, last Monday (July 22) told the Boston news media that WMEX(AM) received \$800 in commercials and 500 promotional T-shirts from him in exchange for playing his label's single, *Run Around Sue*. The song is a revival by a Boston group known as *The Second Society*, of the '60's rocker.

At the same time he was making the complaint, which alleged the station stopped playing the song because the flow of T-shirts and ads was stopped, Mr. Worthington was seeking to close negotiations with Stax Records, in Memphis, a division of Columbia Records, for rights to distribute the song. Stax sources confirmed that the deal was being considered for the distribution of the song, but that because of Mr. Worthington's highly visible actions in Boston "we don't know whether we'll go ahead with it."

WMEX publicity director Ansel Chaney "categorically" denied all Mr. Worthington's charges and said the station's playing *Run Around Sue* was dictated only by its sales popularity in area record stores. Mr. Worthington had said at the news conference that he had lodged a complaint about WMEX with the FCC; however FCC Complaints and Compliance Director William Ray told BROADCASTING he had "nothing in writing"—only a telephone call July 22 from Mr. Worthington outlining his grievance.

According to Mr. Worthington, *Run Around Sue* was a top-requested item from WMEX's listeners and was selling extremely well in Boston record stores when the station removed it from its playlist. The *Boston Globe* reported that at his news conference, Mr. Worthington declared he had "affidavits from 25 record stores that the record was top 10 in sales. WMEX said it was not selling. But even today, checks show it is selling well." Mr. Ray said Mr. Worthington told him that the station refused to play the record because he wouldn't kick in more advertising and T-shirts. According to the *Globe*, Mr. Worthington said he was told by the station's program director "that if I bought advertising the record would stay on."

Mr. Chaney said Mr. Worthington did contract to buy \$800 worth of promotional advertising for the single and donated 500 promotional T-shirts to the station. The shirts carried the name of the song on one side and the station's

logo on the other. However, Mr. Chaney said the promotional expenditures were "all his [Mr. Worthington] idea."

The promotion ads and shirts for *Run Around Sue* came in while the song was being played and requested, both parties agree. On July 12, The Second Society performed *Run Around Sue* and other material for a charity event in New Hampshire sponsored by WMEX. Shortly afterward, the song was taken off the station's playlist. Mr. Worthington then tried to "get the song put back on" and offered to buy more ads and more shirts, Mr. Chaney said. "He made certain threats, and said he would file complaints—but we can't yield to that kind of pressure," Mr. Chaney said.

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

- BE MY DAY, Cats (Fantasy).
- CAPTAIN HOWDY, Simon Stokes (Casablanca).
- FREE, Fresh Start (ABC-Dunhill).
- GEORGIA PORCUPINE, George Fishoff (United Artists).
- GIVE ME A REASON, Maureen McGovern (20th Century).
- I'M COMING HOME, Spinners (Atlantic).
- I'VE HAD IT, Fanny (Casablanca).
- (OLD HOME, FILLER-UP) KEEP ON A TRUCKIN' CAFE C. W. McCall (MGM).
- KING FU, Curtis Mayfield (Curton).
- KING OF NOTHING, Seals & Crofts (Warner Brothers).
- LOVER'S CROSS, Melanie (Neighborhood).
- RIVER RISIN', Edgar Winter Group (Epic).
- THEN CAME YOU, Dionne Warwick/Spinners (Atlantic).
- WALK ON, Neil Young (Reprise).

Tracking the 'Playlist.' There are 11 new songs coming on the "Playlist" this week; they are led by Barry White's *Can't Get Enough of Your Love*, which cuts in at 39, and the *Heywoods' Who Do You Think You Are*, which leapfrogs on at 52. Close behind is *Happiness Is Just Around the Bend* (52), by Main Ingredient, and the Doobie Brothers' *Eyes of Silver* (58). Another new song with a bolt is Bob Seger's *Get Out of Denver* (63). Also new and hovering this week at the bottom of the "Playlist": Charlie Rich's *I Love My Friend* (67), Guess Who's *Clap for the Wolfman* (69), Lynary Skynyrd's *Sweet Home Alabama* (70), Diana Ross's and Marvin Gaye's *Don't Knock My Love* (72), Herb Ohta's *Song for Anna* (73) and Ray Stevens' *Moonlight Special* (75). Breaking top 40 in its second week on the chart is Eric Clapton's *I Shot the Sheriff* (35, with a bolt) ("Breaking In," July 1), Billy Preston's *Nothing from Nothing* (37) and Lamont Dozier's *Fish Ain't Bitin'* (40, with a bolt). Other bolted singles: Grand Funk's *Shinin' On* (49), Lobo's *Rings* (55) and the Rubettes' *Sugar Baby Love* (56).

The Broadcasting Playlist **Jul 29**

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			
				5-10a	10a-3p	3-7p	7-12p
1	1	1	Rock the Boat (3:05) Hues Corp.—RCA	1	1	1	2
3	2	2	Rock Your Baby (3:14) George McCray—TK Records	2	3	3	1
2	3	3	Annie's Song (2:58) John Denver—RCA	3	2	2	3
5	4	4	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	4	4	4	4
6	5	5	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	5	5	6	5
4	6	6	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	6	6	5	6
14	7	7	Waterloo (2:46) Abba—Atlantic	8	7	8	7
9	8	8	The Air that I Breathe (3:33) Hollies—Epic	10	8	7	9
8	9	9	Sundown (3:37) Gordon Lightfoot—Reprise	7	12	11	15
10	10	10	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	9	9	12	11
19	11	11	The Night Chicago Died (3:30) Paper Lace—Mercury	12	11	9	8
13	12	12	Side Show (3:25) Blue Magic—Atco	11	10	14	12
15	13	13	Radar Love (2:53) Golden Earrings—MCA	13	15	10	10
23	14	14	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	14	14	13	14
12	15	15	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	16	13	15	13
17	16	16	On and On (3:20) Gladys Knight & the Pips—Buddah	17	16	17	16
11	17	17	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	15	18	16	19
16	18	18	You Make Me Feel Brand New (4:45) Stylistics—Avco	18	17	19	20
24	19	19	Call on Me (4:00) Chicago—Columbia	19	20	18	18
18	20	20	Be Thankful (For What You Got) (3:25) William DeVaughn—Roxbury	20	19	22	23
22	21	21	Please Come to Boston (3:57) Dave Loggins—Epic	21	24	21	24
26	22	22	Wild Thing (2:56) Fancy—Big Tree	23	21	20	17
7	23	23	Band On the Run (5:09) Paul McCartney & Wings—Apple	22	23	23	22
20	24	24	Machine Gun (2:45) Commodores—Motown	24	22	24	21
27	25	25	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	26	25	25	25
21	26	26	You Won't See Me (3:07) Anne Murray—Capitol	25	28	26	29
25	27	27	Rock Me Gently (3:28) Andy Kim—Capitol	28	26	27	26
31	28	28	(You're) Having My Baby (2:32) Paul Anka—United Artists	27	27	28	27
38	29	29	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	30	29	29	31
37	30	30	Keep on Smiling (3:25) Wet Willie—Capricorn	29	32	30	33
34	31	31	Wildwood Weed (2:40) Jim Stafford—MGM	31	34	32	32
36	32	32	Hang On in There Baby (3:23) Johnnie Bristol—MGM	33	31	31	35
35	33	33	Sure as I'm Sitting Here (2:55) Three Dog Night—ABC/Dunhill	35	30	37	30
39	34	34	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	32	35	36	38
55	35	35	I Shot the Sheriff Eric Clapton—Atlantic	37	36	33	36
30	36	36	LaGrange (3:15) Z. Z. Top—London	43	33	34	28
42	37	37	Nothing from Nothing (2:40) Billy Preston—A&M	38	39	35	34
33	38	38	One Hell of a Woman (2:52) Mac Davis—Columbia	34	38	39	41
—	39	39	Can't Get Enough of Your Love Barry White—20th Century	36	40	38	40
52	40	40	Fish Ain't Bitin' (3:36) Lamont Dozier—ABC/Dunhill	41	37	42	39
29	41	41	Finally Got Myself Together (3:05) Impressions—Curtom	40	42	41	37

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
32	42	42	This Heart (3:22) Gene Redding—Haven	45	43	40	43
49	43	43	You & Me Against the World (3:08) Helen Reddy—Capitol	39	41	45	42
40	44	44	Dancing Machine (2:29) Jackson Five—Motown	44	49	43	44
43	45	45	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	42	44	47	47
41	46	46	Hollywood Swinging (4:35) Kool and the Gang—Delite	47	45	44	45
53	47	47	Loco-Motion (2:45) Grand Funk—Capitol	46	50	46	48
44	48	48	Workin' at the Car Wash Blues (2:30) Jim Croce—ABC/Dunhill	48	48	52	50
59	49	49	Shinin' On (3:23) Grand Funk—Capitol	52	51	51	46
48	50	50	Star Baby (2:37) Guess Who—RCA	49	53	49	51
54	51	51	Rub It In (2:12) Billy "Crash" Craddock—ABC/Dunhill	50	47	53	52
—	52	52	Who Do You Think You Are Heywoods—ABC/Dunhill	51	52	50	53
50	53	53	If You Wanna Get to Heaven (3:04) Ozark Mtn. Daredevils—A&M	56	55	48	54
—	54	54	Happiness Is Just Around the Bend Main Ingredient—RCA	58	46	58	49
67	55	55	Rings Lobo—Big Tree	53	54	55	60
64	56	56	Sugar Baby Love (3:33) Rubettes—Polydor	54	57	54	57
46	57	57	For the Love of Money (3:45) O'Jays—Phila. Int'l.	55	59	56	58
—	58	58	Eyes of Silver Doobie Brothers—Warner Brothers	57	62	63	59
66	59	59	The Bitch Is Back (3:50) Elton John—MCA	77	56	64	55
65	60	60	Beach Baby (3:02) First Class—J. K. Records	70	58	57	63
28	61	61	The Streak (3:15) Ray Stevens—Barnaby	63	61	61	62
69	62	62	Ballerero (3:25) War—United Artists	61	69	59	65
—	63	63	Get Out of Denver Bob Seger—Reprise	72	60	62	61
62	64	64	Put Out the Light (3:07) Joe Cocker—A&M	59	65	71	67
51	65	65	Haven't Got Time for the Pain (3:25) Carly Simon—Elektra	60	67	65	69
56	66	66	Train of Thought (2:34) Cher—MCA	64	66	60	70
—	67	67	I Love My Friend Charlie Rich—Epic	62	70	66	72
71	68	68	Let's Put It All Together Stylistics—Avco	69	71	72	56
—	69	69	Clap for the Wolfman Guess Who—RCA	71	64	67	64
—	70	70	Sweet Home Alabama (3:20) Lynard Skynyrd—MCA	67	68	69	68
45	71	71	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	66	74	68	74
—	72	72	Don't Knock My Love Diana Ross & Marvin Gaye	90	63	70	66
—	73	73	Song for Anna Herb Ohta—A&M	65	72	75	80
61	74	74	Already Gone (3:39) Eagles—Asylum	74	77	73	73
—	75	75	Moonlight Special Ray Stevens—Barnaby	73	75	74	77

Alphabetical list (with this week's over-all rank): The Air that I Breathe (8), Already Gone (74), Annie's Song (3), Ballero (62), Band On the Run (23), Be Thankful (For What You Got) (20), Beach Baby (60), Billy Don't Be a Hero (6), The Bitch Is Back (59), Call on Me (19), Can't Get Enough of Your Love (39), Clap for the Wolfman (69), Come Monday (45), Dancing Machine (44), Don't Knock My Love (72), Don't Let the Sun Go Down on Me (4), Eyes of Silver (58), Feel Like Makin' Love (14), Finally Got Myself Together (41), Fish Ain't Bitin' (40), For the Love of Money (53), Get Out of Denver (63), Hang On in There Baby (32), Happiness Is Just Around the Bend (54), Haven't Got Time for the Pain (65), (You're) Having My Baby (28), Hollywood Swinging (46), I Love My Friend (67), I Shot the Sheriff (35), If You Love Me (Let Me Know) (17), If You Talk in Your Sleep (34), If You Wanna Get to Heaven (53), I'm Leaving It (All) Up to You (29), Keep on Smiling (30), LaGrange (36), Let's Put It All Together (68), Loco-Motion (47), Machine Gun (24), Midnight at the Oasis (71), Moonlight Special (75), The Night Chicago Died (11), Nothing from Nothing (37), On and On (16), One Hell of a Woman (38), Please Come to Boston (21), Put Out the Light (64), Radar Love (13), Rikki Don't Lose that Number (5), Rings (55), Rock Me Gently (27), Rock the Boat (1), Rock Your Baby (2), Rock & Roll Heaven (10), Rub It In (51), Shinin' On (49), Side Show (12), Song for Anna (73), Star Baby (50), The Streak (61), Sugar Baby Love (56), Sundown (9), Sure as I'm Sitting Here (33), Sweet Home Alabama (70), Taking Care of Business (15), Tell Me Something Good (25), This Heart (42), Train of Thought (66), Waterloo (7), Who Do You Think You Are (52), Wild Thing (22), Wildwood Weed (31), Workin' at the Car Wash Blues (48), You Make Me Feel Brand New (18), You Won't See Me (26), You & Me Against the World (43).

NAITPD pushes for from-the-ground-up look at prime access

Independent producers ask FCC to re-examine its reasons for the rule in the first place

Pressing hard the partial victory it won in the courts on prime-time access, the National Association of Independent Television Producers and Distributors last week asked the FCC to specify just what it intends to look into when the commission undertakes its court-ordered reconsideration of the rule. The FCC two weeks earlier had announced its expedited schedule for that further look (BROADCASTING, July 15).

The NAITPD said that, before embarking on a fourth round of comments on the rule, the commission should clear up several points:

- What is the "controlling objective" of the rule?
- What is the relevance of network O&O program-buying practices to prime-time considerations?
- How can network dominance of prime time be controlled by opening up more time to the networks?
- What jurisdiction does the commission have to base regulatory judgments on "Hollywood employment patterns?"

The association also asked the commission to set an effective date for any

rule change, regardless of the outcome of the current rulemaking.

Claiming that the original purpose of providing prime-time access was to encourage competition in programing, NAITPD said that a major reason the U.S. Court of Appeals stayed the effective date of the January 1974 revised rule was that it failed to consider the "possible detrimental effect" of the revision on competition. And "there is nothing in the [July] further notice's treatment of the subject of competition which suggests that further comments can cure the relative deficiencies in the [January] report and order," it said. Because the prime-time access rule was relaxed in January to permit more network public-affairs, documentary and children's programing, the association said, the commission is now in the position of having to determine whether the purpose of the rule is to encourage competition or boost the quality of programing. "The commission must . . . explain how it will resolve the dilemma of a report and order which on the one hand endorses the access rule because it successfully achieves its stated pro-competitive objective, and on the other hand partially revokes that rule because the [networks'] monopoly's 30-year headstart in program development leads the commission to prefer its product," the association said.

The next question NAITPD wants the commission to take up is whether the influence of networks over their owned-and-operated stations is relevant to any access rulemaking. In the first place, it said, such a question is not really soluble through rulemaking comments since the degree of influence, as revealed through program-buying patterns, can best be determined by querying the O&O's. Even so, any unwarranted influence might be better corrected through license regulation of the stations or "by regulating the networks' relationship to their O&O's," the association suggested. The question of relevance should be settled before beginning a rulemaking generating an influx of comments that in the end reflect only the opinions of the various filing parties, the association said. It called for "a threshold judgment by the commission" based on the existing record and some limited comments, to determine that relevance. "Only if the commission then concludes that network domination of network prime time could constitute grounds for alteration of the access rule (as opposed to grounds for a separate proceeding addressed to more direct ways of dealing with that issue) need comments be requested," it said.

Similarly, the association requested a "threshold judgment" as to whether the commission should base its regulatory actions on "Hollywood employment patterns"—that is, whether an access rule, by denying time to networks, puts production people out of work. And again, NAITPD said, if the commission finds that it does have jurisdiction in that area, it must show the relevance of the employment problem to "the efficacy of the access rule in achieving its fundamental objectives" and further, that such em-

ployment patterns can be traced to the effects of the rule.

Finally, noting that producers and buyers have been kept in programing limbo by the rule's vagaries, the association asked the commission to set a specific effective date for whatever rule emerges. It proposed that any change become effective no sooner than at the start of the first full season at least 16 months after an order is promulgated by the commission or, in the event of appeal, where the commission is upheld, the start of the first season beginning six months after the affirmation. It said such a schedule would permit the rule to go into effect as soon as possible and still be in accordance with the New York court's requirement that the January revision be delayed at least 12 months from the September 1974 date originally set by the commission. "Moreover," the association said, "it would guarantee that syndicators could do what the commission has so far both invited and prevented—commit to program production something taking more time and money than they can afford to lose through bureaucratic fiat instead of just through the whims of the marketplace or their own misjudgments."

Jim Hartz picked as McGee successor

WNBC-TV anchorman replaces late 'Today' show host; Brokaw and Snyder opt out

Jim Hartz, WNBC-TV New York newsman, begins today (July 29) his new job as co-host of NBC-TV's *Today* show, filling the vacancy left by the death last April of Frank McGee.

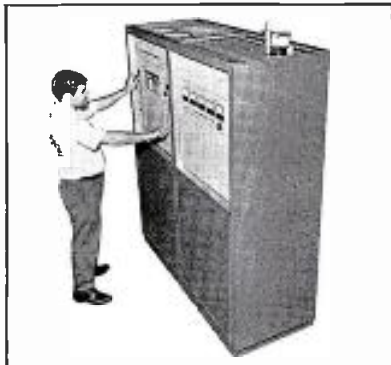
Mr. Hartz's selection from among three leading NBC newsmen for the \$100,000-per-year post was announced last week by Richard Wald, NBC News president. He said:

"In our judgment, Jim Hartz, Tom Brokaw [NBC News White House correspondent] and Tom Snyder [host of NBC-TV's *Tomorrow* show and KNBC-TV Los Angeles newsmen] were superbly and equally qualified for this particular assignment, and our judgment was confirmed by audience testing conducted by NBC research, as well as by audience reaction as expressed through viewer mail and telephone calls. However, because of their own career goals and the substantial time commitment demanded by the *Today* role, both Brokaw and Snyder were reluctant to take on the assignment."

Mr. Hartz maintained, in a telephone interview, that Mr. Brokaw's and Mr. Snyder's "reluctance" to take the job "absolutely" did not mean he was a third choice. "I know for a fact I wasn't the third choice," he insisted. The WNBC-TV newsman will give up his anchor post with that station's 11 p.m. half-hour newscast, but will remain co-anchor for the station's *NewsCenter 4* two-hour 6 p.m. news program until a replacement is found. That means he will begin his day at about 6 a.m. for *Today*, and

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The Wold firm negotiates with communications carriers for long lines and local loops, as well as internal stadium circuits. For many of its clients, RWC also arranges for production equipment, including technicians.

RWC clients include radio rights holders of 16 of the 26 NFL clubs, eight of the 12 WFL clubs and 10 major colleges. By the start of the pro and college seasons, RWC expects its football clients to number 45 to 50 local broadcasters.

Mutual Radio Network is employing RWC for its NFL Monday night and Notre Dame college broadcasts (*Broadcasting*, July 22).

RWC's syndication division again is producing and distributing *Computer Kickoff*, a score-prediction feature announced by Ray Scott. This 19-week schedule will begin Sept 1 on approximately 200 radio stations.

end it at 7 p.m., after the local newscast.

One reason Mr. Brokaw declined the job, New York newspapers reported, was his unwillingness to deliver the commercial messages required of *Today* personnel. (John Chancellor, NBC *Nightly News* anchorman, refused to do commercials while *Today* host and won that right.) According to Mr. Hartz, the issue of commercials "wasn't talked about until I was offered the job. I think anyone seriously considered for the job realized that it's always been part of the job." Mr. Hartz was informed he had been offered the post July 12 in a phone call from Lee Hanna, NBC News vice president. He was among nine men who were temporary co-hosts since Mr. McGee's death, not all of whom were seriously considered as Mr. McGee's replacement.

Mr. Hartz had been identified with Mr. McGee's job since April 18, when he appeared in a memorial *Today* program dedicated to the late anchorman. Mr. Hartz was a close personal friend (Mr. McGee was godfather to one of his children) and associate of the late newsman, and was a fellow Oklahoman. Mr. McGee was considered Mr. Hartz's mentor at NBC News, which Mr. Hartz, 34, joined in 1964.

No White House pressure to schedule 'O'Hara'—CBS

CBS-TV officials last week denied implications in a newly released transcript of presidential conversations that the White House may have had a hand in placing the 1971-72 *O'Hara, U.S. Treasury* series on CBS-TV.

Transcripts released by the House Judiciary Committee quoted former Presidential Assistant John D. Ehrlichman as telling Mr. Nixon on April 19, 1971, in reference to *O'Hara*, that "your,

uh, your television sense is apparently pretty good. They, uh, you know, we got, uh, a narcotics show on." Mr. Nixon replied, "did you?", according to the transcript, and then told of having seen the program—presumably the pilot, which CBS had broadcast earlier in April—and called it "a good show."

But the White House had nothing to do with getting either the show or the series on the air, CBS-TV President Robert D. Wood asserted last week. He said it was scheduled solely on its merits, without outside influence, in CBS-TV's belief (overestimated, as it turned out) that it would get strong audiences. "We did have one meeting—a sort of ceremonial thing when an official of the Treasury Department [which cooperated with Jack Webb and Universal TV in producing the series] came by—but that was after we'd picked up the series and scheduled it," Mr. Wood said.

The series, which starred David Jansen, received more public attention in its cancellation at the end of the 1971-72 season than in its original scheduling. An assistant secretary of the treasury complained to Senator John O. Pastore (D-R.I.) that *O'Hara* was in danger of being dropped by CBS out of deference to TV violence hearings then being conducted by Senator Pastore's Communications Subcommittee (BROADCASTING, March 27, 1972).

CBS officials insisted at the time that the show was being dropped primarily because of low ratings, not because of the violence hearings. Mr. Wood recalled last week that the assistant treasury secretary had called him and suggested the show's ratings might improve if the series were given a second year but did not make an issue of it.

No-names in NFL exhibitions begin to worry ABC-TV

ABC-TV may not carry its three scheduled Monday-night National Football League exhibition games if the players' strike still hasn't been settled by Aug. 19.

This scenario was laid out last Wednesday (July 24) by James Spence, ABC's vice president for sports-program planning. He said that the network's sales people will begin canvassing advertisers committed to the preseason telecasts in the next 10 days or so to see if they're willing to go along with an informal plan tentatively agreed to by NFL Commissioner Pete Rozelle and the sports departments of the three television networks. Basically, this plan calls for "after-the-fact" money adjustments if the ratings of the games are pulled down by the teams' fielding of untried rookies and free agents while the veteran name players march in picket lines in front of the stadiums. Under this arrangement, a sponsor would get some rebate on its payment to the network, and the network would in turn get a rebate on the rights fees it shelled out to the NFL.

If a number of sponsors demand up-front adjustments, though, or insist that the network remove their spots altogether, Mr. Spence said ABC may sim-

ply scrap its plans to telecast the games and hope that the strike ends before Sept. 16, when it begins its regular-season Monday-night telecasts.

But Mr. Spence hastened to add that he expects sponsors to say yes to the after-the-fact arrangement based on any demonstrable ratings' loss.

Industry sources said CBS and NBC would probably carry all of their scheduled preseason games, strike or no strike.

Network and union sources also thought it unlikely that the National Association of Broadcast Employees and Technicians would honor any picket lines thrown up by striking NFL players, mainly because the players' union is not a part of the AFL-CIO. But an NFL spokesman said that if the picket lines were honored, it was his understanding that the networks would use supervisory people to get the games on the air.

The three Monday night games of ABC-TV are scheduled for Aug. 19, Aug. 26 and Sept. 2. Its coverage of the Miami-All Stars games last Friday (July 26) has already been a casualty of the strike. Unaffected was last Saturday's (July 27) telecast of the Hall of Fame game between Buffalo and St. Louis.

NBC-TV starts its preseason coverage Aug. 17; CBS-TV Aug. 25.

Archie, Columbo come home again

The Hollywood summer syndrome, that annual malady that afflicts TV stars who

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want to get out of the series rut, seems to be over. Last week Carroll O'Connor returned to his duties as Archie Bunker in CBS's *All in the Family*. And Peter Falk's unhappiness with his *Columbo* series seems to have evaporated as Universal TV announced that he would resume work in the third of next season's six episodes of that NBC series.

Mr. O'Connor seemed to be unhappy with his contract and wanted back pay; in fact he filed a suit against Tandem Productions, producers of *All in the Family*, for clarification of his contract and for \$64,000 in claimed arrears (BROADCASTING, July 22). He failed to show up for the taping of the first episode of next season's series on July 16 and was written out of that show. The second show was tailored to be shot with him or without him. In response to Mr. O'Connor's suit, Tandem asked for and received a preliminary injunction that prohibited Mr. O'Connor from working for anyone else during the term of his contract with Tandem. It was Tandem, incidentally, that also had trouble with Redd Foxx, settled last month after nine episodes of NBC's *Sanford & Son* had been shot without him.

Mr. Falk, who had completed two of the next season's *Columbo* shows, had filed a suit against Universal for \$132,000 in claimed delinquent payment as well as other grievances. An expedited trial had been sought and had been scheduled for today (July 29). The settlement, however, obviously has mooted that.

Changing Formats

▪ **KNEW(AM)** Oakland, Calif., has changed its format from MOR to country music, becoming the second Metro-media station to adopt that format (KLAC[AM] Los Angeles has featured country since 1970).

▪ **KEZR(FM)** San Jose, Calif., has switched from "beautiful music" to a format it is calling "EZ rock." John T. Bradley, general manager, describes the new programming as "an easy sort of modern music, designed for long listening span and attention."

▪ **WEAM(AM)** Arlington, Va., has brought in a new general manager, Bruce Houston, formerly with **WRC(AM)** Washington (BROADCASTING, July 8), and a new format. The station, one of Washington's pioneer rockers, has dropped MOR and returned to rock. Program consultant to the station is Kent Burkhardt.

▪ **WGRF(FM)** Atlantic City has adopted Drake-Chenault's *Hitparade*, a contemporary easy listening format, as have **WSME(AM)** Sanford, Me., and **WPFM(FM)** Panama City, Fla.

▪ **KPAL(AM)** Pineville, La., has begun programming Drake-Chenault's *Great American Country*, contemporary country format. **WTUN(FM)** Selma, Ala., and **WSON(AM)** Henderson, Ky. have also adopted this automated format.

Program Briefs

Waiver retention sought. CBS and NBC have asked FCC to extend waiver of prime-time access rule that permits affiliates to carry one-time-only news and public-affairs programs in proscribed times. Networks said extension is necessitated by court stay of new access rule that would have accommodated special network needs this year and asked for quick action to permit coverage of upcoming "significant matters, such as impeachment proceedings."

New entry. Vidistrib Inc., Los Angeles, announces agreement with Mark Productions to syndicate new half-hour TV show, *Stereoscope*, featuring Dr. Loriane Chase, psychologist and writer of syndicated newspaper column. Guest on pilot is Linda Lovelace, star of X-rated movie, "Deep Throat."

Customers galore. Paramount Television has lined up 33 stations so far for its Portfolio VI group of 30 theatrical movies ("Love Story," "Barefoot in the Park" and "Gunfight at the O.K. Corral" are among titles). In addition to five CBS-owned stations, line-up includes **WXIA-TV** Atlanta, **WUAB(TV)** Cleveland, **WFAA-TV** Dallas-Fort Worth, **WJBK-TV** Detroit, **KTRK-TV** Houston, **WICC-TV** Pittsburgh and **WMAL-TV** Washington.

Seasonal specials. Twelve markets have signed for Avco Broadcasting's two Hanna-Barbera-produced holiday TV specials, bringing total to 23 stations. Newly signed for *The Thanksgiving That Almost Wasn't* and *A Christmas Story* are: **WTOP-TV** Washington, **WJXT** Jacksonville, Fla., **WXII** Winston-Salem, N.C., **WWBT** Richmond, Va., **WLUC-TV** Green Bay, Wis., **WJCL** Savannah, Ga., **WFSB** Hartford, Conn., **WMT-TV** Cedar Rapids, Iowa, **KTVE** El Dorado, Ark., **WTHI-TV** Terre Haute, Ind., **WJHG-TV** Panama City, Fla., **WSJV** Elkhart, Ind.

Global gloves. Worldvision Enterprises, New York, will make available to TV stations abroad coverage of First World Amateur Boxing Championships to be held in Havana next month. More than 40 boxing teams, including U.S. contingent, will participate in event, which will be produced by ABC Sports Inc. and carried on unspecified date on ABC's *Wide World of Sports*. Semi-finals and finals of championship matches will be held on Aug. 28 and Aug. 30. Worldvision will make coverage available overseas live via satellite or by delayed telecast on video tape.

Across Pacific. Six-month voyage of Chinese junk, Tai-Ki, from Hong Kong to South America is being produced as 60-minute or 90-minute film special by BBC and Document Associates, New York, for showing on BBC-TV and one U.S. TV network and other stations throughout world. Eight-man crew includes television cameraman.

Buckeye rights. **WTVN-TV** Columbus, Ohio, with high bid of \$180,700 for three years, has been awarded TV rights to home basketball games of Ohio State

University. **WLWC(TV)** Columbus had bid \$148,370. **OSU** this fall moves into second year of three-year \$230,400 contract with **WTVN(AM)** Columbus for latter to set up radio network for school's football games.

Telethon results. CBS-TV researchers report that 40.5% of all TV homes were tuned in to at least six minutes of *Answer America*, Democratic Party's telethon (from 10 p.m. on Saturday, June 29, to 7 p.m., Sunday, June 30, NYT). Average national Nielsen rating for entire telethon was 4.0 with 23 share, which averages out to 2.5 million homes. Telethon was carried by 206 stations (99% clearance) and chalked up \$7 million in pledges (of which about \$6.4 million will be collected, based on previous default percentages). With production cost of \$2.4 million, telethon was more profitable by about \$2 million than last year's shorter event on NBC.

Truckin' along. Detroit Diesel Allison, division of General Motors Corp., and **WWVA(AM)** Wheeling, W. Va., have joined forces for the "Power Parade Caravan," consisting of five-vehicle rolling display of trucking equipment visiting 25 truck sites throughout the U.S. where **WWVA** country music personalities will present live shows. **WWVA**, owned by Screen Gems Radio, division of Columbia Pictures Industries, is country music station said to have large audience of truck drivers. Tour will last one month and culminate in Wheeling Truckers' Jamboree Expo where special country music show will be carried over **WWVA**.

Music from Apollo. Syndicated series of one-hour radio shows, recorded live at Apollo Theater in New York's Harlem, will be syndicated to stations, starting in mid-September, by Cox/Racz Productions, New York. Top-name soul and rhythm-and-blues personalities will star in programs, which are being produced by Cox/Racz and Bobby Schiffman, president of 125th Street Apollo Corp., New York.

CTW's latest. Children's Television Workshop's new health-information series for adults, *Alive & Well*, will premiere Nov. 20 on PBS. Twenty-six hour-long episodes will be produced. Leading underwriters of \$7 million project are Corporation for Public Broadcasting, Robert Wood Johnson Foundation, Exxon Corp. and Aetna Life & Casualty Co.

"Overseas Mission." Weekly 30-minute public affairs program by noncommercial **WAMU-FM** American University, Washington, and Agency for International Development is available to television and cable on two-inch high-band color video tape. Show features spontaneous interviews with U.S. and foreign officials.

Tie-in packages. The American Legacy, Salt Lake City, producer of bicentennial programs by same name, is offering two-year programming feature. Package includes local market exclusivity, station ID and one-and-one-half minute historical vignettes. Sales to more than 100 stations have been announced.

All-channel radio: examining costs, consumer choice, FM industry growth

House subcommittee hears testimony on its versions of bills that would require AM-FM service in sets

The House Communications Subcommittee is to meet today (July 29) to mark up a bill requiring manufacturers to install both AM and FM tuning capacity in radio receivers. A similar bill has been passed by the Senate (BROADCASTING, April 29) on a 44-42 vote.

The bill is aimed principally at the automobile radio market, which the bill's advocates assert is rigged against the interests of FM broadcasting. Auto manufacturers were conspicuously absent from the witness list at one day of hearings before the subcommittee last week, although they were said to have been invited to testify. They also stayed away from committee hearings in the Senate.

At last Monday's hearing before the House subcommittee, FCC Chairman Richard E. Wiley introduced letters that the FCC had received from auto makers on the pricing of auto radios. Replying to FCC inquiries, Mr. Wiley said, American Motors, Chrysler, Ford and General Motors had generally agreed that "the selling price of automobile radio receivers, for AM only, AM-FM monophonic, and AM-FM stereophonic follows an approximate ratio of 1:2:3"—that is, the mono combination costs twice, and the stereo three times, as much as an AM-only car radio. The prices for those sets, Mr. Wiley noted, are: for AM, \$49-\$69; for AM-FM mono, \$101-\$186, and for AM-FM stereo, \$149-\$233.

Yet, according to a study by the Arthur D. Little Co., cited at the hearings by former FCC Commissioner Kenneth A. Cox as a spokesman for National Public Radio, the cost of adding FM to a typical AM-only car radio, which itself could cost only \$13.52, is \$6.95. And while acknowledging the automakers' assertion that the disparity in prices stems from the higher quality sets needed to meet car mobility and space requirements, Mr. Wiley questioned the need for the cost jumps for AM-FM combinations if the quality has already been built into the AM receiver. "Perhaps the auto manufacturers, the Federal Trade Commission or the Department of Justice can shed additional light on the question of the price structure in this area," the chairman said.

However, Mr. Wiley's support for an all-channel bill was not unqualified. A key problem for him, and one that almost tripped up the bill in the Senate, is the concern that an all-channel bill would force consumers to buy radio service they don't want. "We are concerned with reducing the consumer's freedom of choice and the possible extra

cost that may be involved for citizens who still want to purchase an AM-only receiver," Mr. Wiley said. But a committee member and sponsor of one of the House bills, Representative Clarence Brown (R-Ohio), reasoned that there is another, more compelling side of the freedom of choice issue. "It is our responsibility to open up as many channels of communication as possible," he told Mr. Wiley. "What we are doing is expanding the freedom of choice of the listener of what he can hear."

Another committee member, Representative James M. Collins (R-Tex.), noting that FM sets are now in some 90% of homes and 28% of cars, expressed concern that the bill would be an unneeded boost to the FM industry. "They're all willing applicants [for FM licenses]," said Mr. Collins. "They know what they're getting into, don't they?" Mr. Wiley agreed that "we don't have an obligation to insure their profitability," but, he said, "stations have to be viable to provide service" and he reiterated his feeling that the price structure of auto manufacturers puts an artificial damper on that viability.

A committee spokesman said that auto companies had been invited to testify but had not responded. "They don't want to have those rip-off prices of theirs exposed to the congressional glare," he suggested.

The only opposition to the bill at the hearing came from the Electronics Industries Association, whose staff vice president, Jack Wayman, argued that the bill is not needed and would be counterproductive.

EIA sales figures show that in 1973 90% of all home radio sets sold in the U.S. for more than \$15 were capable of FM reception. In the same year 28% of auto radios sold were FM equipped. The auto FM sales represented a 13.6% increase over the previous year, Mr. Wayman said.

The EIA executive said the require-



One down. Barrett E. Guisinger, VP-technical adviser to the president of International Video Corp., Sunnyvale, Calif. (I), is with Carl Hanseman, VP-research and development, Vidtronics Co., Los Angeles, before the first of three IVC-9000 recorders scheduled to be delivered to Vidtronics early next month. To be used in Vidtronics broadcast tele-production, the machines use two-inch tape and a segmented scan helical format. They sell for between \$60,000 and \$90,000 each. Shipments to Vidtronics will be completed before Aug. 31, IVC said.

ment of FM capability in car radios would be "particularly unsound during this inflationary period." He cited figures that in some cases were higher than those quoted by Mr. Wiley to illustrate the price spreads in factory-installed car radios: \$60-\$80 for AM only, \$125-\$165 for AM-FM monophonic, \$200-\$250 for AM-FM multiplex or stereo, \$250-\$400 for AM-FM-tape stereo.

Mr. Wayman added that there were "burgeoning sales" of car radios for installation after delivery from the auto factory. He said it was estimated that by 1975 40% of car radios sold, at the factory or afterward, would have FM capacity and by 1978, 75%.

Mr. Wayman said EIA opposed the bill on the grounds it would violate "the basic American right of freedom of choice."

But Congressman Brown asked: "Can I go out and buy an FM-only radio for my car?" "No," Mr. Wayman replied. Then, "if your choice is FM, all you can do is get both," Congressman Brown continued. "May I ask how that relates to my freedom of choice?"

To that, Mr. Wayman said: "You can buy an FM portable if you want. You see cab drivers in New York all the time with a portable sitting there."

The committee also heard from a panel of broadcasters, all of whom expressed support of the legislation. Richard Jencks, vice president of CBS, said the bill would "permit listening to FM by the 87% of the public who do not now have access in their automobiles to FM radio."

Donald Thurston, president of Berkshire Broadcasting Co. and head of the National Association of Broadcasters' all-channel radio committee, voiced NAB support of the measure, which he said need not be burdensome to manufacturers or consumers.

The Senate-passed bill that is before the House subcommittee would make AM-FM tuning capacity a requirement in all sets costing more than \$15 at retail and shipped in interstate commerce. Also before the subcommittee is a bill introduced by Representatives Brown and Lionel Van Deerlin (D-Calif.) that would impose no dollar criterion but would leave it to the FCC to exempt certain categories of sets from its rules to be written by authorization of the legislation.

Technical Briefs

New in color cameras. Concord Communications Systems enters color camera market with PCC-49 color video camera weighing less than six pounds and switchable for all portable applications. Initial delivery expected in September. Also available is VTR-460 color video camera recorder pack priced at \$4,495. 40 Smith Street, Farmingdale, N.Y. 11735. (516) 694-7960.

Preview Master. L. J. Scully Manufacturing Co. announces Preview Master designed for disc cutting, utilizing solid-state logic control circuitry. Operating with closed loop drive, the unit improves

wow and flutter. Additional features include NAB/CCIR equalization, ability to accommodate most preview times and cue modes for easy loading. Priced at \$4,525. 138 Hurd Avenue, Bridgeport, Conn. 06604.

Complete rundown. Collins Radio has published new catalogue describing complete line of broadcast equipment. *Collins Radio, Broadcast Division, Dallas 75207. (214) 235-9511.*

New Beaulieu. Hervis Corp., Sherman Oaks, Calif., announces availability of new Beaulieu 5008S, single-system or double-system sound, super-8 camera. New camera, which accepts both Kodak Ektasound or silent cartridges, features existing-light filming capability and is equipped with new Angenieux 6-80mm zoom lens. Price: \$1,448.

Lee offers lone land-mobile dissent

Additional spectrum space given to land-mobile users is incursion on UHF and violation of congressional intent, he says

FCC Commissioner Robert E. Lee says the commission's decision to permit land-mobile radio to share UHF channels in three cities is part of a constant unjustified whittling away of channels available for television broadcasting." He also calls it a "breach of faith with the Congress."

Commissioner Lee expressed his views in a dissenting statement issued in connection with the commission's decision to permit UHF-land mobile sharing in Miami, Dallas-Fort Worth and Houston (BROADCASTING, July 22). Similar sharing is already in effect in 10 cities.

His reference to a "breach of faith" with Congress relates to enactment of legislation in 1962, in response to an FCC request, requiring television-set manufacturers to build into their sets the capacity to receive all 82 channels. "Congress," he said, "recognized the need to utilize 82 channels of television broadcasting. Our stated priorities were to provide one or more facilities in all communities and one or more services to all areas."

FCC staff puts thumbs down to AT&T rates

Common Carrier Bureau presentation says company overstated its case in asking hi-lo rates it claimed were needed to compete with SSC's; return to drawing board suggested

The private line hi-lo tariff that AT&T has adopted for news services as a means of meeting the competition it is facing from new specialized common carriers has been unreasonably successful in that regard, according to a presentation by the trial staff of the FCC's Common Carrier Bureau. Not only that, the staff says, the costs being passed on to news-service subscribers—broadcast stations and newspapers—are substantial and may have a "severe" impact on smaller customers, although the impact would not be expected to impair seriously the nationwide dissemination of news.

The staff offered those findings in a report to the commission recommending rejection of the new tariff. The staff says AT&T has not demonstrated that the new rates are "just, reasonable and non-discriminatory."

The report also says the commission should set down guidelines for AT&T to follow in the future in filing rates for competitive services. The suggested guidelines reflect gaps and errors the staff said can be found in the case AT&T made in behalf of the hi-low tariff.

AT&T put the new rates into effect last month after a five-month delay resulting from the efforts of news services, broadcasters and newspapers to kill the rates. If the commission should declare the new rates illegal, customers will be in line for rebates.

The hi-low tariff replaced AT&T's traditional method of nationwide price averaging with rates set according to the routes involved—lower in low-cost, high-density routes (the New York-Chicago corridor, for instance), higher in the high-cost, low-density areas. AT&T said the new tariff is needed to help it combat what it called the cream-skimming—that is, servicing only high-density areas—of

new specialized common carriers, such as MCI Inc.

MCI, however, said the tariff is aimed at putting it out of business. And the commission staff said that the tariff has had "a substantial adverse impact" on the specialized common carriers. MCI, it noted, "has been forced to reduce its staff by 30%, its cash flow has been constricted, and, in order to meet the hi-lo rates, its break-even point on new routes has been extended from 18 to 32 months and its net revenues will decline substantially."

Indeed, the staff says, "Bell has seriously overestimated the demand for SCC services in relation to its own, and to this extent has misconceived the extent to which it is necessary to restructure its rates to be competitive with the SCC's."

The staff says the evidence does not support the contention of news organizations that the new tariff would result in a substantial cancellation of newswire services or that the dissemination of news nationally will be seriously impaired. A survey by the National Association of Broadcasters tending to support that assertion (BROADCASTING, April 8) was dismissed by the staff as "biased and self-serving": the staff noted that the NAB informed those being surveyed that the results would be used to oppose the AT&T's rate-increase request.

Nevertheless, the staff said, the record supports the contention that "less financially secure subscribers would feel the effect significantly." The report mentioned specifically the Rocky Mountain Broadcasters—144 AM, FM and TV broadcasters operating in small markets with small staffs and limited resources. The higher costs "will make it impossible" for many of them to retain both network and newswire services, according to the staff. "In very small markets, where stations have only a newswire, the increases may compel them to discontinue even the newswire," the report says.

Besides NAB and the Rocky Mountain Broadcasters Association, the new tariff is being opposed by such news organizations as the Associated Press, United Press, Reuters, Dow Jones and Commodity News Service.

At bottom it is what the staff sees as the effect of AT&T's "serious overestimation of the threat" of competition from the specialized common carriers that seems the key to the recommendation to reject the tariff. The rate filing, the report says, "has been inimical to the growth of competition for specialized communication services. We believe that a healthy competitive environment can only be promoted and maintained if Bell's rates are clearly reflective of the unique characteristics of its plant and based on accurate costing thereof."

In the guidelines the staff urged the commission to direct AT&T to present new market studies reflecting realistic growth potential and customer acceptance of specialized common carrier service. They also require a complete justification for fundamental demarcations between classifications of service developed to de-average rates in response to competitive offerings.

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NEW YORK, N. Y. 10022

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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	
ABC	6 mo. 6/30	461,791,000	+ 7.6%	27,474,000	+ .3%	1.83	428,929,000	27,408,000	1.61	
Ampex	12 mo. 4/27	272,455,000	+ 7.6%	5,426,000	+ 48.5%	.50	253,144,000	3,654,000	.34	
BBDO Inc.	6 mo. 6/30	32,600,000	+ 10.5%	2,701,000	+ 4.7%	1.07 ¹	29,500,000	2,579,000	1.00	
Capital Cities Communications Inc.	6 mo. 6/30	65,511,000	+ 2.5%	10,733,000	+ 5.7%	1.39	63,930,000	10,156,000	1.32	
Chris Craft	9 mo. 6/30	45,836,000	- 4.4%	(1,369,000)	*	(.33)	47,967,000	3,862,000	.75	
Cox Broadcasting	6 mo. 6/30	49,559,000	+ 14.2%	6,473,000	+ 12.6%	1.11	43,391,000	5,748,000	.98	
Dun & Bradstreet	6 mo. 6/30	240,908,000	+ 7.9%	19,895,000	+ 9.0%	.69	223,293,000	18,247,000	.625	
Kaiser	6 mo. 6/30	130,804,000	+ 28.4%	34,462,000	+ 15.9%	1.17 ⁴	101,966,000	29,728,000	1.06	
Metromedia Inc.	6 mo. 6/30	96,671,900	- 1.0%	1,972,251	- 61.8%	.30	97,656,691	5,165,401	.79	
MGM	9 mo. 6/16	175,000,000	+ 46.0%	19,300,000	+ 6.6%	3.26	119,000,000	18,100,000	1.37	
3M	6 mo. 6/30	1,431,000,000	+ 16.5%	154,800,000	+ 8.9%	1.37	1,217,000,000	142,100,000	1.26	
New York Times Co.	6 mo. 6/30	191,943,000	+ 9.5%	11,528,000	+ 88.2%	1.03	175,395,000	9,741,000	.86	
Reeves Telcom	6 mo. 6/30	4,448,218	+ 1.5%	145,519	- 30.0%	.06	4,384,442	207,923	.09	
Rollins Inc.	12 mo. 6/30	193,300,000	+ 17.2%	16,650,000	+ 14.0%	1.20	165,026,303	14,616,036	1.07	
Scripps-Howard	6 mo. 6/30	15,168,661	+ 7.9%	3,060,631	+ 12.2%	1.18	14,069,542	2,728,348	1.05	
Storer	6 mo. 6/30	50,738,000	+ 2.6%	6,470,000 ⁴	+ 31.0%	1.36	49,439,000	4,971,000	1.05	
Time Inc.	6 mo. 6/30	388,987,000	+ 14.9%	26,848,000	+ 64.1%	1.65	338,533,000	21,650,000	1.49	
Viacom	6 mo. 6/29	17,471,000	+ 17.6%	1,212,000	+ 16.9%	.32	14,858,000	1,037,000	.27	
Warner	6 mo. 6/30	31,943,000	- 7.4%	902,000	- 45.3%	.32	34,487,000	1,649,000	.59	
Wometco	6 mo. 6/15	69,709,000	+ 18.9%	3,859,000	+ 9.6%	64.2	58,663,000	3,522,000	58.3	

* Change too great to be meaningful.
¹ Based on Income before tax credit.
² From continuing operations.

³ Losses at firm's subsidiary: All-Star Insurance Corp.
⁴ Includes pretax gains from repurchase of company's convertible subordinated debentures, gains from NHL, and gains from aircraft sale.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. July 24	Closing Wed. July 17	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 25 3/8	24 1/4	+ 1 1/8	+ 4.63	28 3/8	21 5/8	9	16,582	420,768
CAPITAL CITIES	CCB	N 33 1/2	32 5/8	+ 7/8	+ 2.68	39 1/4	22 3/4	13	7,164	239,994
CBS	CBS	N 36 3/4	36 3/4		.00	40	25	11	28,092	1,032,381
CONCERT NETWORK*	O	1/4	1/4		.00	7/8	1/4		2,200	550
CDX	COX	N 13 1/2	12 3/4	+ 3/4	+ 5.88	19 3/8	12 1/2	7	5,831	78,718
FEDERATED MEDIA***	O	5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A 8 1/2	9	- 1/2	- 5.55	13 5/8	8 1/2	6	800	6,800
LIN	LINB	D 3	3 1/8	- 1/8	- 4.00	6 3/4	2 5/8	3	2,296	6,888
MOONEY*	MOON	O 2 3/4	2 3/4		.00	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	PSDU	D 4 1/2	4	+ 1/2	+ 12.50	6 1/4	3 1/8	38	1,750	7,875
RAHALL	RAHL	O 3 1/2	3 1/4	+ 1/4	+ 7.69	6	3 1/4	8	1,297	4,539
SCRIPPS-HOWARD	SCRP	O 14 1/2	15	- 1/2	- 3.33	17 1/2	14 1/2	7	2,589	37,540
STARR	SBG	M 4 1/2	4 3/4	- 1/4	- 5.26	9	4 1/2	4	1,069	4,810
STORER	SBK	N 14 1/8	14 1/4	- 1/8	- .87	17 3/8	11 1/4	7	4,751	67,107
TAFT	TFB	N 18	16	+ 2	+ 12.50	23 3/8	15	7	4,114	74,052
WOODS COMM.*	O	7/8	7/8		.00	1	1/4	7	292	255
TOTAL									80,032	1,988,050
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 1 1/2	1 1/2		.00	2 1/2	1 1/2	4	1,299	1,888
AVCO	AV	N 4 3/8	4 1/2	- 1/8	- 2.77	8 7/8	4	4	11,481	50,229
BARTELL MEDIA	BMC	A 1 1/8	1 1/8		.00	2 3/8	1	2	2,257	2,539
JOHN BLAIR	BJ	N 5 1/4	5	+ 1/4	+ 5.00	7 1/2	4 7/8	4	2,403	12,615
CAMPDOWN INDUSTRIES*	O	1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N 2 1/8	2 1/8		.00	4 1/4	2 1/8	24	4,162	8,844
COMBINED COMM.	CCA	A 10 3/4	9 3/4	+ 1	+ 10.25	13	7 7/8	7	3,280	35,260
COWLES	CWL	N 6	5 3/4	+ 1/4	+ 4.34	7 1/8	5 5/8	12	3,969	23,814
DUN & BRADSTREET	DNB	N 25 1/4	25	+ 1/4	+ 1.00	36	22 1/4	17	26,555	670,513
FAIRCHILD IND.	FEN	N 5 7/8	5 5/8	+ 1/4	+ 4.44	6 3/4	4 1/8	13	4,550	26,731
FUQUA	FQA	N 7 3/8	7 1/8	+ 1/4	+ 3.50	10 3/4	6 5/8	4	7,273	53,638
GENERAL TIRE	GY	N 14 1/8	14 3/8	- 1/4	- 1.73	18 1/4	12 7/8	4	21,515	303,899
GLOBETROTTER	GLBTA	D 2 1/2	2 1/2		.00	4 3/4	2 1/2	3	2,759	6,897
GRAY COMMUN.*	O	7 1/4	7 1/4		.00	8 1/2	6 1/2	5	475	3,443
HARTE-HANKS	HHN	N 9 1/2	8 3/4	+ 3/4	+ 8.57	14 1/4	8 1/4	7	4,330	41,135
JEFFERSON-PILOT	JP	N 23 1/2	23 1/2		.00	38 1/4	22 1/8	11	24,126	566,961
KAISER INDUSTRIES*	KI	A 5 7/8	6 1/8	- 1/4	- 4.08	8 1/2	5 1/8	3	27,487	161,486
KANSAS STATE NET.*	KSN	O 3 1/2	3 1/2		.00	3 7/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	A 3 7/8	3 3/4	+ 1/8	+ 3.33	6 3/4	3 3/4	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 13 1/4	12	+ 1 1/4	+ 10.41	13 1/4	10 3/4	9	3,352	44,414
LIBERTY	LC	N 11 3/4	11 1/8	+ 5/8	+ 5.61	15 5/8	10 7/8	5	6,632	77,926
MCGRAW-HILL	MHP	N 7 7/8	7 3/4	+ 1/8	+ 1.61	9	6	7	23,426	184,479
MEDIA GENERAL	MEG	A 22 1/2	22 1/8	+ 3/8	+ 1.69	26 1/2	20	10	3,552	79,920
MEREDITH	MDP	N 9	9		.00	11 3/8	8 1/4	4	2,908	26,172
METROMEDIA	MET	N 6 5/8	6 7/8	- 1/4	- 3.63	10 5/8	6	6	6,447	42,711
MULTIMEDIA	MMED	O 11 1/2	12	- 1/2	- 4.16	14 1/4	10 1/2	8	4,388	50,462
NEW YORK TIMES CO.	NYKA	A 11 3/8	10 7/8	+ 1/2	+ 4.59	13 3/4	10	7	10,231	116,377
OUTLET CO.	DTU	N 8 1/4	8	+ 1/4	+ 3.12	9 3/4	7 3/4	4	1,379	11,376

Stock symbol	Exch.	Closing Wed. July 24	Closing Wed. July 17	Net change In week	% change In week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
POST CORP.	POST	O	6 1/2	6 1/2		.00	10 3/4	6 1/4	4	882	5,733
PSA	PSA	N	6	6 1/4	- 1/4	- 4.00	10	5 1/2	18	3,181	19,086
REEVES TELECOM	RBT	A	1 1/4	1 1/4		.00	1 3/4	1 1/8	11	2,376	2,970
RIDDER PUBLICATIONS	RPI	N	16 5/8	16	+ 5/8	+ 3.90	16 5/8	11	11	8,305	138,070
ROLLINS	ROL	N	9 5/8	9	+ 5/8	+ 6.94	19 3/4	9	8	13,305	128,060
RUST CRAFT	RUS	A	7 3/8	7 1/8	+ 1/4	+ 3.50	10 1/4	6	5	2,366	17,449
SAN JUAN RACING	SJR	N	8 1/2	8 7/8	- 3/8	- 4.22	13 3/8	8 1/2	6	2,367	20,119
SCHERING-PLOUGH	SGP	N	61	63 3/4	- 2 3/4	- 4.31	74 3/8	58 1/2	30	53,823	3,283,203
SONDERLING	SDB	A	5 3/4	5 3/4		.00	10	5 3/4	3	788	4,531
TECHNICAL OPERATIONS	TO	A	4 1/4	4 1/8	+ 1/8	+ 3.03	6 3/4	4	4	1,344	5,712
TIMES MIRROR CO.	TMC	N	13 1/2	12 3/8	+ 1 1/8	+ 9.09	17 5/8	12 1/8	8	31,385	423,697
TURNER COMM.***	O	O	3 3/8	3 3/8		.00	3 5/8	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	21 3/4	20 5/8	+ 1 1/8	+ 5.45	24 3/8	14 3/4	8	4,749	103,290
WOMETCO	WOM	N	8 1/4	8 1/4		.00	10 1/4	8	6	6,034	49,780
TOTAL									346,982	6,821,503	
Cablecasting											
AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS	AELBA	O	1 1/8	1 1/8		.00	2 1/8	3/4	3	1,673	1,882
AMERICAN TV & COMM.	AMTV	O	7 1/2	7 1/2		.00	19 1/4	7 1/2	17	3,181	23,857
ATHENA COMM.**	O	O	1/4	1/4		.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	8	8 3/4	- 3/4	- 8.57	24 1/8	6	9	7,907	63,256
CABLECOM-GENERAL	CCG	A	2	2 1/8	- 1/8	- 5.88	4 1/2	1 3/4	25	2,560	5,120
CABLE FUNDING**	CFUN	O	5	4 3/4	+ 1/4	+ 5.26	7 3/8	4 3/4	42	1,121	5,605
CABLE INFO.++	O	O	1/2	1/2		.00	3/4	1/2	1	987	493
CITIZENS FIN.**	CPN	A	1 3/4	1 7/8	- 1/8	- 6.66	4 1/4	1 3/4		2,697	4,719
COMCAST*	O	O	2 1/2	2 1/4	+ 1/4	+ 11.11	2 1/2	1 1/2	10	1,705	4,262
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 1/2		.00	3 3/8	1 3/8	17	4,761	7,141
COX CABLE	CXC	A	5 1/8	5 1/8		.00	15 1/4	4 1/2	9	3,560	18,245
ENTRON*	ENT	O	3/4	3/4		.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	9 3/4	9 5/8	+ 1/8	+ 1.29	17 1/8	8 3/4	5	7,060	68,835
GENERAL TV**	O	O	1 1/4	3/4	+ 1/2	+ 66.66	1 1/2	3/4	63	1,000	1,250
LVO CABLE	LVOC	O	2 3/4	2 3/4		.00	4 5/8	2 3/4	55	1,879	5,167
SCIENTIFIC-ATLANTA	SFA	A	6 7/8	6 1/8	+ 3/4	+ 12.24	9 1/2	5 7/8	7	917	6,304
TELE-COMMUNICATION**	TCOM	O	1 3/4	1 3/4		.00	5 3/4	1 3/4	7	4,852	8,491
TELEPROMPTER**	TP	N	3	3		.00	8 1/4	3	18	16,013	48,039
TIME INC.	TL	N	37 1/8	35	+ 2 1/8	+ 6.07	40 1/4	30 3/4	7	10,381	385,394
TOCOM*	TOCM	O	3	2 5/8	+ 3/8	+ 14.28	4 7/8	2 1/2	7	634	1,902
UA-COLUMBIA CABLE	UACC	O	4 3/4	5	- 1/4	- 5.00	6	3 3/4	11	1,795	8,526
VIACOM	VIA	N	4 3/8	4 1/8	+ 1/4	+ 6.06	7 1/2	4	7	3,850	16,843
VIKOA**	VIK	A	1 7/8	2	- 1/8	- 6.25	4	1 7/8		2,534	4,751
TOTAL									85,999	692,743	
Programming											
COLUMBIA PICTURES**	CPS	N	2 1/8	2	+ 1/8	+ 6.25	4 3/4	2		6,748	14,339
DISNEY	DIS	N	39 3/4	40 1/2	- 3/4	- 1.85	54 1/2	34 3/4	24	29,155	1,158,911
FILMWAYS	FWY	A	3	2 3/4	+ 1/4	+ 9.09	6	2 5/8	4	1,791	5,373
FOUR STAR	O	O	3/4	3/4		.00	1 3/8	3/4	1	665,750	499,462
GULF + WESTERN	GW	N	20 3/8	20 1/4	+ 1/8	+ .61	29 1/8	18 3/8	4	14,088	287,043
MCA	MCA	N	23	23 3/4	- 3/4	- 3.15	26 1/2	19 1/4	6	8,386	192,878
MGM	MGM	N	16 3/8	15 3/4	+ 5/8	+ 3.96	16 3/8	9 1/4	12	5,918	96,907
TELE-TAPE****	O	O	1/2	1/2		.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*	O	O	3	3		.00	4 1/8	3	6	943	2,829
TRANSAMERICA	TA	N	6 3/4	6 7/8	- 1/8	- 1.81	10 3/8	6 5/8	5	65,115	439,526
20TH CENTURY-FOX	TF	N	5	5		.00	9 1/8	4 3/4	7	8,280	41,400
WALTER READE**	WALT	O	1/8	1/8		.00	1/2	1/8		4,467	558
WARNER	WCI	N	9 7/8	9 7/8		.00	18 1/2	9 5/8	4	16,317	161,130
WRATHER	WCO	A	5 1/8	5	+ 1/8	+ 2.50	8 1/8	4 1/8	57	2,229	11,423
TOTAL									831,577	2,912,874	
Service											
BRDO INC.	O	O	12 7/8	11 1/2	+ 1 3/8	+ 11.95	14 1/4	10	6	2,513	32,354
COMSAT	CO	N	31 3/4	27 1/4	+ 4 1/2	+ 16.51	40 3/8	26 1/8	8	10,000	317,500
CREATIVE MANAGEMENT	CMA	A	3 3/8	3 3/8		.00	6 5/8	3 3/8	4	1,016	3,429
DOYLE DANE BERNBACH	ODYL	O	8 1/4	8 3/4	- 1/2	- 5.71	11 1/2	8 1/4	4	1,796	14,817
ELKINS INSTITUTE****	ELKN	O	3/8	3/8		.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	8	8		.00	11 1/4	8	5	2,065	16,520
GREY ADVERTISING	GREY	O	6 1/2	6 1/2		.00	8 3/8	6 1/2	3	1,255	8,157
INTERPUBLIC GROUP	IPG	N	10 1/8	10	+ 1/8	+ 1.25	13	9 5/8	4	2,319	23,479
MARVIN JOSEPHSON*	MRVN	O	5 1/2	5	+ 1/2	+ 10.00	8 1/2	5	4	957	5,263
MCI COMMUNICATIONS+	MCIC	O	2	2		.00	6 1/2	2		12,825	25,650
MOVIELAB	MOV	A	7/8	7/8		.00	1 5/8	5/8	5	1,407	1,231
MPO VIDEOELECTRONICS**	MPO	A	1 3/8	1 1/4	+ 1/8	+ 10.00	2 5/8	1 1/8		539	741
NEEDHAM, HARPER	NDHMA	O	4 5/8	5	- 3/8	- 7.50	7 1/2	4 5/8	2	918	4,245
A. C. NIELSEN	NIELB	O	15 1/4	16	- 3/4	- 4.68	28	14 1/8	14	10,598	161,619
OGILVY & MATHER	OGIL	O	14 1/2	14 1/2		.00	17 1/4	12 3/4	5	1,807	26,201
PKL CO.***	PKL	O	1	1		.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	8 1/2	8 3/4	- 1/4	- 2.85	12	6 7/8	13	2,624	22,304
UNIVERSAL COMM.***	O	O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	6 1/2	6 1/8	+ 3/8	+ 6.12	9 5/8	6 1/8	3	1,632	10,608
TOTAL									57,701	676,093	
Electronics											
AMPEX	APX	N	3	2 7/8	+ 1/8	+ 4.34	4 7/8	2 7/8	8	10,796	32,388
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8		.00	1 1/8	5/8	2	881	991
COHU, INC.	COH	A	2 1/2	2 1/2		.00	3 7/8	2 1/8	5	1,542	3,855
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 3/8	+ 1/8	+ 9.09	2 1/8	1 1/4	9	2,333	3,499

Stock symbol	Exch.	Closing Wed. July 24	Closing Wed. July 17	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
CUNRAC	CAX	N	14	13 5/8	+ 3/8	+ 2.75	21	13	6	1,261	17,654
GENERAL ELECTRIC	GE	N	48 3/4	47 3/4	+ 1	+ 2.09	65	7 1/2	15	182,114	8,878,057
HARRIS CORP.	HRS	N	23 1/2	23 1/2	-	.00	33 1/2	22 3/4	8	6,229	146,381
INTERNATIONAL VIEDO	IVCP	D	3 1/8	3 1/4	- 1/8	- 3.84	7 1/2	3 1/8	10	2,728	8,525
MAGNAVOX	MAG	N	4 1/4	4 3/8	- 1/8	- 2.85	9 7/8	4	18	17,799	75,645
3M	MMM	N	70	71 1/2	- 1 1/2	- 2.09	80 1/2	68 1/2	26	113,100	7,917,000
MOTOROLA	MOT	N	51 1/2	51 1/4	+ 1/4	+ .48	61 7/8	40 1/2	17	27,968	1,440,352
OAK INDUSTRIES	OEN	N	10 1/4	10 1/2	- 1/4	- 2.38	12 7/8	9 1/2	4	1,639	16,799
RCA	RCA	N	13 5/8	14	- 3/8	- 2.67	21 1/2	13 1/4	6	74,444	1,014,299
ROCKWELL INTL.	ROK	N	26 1/4	26	+ 1/4	+ .96	28 3/8	25 1/8	6	30,315	795,768
RSC INDUSTRIES	RSC	A	1 1/8	1	+ 1/8	+ 12.50	2 1/8	1	7	3,458	3,890
SONY CORP	SNE	N	16 1/2	17 1/8	- 5/8	- 3.64	29 7/8	16 1/2	31	165,625	2,732,812
TEKTRONIX	TEK	N	33 1/2	33 1/2	-	.00	47 3/4	33 1/2	14	8,646	289,641
TELEMATION++	TINT	O	2	2	-	.00	2 3/4	1 3/4	12	1,050	2,100
TELEPRO IND.***	O	6 7/8	6 7/8	-	.00	8	2 1/2	43		475	3,265
VARIAN ASSOCIATES	VAR	N	9	8 1/2	+ 1/2	+ 5.88	13 1/4	6 5/8	8	6,617	59,553
WESTINGHOUSE	WX	N	13 1/4	12 3/4	+ 1/2	+ 3.92	26	12 1/2	8	87,876	1,164,357
ZENITH	ZE	N	18 7/8	19 7/8	- 1	- 5.03	31 5/8	18 7/8	8	18,797	354,793
TOTAL										765,693	24,961,624
GRAND TOTAL										2,167,984	38,052,887

Standard & Poor's Industrial Average 95.92 94.65 +1.27

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 alightly.

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

* 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.

Fates & Fortunes®

Media

Clair R. McCollough relinquishes presidency of Steinman station group, Lancaster, Pa., but remains as consultant. **Harry J. Shaub Jr.**, general manager, becomes executive vice president. Mr. McCollough, 71, who has been active in industry affairs during most of his career, won National Association of Broadcasters Distinguished Service Award in 1961. Mr. Shaub has been with Steinman group for 25 years. Group owns WGAL-AM-FM-TV Lancaster, WTEV(TV) New Bedford, Mass. (Providence, R.I.), and WDEL(AM)-WSTW(FM) Wilmington, Del.



Connelly

Liss

Richard J. Connelly, VP, public information, ABC Inc., New York, named to new post of VP, public relations, broadcasting, in restructuring in which **William J. Liss**, public information officer, Judicial Conference of State of New York, joins ABC as VP, public relations, leisure activities.

Martin Itzikman, Beverly Hills, Calif., attorney and former business affairs executive with Winters Rosen Productions and John Secundari Productions, joins NBC as manager, compliance and practices, West Coast, based at Burbank, Calif. He succeeds **Sanford Asher**, who resigned several months ago.

Philip L. Mergener, general manager, WEEK-TV Peoria, Ill., elected VP of licensee Mid-American Television Co., subsidiary of Kansas City Southern Industries Inc. He continues with same responsibilities.

John M. Otter, one-time VP in charge of sales, NBC-TV, named staff consultant, corporate underwriting department of noncommercial WNET(TV) Newark, N.J.-New York. His consideration as successor to Norman E. Cash as president of Television Bureau of Advertising precipitated bitter division within that organization's board (*BROADCASTING*, Nov. 12, 1973, et seq.).

Thomas H. Reiff, program director, KPRC-TV Houston, elected VP of licensee Channel Two Television Co.

Ted Ballenger, sales manager, KVOE-AM-FM Emporia, Kan., named general manager, KODY(AM) North Platte, Neb.

Mary Bates, Avco Broadcasting VP-communications, Cincinnati, resigns to join Cincinnati Bell as head of public relations. Major portion of work handled by her department reassigned to Avco's

WLWT(TV) Cincinnati promotion department under **Steve Fisher**, promotion-publicity director. **Ilze Kalnin** and **Greg Stehlin** transfer from corporate communications department to WLWT promotion staff.

Frank L. Jackson, media consultant and teacher, Governor's State University, Park Forest South, Ill., named director of community relations, WFLD-TV Chicago.

Melvyn B. Smith, director of information services, WDCA-TV Washington, named promotion manager, WFLD-TV Chicago.

Jane Crandlemire, advertising and promotion director, Auburn Mall, Boston, named director of development and promotion, noncommercial WBUR-FM Boston.

Sam Richardson, director of station services, KTBC-TV Austin, Tex., to handle promotion and public service activities for station.

Newly elected officers, Colorado Broadcasters Association: **C. A. Denney**, KBZZ(AM) La Junta, president; **Al Perry**, KOSI-AM-FM Aurora, president-elect; **Steve Heater**, KSPN(FM) Aspen, secretary-treasurer; nobody is "elected" past president; **John E. Morrill**, reappointed executive director.

Robert P. Eckel, assistant traffic manager, WLWT(TV) Cincinnati, named manager of computer sales-traffic systems. (Corrects July 15 item, which said Mr. Eckel had joined WLWT in new position; he has been with station since 1970.)

Broadcast Advertising



Carl Spielvogel, executive VP-operations, Interpublic Group of Companies Inc., New York, named vice chairman-operations for Interpublic. He has been with organization since 1960 in variety of executive posts.

Spielvogel

Richard D. Rasor, management supervisor, J. Walter Thompson Co., New York, elected senior VP.

William J. Devlin, account supervisor, Ketchum, MacLeod & Grove, Pittsburgh, named VP.

William Fagan, account executive, MMT Sales, named national sales manager, WTOP-TV Washington. He replaces **Michael T. Dorsey**, appointed regional sales manager, Top Market Television Inc., new Post-Newsweek rep firm (BROADCASTING, June 24.)

Alan Frischer, account executive, ABC Spot Sales, New York, named national sales manager, KGO-TV San Francisco.

Walter M. Perls, Arthur & Wheeler Inc., joins Bozell & Jacobs, Chicago, as senior VP-director of creative services. He succeeds **Arnold Paley**, senior VP-creative director, B&J Chicago, transferred to B&J San Francisco. **George M. Rogers Jr.**, director of advertising and media services, Alberto-Culver Co., joins B&J Chicago, as VP-director of media services.

Charles K. Frodsham, general sales manager, KLMO(AM) Longmont, Colo., named general sales manager, KSIR(AM) Estes Park, Colo.

Calvin P. Copey, VP, WGN Continental Sales Co. and manager, Los Angeles division (TV), elected to board of directors of rep firm. **Donald D. DeCarlo**, assistant general sales manager, WGN-AM Chicago, named treasurer of rep firm.

Jon Nottingham, account executive, Harrington, Righter & Parsons, Chicago, named national sales manager, KHOU-TV Houston.

Betty Eads, office manager, media buyer and assistant treasurer, Monte Rosenwald & Associates, Amarillo, Tex., named media director. **Phil Stanley**, broadcast producer for agency, named creative director.

Paul M. Nugent, VP-general sales manager, WXIX-TV Cincinnati, named president of new agency, J. Christopher Gregg Advertising & Public Relations, Cincinnati.

John J. Manning, media director, Lord, Sullivan & Yoder, Marion, Ohio, joins Intermedia Inc., Cincinnati, as manager, research and media services, media group division.

Eileen E. Marcus, public relations, Ev Clay Associates, Miami, joins Hume-Smith-Mickelberry Advertising, Miami, as public relations director.

Dave Champion, associate media director, Henderson Advertising, Greenville,

S.C., joins Advertising Inc., Greenville, as director of media.

Jerome Greenberg, copywriter, Ted Bates & Co., New York, named creative supervisor on agency's Panasonic account.

William H. Lytle, account executive, KMBZ(AM) Kansas City, Mo., named local sales manager.

Robert Gordon, retail development, WCBS(AM) New York, named to head similar but newly created division at WHAS-TV Louisville, Ky.

Hyman Farbman, account executive, WNDE(AM) Indianapolis, named sales manager, WZIX(AM) York, Pa. He replaces **Clair Miller**, who retires after 25 years with station.

Mary Connell Mitchell, national director of merchandising services, Holland & Associates, advertising agency, Little Rock, Ark., named VP-account services.

Audrey S. Beebe, chief assistant to sales manager, Metro Radio Sales, Atlanta, named sales manager.

Sue Brown, **Charles Parlato** and **Aldo Traina**, media supervisors, Foote, Cone & Belding, New York, named assistant media directors. **Susan Tischler**, media planner, Foote, Cone & Belding, New York, named media supervisor. **Mary Ann Coffas**, media buyer, named media planner.

Kathy Zwiesler, sales assistant, WHEN(AM) Syracuse, N.Y., named assistant business manager, WHEN-AM-TV.

Reg Travers, salesman, KFBK(AM) Sacramento, Calif., named local sales manager, KMUV(TV) Sacramento, Calif., channel 31, scheduled to go on air this summer.

James Overman, supervisor, film editing, KNBC(TV) Los Angeles, named to new post of manager, sales administration.

James E. Dotter, account executive, Leo Burnett Co., Chicago, named account supervisor.

John F. Bruemmer, VP-account supervisor (Ralston's Chicken of the Sea account), D'Arcy-MacManus & Masius, St. Louis, **James G. King**, media director, and **Roy E. Clark**, creative supervisor, relocated to DM&M Los Angeles office.

Olivia Lawrence, continuity director, WDEF-TV Chattanooga, Tenn., named production coordinator and copywriter for broadcast division, LBJ Productions, Lindsey, Bradley and Johnston Advertising Agency, Chattanooga, Tenn.

Programing

Sy Salkowitz, writer-executive, Columbia Pictures Television (formerly Screen Gems), joins 20th Century-Fox Television as VP-development and production (dramatic and action-adventure programming).

Fred Whitehead, director of development and sales, Tomorrow Entertainment, named director of development, Columbia Pictures Television, Los Angeles.

Stuart Mandel, director of labor relations and legal affairs, ABC Inc., Los Angeles, named VP, business affairs, movies for television, ABC Entertainment.

John Harmon, announcer, KIKK-AM-FM Pasadena-Houston, Tex., named program director, WVOJ(AM) Jacksonville, Fla.

Terrell L. Metheny Jr., operations manager, WEAM(AM) Arlington, Va., named program director, WGO(AM)-WQUE(FM) New Orleans.

Mark Driscoll, assistant program director, KSLQ(FM) St. Louis, named program director, WBBF(AM) Rochester, N.Y.

David V.B. Britt, VP of CTW Communications Inc., Children's Television Workshop subsidiary for cable TV, named to new post of development VP for non-profit CTW, New York, to oversee fundraising to support its *Sesame Street*, *Electric Co.* and other TV programming.

Paul J. Fuller, general manager, noncommercial WPCR-AM-FM Plymouth, N.H., named program director, WLNH-AM-FM Laconia, N.H.

Homer C. Mason, production manager, KHQ-TV Spokane, Wash., named program director.

Gary Robinson, special projects unit director, KMOX-TV St. Louis, named program manager, WGHP-TV High Point, N.C.

Theodore F. Kohl, production manager, WPLG-TV Miami, joins WFLD-TV Chicago in same capacity.

Sherry L. Swedenborg, commercial operations manager, WTTG(TV) Washington, joins KWGN-TV Denver as operations manager.

Michael Lee, co-founder, Sacramento's Bacchus Theater, and drama director, City Parks and Recreation Department, named production manager, KMUV(TV) Sacramento, Calif., which is to begin operation this summer.

Broadcast Journalism

Bruce MacDonell, executive producer of special projects, KNBC(TV) Los Angeles, named news director, WRC-TV Washington. Both are NBC-owned stations.

Guy Gibson, news director, WFAA-AM and KZEW-FM Dallas, named managing editor, WRR-AM-FM Dallas.

Dale Schussler, news director, WTRF-FM-TV Wheeling, W. Va., named editorial director. **Mark Davis**, assistant director and anchorman, WTRF, succeeds Mr. Schussler as news director.

William E. Beagle, assistant news director, WCIT(AM) and WLSR(FM) Lima, Ohio, named news director.

Joan Seeley, news correspondent, WINZ(AM) Miami, named interim news director.

Jon Petrovich, WHAS(AM) Louisville, Ky. news reporter, joins WLKY-TV Louisville as assignment editor. He will also teach broadcast journalism at Indiana University Southeast.

Michelle Roth, public service director, KHJ-AM-FM Los Angeles, named weekend newswoman.

Mike Michaelson, first assistant to superintendent, House Radio and TV Gallery, Washington, appointed superintendent, succeeding **Robert Menaugh** who retired (BROADCASTING, July 8).

Terry Zahn, teaching assistant, University of Hawaii, joins KITV(TV) Honolulu as anchorman-reporter.

Joyce Alspach, KPHO-TV Phoenix, weather announcer, joins KOY(AM) Phoenix, in same capacity.

Les Coleman, national director of broadcast relations, Boy Scouts of America, joins WAPI-TV Birmingham, Ala., as anchorman.

Barbara Tanabe, coanchorperson, KOMO-TV Seattle, joins KHON-TV Honolulu in same capacity.

Valerie Lampe, news assistant, WLWT(TV) Cincinnati, named general assignment reporter. **John W. Getter**, anchorman, WKEF-TV Dayton, Ohio, named general assignment reporter, WLWT.

Donald E. Scott, weekend news anchorman, WLWD(TV) Dayton, Ohio, joins WJZ-TV Baltimore, as general assignment reporter.

DeQuilla Walker, WIST(AM) Charlotte, N.C., named afternoon newscaster at WGIV(AM) Charlotte.

Gayle Sinclair, reporter-anchorman, WFRV-TV Green Bay, Wis., joins WTAE-TV Pittsburgh as reporter.

Julie Alex, administrative aide to John Corporon, vice president, news, WPXI(TV) New York, named to new post of business manager of station's news department.

Cable

Paul G. O'Friel, director, Lincoln Filene Center for Citizenship and Public Affairs, Tufts University, Medford, Mass., named VP and general manager, Warner Cable of Massachusetts.

James L. Gray, VP-operations, Lozier Corp., Omaha, Neb., equipment manufacturer, named regional manager, Great Lakes Region, Warner Cable Corp., Columbus, Ohio.

James Merriam Sr., chief engineer, Radio-Television Center, Naples, Fla., named chief maintenance engineer, Palmer Broadcasting cable systems, Naples, Marco Island and Pine Island, Fla.

J. E. Mankin Sr., manager, LVO Cable, Tyler, Tex., named president, LVO Cable, Tyler and Jacksonville. **Leon Eldridge**, assistant manager, named general manager.

James K. Orwick, salesman, CATV division, Jerrold Electronics Corp., named manager, Midwestern regional office.

Leonard J. Norcia, sales staff, WVJS(AM) and WSTO(FM) Owensboro, Ky., named general commercial manager of stations and co-owned Owensboro Cablevision.

Equipment & Engineering

Joseph Garodnick, adjunct professor, department of electrical engineering, City College, Stamford, Conn., named to new post of director of communications systems, Goldmark Communications Corp., subsidiary of Warner Communications Inc.

Gary D. Miller, manager, Solid State Scientific, San Jose, Calif., sale office,

joins Stewart-Warner Microcircuits, Sunnyvale, Calif., as marketing manager.

Donald E. Lefebvre, regional manager, Commercial Electronics Inc., Boston, re-joins Telemation as distributor-dealer sales manager for the Eastern United States.

William Davis, VP-producer, BF&J Video Inc., Baltimore, joins Byron Motion Pictures, Washington, as manager of video tape sales.

Allied Fields



Emerson

Warren

Leonidas P. B. Emerson, chief, FCC office of opinions and review, appointed to commission review board replacing Joseph N. Nelson. Succeeding Mr. Emerson is **David W. Warren Jr.**, assistant chief of office of opinions and review. **W. Elliot Ours**, chief of regional services division, field operations bureau, FCC, Washington, named chief, enforcement division. **Herman I. Branse**, attorney-advisor with opinions and review, named deputy chief, succeeding Mr. Warren. **Harry Fine**, assistant chief engineer in charge of research division, named deputy chief engineer, Office of Chief Engineer, FCC.

Craig W. Moodie, formerly VP of advertising and marketing for Armstrong Cork Co. and recently senior VP of Rogers & Cowan, New York public relations firm, has formed Craig W. Moodie & Associates, corporate and marketing communications firm with headquarters at 575 Madison Avenue, New York.

Joseph J. Jacobs, formerly VP and counsel, United Artists Broadcasting and before that assistant to the president for legal and broadcasting division affairs, ABC Washington, elected VP, ITT World Communications, subsidiary of ITT, New York.

Robert Sorensen, VP for marketing and research, Warner Communications Inc., New York, has resigned to devote full time to his marketing and research counsel firm, Robert C. Sorensen & Associates, New York. Warner Communications and its divisions will be major client.

Jeff Male, producer-director, WCIX-TV Miami, named video-tape night supervisor, Consolidated Film Industries, Los Angeles.

The Rev. Ronald R. Saucy, M.M., vocation director and director of development, Maryknoll Society, New Jersey, named director of media relations for Maryknoll, Catholic foreign mission society of America.

Deaths

John Joseph (Joe) Bernard, 61, veteran broadcaster who had been inactive in recent years because of failing health, died July 23 in Houston. He started as salesman at WKY(AM) Oklahoma City in 1934, was general manager of, successively, KOMA(AM) Oklahoma City, WGR-AM-TV Buffalo, N.Y., KTVI(TV) St. Louis and KFNB(AM) Los Angeles.

Joe Flynn, 47, Captain Wallace Binghamton in *McHale's Navy* TV series and second VP, Screen Actors Guild, died July 19 of heart attack in Los Angeles. He leaves wife, Shirley, and two sons.

Morton Lowenstein, 61, president of Selective Broadcast Advertising, Philadelphia station representative firm, died there July 19 after heart attack. He entered broadcast field in 1940's, was affiliated with several New Jersey stations before starting rep company in 1955. Survivors include two sons—one of whom, Albert, will assume direction of company.

Stanley C. Saueressig, 58, co-owner of KZON(AM) Santa Maria, Calif., and broadcaster since 1939, died June 25 of bone cancer. He retired as president and general manager of KZON in 1972, due to failing health. He is survived by wife, Joan, and son, Timothy.

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It's an axiom of television broadcasting that the station that's first in news is first in the market.

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For the Record®

As compiled by BROADCASTING, July 15 through July 19 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LS—local sunset. MEOV—maximum expected operation value. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New TV stations

Application

■ **Arkadelphia, Ark.**—Arkansas Educational Television Commission seeks VHF ch. 9 (186-192 mhz); ERP 300 kw vis, 60 kw aur. HAAT 1,086 ft.; ant. height above ground 116 ft. P.O. address: c/o Lee Reaves, 350 S. Donaghey St., Conway, Ark 72032. Estimated construction cost \$892,053; first-year operating cost \$55,600. Legal counsel Pierson, Ball and Doud; consulting engineer Jansky and Bailey. Principal: Lee Reaves, director. Ann. July 15.

Final actions

■ **Anchorage—Alaska Public Television Inc.** Broadcast Bureau granted VHF ch. 7 (174-180 mhz); ERP 103.4 kw vis., 22.90 kw aur. HAAT 210 ft.; ant. height above ground 230 ft. P.O. address 308 G Street, Anchorage 99501. Estimated construction cost \$855,125; first year operating cost \$307,000; revenue none. Geographic coordinates 61° 13' 10" north lat.; 149° 52' 33" west long. Type trans. RCA TT-17FH. Type ant. RCA TF-6AH. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Marvin R. Weatherly, Anchorage. Principals: William T. McCaughan is president of Alaska Public Television Inc. (BPET-469). Action July 8.

■ **Jonesboro, Ark.**—Arkansas Educational Television Commission. Broadcast Bureau granted UHF ch. 19 (500-506 mhz); ERP 933 kw vis, 186 kw aur. HAAT 1,020 ft.; ant. height above ground 945 ft. P.O. address: 350 South Donaghey, Conway, Ark. 72032. Estimated construction cost \$1,004,883; first-year operating cost \$55,600. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Jansky and Bailey. Principal: Lee Reaves, director (BPET-487). Action July 8.

■ **Annapolis, Md.**—Maryland Public Broadcasting Commission. Broadcast Bureau granted UHF ch. 22 (518-524 mhz); ERP 5,000 kw vis, 500 kw aur. HAAT 874 ft.; ant. height above ground 848 ft. P.O. address: Bonita Ave., Owings Mills, Md. 21117. Estimated construction cost \$1,513,100; first-year operating cost \$256,206. Legal counsel Schwartz and Woods, Washington; consulting engineer R. S. Duncan. Principal: Dr. Frederick Breitenfeld, executive director (BPET-465). Action July 8.

■ **Alpena, Mich.**—Thunder Bay Broadcasting Corp. FCC granted VHF ch. 11 (198-204 mhz); ERP 316 kw vis, 63.2 aur. HAAT 665 ft.; ant. height

above ground 497 ft. P.O. address: 1283 Hwy. M-32 West, Alpena 49707. Estimated construction cost \$71,993; first-year operating cost \$398,900; revenue \$275,000. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Cohen & Dippell. Principals: Thomas Scanlan (48.5%), TV-Radio assistant at Michigan State University, Charles L. Petch (12.4%), retired manufacturer, et al. (BPCT-4469). Commission authorized Thunder Bay to relocate its main studio one-fifth mile outside Alpena city limits. Commission also granted approval of agreement between Thunder Bay and North American Broadcasting Co., competing applicant for ch. 11, whereby North American's application was withdrawn, Thunder Bay's granted and North American reimbursed by Thunder Bay for its expenses. Petition and supplemental petition to deny or designate Thunder Bay application for hearing, filed by Northern Entertainment (WGTV Traverse City, Mich.) were dismissed as not being timely filed. Action July 16.

Actions on motions

■ **Administrative Law Judge Lenore G. Ehrig** in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, scheduled hearing for Nov. 4 in lieu of Sept. 16 (Docs. 18845-9). Action July 16.

■ **Administrative Law Judge Thomas B. Fitzpatrick** in Corpus Christi, Tex. (U-Anchor Broadcasting; Telecorpus), TV proceeding, granted joint request for approval of agreement and grant of Telecorpus application, to extent that agreement as amended is approved; authorized payment by Telecorpus to U-Anchor of expenses of \$16,590 (reimbursement to U-Anchor is held in abeyance until review board acts on petition to enlarge issues and, if enlarged, favorable resolution in U-Anchor's favor); dismissed with prejudice application of U-Anchor, and retained in hearing status Telecorpus application (Docs. 19915-6). Action July 10; granted motion by Telecorpus for summary decision as it relates to issue on determination of whether grant of Telecorpus application would result in concentration of control of TV broadcasting (Doc. 19916). Action July 12.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Rapid City and Lead, S.D. (Western Television Co., Dakota Broadcasting Co.), TV proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge, and scheduled hearing for Sept. 25 (Doc. 20093). Action July 9.

Rulemaking petition

FCC received following petition to amend TV table of assignments (ann. July 15):

■ **Associates for Creative Enterprise** in Media, University Park, N.M.—Seeks to assign ch. 35 to Salinas-Monterey, Calif. (RM-2408).

Existing TV stations

Final actions

■ **WALA-TV** Mobile, Ala.—Broadcast Bureau granted CP to change type trans. (BPCT-4729). Action July 8.

■ **San Diego**—Broadcast Bureau granted San Diego National League Baseball Club authority to transmit program material to XETV(TV) Tijuana, Mex. (BFP-406). Action July 9.

■ **KPUA-TV** Hilo, Hawaii—Broadcast Bureau granted CP to change ERP vis. 3.16 kw; aur. 0.631 kw; ant. height 530 ft.; change type ant.; ant. structure (decrease height) (BPCT-4647). Action July 12.

■ **KAKE-TV** Wichita, Kan.—Broadcast Bureau granted CP to change type trans. (BPCT-4727). Action July 8.

■ **WBNG-TV** Binghamton, N.Y.—Broadcast Bureau granted CP to change type trans. (BPCT 4738). Action July 8.

■ **KVMP** (ch. 29) Tulsa, Okla. and **WGLJ** (ch. 24) Memphis—CP authorizations cancelled, call letters deleted, and pending application dismissed at request of permittees, Victor Muscat and Cliff B. Ford. Ann. July 19.

■ **KGW-TV** (ch. 8) Portland, Ore.—Broadcast Bureau granted permit to change ant. system; granted CP to install aux. trans. at main trans-ant. location (BPCT-4707, 4728). Action July 8.

■ **WNCE** (ch. 2) Nashville—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4725). Action July 8.

■ **WHRO-TV** Hampton-Norfolk, Va.—Broadcast Bureau granted CP to change ERP vis. 1510 kw; aur. 229 kw (DA); type trans.; trans. location one mile east of Bennett Harbor, Va.; change type ant.; ant. system, and ant. height 1000 ft. (BPET-474). Action July 8.

■ **WDSM-TV** (ch. 6) Superior, Wis.—Broadcast Bureau granted CP to change type trans. (BPCT-4721). Action July 8.

Actions on motions

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Kirksville, Mo. (KTVO Inc. [KTVO]), TV proceeding, designated Administrative Law Judge Herbert Sharfman to serve as presiding officer, and scheduled hearing for Sept. 23 (Doc. 20100). Action July 9.

■ **Chief Administrative Law Judge Arthur A. Gladstone** in Victoria, Tex. (John J. Tibiletti [KAVU-TV]), TV proceeding, designated Administrative Law Judge Jay A. Kyle to serve as presiding judge; scheduled hearing for Sept. 25 (Doc. 20101). Action July 16.

■ **Administrative Law Judge William Jensen** in Lansing, Mich. (Gross Telecasting), renewal of licenses for WJIM-AM-FM-TV, denied intervenor ACLU's request to immediately appeal to Review board ruling of administrative law judge, or for modification of that ruling, filed July 9 (Doc. 20014). Action July 9.

■ **Administrative Law Judge Chester F. Naumowicz Jr.** in New York (RKO General [WOR-TV]; Multi-State Communications) TV proceeding, denied request by Multi-State for review of financial records, filed June 25, since Review board by order of July 5 denied RKO's requested enlargement of financial issues, and RKO's financial experience is therefore not pertinent (Docs. 19991-2). Action July 10.

Other actions

■ **Review board** in New York TV proceeding denied petition by Multi-State Communications to add issues against RKO General, applicant for renewal of its license for WOR-TV New York. Multi-State, competing applicant for new TV, requested addition of Section 1.65 issue, together with basic qualifications issue against RKO (Docs. 19991-92). Action July 16.

■ **FCC** invites comments on prime time access rule waiver policy for 1974-75 broadcast year, since it appears that prime time access rule, as adopted in 1970 will remain in effect until September 1975. Commission is presently of view that same general waiver policies applied hitherto under 1970 rule, should continue. Statement on this subject will be issued by about Aug. 1, 1974. Action July 17.

■ **FCC** denied Avco Broadcasting Corp. and Newhouse Broadcasting Corp. waiver of "off-network" restrictions of prime time access rule. Commission said grant of waivers could result in circumvention of the June 18 decision of U.S. Court of Appeals prohibiting commission from putting modifications of rule into effect this September. Action July 17.

Rulemaking action

■ **Miami, Dallas-Fort Worth and Houston**—Rules extending UHF-TV land mobile sharing plan by addition of single UHF ch. for use in urbanized areas of Miami, Dallas-Fort Worth and Houston have been adopted by commission. Frequency bands 470-476 mhz (ch. 14) will be available to land mobile radio services in Miami, 482-488 mhz band (ch. 16) in Dallas-Fort Worth, and 488-494 mhz

**NOTE
NEW
ADDRESS**

**EDWIN TORNBERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
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Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766

West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

New AM stations

Applications

■ Forsyth, Mont.—Gold-Won Radio Corporation seeks 1250 khz, 5 kw-D. P.O. address: 814 Knight St., Miles City, Mont. 59301. Estimated construction cost \$73,213; first-year operating cost \$50,000; revenue \$120,000. Principals: Michael J. Dorris (26%), B. Dean Holmes (26%); et al. Mr. Dorris is engineer at KATL(AM) Miles City and Mr. Holmes is insurance agent in Miles City. Ann. July 15.

■ Huron, S.D.—Broadcast Bureau accepted for filing application of Dakota Communications Ltd. for new AM on 1190 khz at Huron, S.D., has been accepted for filing by the Broadcast Bureau. Proposal was technically in violation since it could involve prohibited overlap. Bureau said Dakota had established proposed operation would not effect future consideration of class 1-A 1200 khz channel since, due to existing stations, no 11-A facility could be allocated on 1200 khz that would overlap with proposed operation and not with existing stations. Action July 11.

■ Monterey, Tenn.—Montery Broadcasting Company seeks 1420 khz, 1 kw-D. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost \$28,650; first-year operating cost \$32,600; revenue \$40,000. Principal: Edward M. Johnson (100%) is vice president and general manager of WCSV(AM) Crossville. Ann. July 11.

■ Wharton, Tex.—Beverly Ann Irish seeks 1500 khz, 500 w-V. P.O. address: 11003 Cedarhurst, Houston, Tex. 77035. Estimated construction cost \$5,000; first-year operating cost \$56,976; revenue \$62,400. Principal: Beverly Ann Irish (100%) is 50% owner of carpet cleaning company, Ms. Irish requests interim operating authority of KANI(AM) Wharton. Ann. July 18.

Final actions

■ Sedona, Ariz.—Tabback Broadcasting Co. Broadcast Bureau granted 1470 khz, 5 kw-D. P.O. Address Stutz Bearcat Drive, Sedona 86336. Estimated construction cost \$23,851; first year operating cost \$37,778; revenue \$72,000. Principal: Joseph P. Tabback (100%). Mr. Tabback was recently employed as announcer at KVIO(AM) Cottonwood, Ariz (BP-19505). Action July 10.

■ Georgia-Florida—FCC denied application by Dowric Broadcasting Co. for review of review board decision. Decision granted application of Integrated Broadcasting Co. for CP for new AM on 1530 khz at Jacksonville, Fla., and denied application of Dowric for station on same frequency at Brunswick, Ga. (Docs. 19448, 19450). Action July 16.

Existing AM stations

Applications

■ WKLY Hartwell, Ga.—Seeks CP to change ant. site 241 ft. west of present site. Trans. and studio redesigned as Hwy. 51, 1.6 miles west of Hartwell. Ann. July 18.

■ KHUB Fremont, Neb.—Seeks CP to change ant. and trans. site to 0.5 miles east of city limits on Military Ave., Fremont. Ann. July 18.

Starts authorized

■ Following station was authorized program operating authority for changed facilities on date shown: WOKB Winter Garden, Fla. (BP-19,446), July 9.

Final actions

■ KOME San Jose, Calif.—Broadcast Bureau granted change in studio location: 1245 S. Winchester Blvd., San Jose; remote control permitted (BRCH-1212). Action July 9.

■ WANM Tallahassee, Fla.—Broadcast Bureau granted main studio location change to 540 W. Brevard St., Suite B, Tallahassee; remote control permitted (BRCH-3716). Action June 24.

■ WIRK West Palm Beach, Fla.—Broadcast Bureau granted CP to change nighttime directional pattern and add MEOV's (BP-19723). Action July 5.

■ WRBL Columbus, Ga.—Broadcast Bureau granted mod. of license to operate trans. by remote control from 1327 Warren Williams Rd., Columbus (main studio), DA (main and aux.) DA-N (BR-3710). Action July 12.

■ KLOU Lake Charles, La.—Broadcast Bureau granted mod. of license covering change in main studio location to 3111 Alamo St., Lake Charles, La.; operate by remote control from main studio (BTC-3701). Action July 3.

■ WGUY(AM) Bangor, Me.—FCC denied petition by Bangor Broadcasting Corp., licensee of WGUY, for reconsideration of Dec. 19, 1973, commission action in which commission denied Bangor's request for rule waiver to permit nighttime operation of WGUY and returned its application as unacceptable. Action July 16.

Summary of broadcasting According to the FCC, as of June 30, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,388	2	19	4,409	.58	4,467
Commercial FM	2,503	0	44	2,547	168	2,713
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	190	0	2	192	35	239**
Total commercial TV	696	1	10	706	39	759**
Educational FM	661	0	23	684	80	764
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	12	143	4	150**
Total educational TV	219	0	15	234	8	246**

* Special temporary authorization

** Includes off-air licensees

■ WKYO Caro, Mich.—Broadcast Bureau granted CP to increase tower height to 340 ft.; condition (BP-19725). Action July 12.

■ WCRM Clare, Mich.—Broadcast Bureau granted license covering permit; trans. and studio location redesignated as 11170 N. Mission, 0.75 miles south of Clare (BL-13468). Action July 8.

■ WTKO Ithaca, N.Y.—Broadcast Bureau granted CP to install aux. trans., and operate by remote control from main studio (BP-19726). Action July 15.

■ WMYB Myrtle Beach, S.C.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 21st Ave., 0.8 miles northwest of Oak St. and 21st Ave. intersection, Myrtle Beach, S.C. and increase ant. height to 320 ft. to add series resistor; conditions (BP-19703). Action July 9.

■ WTGR Myrtle Beach, S.C.—Broadcast Bureau granted CP to increase power to 5 kw, add DA and change typc trans. (BP-19589). Action July 15.

■ KOTA Rapid City, S.D.—Broadcast Bureau granted CP to change MEOV's of N-DA pattern (BP-19737). Action July 15.

■ KOMW Omak, Wash.—Broadcast Bureau granted CP to increase power (BP-19519). Action July 10.

■ KTNT Tacoma, Wash.—Broadcast Bureau granted CP to change ant. trans. site to S. 23rd and Union Ave., Tacoma (BP 19,683). Action July 11.

Action on motion

■ Administrative Law Judge Ernest Nash in Raleigh, N.C. (WLLE Inc. [WLLE]) revocation of license proceeding, on judge's motion, postponed hearing scheduled for Sept. 24 to Oct. 1 in Raleigh (Doc. 19908). Action July 12.

Other action

■ Iowa City AM proceeding, FCC granted request by Johnson County Broadcasting Corp. (KXIC Iowa City) for stay of commission's order denying its application for review of review board decision (Feb. 8) which granted CP to Braverman Broadcasting Co. for new AM in Iowa City (Docs. 19596-7). Action July 15.

Fines

■ KFJB Marshalltown, Iowa—Broadcast Bureau, by letter, notified Marshall Electric Co. that it has incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of rules by operating with full power past time of local sunset on Aug. 1 and 2, 1973, and making improper entries in operating log without due regard for facts as to reading ant. base current meter, with identical entries from April 1 to Sept. 7, 1973. Action July 15.

■ KZOL Farwell, Tex.—Broadcast Bureau by letter, notified Best Broadcasting Co. that it has incurred apparent liability for forfeiture of \$1,000 for failure to observe rules by not maintaining operating frequency within twenty hertz of its assigned frequency July 11, 1973, through Feb. 20, 1974. Action July 15.

■ KTXO Sherman, Tex.—Broadcast Bureau, by letter, notified KTXO Inc. that it has incurred apparent liability by operating with excessive power during presunrise hours in July and on most days in Sept. 1973, and by operating during unauthorized presunrise hours not permitted under terms and conditions of PSA. Action July 15.

New FM stations

Applications

■ Flint, Mich.—Fuqua Communications seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 2297, Columbus, Ga. 31902. Estimated construction cost \$97,352; first-year operating cost \$122,650; revenue \$98,000. Fuqua Communications is owned (100%) by Fuqua Industries (J. B. Fuqua, et al.). Fuqua is 100% owner of several stations, including WTVW(TV) and WROZ(AM) of Evansville, Ind. Ann. July 10.

■ Flint, Mich.—Radio Flint Inc. seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address: 487 Boutell Dr., Grand Blanc, Mich 48439. Estimated construction cost \$45,068; first-year operating cost \$95,000; revenue \$96,000. Principals: Robert Dana MacVay (50%), Henry M. Jennings (20%), et al. Mr. MacVay has interest in KLIK(AM)-KJFF(FM) Jefferson City, Mo., and in several Michigan newspapers. Mr. Jennings is a farmer. Ann. July 10.

■ Binghamton, N.Y.—Southern Tier Educational Television Association seeks 89.3 mhz, 8.7 kw. HAAT 980 ft. P.O. address: 3311 E. Main St., Box 97, Endwell, N.Y. 13760. Estimated construction cost \$149,519; first-year operating cost \$77,800. Southern Tier owns WSKG-TV Binghamton, Principal: Philip P. Jackson, general manager. Ann. July 10.

Starts authorized

■ WZLD Cayce, S.C.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 300 ft. Action July 9.

■ WLKE-FM Waupun, Wis.—Authorized program operation on 99.3 mhz, ERP 2.8 w, HAAT 300 ft. Action July 5.

Final actions

■ Birmingham Southern College, Birmingham, Ala.—Application for new educational FM on 91.7 mhz dismissed by request of applicant attorney. Ann. July 18.

■ Enterprise, Ala.—Broadcast Bureau granted Jones Wallace Miller 106.7 mhz, 100 kw. HAAT 388 ft. P.O. address: Box 765, Enterprise 36330. Estimated construction cost \$15,511; first-year operating cost \$67,583; revenue \$69,160. Principal: Dr. Miller is veterinarian and businessman in Enterprise (BPH-8872). Action July 15.

■ Anchorage—Big Country Radio. Broadcast Bureau granted 101.3 mhz, 25 kw. HAAT 155 ft. P.O. address: 2800 E. Dowling Rd., Anchorage 99507. Estimated construction cost \$27,209; first-year operating cost \$15,000; revenue \$36,000. Principals: Richard C. Cruver, Glenn S. Miller and Robert W. Fleming (33½ each). Messrs. Cruver, Miller and Fleming own KYAK(AM) Anchorage and KIAK(AM) Fairbanks, Alaska (BPH-8688). Action July 12.

■ Savannah, Ga.—Savannah State College. Broadcast Bureau granted 88.5 mhz, 10 w. HAAT 100 ft. P.O. address: State College Branch, Savannah 31404. Estimated construction cost \$21,736. Principal: Prince A. Jackson Jr., president (BPED-1772). Action July 12.

■ Nampa, Idaho—Broadcast Bureau granted Idaho Broadcasting Co. 94.9 mhz, 40 kw. HAAT 2503 ft. P.O. address Box 160, Nampa 83651. Estimated construction cost \$1,700 (equipment to be leased); first-year operating cost \$18,000; revenue \$24,000. Principals: Orval Hansen (33.6%), George A. Freund (24.2%), Wayne C. Cornils (17.9%), et al. Group is also licensee of KFDX(AM) Nampa (BPH-8806). Action July 15.

■ Springfield, Ill.—Sangamon State University. Broadcast Bureau granted 91.9 mhz, 50 kw. HAAT 500 ft. P.O. address South Shepherd Road, Springfield 62703. Estimated construction cost \$261,569; first-year operating cost \$91,420; revenue none. Principals: Dr. Robert C. Spencer is president of Sangamon State University (BPED-1659). Action July 10.

■ Hindman, Ky.—Knott County Broadcasting Corp. Broadcast Bureau granted 107.1 mhz, 5 kw. HAAT 650 ft. P.O. address: Box 427, Hindman 41822. Estimated construction cost \$22,723; first-year operating cost \$10,000; revenue not given. Principals: John Robert Morgan, president. Mr. Morgan is also licensee of WKCB(AM) Hindman (BPH-8734). Action July 10.

■ Castalia, Ohio—Christian Faith Broadcast Inc. Broadcast Bureau granted 97.7 mhz, 3 kw. HAAT 300 ft. P.O. address 305 Gildona Drive, Sandusky, Ohio 44870. Estimated construction cost \$33,343; first-year operating cost \$8,100; revenue \$35,000. Principals: Shelby Gilliam, John R. Mellon, Billy

C. Pounders, James Gray and Leo Blanton (each 20%). Mr. Gilliam is Castalia clergyman. Messrs. Mellon, Pounders and Blanton are employees of Ford Motor Co., Sandusky, Ohio. James Gray is cement finisher at Castalia (BPH-8527). Action July 9.

■ **Pageland, S.C.**—Broadcast Bureau granted CP to Pageland Broadcasting for 1510 khz, 500 w-D. P.O. address: 1009A, Westview Drive, Hartsville, S.C. 29550. Estimated construction cost \$37,235; first-year operating cost \$47,906; revenue \$55,000. Principals: Louis M. Cook (91%), et al. Mr. Cook is sales manager of WHSC(AM) Hartsville (BP-19580). Action July 15.

■ **Yorktown, Va.**—Cradle of Democracy Broadcasting Co. Broadcast Bureau granted 94.1 mhz, 50 kw. HAAT 500 ft. P.O. address: Box 941, Yorktown 23690. Estimated construction cost \$46,900; first-year operating cost \$39,900; revenue \$87,000. Principals: William H. Eacho Jr. (25%), et al. Mr. Eacho is electrical engineer and advisor to WYCS(FM) Yorktown (BPH-8816). Action July 10.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Neenah-Menasha, Wis. (Total Radio and Evangel Ministries) FM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled hearing for Oct. 7 (Docs. 20103-4). Action July 15.

Other actions

■ Review board in Santa Paula and Fillmore, Calif., FM proceeding, in response to request by Class A Broadcasters Inc., added issue against William F. and Anne K. Wallace, applicants for new FM in Santa Paula, to determine whether they have violated ex parte rules. Mutually exclusive applications of Jerry Lawrence and Wallace for new FM in Santa Paula, and of Clark Ortone and Class A for new FM in Fillmore, were designated for hearing on Nov. 14, 1973 (Docs. 19865-8). Action July 16.

■ Review board in South Lake Tahoe, Calif., FM proceeding, in response to request by New World Broadcasting Co., applicant for new FM on 100.1 mhz at South Lake Tahoe, added community ascertainment issue against Entertainment Enterprises, competing applicant for same facilities. Its request for addition of community ascertainment issue against KOWL Inc., third applicant for facilities, was denied (Docs. 19978-80). Action July 16.

Rulemaking petition

FCC received following petition to amend FM table of assignments as shown (ann. July 15):

■ **WJNJ-FM Atlantic Beach, Fla.**—Seeks to assign ch. 283 to Jacksonville, Fla., and ch. 288A to St. Augustine, Fla., and delete ch. 285A from Atlantic Beach (RM-2405; to be treated as counterproposal in doc. 20002).

Rulemaking action

■ FCC amended FM table of assignments to assign ch. 292A to Glennville, Ga.; ch. 280A to Pinckneyville, Ill.; ch. 228A to Boyne City, Mich.; ch. 276A to Johnstown, Ohio; ch. 265A to Huntington, Tenn.; ch. 296A to Graham, Tex., and ch. 269A to Kilmarnock, Va. Each is first FM assignment to its community (Doc. 19963). Action July 9.

Designated for hearing

■ **Amsterdam, N.Y.**—Mutually exclusive applications of Community Service Broadcasting Corp. of Amsterdam (BPH-8664) and WKOL Inc. (BPH-8743), for CP for new FM on 97.7 mhz at Amsterdam, have been designated for hearing by Broadcast Bureau (Docs. 20105-6). Action July 17.

■ **Neenah-Menasha, Wis.**—Applications by Total Radio and Evangel Ministries, for new FM to operate on 100.1 mhz, with 3 kw, and ant. height of 300 ft. at Neenah-Menasha, have been designated for hearing by Broadcast Bureau (BPH-7907, BPH-8118). Issues to be determined include efforts by Total Radio on community ascertainment, which would better serve public interest (Docs. 20103-4). Action July 10.

Existing FM stations

Start authorized

■ Following station was authorized program operating authority for changed facilities on date shown: KEBR Sacramento, Calif. (BPH-8560), July 8.

Final actions

■ **KKOP Redondo Beach, Calif.**—Broadcast Bureau permitted remote control outside the city limits: 1957 W. 144th St., Gardena, Calif. (BRCH-1213). Action July 12.

■ **WGAY-FM Washington**—Broadcast Bureau granted CP to change trans. location to 5202 River Rd., Bethesda, Md.; install new trans.; install new ant.; increase ant. height; change TPO; ERP 17 kw; ant. height 770 ft.; remote control from main

studio in World Building, Silver Spring, Md. (BPH-9029). Action July 17.

■ ***WLCA(FM) Godfrey, Ill.**—Broadcast Bureau granted license covering new station (BLED-1266). Action July 12.

■ **WXRD Woodstock, Ill.**—Broadcast Bureau granted license covering changes; studio location and first remote control: Old Court House on Square, Johnson Street, Woodstock, Ill. (BLH-6251). Action July 8.

■ **WNGO-FM Mayfield, Ky.**—Broadcast Bureau granted CP to install new ant.; change transmission line; ERP 6.6 kw; ant. height 140 ft. (BPH-9025). Action July 11.

■ **KROF-FM Abbeville, La.**—Broadcast Bureau granted license covering new station; ERP 3.0 kw; ant. height 240 ft. (BLH-6254). Action July 12.

■ **KPEL-FM Lafayette, La.**—Broadcast Bureau granted CP to change trans. location to 0.2 miles east of Louisiana 92 and 1.3 mi. south of US 90, Lafayette; install new trans.; install new ant.; increase ant. height; change TPO; ERP 100 kw; ant. height 459 ft. (BPH-8747). Action July 11.

■ **KMLB-FM Monroe, La.**—Broadcast Bureau granted CP to install new ant. (BPH-9026). Action July 11.

■ **WHNE Birmingham, Mich.**—Broadcast Bureau granted CP to install new trans.; ERP 49 kw (BPH-9010). Action July 11.

■ ***KSJR-FM Collegeville, Minn.**—Broadcast Bureau granted CP to change transmitting equipment; install new ant.; change ant. system; add circular polarization to ERP (BPED-1739). Action July 8.

■ **KJMO(FM) Jefferson City, Mo.**—Broadcast Bureau granted license covering new station; trans.—studio location 3103 S. Ten Mile Dr., Jefferson City; ERP 3.0 kw; ant. height 300 ft. (BLH-6244). Action July 12.

■ **KWKI Kansas City, Mo.**—Broadcast Bureau granted CP to install new trans. (BPH-9027). Action July 11.

■ ***WUNC Chapel Hill, N.C.**—Broadcast Bureau granted CP to install new trans.; install new ant.; change transmission line; add vertical polarization (BPED-1769). Action July 8.

■ **WAVT-FM Pottsville, Pa.**—Broadcast Bureau permitted remote control from WPPA trans. site; Norwegin township, 666 ft. north of Pottsville city limits, (BRCH-1209). Action July 9.

■ **WXRY(FM) Columbia, S.C.**—Broadcast Bureau granted mod. of license to change remote control location outside city limits to WZLD(FM) studio site at 1303 State St., Cayce, S.C.; special condition (BRCH-1214). Action July 15.

■ **WFBC-FM Greenville, S.C.**—Broadcast Bureau permitted remote control from studio site at 505 Rutherford St., Greenville (BRCH-1210). Action July 9.

■ **WWWZ Summerville, S.C.**—Broadcast Bureau granted license covering new station (BLH-6236). Action July 8.

■ **WIKA(FM) Centerville, Tenn.**—Broadcast Bureau granted license covering new station; ant.; ERP 3.0 kw; ant. height 300 ft. (BLH-6243). Action July 12.

■ **WXRA Woodbridge, Va.**—Broadcast Bureau granted CP to install new alt. main trans. (BPH-9024). Action July 11.

■ ***WVPB Beckley, W. Va.**—Broadcast Bureau granted license: studio location and remote control: Raleigh Co. Airport, State Rt. 9/9 (WSWP-TV Bldg.), Beckley (BLED-1267). Action July 11.

■ **WNNO-FM Wisconsin Dells, Wis.**—Broadcast Bureau granted license covering new station; ERP 2.6 kw; ant. height 320 ft. (BLH-6242). Action July 12.

Action on motion

■ Administrative Law Judge James F. Tierney in Ypsilanti, Ann Arbor and Plymouth, Mich. (Eastern Michigan University [*WEMU(FM) et al.], FM educational proceeding, scheduled hearing for Dec. 3 (Docs. 19911-14). Action July 12.

Rulemaking action

■ Chief, Broadcast Bureau.—On request of National Association of FM Broadcasters, extended from July 25 to Aug. 26 time for filing comments, and from Aug. 26 to Sept. 30 for reply comments, in matter of AM-FM program duplication (Doc. 20016). Action July 16.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxil., and SCA's when appropriate on July 16: KBYE(AM) Oklahoma City; KCRT(AM) Trinidad, Colo.; KDLS(AM) Perry, Iowa; KEXS(AM) Excelsior Springs, Mo.; KILR(AM) Estherville, Iowa; KOSI(AM) Aurora, Colo.; KQAD-AM-FM Luverne, Minn.; KSOK(AM) Arkansas City, Kan.; KWSH(AM) Wewoka, Okla.; WCHB(AM) Inkster, Mich.;

WDAY(AM) Fargo, N.D.; WGSB(AM) Geneva, Ill.; WNAM(AM) Neenah-Menasha, Wis.; WYGO(AM) Corbin, Ky.; KDOK(AM) Tyler, Tex.; KNUE(FM) Tyler.

■ Broadcast Bureau granted renewal of licenses for following stations on July 18: KVLH(AM) Pauls Valley, Okla.; WVJS(AM) Owensboro, Ky.; WWRL(AM) New York; KWBA(AM) Baytown, Tex.

■ **KAIT-TV Jonesboro, Ark.**—KFPW-TV Fort Smith, Ark.—FCC denied application of George T. Herrreich for renewal of license for KAIT-TV Jonesboro. Herrreich's application for license to cover CP for KFPW-TV Fort Smith, was granted. Action July 9.

■ **KGO-TV San Francisco**—FCC granted application by ABC for renewal of license for KGO-TV (BRCT-62), subject to outcome of civil antitrust suit filed by Justice Department against network, and licensee's immediate notification to commission of final disposition of case. Action July 9.

■ **WLUC-TV Marquette, Mich.**—FCC granted application by WLUC Inc. for renewal of license of WLUC-TV Marquette (BRCT-301). Petition by William J. Malandrone, mayor of Marquette, for denial of renewal application was denied. Action July 18.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

■ **KGPD(AM) Clovis, Calif.**—Extend completion date to Jan. 2, 1975 (BMP-13818). Action July 15.

■ **WKWI(FM) Kokomo, Ind.**—Install aux. ant. and aux. trans. at 304 No. Main St., Kokomo (main studio); aux. trans.; aux. ant.; change ant. system; ERP 1.85 kw; ant. height 135 ft. (BMPH-14159). Action July 11.

■ **WFIA-FM Louisville, Ky.**—Change ant.; change ant. system; ERP 950 w; ant. height 490 ft.; remote control permitted (BMPH-14144). Action July 11.

■ **WQPM(FM) Princeton, Minn.**—Change trans.; change ant.; change ant. system; ERP 3 kw; ant. height 300 ft. (BMPH-14149). Action July 11.

■ ***WXXI-FM Rochester, N.Y.**—Extend completion date to Dec. 27 (BMPED-1125). Action July 10.

■ **WPTM(FM), Roanoke Rapids, N.C.**—Change trans.; change ant.; change TPO; ant. height 300 ft.; add circular polarization to ERP; ERP 3 kw (BMPH-14161). Action July 12.

■ **WCTM(AM) Eaton, Ohio**—Extend completion time for new station to Jan. 12, 1975 (BMP-13819). Action July 12.

■ **KEYH(AM) Houston**—Extend completion time to Nov. 15 (BMP-13820). Action July 12.

■ **KREW-FM Sunnyside, Wash.**—Reduce height of tower and change type trans.; change ant. and ant. height (BMPH-14160). Action July 10.

■ **WCLG-FM Morgantown, W. Va.**—Change trans.; change ant.; change modulation and frequency monitors (BMPH-14158). Action July 11.

Translators

Actions

■ **K02HU, K09LY Abiquiu rural area, N.M.**—Broadcast Bureau granted Abiquiu Village TV Association CPs for new UHF translators: (1) on ch. 2, rebroadcasting KNME-TV Albuquerque, N.M., and (2) on ch. 9, rebroadcasting KOB-TV Albuquerque (BPTTV-4996-7). Action July 3.

■ **W65AC Ithaca and Cortland, N.Y.**—Broadcast Bureau granted Public Broadcasting Council of Central New York CP for new UHF translator on ch. 65, rebroadcasting WCNY-TV Syracuse, N.Y. (BPTT-2634). Action July 3.

■ **W62AH Nedrow and Onondaga Indian Reservation, N.Y.**—Broadcast Bureau granted Public Broadcasting Council of Central New York CP for new translator station on ch. 62, rebroadcasting WCNY-TV Syracuse, N.Y. (BPTT-2636). Action July 3.

■ **W68AC Syracuse University and South Syracuse area, N.Y.**—Broadcast Bureau granted Public Broadcasting Council of Central New York CP for new UHF translator on ch. 68, rebroadcasting WCNY-TV Syracuse (BPTT-2637). Action July 3.

■ **K69AP Morgan, Milton and Mountain Green, Utah**—Broadcast Bureau granted Morgan county CP for new UHF translator on ch. 69, rebroadcasting KUED-TV Salt Lake City (BPITT-2620). Action July 3.

Ownership changes

Applications

■ **WIBX(AM)-WBIQ(FM) Utica, N.Y.** (AM: 95.0 khz, 5 kw, DA-1; FM: 98.7 mhz, 25 kw)—

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Seeks transfer of control of WIBX Inc. from Margaret Bowen Shepard (88% before; none after) to Frederic C. Bowen (10.5% before; 98.5% after). Consideration: \$12,000 per year for life. Principals: Mrs. Bowen is step-mother of Mr. Bowen, general manager of WIBX. Ann. July 19.

■ **KEED(AM)** Eugene, Ore. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Century-Pacific Broadcasting to Town Crier Broadcasting for \$182,830. Sellers: John W. Mowbray, majority owner of KQIN(AM) Burien, Wash.; Chris Wedes, Seattle television personality; and James O'Neal. Buyers: Margaret J. Powell (75%), business consultant; A. J. and Charlotte Summers (25%), owners of construction firm. Ann. July 16.

■ ***WLCH(FM)** Lebanon, Tenn. (88.7 mhz, 10 w)—Seeks assignment of license from Bernarr MacFadden Foundation to Castle Heights Foundation for unspecified amount, since station is being sold as part of Castle Heights Military Academy. Ann. July 19.

■ **KLBJ-AM-FM** Austin, Tex (AM: 590 khz, 5 kw-D, 1 kw-N; FM: 93.7 mhz, 97 kw)—Seeks relinquishment of positive control of LBJ Co. from Claudia T. (Lady Bird) Johnson (57.7% before; 49.3% after) to Lynda Bird Robb and Luci Bird Nugent (each 16.9% before; 21.1% after). No consideration. Ann. July 19.

■ **KINT-AM-FM** El Paso, Tex. (AM: 1590 khz, 7 kw-D; FM: 97.5 mhz, 60 kw)—Seeks assignment of license from Sun Country Broadcasting Co. to Taber Broadcasting Co. for \$475,000. Sellers: Lawrence M. Daniels, president and general manager, et al. Buyers: James M. Taber, F. Wallace Taber, Alan Pickens (33 1/3% each). James Taber has been employed by KLIF(AM) Dallas and KROQ-AM-FM Burbank, Calif. F. Wallace Taber is president of several film and TV production companies. Mr. Pickens is employed by investments firm. Ann. July 19.

■ **KBEL(AM)-KWGD(FM)** Idabel, Okla.; **KIMP-AM-FM** Mt. Pleasant, Tex.—Seeks transfer of control of Idabel Broadcasting Co. and Mt. Pleasant Broadcasting Co., respectively, from Ruby Stanley, executive of Winston Ward estate (51% before, none after) to Waylon O., David H. Ward and Glenda Ward Hays (each 15% before, 32% after), by will. Ann. July 16.

■ **KENE(AM)** Toppenish, Wash. (AM: 1490 khz, 1 kw-D)—Seeks transfer of control of Radio Broadcasters Inc. from John R. DiMeo, Don L. Downing and Al Winn (100% before, none after) to Donald R. Nelson (none before, 100% after). Consideration: \$125,000. Principals: Mr. Nelson is general manager of KXLE-AM-FM Ellensburg, Wash., and, with Messrs. DiMeo and Downing, owns it and KBKW(AM) Aberdeen, Wash. (His shares in both stations are being redeemed for \$15,000.) Ann. July 16.

■ **WGLB-AM-FM** Port Washington, Wis. (AM: 1560 khz, 250 w-D, DA; FM: 100.1 mhz, 3 kw)—Seeks transfer of control of WGLB Inc. from Klecco Radio (69.2% before, none after) to Daniel C. Palen and Howard J. Fuys (30.3% before, 100% after). Consideration: \$90,000. Principals: Thomas Davis is president of Klecco. Mr. Palen is president and general manager of WGLB Inc. Mr. Fuys is general sales manager and sports director of WGLB-AM-FM. Ann. July 19.

Actions

■ **KZOT(AM)** Marianna, Ark. (1460 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Robert B. Whitaker to Delta Broadcasting for \$45,000. Seller: Mr. Whitaker (100%). Buyers: Dixie Lewis and Sylvester Hurling (each 50%). Mr. Hurling is manager and Mr. Lewis is employe of KZOT (BAL-8011). Action July 12.

■ **KLMR(AM)** Lamar, Colo. (920 khz, 5 kw-D, 500 w-N)—FCC granted applications by KLMR Inc. for renewal of license of KLMR, and for transfer of control of KLMR Inc. from Douglas D. Kattle (75% before, none after) to Dennis Behan (25% before, 100% after). Consideration: \$477,325. Principal: Mr. Behan, manager of KLMR, also has interest in KATO(AM) Safford, Ariz.; KSIL(AM) Silver City, N.M., and Media Cable TV Systems Inc., Lamar, Colo., CATV operator. Commission said in view of deficiencies in Equal Employment Opportunity Program proposals in both applications, grants were subject to conditions (BTC-7373). Action July 16.

■ **WTRL(AM)** Bradenton, Fla.—Broadcast Bureau granted transfer of control of WTRL Broadcasting Inc., from J. McCarthy Miller Jr. (40% before; 28% after) to Boris Mitchell (40% before; 52% after). Consideration: \$56,003 (BTC-7415). Action July 5.

■ **WPAS(AM)** Zephyrhills, Fla. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Art Advertising Co. to Charles F. Wister for \$79,000. Seller: Robert A. Artabasy, et al. (100%). Buyer: Mr. Wister (100%) also has interest in WFSH(AM) Valparaiso, Fla. (BAL-8069). Action July 15.

■ **WATL-TV** (ch. 36) Atlanta—FCC granted assignment of CP from U.S. Communications of Georgia to Briarcliff Communications Group for \$23,500. Sellers: U.S. Communications of Georgia is 80% owned by U.S. Communications Corp.,

controlled by A.V.C. Corp., A.V.C. wholly owns WPHL-TV Philadelphia. Buyers: Don Kennedy (30.5%), broadcast producer; D. R. Jones (30.5%), attorney; et al. (BAPCT-494). Action July 17.

■ **KAOF(FM)** Wailuku, Hawaii—Broadcast Bureau granted Kirk Monroe assignment of permit to Maui Broadcasting Corp. of which he will own 70% (BAPH-556). Action July 11.

■ **WKKS(AM)** Vanceburg, Ky. (1570 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Karl Kegley to Ohio Valley Broadcasting Co. for \$80,000. Seller: Mr. Kegley (100%). Buyers: Avery L. Stanley, Charles Jordan Jr. and Phillip R. Hull (each 33.33%). Mr. Stanley has law practice in Vanceburg. Messrs. Hull and Jordan are directors of Vanceburg bank (BAL-8055). Action July 15.

■ **KDEA(FM)** New Iberia, La. (50 kw, 99.1 mhz)—Broadcast Bureau granted transfer of control of KDEA Stereo Radio Inc. from Lindsey Dumond, Joe Jefferson, Gilbert Courtois, et al. (97.8% before, none after) to Donald Bonin (none before, 97.8% after). Consideration: \$122,875. Principal: Donald Bonin is general manager of KDEA (BTC-73-74). Auction July 5.

■ **WWWS(FM)** Saginaw, Mich. (107.1 mhz, 2 kw)—FCC granted assignment of license from Clark Broadcasting Co. to WWWS Radio Inc. for \$150,000. Objections to application by WAMM Inc., licensee of WAMM(AM) Flint, Mich., were denied. WAMM, which requested that assignment application be denied or designated for evidentiary hearing, contended that WWWS Radio failed to ascertain properly community needs and it was not financially qualified to acquire and operate the station. Sellers: Lumpha L. Clark, president, et al. (100%). Buyers: Frank P. Lloyd (27.2%), Achilles Angelicchio, Lehman D. Adams, Freeman Martin (each 14%), et al. Mr. Perry owns WTLC(FM) Indianapolis. Mr. Angelicchio has real estate and other business interests in Indianapolis. Dr. Adams is dentist and Dr. Martin practices medicine. both in Indianapolis (BALH-1890). Action July 10.

■ **KSHO-TV** Las Vegas—Broadcast Bureau granted Channel 13 of Las Vegas Inc. acquisition of positive control by Arthur Powell Williams Family Group (50% before, 100% after) through purchase of stock by corporation from Ettlinger Group (50% before, none after). Consideration: \$1,157,481.76 (BTC-7384).

■ **WBLS(FM)** New York, N.Y. (107.5 mhz, 2 kw)—Broadcast Bureau granted assignment of license from Judick Broadcasting Co. to ICBC Corp., for \$1,350,000. Sellers: Harry, Sylvia and Morris Novik (100%). Noviks have interest in WPUT(AM) Brewster, N.Y. Buyers: Inner City Broadcasting Corp. (100%), black-owned parent company, also owns WLIB(AM) New York. Many principals include Clarence Jones, publisher of Amsterdam News, and Roberta Flack, singer (BALH-1917). Action June 28.

■ **WINW(AM)** Canton, Ohio (1520 khz; 1 kw-D, DA)—Broadcast Bureau granted assignment of license from Radio Canton to North America Radio for \$460,000. Sellers: Margaret L. Wardlaw (55%) and John J. Laux (45%). Ms. Wardlaw has interest in KIST(AM) Santa Barbara, Calif.; Mr. Laux is director of greeting card firm. Buyers: Jack T. Steenbarger and Earle E. Wise (50% each). Mr. Steenbarger is businessman in Canton; Mr. Wise is attorney there (BAL-8122). Action July 5.

■ **WTJS-AM-FM** Jackson, Tenn.—Broadcast Bureau granted WTJS Inc. assignment of licenses to parent corp. Radio Station WTJS Inc. (BAL-8140). Action July 9.

■ **KWHO-AM-FM** Salt Lake City—Radio Station KWHO assignment applications to Marvin C. and Rhea S. Zitting dismissed by mutual consent (BAL-8096). Ann. July 16.

Cable

Final actions

■ **CATV** Bureau granted following operators of cable TV systems certificates of compliance: General Television of Delaware, Seaford Del. (CAC-1357); Florida TV Cable, Volusia County, Fla. (CAC-1532); Cable Television Co., Charlotte, N.C. (CAC-2210); Lake Cable TV, Painesville, Ohio (CAC-2945); Tele-Cable Service Corp., Borrego Springs, Calif. (CAC-2848); Long Island Cablevision Corporation of Riverhead, Aqueduct (CAC-2971); Riverhead (CAC-2972); Calverton (CAC-2973); Jamesport (CAC-2974); South Jamesport (CAC-2975) and Flanders (CAC-2977), all New York; Swea City Cable TV, Swea City, Iowa (CAC-3120); General Electric Cablevision Corp., East Peoria, Ill. (CAC-3187); Brooke Point Cablevision, Hernando county, Fla. (CAC-3318); Rush County Cable Television, Rushville, Ind.; (CAC-3435); Southern Oregon Cable TV, Roseburg, Ore. (CAC-3437); Laurens County Cablevision, Laurens, S. C. (CAC-3465); Community Cable Television, Paw Paw, Mich. (CAC 3546); UltraCom of Rockmart, Polk county, Ga. (CAC-3591); Rowan's T.V., Culver, Ore. (CAC-3628); Continental Cablevision of Springfield, Springfield, Ohio (CAC-3640); Continental Cablevision of Ohio, Fairborn, Ohio (CAC-3641); Mid-Continent Cable Systems, Salisbury, Mo. (CAC-3676); Armstrong Utilities, Poland town-

ship (CAC-3686) and Canfield township (CAC-3687); both Ohio; Antenna Systems Corp., Stockholm (CAC-3701), and Brasher (CAC-3702), both New York; Lawrenceville Cable TV, Lawrenceville, Va. (CAC-3708); Cablecom-General of Altus, Altus, Okla. (CAC-3766); See-Mor; Hollis, Okla. (CAC-3767); Cablecom-General, Mangum (CAC-3768), and Hobart (CAC-3769), both Oklahoma; Lower Delaware CATV, South Bethany, Del. (CAC-3776); Tele-Vue Systems, Lynnwood, Wash. (CAC-3779); Raeford Cable TV Co., Raeford, N.C. (CAC-3803); Red Springs Cablevision Co., Red Springs, N.C. (CAC-3804); St. Pauls Cablevision Co., St. Pauls, N.C. (CAC-3805).

■ **Homestead Air Force Base, Fla.**—FCC granted application by Telecommunications Contracting International for certificate of compliance to begin cable service at Homestead Air Force Base, located in Miami, major TV market (CAC-3565). Telecommunications proposed to carry Florida signals WPLG-TV, WTVJ, WCKT, *WPBT, *WSECTV, WCIX-TV, WLTW Miami, and WKID Ft. Lauderdale. Action July 16.

■ **Decatur, Ill.**—Application by General Electric Cablevision Corp. for certificate of compliance to substitute signal of WGN-TV Chicago for that of WTTV Bloomington, Ind., on its cable system at Decatur, located in Springfield-Decatur-Champaign-Jacksonville, Ill., major TV market, has been granted by commission (CAC-2511). Decatur cable system presently carries Illinois signals WAND Decatur; WCIA, WICD Champaign; WICS Springfield; and *WILL-TV Urbana. In addition, the system is certified to carry, but is not now providing KPLR-TV St. Louis and WTTV Bloomington. Action July 17.

■ **Harmony, Evans City, Cranberry and Jackson, Pa.**—FCC granted applications of Armstrong Utilities for certificates of compliance to begin cable service at boroughs of Harmony and Evans City, and townships of Cranberry and Jackson, Pa. (CAC-923, CAC-924, CAC-925, CAC-926). Cable communities are located in Pittsburgh, major TV market. Armstrong proposed to carry KDKA-TV, WTAE-TV, WIIC-TV and *WOED Pittsburgh; WFMJ-TV, WKBN-TV and WYTV Youngstown, Ohio; WJAC-TV Johnstown, Pa.; WSTV-TV Steubenville, Ohio, and WTRF-TV Wheeling, W. Va. Action July 17.

■ **Chamberlain, S.D.**—Leapfrogging provisions of rules have been waived and application by Missouri Valley TV Co. for certificate of compliance to substitute signal of KOA-TV Denver, for KSOO-TV Sioux Falls, S.D., on its cable system at Chamberlain, has been granted by commission (CAC-1089). Cable system, which serves approximately 450 subscribers, currently uses its five-channel capacity for carriage of KSOO-TV Sioux Falls, KORN-TV Mitchell, *KTSO-TV Pierre, KPLD-TV Reliance, S.D., and WTCN-TV Minneapolis-St. Paul. Action July 17.

■ **Washington state**—FCC granted Cable TV Puget Sound, operator of interconnected cable TV systems in nine communities in Seattle-Tacoma, Wash., major market, certificate of compliance to add CBUT Vancouver, B.C., to its systems. Cable TV Puget Sound serves Greater West Pierce county, East Pierce county, South King county and Peninsula as well as Fircrest, Summer, Milton, Fife and Puyallup, Wash. It carries *KCTS-TV, KING-TV, KIRO-TV, and KOMO-TV Seattle. KTNT-TV, *KPEC-TV, *KTPS and KTVW Tacoma. Action July 16.

■ **CATV** Bureau dismissed following applications for certificates of compliance at request of applicant (action on dates shown): Pulaski County Cablevision, for Pulaski county, Ark. (CAC-882), July 15; Keyser Television Company, for McCoolle, Md. (CAC-3533), June 17; Long Island Cablevision Corp., for Eastport (CAC-3086) and Speonk, N.Y. (CAC-3087), July 3; Clear-Vue TV, for Oakland, Okla. (CAC-2404), July 17; Karnack Corp., for Cuero, Tex. (CAC-3162), June 13; Keyser Television Company, for Keyser, W. Va. (CAC-3532), June 17.

Initial decision

■ **Berkley township and Beachwood borough, N.J.**—Clear Television Cable Corp., has been ordered to cease and desist from any further violation of rules as of Jan. 1, 1975, in initial decision by Administrative Law Judge Byron E. Harrison. Judge waived provisions requiring systems to carry on request any TV station which places grade B or better contour over community served, until Jan. 1, 1975, to allow systems to be brought into compliance (Docs. 20039-40). Ann. July 12.

Other actions

■ **FCC** ruled that appointment of Peter J. Alden, citizen of United Kingdom, as corporate officer of Warner Cable Corp. is not contrary to public interest. Warner controls, through subsidiary corporations, some nine microwave common carrier licenses, nine cable TV relay licenses, and 44 business radio licenses. Action July 16.

■ **FCC** continued Cable Television Advisory Committee on Federal-State/Local Relationships and Cable Television Technical Advisory Committee for two years, subject to Office of Management and Budget approval. Action July 16.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Southwest New Mexico—Beautiful music FM stereo station looking for a top-notch manager/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, K5VP AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Help Wanted Sales

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Can you sell, do some air work and/or production? Then I need you. Three openings for persons with those abilities. Famous Grand Stand area of South Carolina. Good working and living conditions. AM is MOR, FM is stereo country. Call me and let's talk. Wayne B. Sawyer, WGTN Georgetown. 803-546-4161.

Radio salesperson, picturesque D.C. suburbs serving 2 richest counties in world. AM Top 40. Station owned by chain operator. Salary open. Phone collect. 703-471-7676 or write WOHN, P.O. Box 666, Herndon, VA 22070.

Help Wanted Sales Continued

Salesperson for small market AM station located in Santa Barbara County, Calif. Immediate opportunity for aggressive persons with management potential. Draw against commission. 301-424-5654, 805-736-5656.

Country Music Station looking for DJ/Salesperson ready to make money. Contact Robert Freeman, 7397 West Central, Wichita, KS 67212. 316-722-0018.

Help Wanted Announcers

Mornings, hard work, long hours. Copy, some sales, start tomorrow, stay a while. Tape and resume to KDDA, Box 720, Dumas, AR 71639.

Announcer. News, Sports, Production. Send resume, tape. MOR Station. KFRO, Longview, TX 75601.

Experienced country and MOR announcers. Must be personable on air and on remotes. Send complete resume, tape and picture first letter to Raymond Saadi, KHOM, P.O. Box 422, Houma, LA 70360.

Announcer contemporary station. First phone desirable. Tape and resume to Bruce Whelle, KICS-AM-FM, Hastings, NE 68901.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact Program Director, Art Brooks, KPOW, Box 968, Powell, WY, 82435

We're on our way up—like to come along? If you have the personality to build numbers—we want you. Up tempo MOR. Equal Opportunity Employer. Unique benefits. Workers only. Tape and resume to: KWBB, Box 486, Wichita, KS 67201.

KWHW will have an opening for an announcer in August—Need 3rd phone endorsed, must be experienced, with good production and news presentation. Personal interview is a must. Have both AM, automated FM in new studios. Contact George Batchelor, 1-405-482-1450, or write Box 577, Altus, OK 73521.

1st Phone Jock needed for Central Virginia full-timer. Send resume, tape and photo to Don Martin, WCHV Radio, P.O. Box 5387, Charlottesville, VA 22903.

Experienced Top 40 type jock, no jiver, good production, opportunity for advancement, better pay guaranteed with results. No floaters, no egos, no staff hassles, get together with progressive, creative operation. Rush tape, resume, WIPE, Box 1307, Americus, GA 31709. E.O.E.

WISZ, Baltimore county, needs a heavy-weight mid-day jock, strong on production. Call Bill Barden, Program Director at 301-761-1590.

Young aggressive newperson wanted for small market. Grow with us in the midwest, send tape and resume 1st letter. WLCL, P.O. Box 311, Lowell, IN 46356.

5,000 Watts, full-time station seeking mature staff announcer. M.O.R. WPHM, Port Huron, MI. Tape and resume to P.O. Box 247.

QXI-FM Atlanta, Wanted: Contemporary announcer with proven capacity in competitive situations. Send tapes and resumes immediately to: Bill Sherard, WQXI Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. E.O.E.

Announcer for five to 12 Midnight. MOR. At least 1 Year experience, mature voice. Send tape and resume to W. P. Gumm, Jr. WRJN, Radio Park, Racine, WI 53405.

Good Jock/Salesperson. Central Florida 5 KW modern country. Excellent deal. Company expanding. Must be good. Tape/resume Tom Joyner, Box 727, Deland, FL or call 904-736-3700. No collect calls.

Country Music Station looking for DJ/Salesperson ready to make money. Contact Robert Freeman, 7397 West Central, Wichita, KS 67212. 316-722-0018.

Experienced rock jock w/knowledge of music, promotion and production needed at flagship station of Midnight Sun Broadcasters in Anchorage, AK. Tape, pic., resume required. Salary commensurate with experience. Must be stable. Write, Bob King PM, P.O. Box 1160, Anchorage, AK 99510. Please no calls.

Immediate opening for country music radio announcer. Room to grow in sales or programing. Send tape, resume to Henry Beam, P.O. Box 1011, Princeton, WV 24740. 304-425-2151.

Help Wanted Announcers Continued

Opportunity of a lifetime. Contemporary music format. AM drivetime shift. Heavy production a must! Number one station for over 25 years. Send tape, resume to R. M. McKay III, Box 113, Columbia, TN 38401.

Opportunity for announcer. Possibility of P.D. Excellent facilities to work with. Call 314-586-8577.

Classical music announcer for new concert music format in major midwest market. Commercial experience desired. Send tape and resume to: Ray Ose, P.O. Box 1470, Anoka, MN 55303.

Help Wanted Technical

Experienced broadcast equipment salesperson wanted for Dallas-based company. Excellent salary plus commission. Send complete information first letter. All replies answered. Box G-85, BROADCASTING.

Experienced Engineer—Announcer College Town, Suburban Cleveland Mod Country. Directional. Superior environment. New Equipment. Salary Open. Box G-242, BROADCASTING.

Major market FM needs qualified chief engineer. Must be capable of maintaining top quality stereo system and have good voice for a very light air trick. Group ownership with full benefits. Send resume with first letter to Box G-274, BROADCASTING.

Engineer experienced in operation and maintenance of RCA UHF transmitter. For the right individual, this could lead to a supervisory position. Box G-285, BROADCASTING.

Immediate opening, Chief Engineer-Operator, four tower directional Southeast. Proof experience, good position, good future. Box G-300, BROADCASTING.

Chief Operator needed immediately. Good working conditions, excellent equipment. Advancement in 3-station group in Colorado, Arizona and New Mexico with other acquisition pending. Must be an experienced engineer! Contact J.R. Henderson, KLMR Radio, Lamar, CO 81052. An equal opportunity employer.

First-Phone chief for 100,000-watt, 24-hour FM, emphasis on transmitter and studio maintenance, with secondary experience in recording of concerts for syndication. Salary \$9000-10,500. KWMU, University of Missouri-St. Louis, 8001 Natural Bridge, St. Louis 63121. No calls. Full resume and salary requirements in first letter. An Equal Opportunity Employer.

Chief Engineer for successful small market non-directional AM/FM. Maintenance, installations, proofs. Opportunity, stability, advancement for reliable, experienced individual. Manager, KOFO, Ottawa, KS.

First phone engineer-announcer, WAMD, Aberdeen, MD 21001.

Broadcast engineer/technician. Minimum requirements include 3 to 5 years broadcast or similar experience in maintenance of transmitter and studio equipment, hands-on solid state ability and First Class Phone License. Permanent position and bright future for experienced, competent, self-motivated technician with a large and stable organization. Contact Chief Engineer, Radio Station WFUN, Miami, FL. 305-667-1501.

Young experienced chief for AM-FM Stereo. Strong transmitter and studio maintenance ability. Approx. 12 hrs. board work per week. Send complete resume to WITZ, P.O. Box 167, Jasper, IN 47546.

WJPS, Evansville, Indiana, seeks qualified Chief Engineer. Full responsibility, good money, benefits. If you are familiar with Rules, and have some directional experience, call the Manager, 812-425-2221. E.O.E.

Help wanted: Engineer, heavy on maintenance. Make it person, D. C. Stephens, Day 886-2050, night 886-8050, area code 606.

Help Wanted News

Got the goods? Bright, imaginative person to do news and possibly some sports. Tapes, resumes and writing samples to WCIT, Box 940, Lima, OH 45802.

News person with at least one year experience for both inside and outside reporting. Invite minority and women applicants. Send aircheck and resume to: News Director, WIRL Radio, P.O. Box 3335, West Glen Station, Peoria, IL 61614. An Equal Opportunity Employer.

Help Wanted Programing Production, Others

Top news and commercial voice and delivery required, plus capability of advancing to news directorship or program directorship. Excellent pay and fringe benefits, plus opportunity to train for eventual management. Midwest, nonsuburban, but near major city. Send background info and references. Audition tape will be requested. Box G-136, BROADCASTING.

Hip-country station with big numbers in no-hassle market of 1/2 million in beautiful mid-eastern mountain state, needs sharp program director who does morning entertainment/communicator gig. Research, high-class production, savvy, and a good head, all would be nice. The bread is good, and the station is laid-back. EOE. Write Box G-275, BROADCASTING.

Program director—Top 125th market. Major midwestern group needs individual with good leadership, good voice, and good production, good benefits, chance for advancement and stock purchase. Rush resume to: Box G-304, BROADCASTING.

Farm Director—Eastern North Carolina's most powerful full time radio station has an opening for a full time farm director. This is a newly created position. Located in Pitt County which is one of the most rich agricultural counties in Eastern N.C. The annual gross sales from agriculture farming in Pitt County is \$86,000,000.00. Also, WNCT's coverage area includes 32 additional counties. This position requires experience in Farm Broadcasting. We will fill this position no later than August 1st. We offer a good salary and fringe benefits. If interested call the General Manager, Jennings Blakley, WNCT, Greenville, NC Phone 919 758-2324.

Situations Wanted Management

General manager—heavy major market experience—selling my medium market station and anxious to get back to the big leagues. Available August 1. Prefer West Coast, but money talks. Box G-115, BROADCASTING.

"My radio track record"—\$80,000 to \$350,000 in 4 years; \$32,000 to \$185,000 in 3 years; \$100,000 to \$250,000 in 2 1/2 years; \$100,000 to \$450,000 in 4 years; 0—\$100,000 in 1 year; all in cities of 50,000 population or less. Expert in all phases of group management. Former consultant in all programing formats. Excellent in sales management. My interests lie in managing Florida Coastal Station(s) or group management. Presently Florida resident. Salary \$30,000 plus incentives. Personal interview only. Box G-202, BROADCASTING.

28 years experience, 19 as selling manager. Small market. Dependable. College. Final Move. Top references. Box G-205, BROADCASTING.

Eighteen year broadcast veteran available for manager responsibility. Experienced operations manager, program director and general manager. Box G-211, BROADCASTING.

Current successful GM seeking similar position small-medium market (station being sold). Professional, sales-oriented, honest. Knowledgeable FCC regs. and applications. Community active. Excellent background. References. Box G-279, BROADCASTING.

Sales management smaller market. 33, married. Proven sales 200,000 market. Resume, \$1,200+ monthly. Box G-289, BROADCASTING.

Former manager of a small VHF television station which was sold now seeking employment after six month vacation. 30 yrs. old, degree, 1st FCC; excellent references. Desire same position in radio. Write JRT, 3216 Evington Dr., Topeka, KS 66614 or call 913-272-6211.

10 years experience in all phases of radio—announcing—programming—engineering (1st phone)—sports (play-by-play)—accounting—sales. Currently managing 2 large motels in D.C. area but seeks return to radio. Ideal for small market operation. 31-year-old family man. Garry Jarrett, 703-768-0849, 6601 Richmond Hwy., Alexandria, VA 22306.

Situations Wanted Sales

Sports/salesman—5 years experience proven sales record. College basketball, pro-football pbp. Box G-165, BROADCASTING.

Twelve years top experience, national, regional, local sales. Can help your station reach sales goals. For complete resume call 404-351-5773.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Number one FM rock top ten market past two years. I am married, 28, college grad with first phone and can make you a winner. Can do MOR, beautiful music, and PD slot. Box G-183, BROADCASTING.

Situations Wanted Announcers Continued

Career academy broadcast grad, w/3rd-class lic., wants first break with progressive or top-40 station. Midwest area preferred. Box G-194, BROADCASTING.

Progressive MOR. Personality. M.O. First phone. Desires night shift in larger market. Currently working in medium market, will consider anywhere in U.S. Box G-203, BROADCASTING.

Experienced Announcer, 7 years music and news. Innovative, communicative. Seeks medium market rock or MOR. Box G-208, BROADCASTING.

MD/PD potential. 4 years midwest, all phases. Married, college, third. Wants New England. Box G-228, BROADCASTING.

DJ, looking for first break. Tight board, good news and commercial delivery, creative, hard worker, willing to go anywhere. Box G-233, BROADCASTING.

Modern country pro, four years experience, enthusiastic and hard working, seeking right slot in medium or major market. Box G-247, BROADCASTING.

New York State-Penn. Over 2 years experience. First phone. Any format. Any shift. Write for tape and resume now. Box G-249, BROADCASTING.

Experienced announcer with first phone looking for announcing position with contemporary or top 40 station in metropolitan Washington, D.C. area, or central Maryland or Pennsylvania. All replies answered. Box G-250, BROADCASTING.

Creative DJ, tight board, first phone, MOR, top-40, ready to advance. Will relocate! Box G-267, BROADCASTING.

Experienced female D.J., one year commercial experience as announcer on 20,000 watt progressive rock station, three years college radio, looking for opportunity with contemporary/rock station. Box G-273, BROADCASTING.

Time and temp robots are a dime a dozen. I offer you an experienced, talented, dedicated air personality. Find out more. Mediums and majors only. Write Box G-290, BROADCASTING.

Morning announcer 4 years. Looking for solid rock, now production manager and station representative. Box G-301, BROADCASTING.

Creative, speech trained, endorsed third. Three years experience, some college, acting background. Deep voice, all formats. Box G-302, BROADCASTING.

Three years experience. Single, 24, seeking contemporary MOR or top 40. Presently doing afternoon drive and music director. Ready to move up! Will send resume/tape upon request. Write Box G-311, BROADCASTING.

Announcer: Sports play-by-play and commentary and reporting. Also public relations. Graduate, age 24, single, with experience. Strong desire of be involved in sports. Box G-312, BROADCASTING.

Need first job. Bucknell grad. College experience. DJ, PD, 3rd endorsed. FM voice. Work anywhere. No top 40, CW. Chip Horne, 111 Hitching Post Dr., Wilmington, DE 19803.

Talent plus experience, news anchor, sports director, four years experience, B.A. communications, distinctive style. Gene Blahut, 412-481-7323.

Various formats since 1948. Well seasoned but versatile, congenial. 1st phone. Employed, good references. Pleasant situation where age and experience desirable. Smith, 804-237-3622.

DJ, tight board, third endorsed, 22, single, ready to move. Program director at college, trained DJ's, DJ of the year. Love Country Music; Rock, MOR OK. Tape available. Thomas Phillips, 117 Sunset Lane, Tenafly, NJ 07670. 201-568-8735.

Sharp Black beginning combo man, first ticket, good news, commercials, some production. Will relocate, salary secondary. Michael Dunn, 531 Lischey, Nashville, TN 37207.

All-nite major market jock; conversational, B.A., first phone. Call 419-893-5767, afternoons.

First phone announcer, looking for work, one year experience, will relocate. Call McKee, 314-962-0725.

First phone wants MOR entry level opportunity. Native of Rhode Island, but prepared to move anywhere. John Comforti, 401-596-5728.

Situations Wanted Technical

First phone. Twenty years radio, television experience. Maintenance, trouble shooting. Sober, reliable. All areas considered. Reasonable wage. Box G-268, BROADCASTING.

Situations Wanted Technical Continued

First phone, three years C.E. experience, wants West Coast home. I know my stuff. Box G-307, BROADCASTING.

First phone license, AM-FM transmitter and remote program experience. Available for full or part time job in Los Angeles area. Excellent references. Bill Ziegler, 10595 1/2 Ashton, Los Angeles, CA 90024. Phone 474-1281.

Situations Wanted News

Second best—top runner-up for recent major league pbp job. Ability is there. Now doing prep., small college pbp. Looking to increase sports pbp with university. Degree, experience. Hard worker. Box G-121, BROADCASTING.

Top PBP man from midwest's #1 basketball state looking to be voice of pro basketball team or college football & basketball PBP. Listener comment: "I can see the game on radio." If you are looking let's talk. Box G-185, BROADCASTING.

Black Newsmen. Reporter-Anchor now with top 40 market station. Have proof of top ratings. Long on experience. Now considering relocation for good opportunity. Box G-188, BROADCASTING.

Sportscaster. Heavy college basketball and football PBP. Reporting sports and news. First class license. Box G-196, BROADCASTING.

1974 MSJ from Columbia willing to work hard inside or on the street. Experience major college radio station. 212-538-4375. Box G-226, BROADCASTING.

Maximum potential, growing experience small market news director, P.R. background, D.J., productive, some sales, M.A. communications. Want to take the next step. Box G-236, BROADCASTING.

Ivy League grad, one year commercial radio, three years college radio, looking for first fulltime news job. Energetic, attractive, and truly interested in news. Will go anywhere. Box G-256, BROADCASTING.

Experienced, young, hard working newsmen looking to relocate. Transportation and references. Salary negotiable. Medium to large market. Box G-260, BROADCASTING.

Young woman reporter, 24, major market experience, seeks more challenging position in TV or radio, in top 30 market. Box G-271, BROADCASTING.

Eager beaver itching to get started. Just completed my college, B.A. in journalism; upper 10% of class. Served as editor of Ohio State School Publication. Two years experience as DJ and newsmen at a Pennsylvania radio station. Single and willing to do most anything. May I please send you my resume? Write Box G-294, BROADCASTING.

I'm young, played sports, know sports, want to do sports, interviews, pbp, etc. Broadcast school; presently announcing and doing daily sports show. Will consider any location. Box G-296, BROADCASTING.

Veteran sportscaster, 25 years major market, award winning major college, pro, play-by-play basketball, football, hockey. Top commentary. Best references, locate anywhere. Tapes available. Write Box G-305, BROADCASTING.

Intelligent, open-minded college grad seeking talk show or news position. Broadcast, teaching, public service experience. Prefer West Coast but amenable to all offers. Contact Mark Isler, 213-821-3906, 3909 The Strand, Manhattan Beach, CA 90266.

Are you looking for a young woman with 1st phone experience as an assistant news director and in all other phases of announcing? I have all of these qualifications. Cheryl Kormanik, 10921 Southview Dr., Burnsville, MN 55337.

Energetic, imaginative newsmen (w/good experience and M.S. in broadcast journalism) wants to move into news management position. If you are looking for a news director or considering a change, call me at 415-283-6418.

News/Sports person seeking first break in radio. Missouri grad, single. Midwest preferred. Gene Wolowski, 8135 McGee, Kansas City, MO. 816-333-8758.

Looking for sports, possibly with news. 4 1/2 years sports/news reporting, writing, tape, film, PBP. Prefer midwest, will go to opportunity. Available now. Dean, 219-293-1269, 219-523-0131, 312-545-8450.

News Director—Medium or small market. Degreed, married, strong music management background, imaginative, community minded, stable, grounded all phases radio & TV. Age 34, fluent delivery, excellent presentation. Immediate availability. Tel. 207-324-8237 (after 3 p.m.)

Situations Wanted News Continued

Sports director, all play-by-play, 4 years experience news, disc jockey. Call after 5. 305-666-3615.

Looking for reporter who believes in facts not sensationalism? Radio sports director ready for larger market. 9 yrs. p.b.p hoop, hockey, football, baseball. Covered golf tournaments, track meets, rowing regattas. Do talk shows, field work. College grad., B.A., married. Will relocate for right offer. 18 Laurel Ave., Clifton, NJ 07012.

Quality sportscasting, newscasting, commercial announcing and copywriting for you. B.S. degree in radio-TV-Film from Miami University in Oxford, Ohio. 2 years commercial experience. Will rush resume and tape. Salary negotiable. Call or write Jon Hunt, 501 South Main Street, Poland, OH 44514. Telephone 216-757-1240.

Chuck Trent: Sportscaster—Sounds great in southern Illinois, your market too. Contact him at 218 Second Street, Sparta, IL 62286. 618-443-4410.

2 1/2 years experience. Prefer Eastern or Midwest medium or college town. No more broken promises or small minds please. Douglas Nagy, 1-313-534-0251.

Situations Wanted Programing, Production, Others

Professional programmer available—One-third of fee acts as retainer on 18 month agreement. Remainder of fee paid in equal amounts or proof of performance basis as ratings and revenue increase. Return mail details to owners and managers only. Box F-195, BROADCASTING.

Commercials, PSA's, special programing specialist. College grad., 25, currently employed top ten market. Box G-184, BROADCASTING.

Progressive thinking PD seeks position as PD, MD or operations manager with medium or major market music oriented station. Increase your audience with my experience and research. Degree, married. Box G-206, BROADCASTING.

Top 30 Market production director wants to program your station #1 12-t. Give me freedom, I'll give you ratings. Box G-223, BROADCASTING.

Top 5 PD/Jock—Solid programing success with national chain, seeks rocker ready to be number one. Solid professional attitude and results. Looking for good people, commensurate pay and good market, in that order. Box G-232, BROADCASTING.

News director-operations manager. Solid Radio-Television background. Want stable, major-medium market operation. 1st phone, RTNDA, SDX, MENSA. Consider telephone talkshow. Box G-246, BROADCASTING.

PD/Operations, 5 years experience w/MOR, C&W, automation, dual automation. Background in news, talk, production. Can work in supervisory capacity. Young, reliable, married, enthusiastic. Reply to Box G-259, BROADCASTING.

Medium market up tempo MOR's. Need talent? I'll supply it. Looking for PD or Prod. Dir.? Can bring staff, too. Interested? Tell me your format, I'll give you my tape. \$200/wk. Box G-272, BROADCASTING.

Teacher, 10 years experience, seeks creative position with public radio/TV station. First phone, some broadcast experience. Hard worker. Box G-288, BROADCASTING.

You won't be disappointed. Major market jock with excellent references and heavy programing/music background seeking PD position with contemporary in large medium markets. Box G-291, BROADCASTING.

Radio-TV pro. Excellent interviewer, talk show host, communicator. Solid program/music director, administrator. Creative copy, production. Nationally known nostalgia expert. Mature, reliable. Ten years with one company. Out of broadcasting one year, want back in. Box G-292, BROADCASTING.

Available November 1. Currently program director. Strong production and PBP sports. B.A., family, 23. Looking for same position in medium or large market. \$12,000-\$15,000. Box G-295, BROADCASTING.

Contemporary program director with impressive record looking for advancement. Over four years experience, last two as program director at 5kw in medium market. First phone, married. Prefer East or Southeast. Box G-308, BROADCASTING.

TELEVISION

Help Wanted Management

Vice president/general manager. Desirable Southeastern top 50 market. Once in a lifetime opportunity to move into the top spot without previous GM experience. We want nothing less than exceptional administrative performance. This executive can now be in programing, promotion, news, sales or financial management. All responses confidential. Send detailed resume with salary requirements to President, Box G-147, BROADCASTING.

General Sales Manager needed at major Southwest network affiliate. Candidates must have strong local sales experience and top management skills. Ability to develop sound marketing strategy important as well as recruiting and training salesmen. \$40K-\$45K. All replies confidential. Send resume to Box G-214, BROADCASTING.

Help Wanted Sales

Local/Regional sales list available. Great opportunity for right person in major southeastern market with network affiliate. Group ownership with excellent benefits. Equal Opportunity Employer. Contact Conrad Geniry, WXEX-TV, Richmond, Va. 904-643-0166.

Excellent opportunity for experienced radio or television sales people with proven record for new ABC VHF station. Idaho Falls-Pocatello market. Ideal living conditions. Salary open. Call Aaron Bournstein, 208-233-6667. No collect calls.

Help Wanted Announcers

Host for daytime show aimed at rural and small town viewers. Knack for interviewing, appreciating, mingling with plain everyday people and programing to their interests. Box G-168, BROADCASTING.

Help Wanted Technical

Dominant S.E. station needs an experienced video operator, an experienced switcher and a camera-person knowledgeable in creative aspects of lighting. Remote and micro-wave equipment requires FCC first class license. An Equal Opportunity Employer. Send resume or correspondence to: Box G-264, BROADCASTING.

TV production engineers, for immediate employment with ATIS-6 Satellite Project at PTV station in Fairbanks, Alaska. Experienced in color camera, quad VTR, and telecine set-up and operation including some maintenance experience. New equipment and pleasant working conditions. Salary commensurate with background. Excellent staff benefits and relocation expenses available. Contact: Chief Engineer, KUAC-TV, University of Alaska, 907-479-7491. Equal Opportunity Employer.

Chief engineer, VHF PTV. Color production orientation. Send resume to Don Uphem, general manager, KUAC, University of Alaska, Fairbanks 99701. An Equal Opportunity/Affirmative Action Employer.

TV technicians—Good operations and maintenance background preferred. 1st-Class FCC license required. Contact W. C. Hunter, Director of Engineering, WHAS-TV, P.O. Box 1084, Louisville, KY 40201. An Equal Opportunity Employer. Male/Female.

Immediate opening—1st phone with technical training, prefer some experience. Excellent opportunity for advancement and experience in all phases of commercial UHF operation. WVIR-TV, Box 751, Charlottesville, VA 22901. 804-977-7082.

TV broadcast engineer—Southeast PTV station. Studio operations and transmitter experience. Must have first class phone license. Contact Steve Rogers, Chief Engineer, 305-949-8321.

Help Wanted News

Newsman/anchor, needed now! Expanding our news presentation, young, growing ABC affiliate serving the Mitchell-Sioux Falls, S.D. markets, send VTR with first reply for priority consideration to: General Mgr., KXON-TV, P.O. Box 1049, Mitchell, SD 57301.

Public TV station wants experienced newscaster with heavy background in community issue and event producing and reporting. Direct four person public affairs unit. On and off camera credibility essential. Must work well with Management/Board team. Writing, producing and air credits necessary. Audition tape preferred. Available September 15. Starting salary, \$12-\$15,000. Contact Stephen Steck, General Manager, WMFE-TV, 2908 W. Oak Ridge Rd., Orlando, FL 32809. Equal Opportunity Employer.

Help Wanted News Continued

Television newscaster, experienced in written and visual communication, wanted for PIO Radio-Television staff. Must have imagination, energy, enthusiasm, three years commercial broadcasting experience, and bachelors degree. Serve University in liaison and 16mm film production capacities with broadcasting stations. Contact: Russ Grove, Head; Radio-Television, Public Information, Oklahoma State University, Stillwater, OK 74074.

Weather personality—Opportunity for professional weather presenter, 6 and 10 pm plus specials. Wisconsin network affiliate. Send resume and tape to Station Manager, P.O. Box 100, Madison, WI 53701.

Public TV station manager. Teach one course; direct professional-student staff; M.A. minimum; fluent Spanish desirable. Equal opportunity employer. Resume before August 3 to: Frank Hash, New Mexico State University, Box 3J, Las Cruces 88003.

Help Wanted Programing, Production, Others

PI Manager—southeast PBS station. Individual needs minimum two years experience in copywriting, layout, publicity and development, PR and management. Send resume with salary requirement. Box G-144, BROADCASTING.

Cinematographer: Experience required with strong emphasis on commercial film production. Individual must be willing to take direction, work well with others and make neat appearance. Equal opportunity employer. Box G-281, BROADCASTING.

Situations Wanted Management

Productive, administrative and experienced production manager/executive producer available. Box G-261, BROADCASTING.

Situations Wanted Sales

Twelve years top experience, national, regional, local sales. Can help your station reach sales goals. For complete resume call 404-351-5773.

Situations Wanted Technical

Experienced TV transmitter operator. Box G-251, BROADCASTING.

Female, first phone, college graduate, O&O and major market experience, in all areas of technical operations. Currently employed. Recommendations. Box G-278, BROADCASTING.

Do you need a working chief, or an assistant in a large market? Heavy on maintenance, production and remotes. Experienced on 1200, 2000, HS100, 200, TR60, TR70, Townsend and RCA Transmitters, Microwave and Switchers. Contact Bill Taylor, 2511 Villa Way, Laredo, TX, or call 512-724-5155.

Situations Wanted News

Funny, major market weatherman and show host, ready to move to larger city. Box G-192, BROADCASTING.

Meteorological Personality. A good solid meteorological weathercast doesn't have to be boring, mine isn't. 33 years old and ready to move up! Box G-240, BROADCASTING.

Ivy League grad, one year commercial radio, three years college radio, looking for first TV news job. Energetic, attractive, and truly interested in news. Will go anywhere. Box G-257, BROADCASTING.

Solid street reporter: intelligent, skilled and experienced 16mm shooting and editing. Exceptional writer. Bachelor's, completing M.U. masters. Box G-258, BROADCASTING.

Polished anchorman wants back in TV after 3 year layoff. Will consider general assignment news or sports at right price. Strong on photography. Box G-266, BROADCASTING.

Why pay consultants? News director-anchor offers proven success and ratings. Experienced and aggressive in all phases of news management and talent. Box G-269, BROADCASTING.

Experienced newscaster, strong in sports and public affairs, seeks reporting job in Southeast. MA, Missouri grad, heavy film background. 314-443-5334, or Box G-276, BROADCASTING.

20 years, including network as news correspondent. Working with fine people, but want major market. Best credentials and references. Making \$28,000. Box G-280, BROADCASTING.

Sportscaster. Television or radio, ten years experience, anchor or reporters position, weekdays or weekends, age 33. Box G-283, BROADCASTING.

Situations Wanted News Continued

8 year pro, now working medium market radio and TV, looking for same opportunity in top 30. Number one rated mid-day show, super weather talent. Box G-287, BROADCASTING.

Anchorman, great appearance and voice with 10 years anchor and news experience. 33. Want top 40 market and chance to work with outstanding news team. Now employed. Box G-293, BROADCASTING.

Seven year radio veteran, currently radio sports director, seeks TV-radio sports, play-by-play, interviews, commentary. Box G-298, BROADCASTING.

Black newsmen in major market radio desires move to television. Will devote weekends if you have available, for "no pay," that's how much I want it. Just get me there and feed me. Reply Box G-303, BROADCASTING.

Veteran sportscaster, 25 years major market, sports, anchor, top commentary, all play-by-play, best references, tape available; locate anywhere. Box G-306, BROADCASTING.

Major market public affairs director, available now. Ed Moore, 4026 Hampshire Ave., N., Minneapolis, MN 55427. 612-537-8399.

Field reporter. Master's degree in television journalism, U.C. Berkeley, wants position at medium market affiliate. Previous experience in radio news. David Beadle, 2241 Durant Ave., Berkeley, CA 94704.

Don't answer this ad unless you can use nation's most knowledgeable, dynamic, aggressive, enthusiastic, exciting young sports journalist. I'm tops, getting better. Pay unimportant. 715-278-3361.

Award-winning reporter to make or keep your news #1. Proof: 7 yrs. distinguished journalism experience. Charles Baireuther, 502 N. Davis Rd. #6, Palm Springs, FL 33460. 305-967-5657.

Situations Wanted Programing, Production, Others

Program Director/Operations Mgr. experienced, young, versatile, sales & research oriented. Net affil. and Indy background. Currently in top 10 market and in a corner. Box G-93, BROADCASTING.

Hard working director wants more challenge; five years experience directing various TV programs, familiar with all phases of station operation. Box G-190, BROADCASTING.

Producer/director, top 25 market. Young, with strong remote, live and tape experience. Have degree, family, and desire to help active station or production house. National credits and excellent references. Serious professional resume, no classroom "jack of any trade" type. Box G-248, BROADCASTING.

Competent, ambitious woman seeks fast action production job in Northeast. Experience in top 50 market as video/audio switcher and camera operator. Sports and remote experience. Syracuse University graduate. Box G-270, BROADCASTING.

Radio-TV pro. Excellent interviewer, talk show host, communicator. Solid program/music director, administrator. Creative copy, production. Nationally known nostalgia expert. Mature, reliable. Ten years with one company. Out of broadcasting one year, want back in. Box G-292, BROADCASTING.

Experienced in TV commercials and children's programming, seeking position in station interested in unique children's show or news show. Reply, Box G-297, BROADCASTING.

Recent graduate, B.A. in TV and film, some experience. Desire position in broadcasting industry. Will relocate. Mutaz Chichakly, 2315 E. Olive, Arlington Heights, IL 60004.

Working Production Manager with diverse remote/studio directing experience, seeks move. Excellent references. 1-602-968-8072 messages.

CABLE

Help Wanted Technical

Operator/Engineer CATV in Long Island, N.Y., operate and maintain equipment including color film chain, 1 inch tape equipment and color cameras. 1st Class FCC license. Send resume: Huntington TV Cable Corporation, 10 Stepar Place, Huntington Station, NY.

Help Wanted News

News director wanted for top rated local origination operation. Expanding dynamic news department needs leader who can write news copy and be part of on air team. Send written resume and letter with salary expectations to Box G-210, BROADCASTING.

WANTED TO BUY EQUIPMENT

3 Color Studio camera chains, recent models, must be in top operating condition. Box G-169, BROADCASTING.

Am setting up another control room. Want used equipment in console, consolette, reel recorder, spotmaster recorder cart, turntables, tone arms, and pre-amps. State condition and price. Box G-299, BROADCASTING.

New University needs FM transmitter system (10w-5kw) which can be donated by perceptive individual or organization as a tax deduction. Contact Bob Lewis or Robert Gerry at The University of Texas of the Permian Basin, Odessa, TX 79762, telephone 915-362-6301, ext. 234 or 275.

CP-16A and WX radar. Complete outfit, on terms. Send details to R. Jones, P.O. Box 2805, Lubbock, TX 79408.

We need used 250, 50, 1 kw, 10 kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Cash for your used AM or FM transmitter. Superior Broadcasting, P.O. Box 2154, Jackson, MS 39205. Phone: 362-7637.

FOR SALE EQUIPMENT

Used GE Transmitter Package. Ch. 6. Consisting of 4TF3A1 35 kw amplifier with PY32B V.S.B. filter; 4TT40A3 5 kw driver; (2) Andrew 6740 3 1/8" Coax switches; spare water pumps for 4TF3A1 transmitter, and many spares for both transmitters. Box G-148, BROADCASTING.

(1) RCA-B.TA-3F, 3 kw FM transmitter. Great for parts (or an awkward doorstep), \$500.00. (1) MacKenzie package: (2) Record/Playback units, (3) Single-Playback units, (1) 5 Spot Playback unit, (200) metal carts, various lengths. All for \$300.00. (130) 10 1/2 reels of tape, in boxes, excellent condition. All for \$300.00. (200) Fidelipac Audio Cartridges, 10 1/2 minute length, nearly new, excellent condition, all for \$400.00. (1) Gates Level-Devil, newly reconditioned, \$200.00. (1) G.E. BM-1-A, FM Frequency and Modulation Monitor on 95.9 (not operational), \$50.00 Lee Shoblom, KFWJ, Box 980, Lake Havasu City, AZ 86403. 602-855-4098.

Gates 250B FM transmitter on air now. Available June 15th. Excellent condition, \$995. KYFM, Bartlesville, OK. 918-336-1001.

For Sale: Gates automated system; 2 Scully reel-to-reel machines, 14 inch, 1 playback (reversible); 1 playback & record (both stereo), Carousel—mono, Criterion machine—mono, programmer, tape generator, Timer, Silent sensor, Entire unit can automate AM or FM operation. WHIC Radio, Jim Wooley, Manager, P.O. Box 203, Hardinsburg, KY 40143. Phone: 502-576-2105.

Four-Tower Directional Antenna to be dismantled following a station transmitter move to a new site that is now in operation. Included are four (4) 350 foot, base-insulated, Truscon Steel triangular, self-supporting towers, with complete lighting system including Austin transformers, flashers, etc.; many phasing system components rated at 40 RF amperes including E. F. Johnson RF contractors and antenna switches, tube type coils, coaxial transmission lines, meters, etc. will be taken out of service. Everything is first class merchandise in good condition—no junk. Antenna was operated with 5 kw on 570 kc. Contact W. P. Williamson, Jr., WKBN Broadcasting Corp., Youngstown, OH 44501. Phone: 216-782-1144.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Old Records!!!! You've heard nostalgia. Now Super Nostalgia. Approximately 2,000 MOR oldies. Format change: In comes new music: out goes the old. Fair to mint condition. Entire lot only. Call Gerry for inspection, 312-346-5411, Chicago, IL.

Stoddard NM-52A field strength meter, newly calibrated, in excellent condition. Includes antenna, cables, tripod, remote meter and molded carrying cases. \$2,000.00. Call 512-345-2740.

Excellent visual electronics VP3. Professional broadcast Plumbicon studio color camera with enhancer. Used 1200 hours. 904-373-6783.

In stock—Used MARTI STL, RPU. DYMA, Rt. 1, Box 51, Taos, NM 87571.

Complete remote studio on wheels. Includes 1972 Ford truck. Custom built trailer includes air conditioning, generator, and bath facilities. Ready to broadcast. \$7,000. Call 301-652-9470 and ask for Gary Hess.

Heliast-styroflex. Large stock-bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

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 Twineing, Dallas, TX 75227.

MISCELLANEOUS

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 97B, Beloit, WI 53511.

Football Sportscasting, easy-profitable. Guide \$10. RGS Reports, 320 North 15 Street, Suite 4, McAllen, TX 78501.

Prizes—Excellent low, low cost, very high value. Box 223, Westfield, IL.

Easy Extra Income. Compile lists or local radio advertisers. Details from Katz, 1280-KD Sawmill, Yonkers, NY 10710.

Need a "Nooner"? It's radio's latest money maker. Details, Brain Bag, P.O. Box 875, Lubbock, TX 79401.

Extra money for radio correspondents, moonlighters. Details, Brain Bag, P.O. Box 875, Lubbock, TX 79401.

WCFL CKLW Paperchex! Airchecks on paper. The format secrets spelled out in detail. Everytime the jox open mouth, it's there on paper, word-for-word. Paperchex—a Chucker exclusive.

Paperchex! New. An asset to your show. The Chucker, 249 North St., Buffalo, NY 14201. (Wkly) 1 mo.—\$4; 6 mos.—\$10; 1 yr.—\$30.

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 Aug. 26, Sept. 30, Nov. 11 and July 15. REI, 61 N. Pineapple Ave., Sarasota, Fla. 33577. Phone (813) 955-6922. REI, 2402 Tidewater Trail, Fredericksburg, Va. 22401. Phone: 703-373-1441.

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 July 29th 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

FCC license. Learn the right way, through understanding. Home study. Free twenty page brochure. GTI, 5540 Hollywood Bv., Hollywood, CA 90028.

San Francisco. FCC license, 6 weeks, 9/9, 11/4. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

RADIO

Help Wanted Management

CONTROLLER

Are you #2 person, ready to be #1? Growing radio broadcast organization/southwest-based, looking for bright, alert, young numbers individual who isn't afraid of work and who has creativity. CPA preferred, not mandatory. Accounting experience and potential determine salary. All replies confidential.

Box G-219, BROADCASTING

New York's leading talk show needs General Manager to reorganize national syndication—not a person to fill a job but a doer who can create and share an empire by contacting stations, editing shows, wrapping, sending, and even typing his way to glory. Clocks and a high bank account won't exist for our individual at first. Long hours and percentage share of profits are yours. Living accommodations provided if necessary. Box 121, Times Square Station, New York, 10036.

Help Wanted Announcers

How can radio play a vital role in the future of a top ten market city? If you're an adult personality in music or talk, we'd be interested in hearing your ideas. And helping you do them on one of America's most respected stations.

Box G-286, BROADCASTING

WANTED FOR FM!

SEVERAL ANNOUNCER/NEWS PERSONS—Our FM Division needs experienced "all-around" staff announcers, capable of sounding "warm and human." Good commercial delivery and news ability a must. Production experience desirable. These positions are for persons who are tired of being in the disc jockey "rat race" and want to work in a comfortable, yet creative format.

NO BEGINNERS, PLEASE!

Send recent audition/air check and resume to:

Bob Shipley
Group FM Program Coordinator
Susquehanna Broadcasting Co.
140 East Market Street
York, Pennsylvania 17401
An Equal Opportunity Employer

Help Wanted Programing Production and Others

MAJOR MARKET AM 50 KW WANTS

PROGRAM DIRECTOR
Must know music
Inside and out
Must be able to
motivate air talent.

Send resume and references:
Box G-213, BROADCASTING

Situations Wanted Management

Dynamic and aggressive president and GM of major market station looking for equity and/or buy out situation. Strong corporate group and front line experience with track record of successes. Under 40 and stable . . . 2 companies in 12 years. Position as group president a possibility if incentive includes equity. Let's talk.

Box G-263 BROADCASTING

Available Now—Station Sold

Management, sales, or ? 18 years managerial, sales, and other comprehensive experience in radio broadcasting. Man or man/wife team. children grown and free to travel. Prefer western states. First class FCC licenses too! Phone 408-266-3614.

Situations Wanted Announcers

My Name Is Sandy Beach

I am a hard-working pro, with impeccable references, and a swell dancer, who has spent the last 6 years doing afternoon drive at WKBW Buffalo. If you're looking for an on-the-air personality, or P.D., or both, I would most appreciate your call. Please hurry, my wife and I have no food.

Sandy Beach
5873 Bowmiller Road
Lockport, New York 14094
1-716-433-6534

Situations Wanted News

NEWS DIRECTOR

RADIO OR TV. Administrator. Air shift. Award winner. Excellent background. 25 Media years; 16 in present market. Heavy on writing, high morale, long hours. News is my way of life.

Box G-132, BROADCASTING

Situations Wanted Programing, Production, Others

RADIO PROGRAM CONSULTANT

Fifteen years in heavy competition assures top results.

Write for exceptional references and agreement facsimile.

5562 W. Meyering Rd.
McBain, Michigan 49657
or Call 616-825-2924

TELEVISION

Help Wanted News

TV NEWS WRITER

Net O&O. Speed, accuracy and simple, conversational style are musts. Men and women from all races desired. Rush scripts, resume to:

Box G-310, BROADCASTING

EXPERIENCED TV ANCHORPERSON

This group-owned station in the Great Lakes-Ohio Valley area needs a capable, aggressive newsperson to direct our News Department and be our chief-on-air presenter. We're not in a top-50 market, but we are a top-rated highly regarded network affiliate. This is an excellent opportunity to build a career with a fine station in a progressive community. Send your resume. We'll contact you for your videotape.

An equal opportunity employer.
Box G-243, BROADCASTING.

Situations Wanted Management

General Sales Manager

Top profit producing nat. sales mgr. for VHF net. affil. in the Top 15. Currently successful but needs room to grow. Offers 12 years sales, marketing, management and programing experience . . . MBA and more!

Box G-282, BROADCASTING

Miscellaneous

The Staff of the Formby Stations and the family of Clint Formby welcome their boss and Dad home. . . Congratulations for a job well done for your work on the Small Market Committee, then as an NAB Board member for the past four years and this past year as chairman of the NAB Radio Board where you were speaker, traveller, salesman and the world's champion luggage loser. From the gang at KTBB, Tyler; KTEM, Temple; KLVT, Levelland, and KPAN, Hereford, Texas welcome home!

Employment Services

MAKE YOUR TALENTS PAY OFF!
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Box 61, Lincoldale, N.Y. 10540
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For Sale Stations

MAJOR MIDWEST MARKET

10KW AM daytimer with class B FM. Attractive facilities, 10 acres of land. Unlimited potential. \$650,000, all assets. Principals only.

Box G-231, BROADCASTING

RADIO STATION FOR SALE

Eastern Colorado. Exclusive Fulltime AM with FM. Excellent thriving, growing market. Well equipped. Best Network affiliation. Principals only. Price of \$475,000 includes building.

Box G-241, BROADCASTING

Wanted: Sincere principal for midwest, Class B-FM with excellent potential. Owns real estate. Transmitter site can be converted to common studio transmitter site. Priced at \$450,000 cash for qualified principals only. Include financial qualifications in your letter of interest.

Box G-252, BROADCASTING

Medium market, West Coast TV opportunity. Financially qualified buyer can assume existing debt and pay balance in cash. Total price—\$1,850,000. The station is network affiliated with full color. No brokers, please.

Box G-253, BROADCASTING

You belong in

Broadcasting
The newswEEKLY of broadcasting and allied arts

For Sale Stations Continued

Excellent opportunity for broadcaster specializing in religious programming. Perfect day-time signal for religious format and station presently showing profits with religious programming. Priced right for all cash buyer. Principals only.

Box G-254, BROADCASTING

Major Florida market fulltime AM, \$785,000 cash net to sellers. Qualified principals only. No brokers, please.

Box G-255, BROADCASTING

One AM and one Class B FM radio station for sale alone in midwest metropolitan market of over 100,000. For further information write

Box G-265, BROADCASTING

ONE THIRD INTEREST
IN
HIGH POTENTIAL FM STATION
\$75,000

Box G-277, BROADCASTING



SOVRAN ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

Ill.	small	FM	\$155M	SOLD
N.C.	small	daytime	100M	SOLD
S.C.	medium	AM&FM	186M	SOLD
Fla.	metro	AM&FM	@2MM	SOLD



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NEW YORK—Profitable AM

In good upstate market. \$350M on terms includes attractive real estate.

**PENNSYLVANIA
Fast-growing FM**

operation in strong metro-market area. Asking \$395M.



THE KEITH W. HORTON COMPANY, INC.
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P.O. Box 948 • (607) 733-7138

For Sale Stations Continued

New England

Radio Stations for sale AM & FM
\$125,000 to \$1,500,000.

Only financially qualified buyers.
Save time. State price range.

Harold H. Segal, Broadcast Brokers
495 Walnut St.,
Newtonville, Mass. 02160
617-527-3740 617-332-8725

Specialists in
New England Radio only.

Ralph E. Meador
Media Broker
Midwest Properties
P.O. Box 36
Lexington, Missouri 64067
Phone 816-259-2544

For Sale Stations Continued

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

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20 YEARS EXPERIENCE.
RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



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CLASSIFIED . . .**

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**BROADCASTING'S CLASSIFIED
RATES**

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, O.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, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 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

Dan Pecaro: turning a first love into a lifetime career

When Dan Pecaro was growing up in Chicago during the Depression, he had two passions: sports and movies. The first he would indulge by hanging around the Cubs' Wrigley Field where, he recalls, "they would give you a burlap sack after the games" for collecting trash in the stands; each full sack was a ticket to the next day's game. From there, he says, "I graduated to cleaning spikes," and later to vending and anything else that would insure proximity to his idols.

As for the other love, "we grew up in a neighborhood that had five movie theaters," which, for a city kid, offered a romantic escape to less mundane worlds. Again, he worked all kinds of odd jobs to get into the theaters, and, he concedes, "we didn't always go in the front door."

Today, Dan Pecaro is executive vice president and general manager of WGN Continental Broadcasting Co., licensee of WGN-AM-TV Chicago, KWGN-TV Denver and KDAL-AM-TV Duluth, Minn., and parent of production, travel, sales, and CATV companies. WGN-TV is notable in Chicago for two kinds of programming: sports and old movies. WGN-TV presently carries 148 of the Cubs' 162 baseball games, 40 Black Hawks hockey games and several basketball tournaments, and the station is set to run all the Chicago Fire World Football League away games. The radio station has an even more extensive sports schedule, including all the Cubs' games, National Football League Bears games and a heavy Big 10 football load.

WGN-TV's movie programming bears a similar Pecaro imprint. WGN-TV began buying up and running old Bogart and Cagney films back in 1963, long before the current nostalgia gush, and one of the station's showpieces today is a Sunday night series, *When Movies Were Movies*, featuring classics by Carol Lombard and other vintage artists. "The nostalgia craze is there," Mr. Pecaro agrees, "but we've been in it for a few years."

Mr. Pecaro disclaims responsibility for the coincidence between his interests and WGN's programming, but he concedes that his first two first loves, "after my family," are still sports and movies. And it is noteworthy that his steady climb to the top operating post in the company rests heavily on his accomplishments in programming.

That path from the trash-stabbing days at Wrigley Field to his present position was not without its twists and turns. Mr. Pecaro grew up in Chicago listening to WGN(AM) and he spent most of his adult life—20 years—with the company. But he didn't set out to be a broadcaster. He tried his hand at everything from con-



Daniel Thomas Pecaro—executive vice president and general manager, WGN Continental Broadcasting Co.; b. Jan. 24, 1926, Chicago; U.S. Navy, World War II; BS, physical education, DePaul University, 1950; teacher, Chicago public schools, 1950-55; production programming WGN(AM) Chicago 1955-57; production supervisor, April 1957-58; assistant programming manager, 1958-60; program manager, 1960-62; program manager, WGN-TV, 1962-65; group program manager, WGN Continental, 1965; vice president, WGN Continental, April 1966; general manager, WGN-TV March 1967; elected to board of directors, WGN Continental, May 1968; executive vice president, of WGN-TV January, 1972; acting general manager, WGN Continental, February 1974; elected to Television Board, National Association of Broadcasters, March, 1974; general manager, WGN Continental, April 1974; m. Nancy Jean Mihills April 15, 1950; children—Timothy Scott, 19; Daniel Drew, 17.

struction work to selling shoes to semi-pro baseball before settling—briefly, as it turned out—on teaching. To supplement his income from teaching (health, phys ed, history) and coaching (baseball, track) in the Chicago public schools, Mr. Pecaro took a night job in the traffic department at WGN(AM). That position soon led to an offer as radio producer-writer-director that, he says, was too good to turn down. "Although working with youngsters is one of the most satisfying things in life," he says, "the monetary thing kind of outweighed it." That was in 1955, and Mr. Pecaro has been at WGN ever since.

From a look at the record, that decision was a good one. Mr. Pecaro quickly found his forte in programming and he moved up easily at the radio station, first to assistant program manager and then, in 1960, to program manager. From there he jumped to WGN-TV in 1962 and four years later he was named group program manager at WGN Continental. He became general manager of the television

station in 1967 and was promoted to his present position just last April, shortly after Ward L. Quaal stepped down as president for health reasons.

Mr. Pecaro looks back fondly on his days in radio; "I really loved it. You pack the case and away you go," he says. But the innovation for which he is most respected at WGN Continental came in television. The station was a pioneer in the early 60's in video-tape syndication, and series produced under Mr. Pecaro's stewardship were seen around the world and are still widely syndicated. The names of some of these programs, again, reflect Mr. Pecaro's predilection for the simple pleasures of times past—*The Big Bands*, *Barn Dance*, *An Evening with...*

The key to his success in programming, Mr. Pecaro feels, is the audience. "We've always attempted to give people what they wanted in programming" as expressed in viewer surveys and program ratings. And, asked to name his greatest challenge, Mr. Pecaro chooses no grandiose sounding corporate or personal aspirations but simply "to continue to provide the very finest in variety of programming."

But while taking satisfaction in his accomplishments in program innovation, Mr. Pecaro gives credit to the "idea people" who conceive of the programs. His function, he says, is to recognize these people as they come along and give them the opportunity to realize their ideas.

Others who know Mr. Pecaro picture him as a well-schooled broadcaster who goes about his work with low-keyed efficiency. "He is one of the quiet but very effective industry leaders of today," says an outside observer of his work. Another, again praising Mr. Pecaro's experience and diligence, observes that "he is a very reticent man."

The latter assessment seems to fit well the Dan Pecaro who was elected to the National Association of Broadcasters television board of directors at the NAB's March annual meeting. The board has been wrestling with a range of issues posed by federal regulation, and it voted this month, under government pressure, to tighten its code restrictions in the area of children's programming (BROADCASTING, July 8). Mr. Pecaro voted with the majority on that decision, but as a relative newcomer to the board, he does not get too far out in front on the issue. About all he will venture is that "we need more self regulation by the broadcasters themselves."

But all this is not to suggest that Dan Pecaro has nothing to say. If you want to hear him talk, go to Chicago some time, turn the subject to one of his childhood pastimes, and prepare yourself for his opener: "What's your favorite movie?"

Editorials

Excess in access

As has been reported here, the Committee for Open Media has threatened to file against license renewals of San Francisco stations that reject its demands for vastly more time and facilities for broadcast access. In Washington the National Citizens Committee for Broadcasting has developed a new campaign for "citizen access," complete with an intimidating questionnaire directed to radio and television stations. It is difficult to believe that these new courses of attack come by coincidence.

The Committee for Open Media is the institutional pseudonym for Phil Jacklin, a philosophy professor at San Jose (Calif.) State University who thought up the idea of "free speech messages" a few years ago. The concept is to turn broadcast stations into conduits for whatever grievance or exhortation any member of the public wants to air. It is, of course, a prescription for programming anarchy.

The National Citizens Committee for Broadcasting is the current fancy of Albert Kramer, who tired of the recruitment and representation of law clients for the foundation-supported Citizens Communication Center that he used to head. Mr. Kramer, it is asserted, is on temporary leave from the presidency of NCCB while he stirs up witnesses against license renewal legislation now pending in the Senate. The tax exemption of the committee would be threatened if its president were still on active duty there while openly lobbying on the Hill.

Broadcasters all-over the country are doubtlessly marked for similar attacks. Those in San Francisco and Washington will do themselves and their colleagues a favor by refusing to cede programming authority to the Jacklins and Kramers. Good broadcasting requires a reasonable range of comment on the air. It also requires that editorial responsibility reside with the broadcaster.

Washington wonderland

FCC Chairman Richard E. Wiley is said to be pleased by the decision of the board of the Association of Independent Television Stations to adopt children's advertising time limits approximating those recently adopted by the National Association of Broadcasters. Mr. Wiley has reason to be pleased; he has achieved the effect of government rule-making without the awkward process of making a rule.

Let's see now. Both the NAB and the INTV standards prescribe limits of 14 minutes of nonprogram material an hour in Monday-Friday children's television programming, effective next Jan. 1, and 12 minutes an hour a year later. The NAB has set a 10-minute limit per hour in weekend programming beginning next Jan. 1 and nine and a half minutes a year later. The INTV set 12 minutes per weekend hour effective next Jan. 1 and, like the NAB, nine and a half minutes a year later.

Is it possible that grown men voted for those standards? If 14 minutes of commercials an hour are good for the kiddies next January, why must the limit be reduced to 12 a year from then? By what reasoning are nine and a half minutes considered the maximum dose that children may take on Saturdays and Sundays if their tolerance level is up to 12 minutes on other days of the week? The ghost of Lewis Carroll must have been engaged by both associations.

There is neither research nor logic to support the wholly arbitrary figures that the NAB and INTV boards pulled out of the air. And that is the fatal defect of the principle of gov-

ernment nudge and industry response that is at work here. At the next nudge, which may come from a senator wanting six minutes an hour of commercials or another FCC chairman wanting no commercials at all, how can the broadcasters defend existing standards?

The only certainty in this situation is that another nudge will indeed come.

Sprightly elder statesman

Broadcasters don't seem to retire; they simply phase out.

Latest proof is found in the career of Clair R. McCollough, whose name has been synonymous with the Steinman stations, headquartered in Lancaster, Pa., for four decades, and, on a nationwide scale, with the National Association of Broadcasters over roughly the same span.

Dedicated, vibrant septuagenarians in broadcasting include such giants as George B. Storer Sr., John E. Fetzer, William S. Paley and Stanley E. Hubbard in the founder-owner category who were there as radio broadcasters when television emerged.

Clair McCollough was there too—not as owner but as pioneer manager. From the time he delivered his hometown paper at 13 he has been in the "media." And his entire media career was devoted to the same organization—the Steinman companies.

On July 1 Mr. McCollough reached his 71st birthday. Officially, according to the lawyers, he retired that day as the chief executive officer of the company he had headed as president. He stays on as a consultant, with offices at WGAL-TV—one of the two TV stations in the Steinman group of six outlets. He is a Steinman stockholder.

A year ago Mr. McCollough's right-hand bower and co-worker of 25 years, Harry J. Shaub Jr., became general manager of the Steinman stations. On July 1 he was named executive vice president. The phasing out was a step away.

Clair McCollough served as interim head of the NAB—when it was in deep trouble—in 1960. He had been identified with virtually every significant trade association activity since the mid-1930's as a sort of father-confessor. He holds every important broadcaster award. Among his proudest achievements was the building of the imposing NAB headquarters in Washington, dedicated in 1969. The only wall adornment in the spacious board room is a portrait of Mr. McCollough, donated by his colleagues, who named the area the McCollough Room.



Drawn for Broadcasting by Jack Schmidt

"I didn't think anything of it....It's just like those we saw on TV!"

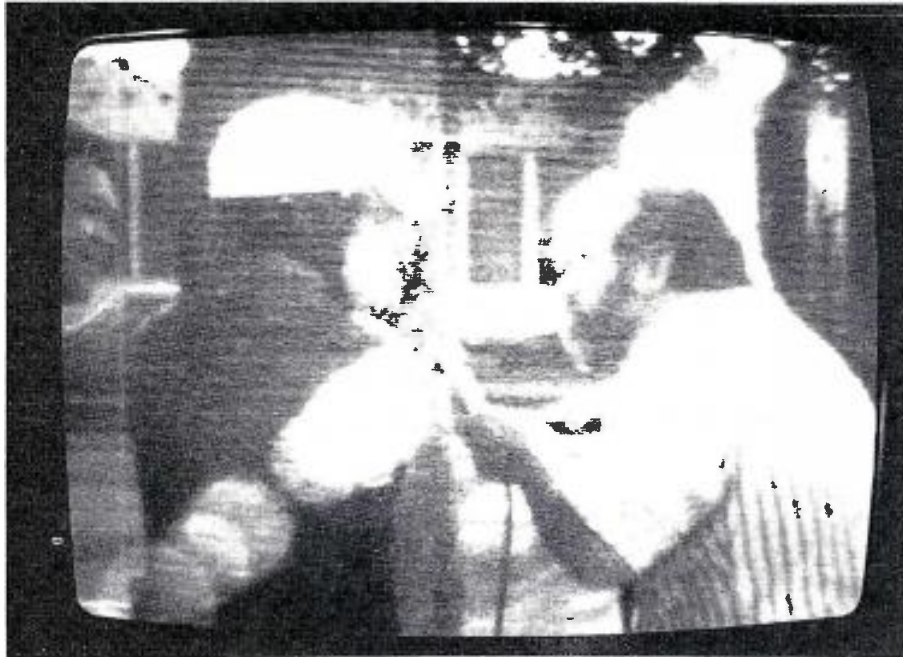


Photo courtesy of KNXT

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Year after year, television has been regarded as the fastest, fairest and most complete of all mass media. And a recent Harris study shows 65% of those queried count TV as their main news source. This, coupled with the fact that the “confidence in television news” factor has almost doubled in seven years, strongly indicates the potency of the #1 news medium.

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Although our primary focus will be on *local* TV journalism, we will also highlight major national news developments of the year. Case studies of news programs and documentaries will be extensively illustrated.

Augmenting its regular circulation of 34,445—which includes the cream of broadcast-oriented marketing and advertising executives, all members and key staffers of the FCC and officials of other governmental bodies involved in broadcast regulation or legislation—*Broadcasting* will deliver copies of its August 19 issue to every member of the United States Senate and House of Representatives and to the governors of all states.

If you count your news department to be a factor in television journalism—or if you are a network, a wire service, a programmer or anyone else supplying to the business of television news—you’ll want to tell about it in the August 19 issue of *Broadcasting*. Closing date for advertising is August 12. For details and space availabilities, contact your nearest *Broadcasting* representative today.

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WCVB	BOSTON	WNEP	WILKES BARRE
KPIX	SAN FRANCISCO	WESH	ORLANDO-DAYTONA
WUAB	CLEVELAND	WFMY	GREENSBORO
WMAL	WASHINGTON D.C.	KAKE	WICHITA
KDKA	PITTSBURGH	WRDU	RALEIGH-DURHAM
KMOX	ST. LOUIS	WAND	SPRINGFIELD
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WTVJ	MIAMI	WMTW	PORTLAND, ME.
WXIA	ATLANTA	KHQ	SPOKANE
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