

Now it's up to FCC and hard decision on pay cable  
Can public TV find its way at this week's convention?

# Broadcasting Nov 12

The newsweekly of broadcasting and allied arts

Our 43d Year 1973



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There's more to film than award-winning commercials.

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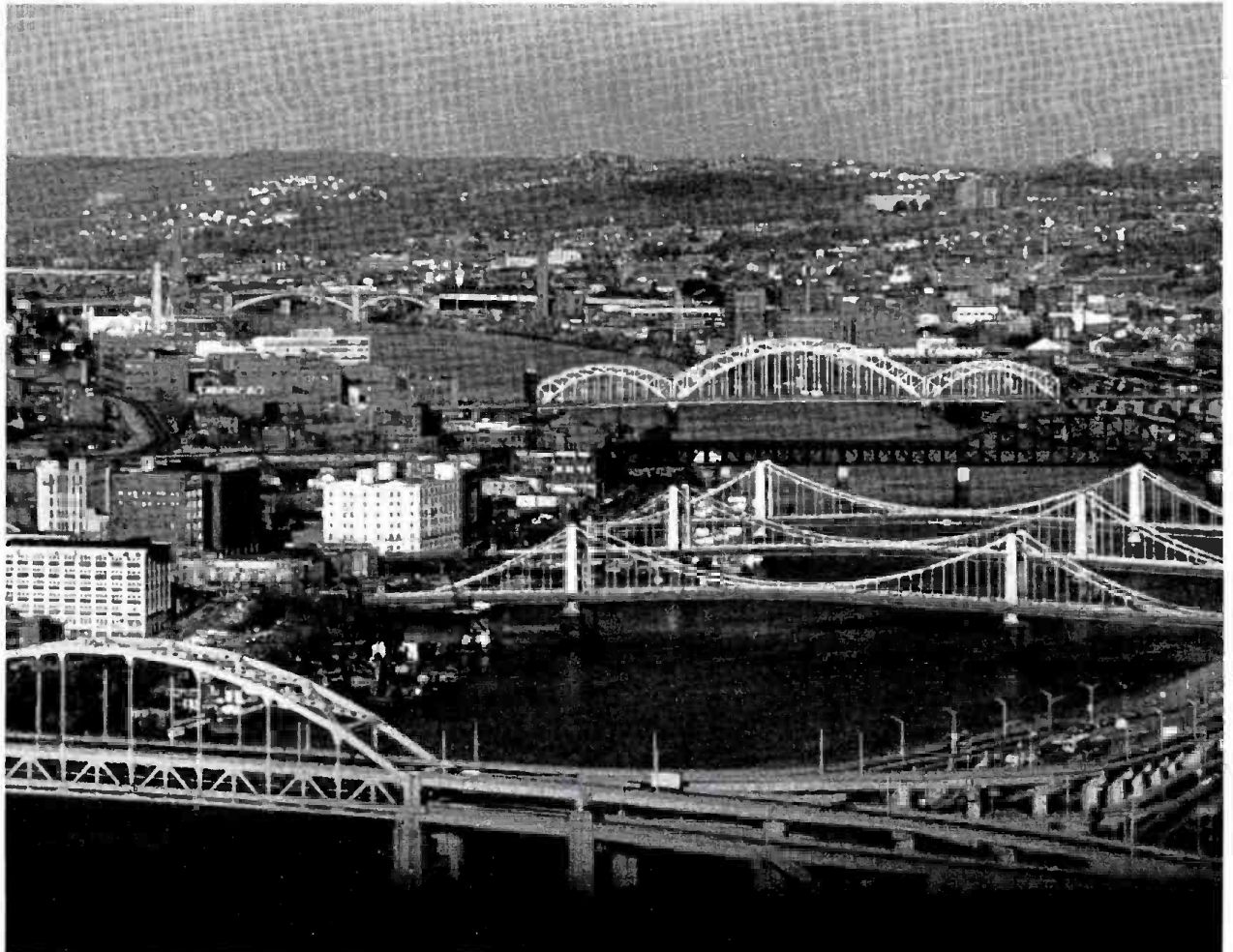
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The Clio Award; Art Directors Club Gold Medal Award; Venice Film Festival Gold Lion Award; Copy Club Gold Key Award; Advertising Club Andy Award.



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# PITTSBURGH

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## Closed Circuit

**Hot ticket.** Watergate, tapes, Mideast war — continuing onrush of major news events is building television-news audience. A.C. Nielsen reports nearly two-point rise in average ratings of three TV-network evening-news programs (36.3, up from 34.4) in six-week period mid-September to end of October 1973 over same period last year.

Not only is audience growing, its confidence in television journalism has also increased. In syndicated feature to be published in couple of weeks, Lou Harris, pollster, will report that TV news stands higher in public opinion now than at any time in previous four years. And Lieberman Research Inc. poll that was to be reported on ABC-TV's *The Reasoner Report* last Saturday (Nov. 10) also found improvement in TV journalism image. In 1969 51% of respondents agreed with Spiro Agnew that TV news was biased. Now only 33% agree with President Nixon's charges of slanted news.

**Fallout.** Last may not have been heard of dispute among directors of Television Bureau of Advertising over future of Norman E. (Pete) Cash, president (see page 6). New board members are to be elected Nov. 28 at membership meeting in Houston and new chairman picked by board. According to custom, board member and secretary, Jim Rupp of Cox Broadcasting, would succeed Jack McGrew of KPRC-TV Houston as chairman. But Mr. Rupp was on executive committee that was repudiated in its proposal for early Cash retirement. No word at end of week as to whether Mr. Rupp would seek election. Next chairman's term will be two years, doubling former term. Members voted at last meeting to extend term to give incumbent better chance to exercise direction.

**Net gain.** Pay-cable supporters appear to have won some points in all that talk before FCC commissioners last week (see page 23). Although commissioners at week's end had not had time to focus on all that they had heard, officials were predicting rules would be loosened to make it easier for pay-cable operators to obtain movies — perhaps let them run movies up to three or four years old instead of two and liberalize if not abandon rule that limits runs of movies 10 years old to one per month.

On other hand, two-year rule on sports is almost certain to be extended to five-year rule, as is case with over-air pay television. But even in sports, pay-cable forces, backed by professional sports leagues, have made gains; there is sentiment for permitting pay cable to carry games not seen on television, as in case of home-TV blackouts. Effort to move pay cable into area of "new" programming could take two forms — reducing amount of time pay-cable systems can devote to movies and sports (now 90%) and permitting them to run series-type programming, if they develop it themselves and do not siphon it from free television.

**Mileage.** That pay-cable debate between Vincent T. Wasilewski, president of National Association of Broadcasters, and David Foster, president of National Cable Television Association (*Broadcasting*, Oct. 1), goes on and on. NAB offered 30-minute tape of Sept. 30 broadcast on WHN-

(AM) New York to member radio stations. As of last Friday nearly 300 had requested it for rebroadcast or for local forums. No fairness-doctrine issue is involved since both sides are aired in taped debate.

**Generation gap.** Recent introduction of International Video Corp.'s IVC-9000, first two-inch helical-scan video-tape recorder (\$70,000 to \$90,000), is seen as hastening inevitable confrontation with quadruplex recording systems, now in \$110,000-to-\$150,000 range (see also page 54). Major quad manufacturers have been redesigning their products in effort to reduce prices.

**The problems of DST.** Close to 600 daytime radio stations will be adversely affected if country goes to year-round daylight-saving time, as President Nixon has urged as part of his answer to energy crisis. According to information FCC was compiling last Friday for Senate Commerce Committee, 580 daytimers are not authorized to begin broadcasting before sunrise — 360 are ineligible because their presunrise service would interfere with Canadian or U. S. clear-channel stations; 220 simply have not applied for presunrise authority. Accordingly, biggest part of their audience will be driving to work while they are still off air if DST goes through.

On other hand, 1,650 daytimers do have presunrise authority permitting them to go on air at 6 a.m. local time. They will have another hour in morning to broadcast. Commission is already hearing complaints from these stations' daytime competitors that do not have presunrise authority. And commission may soon hear from Canada and Mexico, too, for treaties permitting U. S. daytimers to go on presunrise at 6 a.m. local time were made when all three countries assumed U. S. would be on standard time for six months. Switch means American presunrise operations will interfere with Canadian and Mexican stations for far longer period than was expected.

**Staying power.** Sharp exchanges between President Nixon and Clark Mollenhoff, of *Des Moines (Iowa) Register & Tribune*, at recent news conferences bespeak radical reversal of Mollenhoff roles. It isn't generally known, but when Mr. Mollenhoff was special counsel to President early in Nixon administration, one of his assignments was to find ways to trump personal publicity FCC Commissioner Nicholas Johnson was getting in attacks on Republican FCC majority and broadcasting establishment. Nothing worked. Now, with Mr. Mollenhoff long gone from White House, his fellow Iowan, Nick Johnson, sits snugly on FCC, five months after expiration of his term and with no date set for confirmation of successor.

**Slimming down.** Next move in tightening of Metromedia operations will be sale of music-publishing business to New York Times Co., for about \$4 million. According to John Kluge, Metromedia chairman-president, sale is in keeping with concentration on development of media profit centers. Record division will be turned over to employ group with MM participating in earnings.

Restructuring, to curb loss operations, began with disposition of Playbill Publishing Co. to its operating head, Arthur Birsh.

## Top of the Week

*Wordfest. FCC played host to everybody who had anything at all to say about pay-cable controversy last week, and to judge by plethora of directions from which rhetoric flew it's apparent agency will have its hands full in resolving issue. Wasilewski leads broadcast camp in arguing that liberalized antisiphoning rules would force public to pay for what it now gets free. Foster warns that commission inaction would strangle new industry. Other vested interests fall in between. And in midst of debate only Burch gives any indication of official feelings on subject. Page 23.*

### **TVB board backs Cash over its leaders' proposal to replace him with Otter**

Executive-committee plan under which Norman E. (Pete) Cash, president of Television Bureau of Advertising, would have become consultant to that organization at year end, to be succeeded by John Otter, former NBC-TV sales VP, was aborted last week by full board of directors. Vote was reported to be overwhelmingly against executive committee, board members of which had been said to be unanimous in recommendation.

Board issued statement saying tersely: "Responding to the recent publicity inaccurately speculated in the trade press, the TVB board of directors met today (Nov. 8) and discussed the long-range plans of the bureau, including present policies, manpower requirements and needs of membership. These evaluations will continue in the future so TVB can best serve the television industry." Statement apparently was directed to two items in *Broadcasting's* Oct. 29 and Nov. 5 issues, first saying that Mr. Otter's appointment would soon be announced by Mr. Cash, second that Mr. Cash had called "extraordinary" meeting that would include discussion of Otter announcement. TVB officials would not amplify, but Mr. Cash said later that he had never planned announcement and that he viewed last Thursday's meeting as "special," not extraordinary.

Original proposal, which was subject to full board approval and was to be put forward on Nov. 26, preceding annual meeting in Houston, is understood to have called for Mr. Cash, 55, to be given \$30,000-a-year consultancy until age 65, when he would go into standard TVB retirement at annual rate of \$28,000. He is now salaried at \$90,000 under contract that runs another 18 months. Mr. Otter, 42, termed by one source "unwitting victim" of organizational power play, would have been hired as executive vice president and eventual heir at annual salary of \$75,000. He, too, was reluctant to comment, except to confirm he would not be joining TVB and that "I am disappointed." He had been on board for six years as NBC representative, thinks "TVB has done hell of a job, and so has Pete Cash."

Jack McGrew of KPRC-TV Houston, chairman of TVB board and of executive committee, yielded chair at last Thursday's meeting to Walter Bartlett of Avco who later joined in general disinclination to comment. In addition to Mr. McGrew executive committee comprises Mr. Cash, James Rupp of Cox Broadcasting, James Richdale of Corinthian's KHOU-TV Houston and Al Gillen of Poole Broadcasting.

*Medium in transition. Public broadcasting has weathered year that almost saw demise of system and has found unity and direction in process. But age-old problem of how to wrest adequate funding from federal government still endures, and it's been joined by some new worries. How to cope with them will be dominant topic at this week's National Association of Educational Broadcasters convention in New Orleans. Page 26.*

### **Milwaukee Journal stations eyed in Justice's new interest in multimedia 'concentrations' as antitrust targets**

Department of Justice's antitrust division is showing renewed interest in breaking up broadcast holdings it feels raise questions of undue concentration of control of media and of competition. At present, point of interest is Milwaukee Journal Co., which owns WTMJ-AM-FM-TV and city's only two daily newspapers. But department official indicated antitrust division may express similar interest in other licensees' holdings as time goes on.

Thomas E. Kauper, chief of antitrust division, has asked FCC to defer action on three Journal Co. stations' applications for 30 days — to Dec. 1 — to give division time to consider whether to intervene in renewal proceeding, which, he said, may raise anticompetitive problems. He said Milwaukee is second largest market in country in which only metropolitan morning and evening newspapers (morning *Sentinel* and evening *Journal*) are owned in common with AM-FM-TV combination. This makes WTMJ renewals "especially important" to consider, he said. (In addition, Milwaukee has five television stations, more than score of AM's and FM's.)

Department has moved into broadcasting area before. Petition that it filed with commission in 1969 led to Frontier Broadcasting Co.'s sale of four stations — three of them TV — to Lamb Communications Co. Department held that Frontier had undue concentration of control of media in Cheyenne, Wyo. — only AM and TV stations (KFBC-AM-TV), one of two FM's, only newspapers and CATV system. About same time, department forced Gannett Co. to sell WREX-TV Rockford, Ill.; Gilmore Broadcasting Corp. was purchaser. Department had raised questions about Gannett's acquisition of both newspapers in market.

Department is participant in commission proceeding looking to breakup of multimedia holdings in same market. However, that proceeding is three years old, and official indicated that department, which urged breakup of newspaper-TV holdings, may be losing patience with pace of that proceeding. "We're considering moving independently, case by case," he said.

*Congressman Van Deerlin says he's willing to trade on renewal legislation. His amendment favoring "clearly superior" competing applicants would be scrapped — along with advantage to incumbent with "substantial" record. Page 35.*

### **Cooke optimistic as SEC lifts suspension on Teleprompter trading**

Securities and Exchange Commission announced last Thursday (Nov. 8) that it was lifting suspension it imposed last Sept. 7 on trading in stock of Teleprompter Corp. Action, which followed Teleprompter issuance of detailed statement on financial condition (see page 46), opens door for trading to resume today (Nov. 12). New York Stock Exchange, which has also been investigating firm, said it will allow shares to change hands Monday, "market conditions permitting." SEC said it was "continuing its investigation" of Teleprompter.

Day after SEC announcement, Jack Kent Cooke, Teleprompter chairman, spoke confidently about future. Amplifying financial statement, he said he expected substantial increase in cash flow in 1974. He said fees for about 128,000 subscribers had been raised by \$1 a month. Where franchises require approval, applications have been made for similar increases. Advertising salesmen have also been added. Mr. Cooke expects advertising revenues to reach \$1.5 million this year.

**High price of staying alive.** Financial drain small station faces when fighting for its life was indicated last week when Washington communications attorney Benedict Cottone withdrew as counsel for KAYE (AM) Puyallup, Wash. (Mr. Cottone had been ejected from license-renewal hearing by Administrative Law Judge Ernest Nash, climaxing rancorous proceeding.) Attorney is withdrawing "solely" as consequence of "non-payment of huge sums" due him. He put total at about \$70,000, including fees and out-of-pocket expenses, and said his bills to station since August 1970 totaled some \$170,000, including some \$30,000 for out-of-pocket. And he has told commission that station's total expenses resulting from renewal proceeding amount to some \$250,000. Mr. Cottone noted that station has relied on donations from listeners to pay litigation expenses, but said source has virtually dried up.

*President Nixon's proposal to make daylight-saving time year-round practice might help combat energy crisis, but it's bad news for daytime AM's, many faced with loss of key early-morning time. Clint Formby, chairman of NAB radio board, says FCC and Congress should examine problem, "particularly to those in smaller communities and rural areas [who] depend on local radio stations as their only source for weather, local news, emergency information, school closings" and the like. Others echo concern. Page 36.*

### **Weicker sets out to abolish OTP, calls it threat to press freedom**

Senator Lowell P. Weicker (R-Conn.) says Office of Telecommunications Policy "needs the eraser's edge." He has introduced legislation to abolish unit and transfer its function to FCC. "Government should not be in the business of reviewing the quality and scope of nongovernmental communications," he said, and called OTP "a danger to the freedom of the press which is guaranteed in the First Amendment."

Senator said he was not concerned solely with possible interference in news functions but with broader question of influence over broadcast programing. One of areas currently being studied by OTP is prevalence of reruns on TV, he said. But if, in fact, there are too many reruns, "the solution is not having the executive branch come in and tell the media what kind of programing would be best for the viewing public." He branded such interventions "beginnings of 'big brother.'"

In Senate speech, Mr. Weicker pointed to OTP's license-renewal legislation (S. 1589) as example of attempted intrusion into policy formulation in areas of nongovernmental communications. He quoted OTP Director Clay Whitehead in testimony that said bill was attempt to provide licensee "a little more guidance from the Congress as to how the FCC is going to handle these matters." Senator said that "This attempt . . . is actually an attempt of the executive branch to muscle in on the FCC and set ground rules favorable to the administration."

*Point, counterpoint. Most broadcasters were lying low, but a few editorialized on issue of Nixon eviction as Watergate debacle continued to dominate public opinion. Page 52. President's charges that news coverage of crisis is slanting that opinion finds no support in Columbia Journalism Review, which says events themselves are affecting citizenry. Page 52. Meanwhile, administration says it will cooperate with National News Council's study of Mr. Nixon's charges, but offers little evidence to document attacks. Page 53.*

### **The axman cometh at NBC, CBS**

NBC-TV has announced one of biggest midseason upheavals ever, with four canceled shows, six time-slot shifts and two new replacements. CBS-TV has chimed in with two second-season axings.

NBC cancellations: *Diana* (Monday 8:30-9), *Love Story* (Wednesday 10-11), *NBC Follies* (Thursday 10-11) and *Needles and Pins* (Friday 9-9:30). Identified new show is *NBC Wednesday Night at the Movies* (9-11). Shows changing time slots are: *Lotsa Luck* (Monday 8-8:30 to Friday 8:30-9), *Chase* (Tuesday 8-9 to Wednesday 8-9), *The Magician* (Tuesday 9-10 to Monday 8-9), *Adam-12* (Wednesday 8-8:30 to Tuesday 8-8:30), *NBC Mystery Movie* (Wednesday 8:30-10 to Tuesday 8:30-10) and *Girl With Something Extra* (Friday 8:30-9 to Friday 9-9:30). Unidentified new hour will fill slot vacated by *NBC Follies*. All changes will take effect second and third weeks of January.

CBS's new shows are *Dirty Sally*, comedy western from John Mantley, executive producer of *Gunsmoke* (replacing *Calucci's Dept.* Friday 8-8:30) and *Great Day!*, spinoff from *Maude* starring that show's maid Florida (played by Esther Rolle), produced by Norman Lear's Tandem Productions (and taking over for *Roll Out* Friday 8:30-9).

### **Salant's second thoughts on news council**

CBS News President Richard Salant has grudgingly agreed to turn over specified news transcripts to National News Council for upcoming investigation of material President Nixon cited in Oct. 26 press conference as "outrageous, vicious and distorted" reporting. But, in Oct. 30 letter to News Council Executive Director William B. Arthur, Mr. Salant established his "serious reservations" about helping council cut its teeth as "forum for, or an adjudicator of, government complaints."

Mr. Salant was only network representative of 14-member task force which last November recommended creation of council. In complying "without enthusiasm" to council's request for news tapes and transcripts, he revealed that "it had not occurred to me that . . . there was any need to provide a forum to which the government would take its complaints. The government, as we know all too well, already has an immense arsenal of weapons, forums and techniques to make itself heard and felt vis-a-vis broadcast journalism." By complaining to council, Mr. Salant writes, "the government could nibble us to death as successfully as any other form of government harassment."

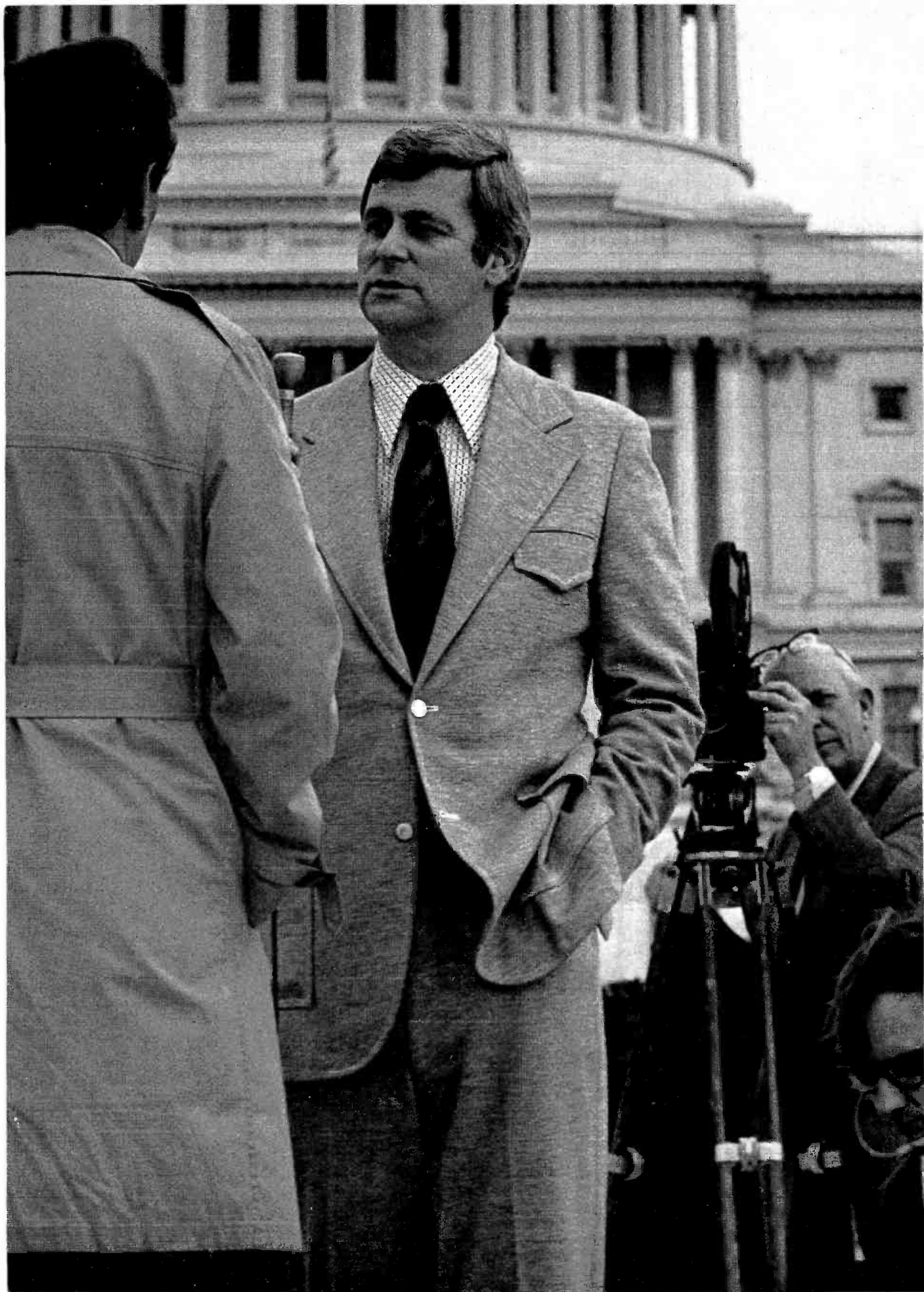
Mr. Arthur, who also received agreements from NBC and ABC to turn over their news transcripts, met Thursday (Nov. 8) with Mr. Salant. "We discussed the entire situation and I understand and appreciate his views," Mr. Arthur said. "The networks will provide transcripts of news broadcasts the White House specifically designates. I am grateful for Mr. Salant's letter, and there is no problem whatsoever."

### **Hard-pressed cable combines ask FCC to call off multimedia divestitures**

Citing "recent and adverse economic developments in the cable industry," 12 diversified communication firms asked FCC last Friday (Nov. 9) to take hard look at its cable-crossownership rules. They said divestiture of cable properties could further dry up sorely needed capital. Petitioners, in brief prepared by Washington law firm of Dow, Lohnes & Albertson, asked for oral argument on crossownership rules, which bar common ownership of co-located cable systems and television stations.

Petitioners, all of which have previously filed for cross-ownership waivers, said that "overly optimistic" predictions of cable's success in major markets at time FCC's present CATV rules were effected "have not, to put it mildly, yet







# TOO MANY PEOPLE DON'T KNOW WHAT THEIR REPRESENTATIVES ARE DOING IN WASHINGTON.

## **But they do in cities where there's a Storer station.**

Americans usually have a good idea what the President is doing. Or their Governor. Or their Mayor.

But about the only time they're aware of what their representatives are doing is when Congressmen are back home campaigning.

Because what happens in Washington is of vital concern to their local communities, Storer stations regularly send news teams to Washington.

The stations film and tape interviews with local Congressmen. The interviews are broadcast to local audiences, in effect

giving them a "quarterly report."

But besides having crews visit Washington, Storer also maintains a Washington News Bureau. Staffed by six Storer employees, the Bureau is made up of a Bureau Chief, cameraman, soundman and correspondents, including full-time White House correspondent Fay Gillis Wells.

Fay has covered the White House throughout the Johnson and Nixon Administrations. She was one of only 3 women selected for the 87-strong press corps that made the historic visit to Red China with President Nixon last year. She also accompanied the President on his trip to Russia.

Storer's Washington News Bureau continuously feeds

national and local news to all of its stations. That's why Storer stations often provide coverage other news services don't.

It's another example of how Storer stations get deeply involved in the vital affairs of the communities they serve.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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WJW Cleveland / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo

come to fruition." They listed number of bearish developments of past 18 months. They noted that in past year, total market capitalization of eight of 10 largest MSO's collectively declined by 64.2% (from \$1.11 billion to \$397.6-million). Evidence of funding shortages, they said, can be found in Warner Cable's request that Birmingham, Ala., city council delay awarding it franchise due to possible difficulties in financing construction. (Warner would neither confirm nor deny report.)

Forced divestiture under crossownership rules, companies said, could add further complications. Cable properties forced onto market would probably go to MSO's, which are only experienced cable interests in financial position to make further acquisitions. Investment necessitated by such purchases, they argued, would be "counter-productive" in diverting capital from development of major-market systems to purchase of existing systems.

FCC is reported to be near resolution of several individual crossownership-waiver cases that may set precedents.

## In Brief

**Vote of confidence.** FCC's Broadcast Bureau says that anti-competitive practices in which RKO General Inc. and its parent, General Tire Co., allegedly engaged do not warrant RKO's disqualification as broadcast licensee. Bureau reached conclusion in reply findings it filed last week in comparative hearing in which RKO's renewal application for WNAC-TV Boston is being challenged by two local groups - Community Broadcasting of Boston Inc. and Dudley Station Corp. Bureau said RKO and Community, which is composed of area businessmen, are qualified and that choice should be made between them. It said Dudley, composed principally of local blacks, is not financially qualified.

**Traveling.** FCC Chairman Dean Burch is scheduled for foreign travel in next few months. He is to spend Nov. 16-17 weekend in London attending conference on cable TV sponsored by United Kingdom's Standing Committee on Broadcasting. He is also tentatively scheduled to visit Rome to participate in Jan 18-19 conference on TV as life force. Aide said Mr. Burch had not made definite plans for Rome trip and decision to do so would not necessarily indicate he is committed to remaining at commission that long; he could attend as private individual.

**Private aid.** Board of Corporation for Public Broadcasting last week established new board committee for development, which will work to obtain funding from corporations and foundations for "specific projects." Joseph Hughes heads new committee. CPB Director of Legislative Affairs George Linn was named assistant for development to CPB President Henry Loomis. Board took action after spending morning listening to public representatives at open forum, during which Tony Brown, executive producer of PTV's *Black Journal*, announced that national task force of prominent blacks will soon meet to formulate new entity called "Corporation for Blacks in Public Broadcasting." Mr. Brown said organization is necessary to "oversee the behavior of its white counterpart." Blacks, he warned, will "devise street and suite tactics for the implementation of a free and equal public broadcasting system."

**More time.** In response to requests by Association of Maximum Service Telecasters and others, FCC has granted indefinite stay of 25-mile exclusivity rules. Stay of new rules was due to expire today (see page 46). Commission emphasized, however, that "it was not foreclosing some revision in its views" on 25-mile rule.

**Outcasts?** Some 15 television syndicators, including majors, have called New York meeting Wednesday (Nov. 14) to talk about boycotting National Association of Broadcasters convention in Houston next March. Syndicators have been allocated suites in Shamrock hotel, miles from convention center.

**Piece of the action.** FCC meets today (Monday) with representatives of blacks and minority groups in another of series of conferences. Lengthy meeting is in prospect. Agenda lists dozen major subjects for discussion covering broadcasting and cable.

**Late Fates.** *Rush K. Evans Jr.*, VP-general manager, KCEN-TV Temple-Waco, Tex., joins KTBC-TV Austin, Tex., in same capacity. *Mardi Nehrbass*, former music director, Bartell stations, appointed music director for RKO-General, based at KHJ (AM) Los Angeles. She replaces Betty Breneman, who has resigned. *Louis Hausman*, with CBS for 20 years, later with NBC and then first head of Television Information Office, named VP of Council of Better Business Bureaus, Washington, with responsibilities for information and education activities. *Laurence B. Miller*, director of advertising and promotion for Mattel Inc., joins Vitt Media International as senior VP and chief operating officer for West Coast operations. *Merlin H. Smith*, investigator and compliance specialist in complaints and compliance division, FCC's Broadcast Bureau, appointed chief of compliance branch, succeeding *John H. McAllister*, who retired last June. (For earlier "Fates & Fortunes," see page 58.)

## Headliners



Becker

**Ralph E. Becker**, VP-general manager, Rust Craft Broadcasting's WJKS-TV Jacksonville, Fla., will oversee operation of six Rust Craft TV stations in new post, VP-television.



Murdock

**Charles K. Murdock**, VP-general manager, Avco Broadcasting's WLW(AM) Cincinnati, elected senior VP, radio, with responsibility for group's seven radio stations.

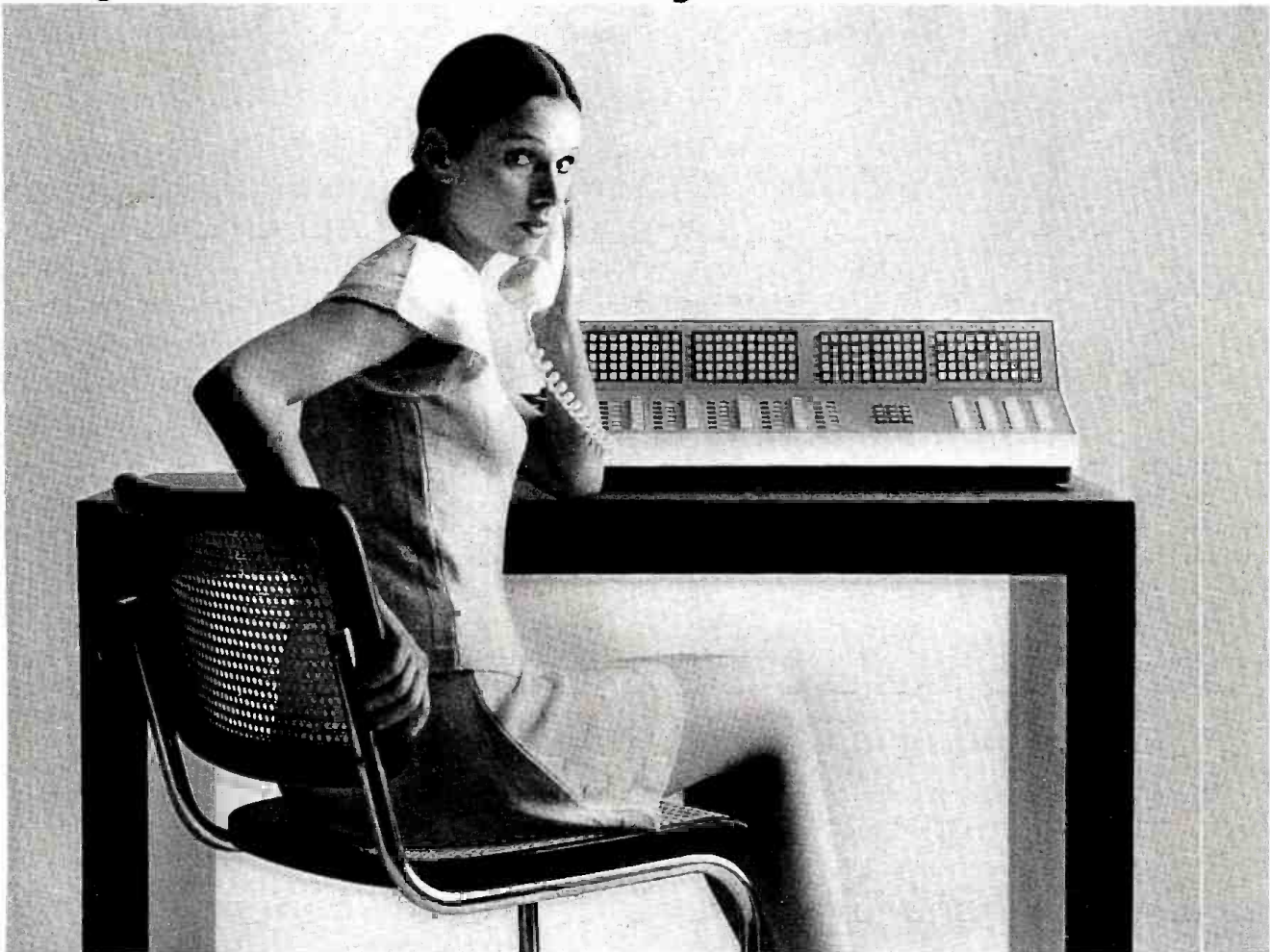


Weaver

**Dennis Weaver**, Marshal Sam McCloud in NBC-TV series, elected president, Screen Actors Guild, in upset election that saw him handily defeat incumbent **John Gavin**.

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# A new generation of PBX's from the Bell System.



Your business's Private Branch Exchange (PBX) is the basic component of your communications system. Now the Bell System has a new family of PBX's.

These new PBX's are neatly housed in compact cabinets. They are designed for modular growth, with plug-in expansion features. They can handle up to 2000 phones. Because the consoles of the new units are push-button operated, training new operators is a snap.

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When you choose one of our PBX's, you get dependable Bell System maintenance, available locally. For more information, call your Bell Communications Consultant. We know your business communications needs keep changing. Our new generation of PBX's keeps pace.

**We hear you.**





# If we saved

In Rockford it was learning disabilities. Near Evansville it was brain damage. In West Virginia, job training. In Joplin, drugs.

Wherever there's a Gilmore station you'll find people ready to tackle community problems. Getting to the heart of such problems and getting people in the area involved takes both determination and skills. As communicators, Gilmore stations make good things happen again and again with very satisfying results.

Involvement. We practice it.

  
JAMES S. GILMORE, JR.  
President

*Brain damaged children can be taught to crawl, walk, and in some cases, even take care of themselves. So proved a group of parents in Jasper, Indiana. WEHT-TV told the story, "Hope for the Helpless," that led to the establishment of training centers in Jasper and other communities. Through therapy and new teaching methods unfortunate children are getting help and guidance.*

Represented nationally by Avery-Knodel, Inc.



*What makes a child unable to learn . . . unable to distinguish between "how" and "who"? WREX-TV put together in understandable language a special to show just what learning disabilities are all about. It explored the problem as seen by child, parent and teacher. Educational and interest groups responded and the unique documentary has become a valuable training aid in child development.*

Represented nationally by HR Television, Inc.





# just one child...

*Generation after generation accepted poverty in the mountain country of West Virginia. Then came public and private leadership with emphasis on roads, schools and attitudes. The situation was mirrored by WSVA-TV, reflecting life as it was, how it is and how it can be. Now young people are able to get to schools where they develop skills, providing a labor force as industry moves in. A change badly needed, worth presenting.*

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*Joplin area citizens who thought drugs were only big city problems were aroused when KODE-TV presented an hour-long comprehensive study of drug traffic. Officials representing government, schools and law enforcement agencies warned of the increasing frequency of drug abuse at all economic and age levels. Now the community knows it has a problem and is taking action to stop it from spreading.*

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James S. Gilmore, Jr., President

## THE GILMORE GROUP

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## FROM Temple

**CABLE TELEVISION AND THE FCC**  
*A Crisis in Media Control*  
 Don R. Le Duc

A communications attorney, member of the FCC Cable Advisory Committee, looks at the threat which CATV poses to the traditional broadcast structure, the FCC's response to the threat, and that agency's ability to supervise future media expansion. He focuses on what he sees as the central question: will the value of governmental mediation in the process of mass communication be exceeded by its rising cost in information suppressed? \$10.00

**TEMPLE UNIVERSITY PRESS**

Philadelphia, Pa. 19122

## Datebook®

■ Indicates new or revised listing.

### This week

- Nov. 11-14—Annual convention, *National Association of Educational Broadcasters*. Marriott hotel, New Orleans.
- Nov. 11-15—Annual conference, *Public Relations Society of America*. Sheraton-Waikiki hotel, Honolulu.
- Nov. 11-16—*American Forces Network* European broadcast management conference. Speakers include: Richard C. Block, VP, Kaiser Broadcasting, and Thomas O'Brien, VP-director of radio news, ABC, Wiesbaden, West Germany.
- Nov. 12-14—Annual conference, *National Friends of Public Broadcasting*. Marriott hotel, New Orleans.
- Nov. 12-16—Media Fair '73, sponsored by department of radio-TV-film, *University of Wisconsin*, Oshkosh.
- Nov. 13-14—*American Association of Advertising Agencies* eastern conference. Biltmore hotel, New York.
- Nov. 13-14—Beginning television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.
- Nov. 14-16—Eighteenth annual seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.
- Nov. 14-16—International Film & TV Festival of New York. Americana hotel, New York. Contact: International Film & TV Festival, 251 West 57th Street, New York 10015.
- Nov. 14-17—Annual convention, *Sigma Delta Chi*. Statler Hilton hotel, Buffalo, N.Y.
- Nov. 15—*International Radio Television Society* newsmaker luncheon, "State of the News." Speakers: Walter Cronkite, CBS; Harry Reasoner, ABC; Frank McGee, NBC, Grand ballroom, Waldorf-Astoria hotel, New York.
- Nov. 15-16—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Water Tower Hyatt House hotel, Chicago.
- Nov. 15-16—Advanced television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.
- Nov. 15-16—Annual fall meeting, *Oregon Association of Broadcasters*. Banquet speaker: FCC Commissioner Benjamin Hooks. Valley River Inn, Eugene.
- Nov. 15-17—Mid-American regional expo, *National Cable Television Association*. Crown Center hotel, Kansas City, Mo.
- Nov. 16-16—Meeting, board of *American Women in Radio and Television*. New York Hilton hotel, New York.

### Also in November

- Nov. 19—*International Council of National Academy of Television Arts and Sciences'* first directorate award to European Broadcasting Union. Awards also to be announced for best documentary and best dramatic show among foreign TV programs not yet seen in U.S. Charles Curran, BBC, to accept for EBU and make keynote speech. Plaza hotel, New York.
- Nov. 20—*Georgia Association of Broadcasters* Southeastern broadcasting day with sessions in radio and TV management and engineering. Hyatt Regency hotel, Atlanta.
- Nov. 20—Meeting, U.S. National Committee for the *International Radio Consultative Committee*. 9:30 a.m., Room 1105, Department of State, Washington.
- Nov. 20—John Treasure, chairman, J. Walter Thompson Ltd., London, speaks at seventh in series of eight public lectures on advertising and society. Midway campus, *University of Chicago*.
- Nov. 26-27—*National Cable Television Association* board meeting. Las Vegas Hilton, Las Vegas.
- Nov. 26-29—Annual meeting *Television Bureau of Advertising*. Hyatt Regency, Houston.
- Nov. 27-28—Beginning television production seminar, sponsored by *Telemation Inc.* Los Angeles.
- Nov. 29-30—Advanced television production seminar, sponsored by *Telemation Inc.* Los Angeles
- Nov. 25-Dec. 1—*California Community Television Association* fall convention. Las Vegas Hilton hotel.
- Nov. 29—Seminar sponsored by *American Apparel Manufacturers Association*. Among speakers will be J. Walter Thompson President Henry M. Schacte, who will talk on shifts in marketing approaches in the industry. Americana hotel, New York.



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number One!

• **PASSWORD**  
ALLEN LUDDEN / ABC

• **THE PRICE IS RIGHT**  
BOB BARKER / CBS

• **MATCH GAME '73**  
GENE RAYBURN / CBS

• **TO TELL THE TRUTH**  
GARRY MOORE / SYNDICATION

• **WHAT'S MY LINE?**  
LARRY BLYDEN / SYNDICATION

• **THE PRICE IS RIGHT**  
DENNIS JAMES / SYNDICATION

• **THE NEW  
BEAT THE CLOCK**  
GENE WOOD / SYNDICATION

• **CONCENTRATION**  
JACK NARZ / SYNDICATION

Eight television series...  
36 half-hours per week.

**GOODSON-  
TODMAN**  
PRODUCTIONS



Nov. 29-30—Course on "Legal and Business Problems of Television and Radio," sponsored by Practising Law Institute. St. Regis Sheraton hotel, New York.

**December**

Dec. 3—Deadline for filing reply comments with FCC in matter of Inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly owned stations in separate markets.

Dec. 4—Philip Kotler, professor of marketing, Northwestern University, speaks at last of series of eight public lectures on advertising and society. Midway campus, University of Chicago.

Dec. 5—Deadline for entries in Retail Advertising Conference awards contest. Categories include radio and TV spots and campaigns. Contact RAC, 32 West Randolph Street, Chicago 60601.

Dec. 5-7—Association of Maximum Service Telecasters board of directors fall meeting. Arizona Biltmore hotel, Phoenix.

Dec. 6-7—Arizona Broadcasters Association 22d annual fall convention. Speakers include: Arthur Taylor, CBS president, and Richard Wiley, FCC commissioner. Sheraton-Scottsdale hotel, Scottsdale.

Dec. 6-7—Course on "Legal and Business Problems of Television and Radio," sponsored by Practising Law Institute. Sir Francis Drake hotel, San Francisco.

Dec. 9—Annual academy ball, Hollywood chapter National Academy of Television Arts and Sciences. Honored will be Bud Yorkin and Norman Lear and their associates. Beverly Hilton hotel, Beverly Hills, Calif.

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

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

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

Dec. 31—Deadline for entries in Brand Names

**Major meeting dates in 1973-74**

Nov. 11-14—Annual convention, National Association of Educational Broadcasters. Marriott hotel, New Orleans.

Nov. 14-16—1973 seminar, Broadcasters Promotion Association. Sheraton Cleveland hotel, Cleveland.

Nov. 14-17—Annual convention, Sigma Delta Chi. Statler Hilton hotel, Buffalo, N.Y.

Nov. 26-29—Annual meeting, Television Bureau of Advertising. Hyatt Regency hotel, Houston.

Nov. 28-Dec. 1—Fall convention, California Community Television Association. Las Vegas Hilton hotel, Las Vegas.

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

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

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

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

Foundation retailers-of-the-year awards competition. Contact BNF, 477 Madison Avenue, New York 10022.

**January 1974**

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

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

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

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

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

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

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

Jan. 24-28—Alabama Broadcasters Association winter conference. Speaker: FCC Commissioner Richard Wiley. Downtown Motor Inn, Gadsden, Ala.

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

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

**February 1974**

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

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

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

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

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

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

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

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

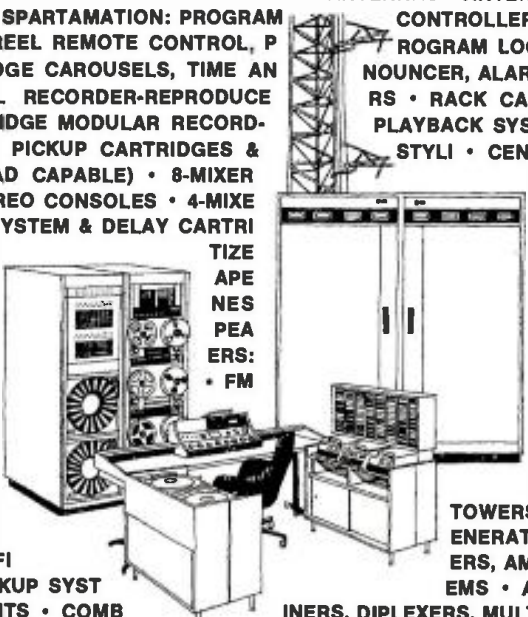
Feb. 17-20—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

Feb. 18-20—National Cable Television Association

**AM & FM LIMITERS • REMOTE, LINE & MONITOR AMPLIFIERS • FM ANTENNAS • ANTENNA SAMPLING & TUNING EQUIPMENT • ATTENUATORS • TONEARMS • SPARTAMATION: PROGRAMMER, TAPE CARTRIDGE & REEL/REEL REMOTE CONTROL, PFIER & MONITOR, TAPE CARTRIDGE CAROUSELS, TIME AN 14" REPRODUCER • REEL/REEL RECORDER-REPRODUCE • CENTURY SERIES TAPE CARTRIDGE MODULAR RECORDITIONING SERVICE • TONEARM PICKUP CARTRIDGES & CONSOLE: MONO, STEREO (QUAD CAPABLE) • 8-MIXER SOLES • 5-MIXER MONO OR STEREO CONSOLES • 4-MIXE TRIDGE TIME DELAY & REVERB SYSTEM & DELAY CARTRI ERASER • TAPE HEAD DEMAGNI • TEST TAPE CARTRIDGES • T MONO OR STEREO HEADPHO CENTERS WITH FURNITURE • S TURNTABLES • AM TRANSMITT kw, 25 kw OR BUILT TO ORDER 2.5 kw, 5 kw, 12.5 kw, 20 kw, 40 QUENCY & MODULATION MONI LATION MONITORS, MONO & S WIRE LINK REMOTE CONTROL • INTENSITY METERS • ANTENNA • DIRECT FM EXCITER • SCA G LIGHTING SYSTEMS • PREAMPLIFI POWER SUPPLIES • REMOTE PICKUP SYST OTHER FINANCING ARRANGEMENTS • COMB SYSTEMS • MICROPHONE STANDS & BOOMS**

**SIZE  
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PEA  
ERS:  
• FM**

**CONTROLLER, RANDOM ACCESS SUB-CONTROL-ROGRAM LOGGING, DIGITAL CLOCK, LINE AMPLI-NOUNCER, ALARM SYSTEM • REEL/REEL CORINTHIAN RS • RACK CABINETS • COAX & SHIELDED CABLE PLAYBACK SYSTEM • TAPE CARTRIDGES & RECON-STYLI • CENTURION CUSTOM 8-16 MIXER AUDIO MONO OR STEREO AUDIO CON-REMOTE AMPLIFIER • TAPE CAR-DGES • TAPE CARTRIDGE OR REEL R • TAPE HEAD ALIGNMENT GAUGE CARTRIDGE STORAGE RACKS • • STUDIO OR REMOTE CONTROL KER SYSTEMS • MICROPHONES • 50 W, 1 kw, 3 kw, 5 kw, 10 kw, 15 TRANSMITTERS: 10 W, 250W, 1 kw, kw OR BUILT TO ORDER • AM FRE-TORS • FM FREQUENCY & MODU-TEREO & SCA • RF AMPLIFIERS • S.T.L. • PHASE SAMPLERS • FIELD TOWERS • FM ANTENNAS • ISOCOUPERS ENERATOR • STEREO GENERATOR • TOWER ERS, AMPLIFIERS, TURNTABLE & AUDIO • AC EMS • AUDIO RECORDING TAPE • LEASE & SPARTA, THE 'JUST RIGHT' COMPANY. SMALL ENOUGH TO BE FIRST NAME FRIENDS . . . BIG ENOUGH TO OFFER EVERYTHING. CALL US COLLECT . . .**



in a word . . .

**everything**



**SPARTA**  
ELECTRONIC CORPORATION

5851 Florin-Perkins Road, Sacramento, Ca. 95828  
916 383-5353 TELEX 377-488 CABLE SPARTA  
A DIVISION OF COMPUTER EQUIPMENT CORPORATION



# KRLD

1080

THE 50,000 WATT VOICE OF TEXAS

Dear Harry:

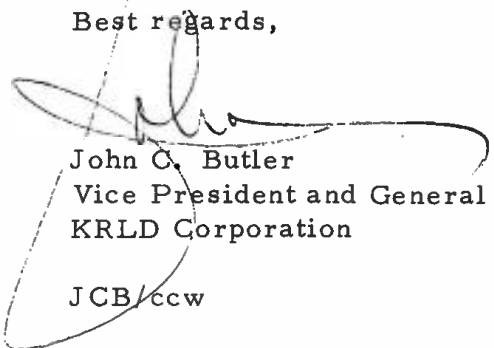
When you first proposed the idea of KRLD adding your new "WORDS OF LOVE & OTHER NONSENSE" concept to its programming, we thought you had flipped. But shortly after we began airing four of your brief "thought bits" an hour, we discovered it was our listeners who had flipped.

Harry, we've received literally hundreds of calls and letters from listeners expressing thanks for these delightful selections. And, the Dallas Times-Herald gave us a beautiful five-column feature story, singing the praises of "WORDS OF LOVE & OTHER NONSENSE".

Next came the latest ARB survey, showing that KRLD had wiped out the competition and become the number one station in the Dallas market! There's no question in our minds that "WORDS" played a major role in this achievement.

Keep the great writing, voices and "WORDS" coming. I wouldn't want to think about hearing KRLD without them.

Best regards,



John C. Butler  
Vice President and General Manager  
KRLD Corporation

JCB/ccw

Mr. Harry O'Connor  
Broadcast Producer  
Suite 711  
1680 N. Vine Street  
Hollywood, California 90028

November 1, 1973

regional legislative conference. Quality Inn, Washington.

### March 1974

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

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

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

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

March 28-29—*Institute of Electrical and Electronics Engineers* annual international convention and exposition. Statler Hilton and Coliseum, New York.

## Open Mike®

### Long form

EDITOR: Thank you for your editorial in the Oct. 29 issue regarding program-length commercials.

I guess that I hold the record for the longest run on TV with what is now referred to as a program-length commercial. My *House Detective* TV real-estate program was on TV continuously from July 1, 1952, to Feb. 18, 1973. At various times, *House Detective* was on as many as 27 stations around the country simultaneously.

Then, after 21 years, the FCC put me

out of business overnight. Hopefully, the FCC will see the light and come forth with an outright statement that programs like *House Detective* do serve the public interest—*Cy Newman, president, HD Productions, Henderson, Nev.*

EDITOR: We at Kaiser indeed appreciated the Oct. 29 editorial on so-called program-length commercials. By the way, we think your appellation of "long-form advertising" is a nice touch—*Richard C. Block, vice president and general manager, Kaiser Broadcasting Stations, Oakland, Calif.*

### Out of the blue

EDITOR: Just wanted to let you know that in my opinion BROADCASTING is the most informative and reliable publication in our business. Your in-depth reporting on major issues and your ability to have information on minor items is uncanny. Great work.—*Dale Benham, news director, WAKO-AM-FM Lawrenceville, Ill.*

### In agreement

EDITOR: May I have your permission to use reprints of the Oct. 22 "Monday Memo." They would be used only in a positive way, because Frank McDonald's commentary [on local prime-time-access programing and the role of the rep firm] reflects my thoughts and Bob Walton's feelings.—*Francis S. Mangan, Walton radio-TV reps, Chicago.*

## WELCOME TO CLEVELAND

WHEN YOU HAVE A FEW MINUTES,  
DROP BY OUR SUITE AND LET US  
SHOW YOU HOW WE CAN BE  
HELPFUL.

OR . . . . DROP BY ANYWAY FOR  
SOME REFRESHMENT . . . .

VALUABLE GIFTS WILL BE  
AWARDED!!

NEW YORK • CHICAGO • LOS ANGELES



**Atwood Richards Inc.**

A DIVISION OF ADVERTISING CONTRACTORS, INC.

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## Broadcasting® TELEVISION®

The newswEEKLY of broadcasting and allied arts

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J. Daniel Rudy, *assistant to the managing editor*.  
Frederick M. Fitzgerald, *senior editor*.  
Alan Steele Jarvis, Don Richard, Michael Shain, *assistant editors*.  
Ann Cottrell, Carol Dana, Thomas Hundley, *staff writers*.  
Michael R. Starling, Patricia Thach, Susan Woolhiser, *editorial assistants*.  
Lucille DiMauro, *secretary to the editor*.

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

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Maury Long, *general sales manager*.  
David N. Whitcombe, *director of marketing*.  
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NEW YORK: 7 West 51st Street, 10019.  
Phone: 212-757-3260.  
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Rocco Famighetti, *senior editor*.  
John M. Dempsey, *assistant editor*.  
Robert Adels, Leslie Fuller, *staff writers*.

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

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

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



\* Reg. U.S. Patent Office.  
© 1973 by Broadcasting Publications Inc.

"...the most remarkable  
telethon on tv in memory."  
Bob Williams, N.Y. Post

On Sunday, October 21, 1973,  
the U.J.A. Israel Emergency  
Fund Telethon raised more  
than THREE AND ONE QUARTER  
MILLION DOLLARS...

This incredible outpouring  
came in only four and one  
half hours, in only one city,  
on only one television station.

WPIX  NEW YORK

# Monday Memo®

A broadcast advertising commentary from Robert A. Ravitz, vice president, McCann-Erickson, Chicago

## How not to fumble ads with sports spokesmen

Professional athletes today are generating only a part of their income from their activities on the playing field. Their activities off the field, on behalf of commercial sponsors and major manufacturers across the country, are deriving for them as much income (frequently more) as their performance on a Saturday or Sunday can ever generate.

Advertisers use pros in a variety of ways. There are as many different contracts as there are athletes. And as many different ways of using them as there are clients. Indeed there are some among us, in our profession, who exploit the athlete and have given our business a bad reputation. McCann-Erickson, however, believes there is a better way to use them.

Athletes can be used to do any number of things—be in your advertising, be on your packaging, endorse products, make public appearances, call on buyers or the retail trade, send personal letters to clients and so forth. While there may be a hundred ways to use the pros, we believe in whatever way you use them there are certain guidelines which should be followed in developing your material.

First, develop a clear strategic statement of what you want your advertising or communication to accomplish before you rush out and hire a football hero. The strategy must be specific and not general. It must be durable or at least have a potential for long life. And finally, a good strategy must help define for the creative people what you want advertising to accomplish.

Second, clearly define the target audience you want to motivate with your communication. Are you reaching out for the young, 18-24 market? Or, indeed for the older, more affluent market? Is your advertising designed primarily to motivate your sales force and dealers? Or indeed to motivate the customer? Know precisely who the advertising is designed to reach—once again, before you select the man who is going to carry the message. Different sport figures appeal to different types of people, demographically and psychographically.

Third, select the professional athlete (if, indeed, you want to use pros) who fits your advertising strategy, your objectives and your target audience. Don't hire the athlete before you have taken steps one and two. How many companies do you know which have a president who happens to be a tennis buff, and therefore a tennis player was hired, or whose ad manager is a golfer, and therefore hired golfers? In our opinion, to behave in this manner not only demeans



Robert Ravitz, vice president, management representative of McCann-Erickson Inc., Chicago, has had considerable experience in the use of sports endorsements in his work for Sears. Before joining McCann almost two years ago, he was vice president and account supervisor at Stern, Walter & Simmons Inc. and an account executive with Tatham-Laird & Kudner Inc., both Chicago.

the athletes, but makes your selling message less effective.

Four, integrate the man into the strategy; don't simply make him icing on the cake. Consumers are brighter than we give them credit for. They recognize exploitation and they also recognize misuse of people. Don't simply parade the athlete through the frame with some profound statement about your product that doesn't relate to the execution. Integrate the pro into the execution effectively or don't use him at all. When we first began using Bob Griese, Tom Seaver and Gale Sayers in Sears advertising, we put them on playing fields because in that way we could demonstrate the stretch comfort of knit merchandise in apparel and appropriately use their talents.

The professional athlete appeals to the Walter Mitty in every man in America. Through Bob Griese and his performance, I too can succeed in the competitive arena. As a 90's golfer, through Johnny Miller, I can improve my game even if only in my living room for two hours on a Sunday afternoon.

Athletics also represent one of the great individualistic success stories in America. Although every pro is a member of a team, with, of course, the exception of golfers and tennis players, it is the individual's acts of valor on the playing field that are remembered. In a world of computers, zip codes, area codes, pro athletes are still individuals.

Finally, sports still have a universal appeal. Recently, our agency conducted a massive analysis, "The History of Sports

Programming on Television." Some of the figures in this report were astounding, even to me, as a man involved in advertising on a day-to-day basis. Although everyone knows Super Bowl VII reached 27,670,000 households, did you know that on an average Saturday, even college football reaches 8,610,000 households? That is more people than the number living in the states of Louisiana, Mississippi and Colorado combined.

While I am sure all of you acknowledge the appeal of football, I wonder if you are aware that the CBS *Golf Classic* last summer reached 3,190,000 households. Or that pro hockey, a traditionally Northeast U.S. sport, generates an audience of 3,890,000 households.

Furthermore, despite the fact that the common stereotype of the sports viewer is the beer-guzzling, blue-collar worker, the facts simply don't bear this out. Some sports television properties reach more men more efficiently in the upper-income, better-educated groups than do *Time*, *Newsweek* or *U.S. News*.

Five, don't make an athlete a professional in an area in which he has no expertise. I recall a recent tire commercial in which a football quarterback explained the five layers of a tire that guard you against road hazards. Exactly what a football quarterback knows about the construction of a tire escapes me, but this in my opinion is the wrong way to use an athlete. Because Bob Griese knows how to quarterback the Dolphins, he doesn't necessarily know how a suit is stitched, or how insurance is best evaluated, or what is a high or low interest rate at a bank. Don't put words in the athlete's mouth which the consumer will know have been put there to borrow interest from his professional sport.

Six, use good taste and good judgment. Once again, consumers are much smarter than we give them credit for and commercials in bad taste reflect adversely on the athlete, the advertiser and sometimes even on the station or newspaper carrying the message.

Seven, athletes are not necessarily actors. Don't force them into dramatic roles unless indeed they can carry them off. Recently, we saw an example of this in Chicago when Gale Sayers retired from the Chicago Bears. Gale was, of course, a great halfback, and is a delightful guy, but somehow CBS tried to make a sports announcer out of him. It simply didn't work.

In summary, I think athletes can be effectively used by advertisers if you consider their use in the ways I have discussed. They have great identity, they motivate, they have broad appeal and generally, they are nice guys to do business with. But use them right—don't prostitute the athlete or your product.



That speaks for our fans and our teams. Hardly a week goes by without big league ball in Milwaukee. The Brewers with a record-breaking attendance well over a million this year. The Bucks with the 4th largest attendance in the NBA this past season. And the Packers. Sold out in their second home at Milwaukee County Stadium!



**Milwaukee. Home of Champions.**

We believe it's important  
that you know where we stand in  
and what we think of our community.

**WTMJ TELEVISION FOUR**

NBC in Milwaukee.  
Represented by Harrington, Richter & Parsons, Inc.

# Pros know pros!



It takes a pro to know another pro. And when the broadcasting pros say you're good—you're good. It happened to WWJ Radio ONE. The Detroit Chapter of the American Federation of Television and Radio Artists has just honored WWJ for having the city's "Outstanding Radio News Staff." When you're Detroit's news and information station, that means you must be doing your job right.

**DETROIT'S NEWS AND INFORMATION STATION**

**WWJ  
RADIO ONE**

Owned and Operated by The Detroit News • NBC Affiliate • National Representative: McGovern-Guild-PGW Radio, Inc.  
Associated Stations: WWJ-TV Detroit, Michigan • KOLD-TV Tucson, Arizona • WALA-TV Mobile, Alabama

## Lead Story

### Hard decision FCC faces now on pay cable

It's told its actions can mean life or death to free TV, pay TV, movies, theaters and sports, and all those positions are argued during four days of FCC hearing

The FCC, which states as an article of faith that it is not the arbiter of public taste in programing, last week heard itself described, in effect, as the agency with the power to do far more than that—to determine which entertainment media will survive and prosper and which will wither if not die.

The forum was the commission's oral argument on whether the FCC's pay-cable rules should be modified. And for two and a half days, the commission heard more than 80 witnesses urge it to take "public interest" positions that usually coincided with the speakers' private-interest positions. On Thursday, it heard more of the same in a half day of panel discussions.

Liberalizing the rules designed to prevent pay cable from siphoning programs—principally movies and sports—now seen on over-the-air television would result in the public paying for what it now receives free, Vincent Wasilewski, president of the National Association of Broadcasters, told the commission. The NAB wants the rules tightened.

"The real issue before the commission," said David Foster, president of the National Cable Television Association, "is whether an innovative and vital communications service is going to be strangled aborning to appease the apostles of the status quo or whether the creative forces of the marketplace are going to be given free rein."

Nor were broadcasters and cable-industry spokesmen the only ones involved. Representatives of the National Association of Theater Owners conjured up the specter of motion-picture theaters across America going dark as a pay-cable industry begins to thrive. Jack Valenti, president of the Motion Picture Association of America, on the other hand, appeared with a covey of Hollywood stars to boost what he called "family choice cable" as the kind of additional box-office the motion-picture industry desperately needs to pull out of its economic slump.

And professional-sports interests, not

displeased with the revenues and public exposure they now obtain from advertiser-supported television but interested also in selling rights to their games to pay-cable entrepreneurs, asked the commission to make it possible for them to have the best of those two worlds.

The rules under consideration deny to pay cable sports events regularly seen in a community on television during the two preceding years and movies that are more than two years old, except that films at least 10 years old can be shown at the rate of one each month, for a period of one week. The rules also prohibit cable systems from presenting series-type programing, and from devoting more than 90% of their programing time to feature films and sports events.

Speculation in the weeks preceding the oral argument was that the commission was not likely to loosen the bonds on sports programing. Feelings regarding the easing of restrictions on pay cable's use of movies, however, were said to be "mixed" (BROADCASTING, Oct. 15).

And the commissioners' comments and questions from the bench provided little basis for changing the speculation.

Only Chairman Dean Burch, who is believed to favor a liberalizing of the rules, gave any clue to his feelings. Several times he wondered out loud why the commission should tell motion-picture

pend to a large extent on the cable industry's ability to develop viable revenue-producing ancillary services." And pay cable is one, he said.

NCTA wants the commission to hold the line on the two-year restriction on sports programing. (Some broadcasters have urged that this be extended to five years, to conform with the rules governing over-the-air pay TV.) And it wants the two-year limit on the age of new movies it can show pushed back to five years and the 10-year end of the prohibition brought forward.

Mr. Valenti, who appeared with Charlton Heston, Robert Stack, Greg Morris, and Stephanie Powers, as well as a number of directors and writers to help him make his point, came armed with statistics to argue that the over-30 audience is generally lost to the movies shown in theaters but would make an ideal and lucrative market for movies on pay cable—or "family choice cable," as he prefers to call it. And in view of the depressed state of the film economy, he said that if the nation's creative community is to remain viable, new markets must be allowed to develop, with the American family serving as the final arbiter of what is and is not wanted. He estimated that if by 1985, 10 million homes were pay-cable customers and paid \$5 or \$6 each month (on top of the regular cable-TV fee), the gross revenues film producers received would be two-thirds the amount now available from theatrical release.

(A number of cable system operators appealed for a relaxation of the rule restricting their access to movies. They were concerned not only with quantity but with the quality of the films available to them. Fred Schwab, manager of Warner Cable of Warren, Pa., said that a number of subscribers to the pay-cable channel have canceled because of the "language" in some of the new movies. He was not blaming the FCC for the kind of movies being made, he said. But "there are many other, perhaps more suitable films that my subscribers would like to see but cannot because of FCC regulation," he said.)

Furthermore, both Mr. Foster and Mr. Valenti argued that relaxation of the anti-siphoning rules would not result in any siphoning of programs now available on free television. Mr. Foster noted that the NCTA's chairman, Amos B. Hostetter, had made such a pledge in testimony before the House Communications Subcommittee, on Sept. 7. (For his part, Mr. Wasilewski reminded the commission of the speech the chairman of that subcommittee, Representative Torbert Macdonald (D-Mass.), made two weeks ago, on the subject of pay cable. The first question to be answered, Representative Macdonald said, is: "What popular program

#### *The NAB's Wasilewski:*

"If cable interests don't intend to siphon, why are they so intent upon removing present antisiphoning rules?"

#### *The NCTA's Foster:*

"[Are] creative forces of the marketplace . . . going to be given free rein?"

producers and distributors how to market their product. And as a possible modification of the pay-cable rules, he at one point suggested giving broadcasters a right of first refusal on programing—with pay cable entitled to purchase the rights that were turned down.

The commission's job now, following the torrent of words, is to sort out and balance conflicting promises and fears.

Mr. Foster talked of the "almost infinite" contribution pay cable can make to program diversity—in the fields of education and culture, among others. But he also noted that "the wired nation and its accompanying cornucopia of services de-



## Burch predicts security for sports on free television

He says political realities prevent release of mass attractions to any kind of pay-TV system

FCC Chairman Dean Burch last week sought to lay to rest the fear that major sports events that have become virtual institutions on free television—the World Series and the Super Bowl, for instance—will ever be spirited away by pay television, over-the-air or on cable.

"Does anyone think the FCC or Congress will stand still for that?" he asked.

The chairman made the comment Thursday morning at the first of two panel discussions that capped three days of oral argument on the question of whether and how the FCC should modify its rules aimed at preventing pay cable from siphoning programs from free TV.

"The idea [that the World Series would be transferred to pay cable] has been moved around the country," he said. "But it's not true." He also indicated that the commission will probably tighten its anti-siphoning rules as they relate to sports in general. The sports rule denies to pay cable sports events that have been on free television in each of the two preceding years.

Baseball, the chairman suggested, would not keep the World Series off the air in

accordance with the present rule in order to sell it to pay cable. "And the rule," he added, "may become tougher." Speculation has focused on a five-year restriction, as is the case with over-the-air pay TV.

Chairman Burch discussed the issue in a colloquy with Bowie Kuhn, commissioner of baseball, who stressed that baseball's devotion to free television was unwavering but who made it clear baseball, like other professional sports, would like to sell to pay-cable systems the rights to

product will pay cable be permitted to offer that doesn't violate the cardinal principle that what is now being offered to TV audiences at no extra charge won't be forced off the air into a coin box in the home, and thus restricted to those who can and will pay for it?" [BROADCASTING, Nov. 5].

And Mr. Valenti said it was a matter of self-interest on the part of the motion-picture industry to sell products to television, as it now does, as well as to pay cable. He saw the latter as a new "link" in the chain of movie exhibitions—one between the motion-picture houses and free television. Motion-picture producers want the theater box office and need the build-up a theater release makes possible, he said. As for sales to television, "We'll be plucking at the sleeves of networks" to sell them films, he said.

Nor did he foresee much of a delay, if any, in the transmission of movies down the chain to free television. He said the trip now takes movies five years and 10 months, on the average; blockbusters, a little more—seven years and 11 months. In any case, he said, there is no evidence the age of a film works against its popularity.

Not unexpectedly, broadcast-industry representatives saw the situation differently. So did theater owners. Martin Newman, of Century Theatres, chairman of the National Association of Theatre Owners' pay TV committee, expressed concern about pay cable siphoning movies from theaters. And the theater industry, he said, "lives off 10 movies a year; without them, we don't have an industry." NATO



Participants in 9 a.m. Thursday panel on pay cable were (l-r) David Foster, National Cable Television Association; Richard Jencks, CBS; Leland Johnson, Rand Corp.; Paul Klein, Computer Television; Bowie Kuhn, commissioner of baseball; and Vincent Wasilewski, National Association of Broadcasters.

games that are not televised on free television. (When a "substantial" number of a team's games are carried on free television, the remainder are denied pay TV.)

Mr. Kuhn is also worried about cable systems importing telecasts of distant baseball games into the cities with clubs playing at home. The extent of that importation greatly concerns the professional ball clubs, he said. The commission is considering a blackout rule that would deal with that situation. And

has urged the commission to modify its anti-siphoning rules to protect theaters—films would be limited to theaters for one year, after which they would be available for pay cable for one year.

And network representatives, in urging tighter anti-siphoning rules, said that, regardless of the assurances given by the cable and motion-picture industries, the commission had better recognize that pay cable eventually could amass the number of subscribers that would enable it to outbid the networks for movies and sports—and one day would. Richard Jencks, CBS's Washington vice president, said that if 25% of the 7.8 million cable subscribers sign up for cable, and the resulting 2 million homes paid \$1 per movie, with the total split 50-50 with the motion-picture producer, the movie company would earn \$1 million. Networks, Mr. Jencks added, are paying \$750,000 to \$800,000 to broadcast two showings of a typical movie.

And NBC's Washington counsel, Howard Monderer, disputed Mr. Valenti's figures on the length of time it takes the networks to obtain and present movies. He said that 23% of the feature films shown on NBC last year had been released to theaters less than two years earlier. He also said 75% of all movies shown on the network were less than three years old. However, 48% of all the films were made for television.

When Commissioner Nicholas Johnson asked him why he was concerned about possible delays in obtaining movies for television—he noted that Mr. Valenti had suggested the waiting period would not

be more than 18 months—Mr. Monderer said his problem was in looking at Mr. Valenti's "bottom line—he doesn't want any rules at all." Mr. Monderer expressed the belief producers will keep movies off free television for a long time, exploiting them until their value is exhausted. "Your decision," he told the commission is "whether you want free over-the-air TV to be a first-class medium or a second-class medium."

ABC was equally firm in opposing an easing of restrictions on pay cable—but with a difference. ABC's Washington counsel, James McKenna, suggested the situation in which the cable industry finds itself gives the commission a golden opportunity to obtain cable's cooperation in reaching a settlement of the long-pending dispute over copyright liability for cable.

The cable industry has refused to agree to arbitration of its dispute with copyright owners—including members of Mr. Valenti's trade association—over the amount of copyright liability cable systems will pay. The November 1972 consensus agreement reached by cable interests, copyright owners and broadcasters that paved the way for commission action on its new cable-television rules, contemplated arbitration, in the event cable interests and copyright owners were unable to reach agreement between themselves. And they have not. However, the cable industry has deferred to Senator John McClellan (D-Ark.), chairman of the Copyright Subcommittee, and the bill he has introduced, which provides for a fee schedule that Congress would adopt.

"Do nothing about the present pay-





Participants in 10:30 a.m. Thursday panel on pay cable were (l-r) Gordon Stulberg, 20th Century-Fox; Ernest Jennes, Covington & Burling; Geoffrey Nathanson, Optical Systems Corp.; Donald Baker, of Justice's antitrust division; James McKenna, McKenna, Wilkinson & Kittner; and Martin Newman, National Association of Theater Owners.

Chairman Burch said the commission would take it up at the same time it begins work on the pay-cable rules.

Mr. Burch indicated later that could be as early as this week. He said two weeks ago the commission would reach a decision within a month (BROADCASTING, Nov. 5).

The participants on the two panels, who engaged in discussion among themselves as well as with the commissioners sitting on the bench, helped bring into

focus many of the arguments heard in the preceding three days. But still the points of difference remained.

Leland Johnson, of the Rand Corp., suggested that the commission relax its pay-cable rules for a specified period of time—say, three years, as an experiment to determine what would actually occur, and then adopt rules the experience dictated.

James McKenna, Washington counsel for ABC, did not think much could be

cable rules until copyright issue is settled," Mr. McKenna said. "You have them where you want them."

The Association of Maximum Service Telecasters, traditionally in the lead among broadcasters in urging a tight regulatory rein on cable television, was not out of character last week. Michael Horne, AMST's counsel, foresaw pay-cable siphoning sports events from free television, even if the two-year rule were extended to five years. AMST's solution, Mr. Horne said, is for the commission to adopt a rule that would in effect ban all major professional sports—and, generally, college and high school sports, too—from pay cable. Otherwise, he said, sports entrepreneurs will be guided by the realization that there is more to be gained than lost in giving up a large number of homes watching a game on free television in return for "increasing the homes that will pay a dollar or two per game." And he warned that any relaxation of the rules governing pay cable's use of theatrical films would result in the disappearance of all but the poorest from free television; producers, he said, would find there is more profit in running movies in theaters, then on pay cable and then, possibly, released to theaters than in selling them to free television at an early date.

The cable industry found it had a number of allies in its fight for liberalized pay-cable rules. Academics urged liberalization as a means of enabling cable to earn the money that would enable it to provide programs for education and for the arts and humanities. "Pay programming on a per-channel or program basis could be-

come in time an important source of new support for educational institutions and performing-arts centers," said Douglass Cater, director of the Aspen Institute for Humanistic Studies, Program on Communications and Society. William G. Harley, president of the Joint Council on Educational Telecommunications, made a similar point.

And, despite the arguments of broadcasters that pay cable would be particularly unfair to the poor, who would be unable to afford to pay for programs that once had been available on free television, a number of spokesmen for minority groups came out in favor of pay cable. "I believe it is in the interest of those who live in our urban centers to have access to a broader range of educational, informational, cultural and entertainment opportunities than is now available through the established broadcast industry or cable," said Carl Holman, president of the National Urban Coalition. He predicted there would be "less loss to minorities and the poor" than some might think if cable systems install pay-cable operations.

But there was a break in the ranks of public-interest types who saw public benefits flowing from a liberalization of the pay-cable rules. Theodora Sklover, director of New York's Open Channel, which aids members of the public who want to use the access channels provided by the city's cable systems, said she changed her mind about supporting cable's position after she had researched the issues involved.

"It's time to return to first principles,"

learned from a test. He suggested instead a rule that would in effect require motion-picture producers, before releasing their product to pay cable, to assure the networks they will agree to sell the movies to them after two years. (The present rule prohibits pay-cable systems from presenting movies more than two years old, except for those 10 years old which may be shown at the rate of one each month.)

But Gordon Stulberg, of 20th Century Fox, did not think much of that idea. He said it was not in accord with producers' economic interests.

Donald Baker, of the Justice Department's antitrust division, offered this advice to the commission: Define your goals and then find the least restrictive way to reach them. One proposal he endorsed had been made in the oral argument by former FCC General Counsel Henry Geller, now with the Rand Corp., that producers who sell movies to pay cable must sell them to television five years after their release. "Even that's an interference," he said.

Ernest Jennes, counsel for the Association of Maximum Service Telecasters, said the commission's goal is not to protect but "to encourage innovative programming." And in response to a question from Commissioner Richard E. Wiley, he said that reducing the maximum amount of time pay-cable systems are now allowed to devote to movies and sports—90% of their programming—would be a means of achieving that goal.

she said. Cable television was intended to provide diversity and serve minority needs—"to overcome the constraints of a limited spectrum," she said. Instead, "it has simply provided the same kind of material as television." "The cable industry is in trouble," she said. But it can help itself and become "a real industry," rather than "a supplemental service available to the affluent," if it provides unique services.

The cable industry heard harsh words also from a man who had been a hard-nosed regulator of cable when a member of the commission. It was Kenneth A. Cox and his views regarding cable had not changed since he began law practice.

Last week, as counsel for the affiliate groups of the three networks, he warned the commission not to be "lured by hopes and CATV promises" that pay cable will provide "innovative" programming. "They don't seem able to deliver even meter reading and security surveillance," said Mr. Cox.

He said the pay-TV rules, which he helped draft and which the commission adopted in 1968 and later translated into rules for pay cable, were doing what they were designed to do—protect the television industry "which was designed to serve the public." He warned that the cable television expects to outbid television for programming now seen free. Otherwise, he said, there is no point in what they are asking.

"If you think the broadcaster is too interested in profit," he said—conceding he did, too, occasionally, when a commissioner—"what makes you think cable TV is any different?"

## Unified public broadcasters gird to tackle new problems

The internal rifts of past years are just about healed, but the road ahead is still beset with obstacles, particularly in the area of funding

If the various components of public broadcasting were suddenly bundled together, labeled as a free-enterprise commodity and shares were offered to the public, the prospectus might justifiably caution that "this investment involves a high element of risk."

But while those charged with administering the medium might have secretly worked it otherwise, especially when they reach into the kitty and find more air than paper, public broadcasting is a noncommercial, nonprofit enterprise. The risk inherent in the medium entails no potential for personal financial loss. Instead, it is the ability of its people to cope with a seemingly never-ending series of frustrations that is at stake.

But patience and fortitude are qualities of public broadcasters. Never has this been more evident than in the past year. Just last spring, the noncommercial system was close to the brink of collapse. Under the gun from an administration that viewed its public-affairs programmers as the enemy from within, distressingly fragmented by a bitter dispute in its own ranks, and suffering from a federal appropriation that its leaders characterized as a "starvation diet," public broadcasting was in dire need of a direction. Today that is a fait accompli.

Crisis, however, is something that public broadcasting has never been able to escape. Nor will it do so in the immediate future. The medium still faces a serious funding problem. The ramifications of the reorganization process the Public Broadcasting Service has undergone this year are as yet unknown. And while the White House is presently too preoccupied with the Watergate affair to pay too much attention to what the feisty guys on the educational channels are saying about them, there is no indication that the respite will endure.

Those issues are bound to dominate conversations in New Orleans this week, when some 4,500 delegates will gather for the 47th annual National Association of Educational Broadcasters convention. But if the more pessimistic participants in that event will have no trouble surrounding themselves with gloom and doom, the freer spirits should find ample cause for jubilation. Much has been done in, to and for public broadcasting this year. To grasp the magnitude of what many in the medium consider to be the phenome-

non of 1973, one must look back two years to another NAEB convention.

It was at the 1971 NAEB gathering in Miami that Office of Telecommunications Policy Director Clay T. Whitehead, carrying the formidable weight of an administration yet to be blemished by political scandal, put public broadcasters on notice that their efforts were being viewed with hostility at the White House.

"What is your status?" Mr. Whitehead asked. "There is evidence that you are becoming a centralized national network." Indeed, there seemed to be some factors that would lend credence to this charge. Public broadcasting, intrigued by the popularity of Big Bird and his friends at *Sesame Street*, appeared to be looking at its commercial competition with an eye that sometimes took a glance at the ratings sheets as well. The National Public Affairs Center for Television had waved network-caliber salaries in the face of Sander Vanocur and Robert MacNeil and had found willing takers. And the PBS interconnection made it possible for PTV viewers across the country to view a given program at the same time, making ABC, CBS and NBC all the more wary of the system's presence.

But the noncommercial broadcasters who heard Mr. Whitehead's rhetoric at that meeting had no reason to believe that the White House would back up the



Loomis on blocked funds:

"We're not the only ones caught in this bind . . ."

warning in the no-holds-barred manner that it eventually displayed. PTV's public-affairs programs continued to elicit bad vibrations from the administration in the next year, and programmers had reason to consider themselves under attack. But could the same be said for the entire system? PBS President Hartford Gunn might not have thought so when, in 1972 he proposed that the role of CPB be radically reduced and that the stations themselves assume the cooperative function of selecting and distributing programs.

The Nixon administration had other plans for the Corporation for Public Broadcasting. Those plans took form in September 1972, when John Macy, who had been the only president CPB had ever known, suddenly found himself among the ranks of the unemployed. In his place stood Henry Loomis, a former deputy director of the U.S. Information Agency, whose allegiance to the Chief Executive drew immediate cries from public broadcasters that a hatchet man was walking amongst them. Indeed, Mr. Loomis made no attempt to hide his conviction that some housecleaning was in order at CPB. "You've tried to duck it," said the new leader of the Macy-influenced corporation's antipathy toward assuming distinctive authority and responsibility over the medium, "and you weren't successful."

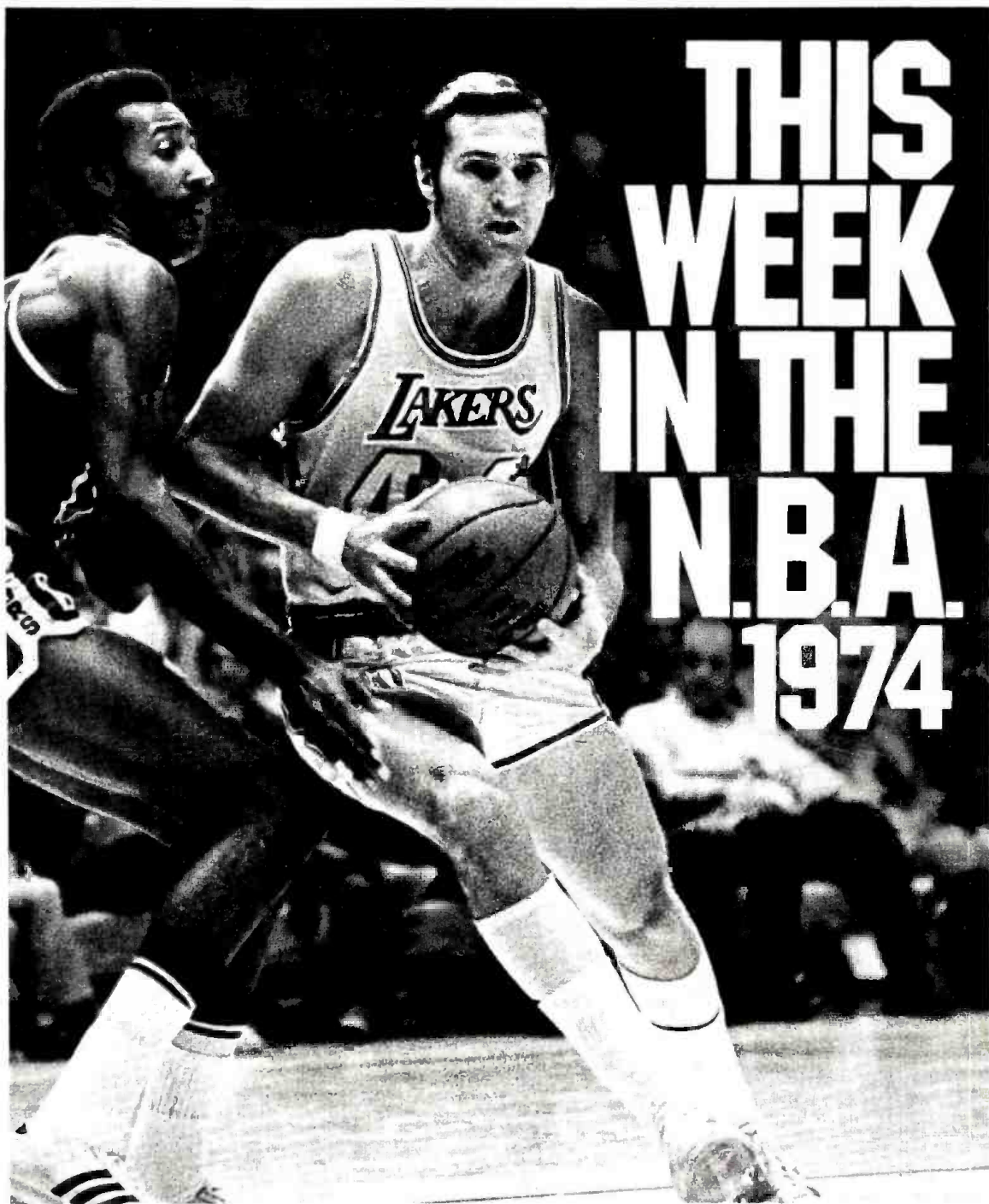
Throughout the winter and early spring of 1973, the storm warnings that the Loomis appointment inspired within public broadcasting became a reality. CPB made it clear that, if it wasn't going to call all the shots in the industry, it certainly was going to fire them. And with the power of the federal buck at its disposal, CPB was in a commanding position to achieve goals. While nobody at CPB would state it publicly, dominance of the entire medium seemed high on the corporation's priority list.

If nothing else, CPB's demands for commanding status in the areas of program selection, scheduling and distribution proved that noncommercial broadcasters are quite capable of doing battle with the feds. To observers, the negotiating sessions involving CPB, PBS and the NAEB's station-representation arm (ETS) more closely resembled a nose-to-nose confrontation than a friendly forum for the airing of differences.

Concessions, however, were eventually forthcoming. One catalyst in that direction came when PBS elected to admit lay members to a board of directors that had previously been the sole domain of station managers. Another was the election of Ralph Rogers, the wealthy steward of KERA-TV Dallas, as PBS board chairman. Mr. Rogers's expertise at the negotiating table earned quick recognition at CPB as well as the respect of Henry Loomis. The stations' final rallying point came March 31 when 300 PTV managers met in Washington and elected to form a new organization encompassing the programming functions of PBS and the representation obligations of NAEB. The move brought the ETS division under PBS's wing. It also brought an entire redefinition of the purpose at NAEB, which was transformed from a trade association to a wide-ranging professional association. Noncommercial radio stations found new unity within a separate entity—the Association of Public Radio Stations.

With the stations armed with a new and formidable organizational body, the negotiations with CPB became progressively fruitful. In April, Mr. Rogers had just about hammered out a compromise with Thomas Curtis, the former Republican congressman from Missouri who had





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assumed the CPB chairmanship only seven months before. Under the proposed agreement, CPB would make program-funding decisions, the interconnection would be open to material not bankrolled by the corporation, and PBS would maintain jurisdiction over scheduling. Provisions were made for appeals on both sides. The PBS board gave the plan its vote of confidence and Mr. Curtis regarded a like action by his organization a mere formality. Instead, it turned out to be a mere disaster.

On April 17, public broadcasting was startled to learn that Thomas Curtis had abruptly resigned the CPB chairmanship after the corporation's board rejected the compromise plan—under pressure, according to Mr. Curtis, from the administration. In the following month, relations between CPB and PBS plummeted to their lowest point yet. But the hostilities abruptly ended with the election to the CPB chairmanship of James R. Killian, who had served as the corporation's vice chairman since its inception in 1967.

Suddenly, the climate in public broadcasting changed from one of skepticism and mistrust to confidence and enthusiasm. In accepting the reins at CPB, Dr. Killian, whose credibility was regarded as unimpeachable by both sides, made clear his desire to effect a speedy compromise. In fact, that accomplishment was a condition he placed on his assumption of the job. And those who harbored any doubt as to Dr. Killian's sincerity made a speedy retraction after the new chairman made a closed-circuit television plea to station managers for a cessation of hostilities. Appearing with him on the transmission, which came only a week after Dr. Killian's election, was a Henry Loomis who bore no resemblance to the totalitarian figure he had represented to

the stations only eight months before.

Predictably, a final reconciliation between the two warring factions took place within two weeks. In announcing the development, both Messrs. Killian and Rogers expressed confidence that a "sense of partnership" would prevail between CPB and PBS. Ironically, the provisions the two sides ultimately accepted were virtually identical to those advanced by Thomas Curtis on his last day at CPB.

Six months later, it would be a difficult task indeed to find a figure of any authority in public broadcasting willing to venture that the "partnership" isn't working. Certainly, no negative vote would be cast by Mr. Loomis, who has come a long way since stepping into the CPB presidency with the acknowledgement that he had never before seen a PTV program. "It's a very good philosophy," the CPB president said last week of the corporation's working relationship with PBS. "We think we've worked out a satisfactory procedure for program funding and scheduling" (although he added that the latter issue might require revisitation from time to time). And regarding the corporation's former adversary, Mr. Loomis proclaims: "We believe it is in the interest of everybody to have a successful, working PBS. We are doing everything in our power to help PBS along." And pushing aside the possibility of future communications breakdowns, Mr. Loomis points to the four meetings he has had since the partnership was effected with Messrs. Killian and Rogers and PBS President Hartford Gunn. "These have been very useful gatherings," he said. "They were intimate enough that we could be straight with each other. There could be complete candor . . . you meet the problem and it gets rectified before it becomes a festering sore."

At PBS, a retrospective look at the partnership is equally positive. "We had some questions in the beginning," said General Manager Jerry Slater. "But as of now, the relationship between CPB and PBS is pretty good. We're both keeping the other party well informed as to the decisions we're each making. They recognize now that PBS is representing the stations, which was not the case six months ago."

One of the more pleasing side effects of the new arrangement has been a considerably more receptive atmosphere toward public broadcasting on Capitol Hill. An indication of the degree of pleasure with which legislators reacted to the development came a month after the compromise was approved, when House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) agreed to hold hearings on the CPB-funding issue. The congressman had previously stated that action on the authorization would be withheld "until public broadcasting gets its house in order." As one lobbyist put it last week, "these past six months, as a result of the partnership, the climate has been absolutely superb."

The cessation of hostilities was instrumental in the congressional passage of a two-year authorization giving CPB a total of \$120 million in fiscal 1974-75. President Nixon also expressed satisfaction in signing the measure, and public broadcasting officials were reminded that Mr. Nixon had vetoed a lesser allocation a year before.

But the authorization notwithstanding, the fact remains that CPB has not received a single fiscal 1974 dollar from the federal government to date. That this situation is completely out of their control is a continuing source of frustration for public-broadcasting officials. The

## NAEB New Orleans agenda

### Monday, Nov. 12

**7:30 a.m.** Professional Emphasis Group coordinators breakfast.

**8 a.m.** Exhibit briefing.

**9 a.m.** Exhibits open.

**9 a.m.** Opening general session: presentation of NAEB Distinguished Service Award to Wilbur Schramm, communications researcher and currently director of East-West Communications Institute; keynote address by Roger W. Heyns, president, American Council on Education.

**10:30 a.m.** Concurrent sessions: media now; women in public broadcasting; graphics; adult education using TV; long-range financing; FCC consultations.

**12 noon.** General session: Carl T. Rowan, syndicated columnist and radio-TV commentator, speaks.

**2 p.m.** Concurrent sessions: Association of Public Radio Stations meeting; Public Broadcasting Service; personnel placement service; engineering; NAEB debate.

**3:45 p.m.** Concurrent sessions: Emergency School Aid Act funded projects; radio sub-carrier uses; PBS meeting continues; engineering; Association for Instructional Tele-

vision regional meetings report.

### Tuesday, Nov. 13

**8 a.m.** Early birds: music and dance programming on TV; facilities program; producers; report on leadership in public broadcasting; report on employment of communications graduates.

**9:30 a.m.** Concurrent sessions: National Public Radio membership meeting; producers; Children's Television Workshop health show preview; low-power radio; engineering; public-relations development.

**10:45 a.m.** Concurrent sessions: NPR meeting continues; developing statewide credit courses in instructional TV utilization for classroom teachers; engineering; TV and its potential for hearing impaired.

**12 noon.** General session: FCC Commissioner H. Rex Lee speaks.

**2 p.m.** Concurrent sessions: producers; Corporation for Public Broadcasting/TV; graphics; dual audio TV; engineering.

**3:45 p.m.** Concurrent sessions: CPB/radio; nonbroadcast use of broadcast materials; putting the public back in public TV; award-winning films; engineering.

**6 p.m.** Reception for radio and TV station managers.

### Wednesday, Nov. 14

**8 a.m.** Early birds: open learning; National Friends of Public Broadcasting breakfast; consumer-product information; report on *Electric Company*; producers.

**9:30 a.m.** Concurrent sessions: PBS programming; career-development programming; review of possible NAEB services; design-management-information systems; engineering.

**11 a.m.** NAEB business meeting.

**12 noon.** General session: Amos Hostetter, chairman of National Cable Television Association, speaks.

**2 p.m.** Concurrent sessions: significant locally produced ITV projects; graphics; NAEB debate; engineering; briefing on 1972 Office of Education TV grant award competition; radio documentaries.

**3:45 p.m.** Concurrent sessions: local ITV programming; improving instructional media practices; producers; meetings of Central Educational Network board, Southern Educational Communications Association board, Western Educational Network board; cable television, anything in it for education?

**7 p.m.** Final reception.

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Directed by  
Marty Pasetta

Written by  
Fred Ebb

Executive Producer for Magnavox  
Alfred di Scipio

Sunday, November 18, 1973

NBC Television Network

8:30 pm EST & PST, 7:30 pm CST

# Kaiser now reps Kaiser.

It's a big step for us.

We've been working with really good people at Metro TV Sales. But times have changed.

So now, we've put together a first-class sales force of our own.

We've got people who can handle today's complex broadcast buying world. And make your job easier. By giving you more information when you need it. More accuracy in estimates. And more all-around service.

It's been great doing business with you through our reps. But now, it's going to be even better. So give us a call. Only make it direct.

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problem, in a nutshell, is that the CPB money is just one of many proposed expenditures falling under the blanket appropriation for the Departments of Labor and Health, Education and Welfare. The appropriation is still under study by a joint legislative conference and many observers fear that the process will not be completed before the current congressional session adjourns. Regardless of the total amount agreed to by the committee, it is evident that the President is going to veto the appropriation. He has gone on record as being opposed to any allocation that exceeds the administration's budget. The Labor-HEW measure is expected to surpass that figure by well over \$1 billion.

A month ago, nobody was giving the possibility of Congress overriding the anticipated veto a chance. But with the decline of Mr. Nixon's popularity on the Hill, public-broadcasting officials have recaptured a glimmer of hope, albeit a small one. "It's totally impossible to predict," said CPB Broadcasting Vice President Donald Quayle. "All we can do is look at the President's record on other legislation, and he seems no less reticent than last year."

Assuming that the veto is sustained, public broadcasting's only hope of getting any more federal funding in fiscal 1974 than the \$35 million it is now receiving under a continuing resolution is the emergence in Congress of a compromise appropriation that is acceptable to the administration. CPB's Mr. Loomis is optimistic that this can be accomplished, but he notes that all programs in the medium have been geared toward the \$35-million funding level.

"If you look at it realistically," Mr. Loomis says, "we're not the only one caught in this bind. I would assume that there's a pretty good chance of the log jam being compressed, but as to how and when, I'll be damned if I know."

As the funding situation grows dimmer, public-broadcasting officials are beginning to make grim assessments about the future. "It's a terrible situation," said CPB Assistant Legislative Director Burnham Morse. "It's got to lead eventually to stagnation. We can't go on like this for three straight years without having it cause some real problems."

One of the major problems, according to Mr. Quayle, lies in the fact that, at current funding levels, the medium has no money available to promote its programming. "Promotion is at an all-time low," he said. "This has the effect of making less efficient the minimal dollars that are put into programming. . . . The total effectiveness of the system has been reducing over the past few years. The problem becomes more acute each year that the funding remains the same."

Another problem arising from the funding crisis could have a significantly detrimental effect on PBS's new station-representation function. PBS is relying on the community-service awards stations receive from CPB for the bulk of its membership dues. For fiscal 1974, most of the CSA money was to have come from the \$20 million provided in the CPB authorization in excess of the present \$35-million

allocation. In addition, CPB can receive no CSA money from the fiscal 1974 budget until the Labor-HEW appropriation is cleared. Thus, many PTV stations, particularly those licensed to institutions, which have generally inflexible budgets, will have to hold off on their payments to PBS.

"As of right now," Mr. Slater said, "we don't anticipate a problem." But that situation may change. Observers also note that a good chunk of the CSA money has been put to use by stations to develop programming which may wind up on the PBS interconnection. Absent those funds, they warn, national program resources could deteriorate.

PBS officials are also playing down reports of dissatisfaction among the stations as to the way its representation body is developing. ("Closed Circuit," Nov. 5). "We didn't run into that kind of dissent," Mr. Slater insists. "We are getting a lot of questions from the stations though. They want to know who is responsible for what decisions and what is the station investment. That's the process that we're going through now."

PBS's success in winding through that process is expected to be an issue surpassed in importance only by the funding situation at this week's NAEB affair. As is often the case with the annual gathering of the public-broadcasting tribes, the hard news this week is expected to come more out of the associated organizational meetings that are planned in New Orleans this week.

In addition to a PBS informational meeting, the NAEB membership will gather to vote on its new by-laws; the new Association of Public Radio Stations will hold its first membership meeting; CPB will hold two sessions at which, among other things, the status of its \$1 billion, five-year long-range funding proposal will be discussed (hearings on the proposal, which was issued last September, are now expected to take place before Mr. Macdonald's subcommittee next spring); and National Public Radio will hold its annual membership meeting.

Observers also prophesize lengthy discussions this week on questions arising from the fact that two vacancies now exist on the CPB board and five more will be created when terms expire next March. Seven of the vacancies are Democratic and only three are Republican, which could result in a change in philosophy at the corporation.

The convention agenda itself reflects NAEB's increased interest in telecommunications in general. Among the featured speakers will be Amos Hostetter, chairman of the National Cable Television Association, who will concentrate on the educational possibilities of cable TV. Education will also doubtless be the focus of the keynote address, to be delivered at today's (Nov. 12) opening session by Dr. Robert Heyns, president of the American Council on Education. Syndicated columnist Carl T. Rowan will be a featured speaker on Monday. Tomorrow's general session will include an address by FCC Commissioner H. Rex Lee, the agency's most conspicuous proponent of educational communications.

## On exhibit at NAEB

The following firms are exhibiting their products to the NAEB convention, in the South hall of the Rivergate convention center. The company name is followed by a booth number in parentheses and the products to be shown. Exhibit hours are from 9 a.m. to 6 p.m. on Monday and Tuesday; from 9 a.m. to 5 p.m. on Wednesday.

**Amco Engineering Co.** (110) Consoles, cabinets and small instrument enclosures for mounting AV equipment.

**Ampex** (48) One-inch and two-inch video-tape recorders; video camera systems; professional audio products; video and audio tape.

**Arvin Systems Inc.** (76) Video discassette recorder, featuring hi-band color and time-base corrector. Images are recorded magnetically, providing capability of producing freeze frames, titling, animation and other special effects.

**Berkey Colortran** (5 & 6) Dimmer pack systems; Cyc light system; fresnel line; gelatran; Supersilk; new 2000 kits.

**Broadcast Electronics** (69) Audio tape cartridge systems; video character generator; associated accessory equipment.

**Canon U.S.A.** (93) Broadcast television lenses.

**CCA Electronics** (115, 116 & 117) Audio consoles; turntables; FM transmitter; tape cartridge; accessory equipment.

**Century Strand Inc.** (44 & 45) Lighting equipment for television, motion picture and photography.

**Cohu Inc.** (78) Production switchers; single-tube color camera; single-tube color camera for use with film and slides; color film cameras; color film island; optical multiplexer.

**Commercial Electronics Inc.** (102) Color television cameras and associated hardware.

**Cooke Engineering Co.** (18) Real-time master clock systems; program timers; character generators; event timers; miscellaneous time distribution equipment; audio and video distribution amp; audio pre-amp; audio monitor amp; video equalization amp; pulse distribution amp, and complete line of video patching equipment.

**Dak Industries Inc.** (66) Video and audio tapes, reel to reel and cassette; accessories.

**Danacoll Ltd.** (26) Video switchers; processing and distribution amplifiers.

**Datatron Inc.** (84) Two-machine video-tape editing system.

**Davis & Sanford Co.** (67) Camera tripods.

**Dynair Electronics Inc.** (56, 57 & 58) Color special-effects generators; color audio/video modulator; television exciter; production switchers; modular expandable audio/video routing switcher; modular audio switching system; accessory items.

**Dynasciences—Video Products** (1 & 2) Program switcher; special-effects generator; auto controller; editor programmer; video Proc Amp system; sync generator; colorizer; multiburst; image enhancer.

**Eastman Kodak** (100A) Film videoplayer; sound projector; movie camera.

**Emcee, division of Electronics, Missiles & Communications Inc.** (51 & 52) Television transmitters, translators and antennas for VHF, UHF and microwave, including MDS and ITFS equipment.

**Fixtune Electronics Inc.** (37) Crystal-controlled, fixed-frequency FM receivers; SCA and SCA/FM receivers, crystal controlled and fixtuned to educational station frequency.

**Gordon Yoder Inc.** (41) Light weight magnesium motion picture camera.

**The Grass Valley Group Inc.** (89) Production and routing switching systems; special-effects generators; sync generators; processing amplifiers; borderline generators; television automation systems; digital machine control systems; chroma key; color background and color insert generators.

**Great Plains National Instructional TV Library** (8) Recorded visual instructional materials for broadcast television, video cassette, closed-circuit and classroom use.

**Group W Productions** (15) Television programs.

**Hitachi Sales Corp. of America** (46A) Multichannel

disk-memory; memory vision; b/w receiver/monitor; EVR player.

**Hitachi Shibaden Corp. of America** (46) Cameras, monitors, video-tape recorders, b/w and color; video-cartridge recorders; accessory equipment.

**Industrial Sciences Inc.** (77) Video switching systems; audio/video routing systems; audio, video and pulse distribution amplifiers; special-effects systems; chroma keyer with integral input switcher.

**Image Magnification Inc.** (9) Monochrome and color, large screen TV projectors; large screen data display.

**Innovative Television Equipment** (60 & 61) Tripods; dollies; studio and field pedestals; pan/tilt heads; accessories.

**Javelin Electronics, division of Apollo Lasers** (121) Night vision devices and accessories.

**JVC Industries Inc.** (59) Video equipment; VCR, VTR video monitors; video camera.

**Karex Inc.** (38) Helical-scan video tape.

**Klieg Brothers** (101) TV studio lighting and dimming equipment.

**L-W Photo Inc.** (118) Television film chain projector and related equipment.

**Magnavox Video Systems** (90) Color cameras; video monitors and receivers; accessories.

**Martin, Zienkosky, Browne & Associates** (85, 86 & 87) Audio consoles; turntables; studio equipment; TV and FM frequency and modulation monitors; audi-max; volumax; image enhancers; sync generators; field strength meters; video test equipment.

**Memorex** (106) Broadcast, closed-circuit and video-cassette tape.

**Microwave Associates Inc.** (13 & 14) STL, TSL radio; portable TV pick-up link; long haul heterodyne 10w microwave radio; audio program subcarrier.

**3M Magnetic Audio/Video Products Division** (65) Open reel and cassette magnetic recording tape; helical scan and quadruplex video tape and video cassettes.

**3M Video Products Mincom Division** (100) Industrial production switcher; video processor; color dropout compensator; video cassette 1/4 inch U-matic machines; U-matic automatic movie player; bridging video switcher; color encoder.

**Ontario Educational Communications Authority** (104) Software—program descriptions, guides and other information relating to library of educational television productions.

**Palliard Inc.** (91) 16mm cameras/projectors.

**Panasonic/Matsushita Electric Corp. of America** (30) Video equipment, including cartridge, cassette, and open-reel in both player and recorder/player versions; cameras; monitors; accessories.

**Q-TV/Telesync, division of Q-CO industries Inc.** (112 & 113) Teleprompter systems; videoprompter; conveyor transport; electro mechanical prompting system; retro-reflective projection system; horizontal/vertical crawl system; prompter accessories.

**Quick-Set Inc.** (3 & 4) Instrument-positioning equipment consisting of tripods, dollies, pedestals, cam-link heads, friction heads, cradle heads, microscope stands.

**RCA Electronic Components** (29) Closed-circuit video equipment.

**Recortec Inc.** (88) Cassette loader; video cassette blank and cue tone; video-tape conditioner; video-tape evaluator.

**Reynolds/Leteron Co.** (27) Leteron TV titler.

**Robins/Fairchild** (103) Professional audio equipment; broadcast consoles; reverbertron; IC modules; components.

**Sharp Electronics Corp.** (24 & 25) Television equipment.

**Shintron Co.** (70) Color and b/w special-effects generators; sync generators; video consoles; audio distribution amplifiers; video distribution amplifiers; sequential switcher.

**Smith-Victor Sales Corp.** (92) Quartz studio and portable lighting equipment.

**Sony Corp. of America** (79) Video cassette, video tape and closed-circuit television equipment—monochrome and color.

**SOS Video Equipment, an F&B/CECO industries company** (10 & 11) Portable broadcast color TV camera; video equipment; lighting equipment; Pro-Jr. tripods and accessories; batteries; accessories.

**Systems Marketing Corp.** (68) Radio automation.

**Tele-Cine Inc.** (119 & 120) Television zoom lenses;

pan & tilt heads and pedestals—motorized and servo; motorized and servo lens drive systems.

**Telecommunications Industries Ltd.** (36) Television test charts and chart systems; TV test slides, 2" x 2" and 3 1/4" x 4"; Super 8mm and 16mm test films.

**Telemation** (107, 108 & 109) Production switchers; character generators; student study carrels; automatic study system; video tape recorders; automated information display; video terminal equipment.

**Telemet, division of Geotel Inc.** (99) Modulators; demodulators; production switchers; routing switchers and video test signal generators.

**Telestrator Division, Interand Corp.** (64) Electronic graphics systems; automatic symbol generators; graphics recorder/reproducer units; telephone coupled TV instructional systems.

**Television Equipment Associates** (101A) Video tape cleaner; video tape evaluator; video delays; pulse delays; video filters; chroma corrector; character generator; headsets; vacuum form plastic sets; color monitor comparator.

**Telex Communications Inc.** (34, 35 & 36) Tape duplicators; recorder/reproducers; headphones; boom-mic headsets; cassette equipment; slide sync recorders/players; cassette copiers.

**Thomas J. Valentino Inc.** (63) Production music and sound effects libraries for use in programming of educational films, videotapes, audio production and radio and television programming.

**Time-Life Films** (81)

**Unimedia** (22) Color TV monitors/rack/yoke/cabinet; television tuners; wave form monitors; rack audio amplifiers.

**Video Dynamic Inc.** (111) U-matic video cassettes and duplicating equipment.

**The Video Tape Co.** (74) Two-inch quadruplex video tape; video-tape reels; plastic shipping cases.

**Vital Industries Inc.** (122) Video switching; special effects; video processing; video x pulse distribution.

**Wabash Tape Corp.** (31) Closed-circuit helical-scan video tape for EIAJ one-half-inch and one-inch recorders.

**Webster Division/McGraw-Hill Inc.** *Plus Ten* vocabulary booster; *Plus Four* reading booster.

**Zei-Mark Corp.** (23) Optical multiplexer; four-input telecine film chain with preview; lap-dissolve single axis 35mm 2 x 2 slide projector for television use—color and monochrome.

## Studies analyze PTV programming and financing

### Ford-funded report urges stronger minority orientation

Public television is paying more attention to minority groups than its commercial counterpart but "it leaves much to be desired in the quality and quantity of material presented."

That was the conclusion of a report on the extent of minority participation, commissioned by the Ford Foundation. The study, based on monitoring of PTV in New York, Los Angeles, Washington and Boston by a 10-member panel, found PTV principally lacking on two points. First, the authors asserted, it fails to provide adequate "information of basic interest to those outside the American mainstream." Second, minorities are inadequately represented on decision-making staffs.

The situation will be corrected only when more minority-oriented programs are put on the air and more minority-group members are given a say as to what goes on the air, the report concluded.

The report found that PTV programming for minorities has "uneven quality." WNET-TV New York's *The 51st State*, for

example, won high marks for its frequent inclusion of minority spokesmen and issues. But the station's *Behind the Lines* was found "as guilty as any other program of ignoring the opportunity to use black spokesmen, even when they are the most effective advocates of a particular position." The report responded positively to the two black-oriented Public Broadcasting Service programs—*Black Journal* and *Soull*—that were being telecast at the time the monitoring occurred. However, even these failed to address all the issues pertinent to minorities, it found, mainly because of their limited air time. (Both *Black Journal* and *Soull* have been canceled, although the former may reappear in the spring.)

The report was administered by Robert C. Maynard, associate editor and ombudsman of the *Washington Post*.

### Broadcast Institute says sale of time on PTV would help

The results of a study released two weeks ago show that the sale of limited portions of time on public-television stations could provide a useful source of revenue in major markets, but would fall short of eliminating the need for federal funds and private grants.

The study, "An Economic Evaluation of an Alternative Method of Funding Public Broadcasting," was prepared for the Broadcast Institute of North America by Dr. Stanley M. Besen, associate professor of economics at Rice University, Houston. The institute is an independent, nonprofit organization which sponsors or conducts studies relating primarily to broadcasting and the public interest.

Under Dr. Besen's formulas, income from time sales would be comparable to that of an independent station operating on the same channels in the same market. After projecting revenues that would accrue if certain percentages of public stations' time were sold, Dr. Besen made this observation:

"One obvious conclusion is that time sales cannot represent more than a part of all income that public television obtains. Even if we accept the largest estimate of the value of time and the public stations sold all of their prime time, 1,460 hours, it would not come close to covering the current level of \$140 million of station costs, let alone the remaining interconnections and program development and production costs."

Dr. Besen estimated that if 100% of prime time were sold, the amount raised would range from \$73.9 million to \$91.6-million, depending on the equation used.

Louis G. Cowan, former president of CBS-TV, is president of the Broadcast Institute of North America. Sig Mickelson, professor of journalism, Northwestern University, and former president of CBS News, is vice president.

## She is woman

The radio code book of the National Association of Broadcasters put consciousness-raising into words last week. Meeting in San Francisco, the board amended the language of the "responsibility" section of the radio code (Sec. I,



## This is one of the best things made in America.

The four-day weekend. With your family. Relaxing.

Or the three-day weekend. Or just Saturdays and Sundays off. And two weeks' (or more) vacation with pay. And sick leave and retirement benefits.

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*Are corporate profits excessive?  
Not according to the facts.*

---

They all come from the same source. The free enterprise profit system.

Lately there have been some who argue that corporate profits are bloated, unjustified—even immoral.

Not so. After-tax corporate profits average four cents on every gross sales dollar, not 28 cents as the general public is reported to believe today.

Profits make possible leisure time, art, sports, welfare payments, low-cost government housing, foreign aid, the fight against cancer.

---

*Profits make possible leisure time  
... and cancer research.*

---

Profits allow business to accumulate surplus monies in good times so it can get through bad times, with a minimum of layoffs and other economy moves.

Profits let people start new businesses and, in the process, create new jobs.

---

*80 million Americans owe their in-  
dependence to the profit system.*

---

Profits give working Americans more options to do something other

than work. If business couldn't earn profits, we'd all have to work much longer and harder just to meet the everyday demands of living.

Not to mention doing without those long weekends, sick leave and retirement benefits.

It's as simple as that.

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14) to forbid the use of words derisive of women in commercials. The change adds the word "sex" to the section that now reads, "Words (especially slang) derisive of any sex, race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization, such as combating prejudice, are forbidden." The move was urged by Virginia Carabillo, vice president of the National Organization of Women.

## The BPA gathers in Cleveland this week to hear and swap ideas

For its 18th annual seminar in Cleveland Wednesday (Nov. 14) through Friday (Nov. 16), the Broadcasters Promotion Association will address itself to three broad areas: general industry-related problems; state-of-the-art information on promotion tools, and management skills and how to realize them.

Focal points of Wednesday's and Thursday's general sessions, according to Rod Warner, the promotion manager of WJW-TV Cleveland who will serve as general chairman of the seminar, are: "motivation (yourself, your staff, your employer); positioning (what you have to sell and want to sell); government relations (how to stay out of hot water), and creativity in presentation design (how to adapt multimedia techniques to your market and your budget)."

There also will be 18 workshops (nine each for TV and radio) covering everything from budget planning to merchandising. Exhibitors' booths will be chock-full of broadcast-promotion techniques, and an "idea center" will feature the latest in promotional concepts as they relate to print, radio and TV.

Highlights of the BPA seminar agenda follow:

### Tuesday, Nov. 13

9 a.m. Registration open.  
5 p.m. New members reception.  
Time TBA. Network and rep meetings.

### Wednesday, Nov. 14

8:30 a.m. Eye-opener breakfast.  
9:30 a.m. First general session: "Pro-Motion Motivation," speaker is Dr. Dennis Slewin, University of Pittsburgh.  
11 a.m. Workshops for radio and TV: Radio—on-air promotion techniques; public service as a promotion tool; merchandising can be fun. TV—syndicators face the promoters; asserting your role on the management team; promoting the independent.  
12:30 p.m. Luncheon and keynote address by Sol J. Paul, *Television/Radio Age*.  
2:30 p.m. Morning workshops are repeated.  
4 p.m. Second general session: "Pro-Motion Positioning," speaker is A. Reis, Reis, Capelleo, Colwell Advertising, New York.

### Thursday, Nov. 15

8:15 a.m. Early bird General Foods break-

fast and idea exchange.

9:30 a.m. Third general session: "Staying Out of Jail and/or Hot Water (The Government and You)," speakers are attorney Arthur Stambler, Stambler & Shrinsky, Washington, and William Ray, chief, FCC complaints and compliance division.

11 a.m. Workshops for Radio and TV: radio—getting the most out of personal appearances; media comparability; sales promotion—what to do. TV—Living with CATV and liking it; media selection; graphics design and production.

12:30 p.m. Awards luncheon.

2:30 p.m. Morning workshops are repeated.

4 p.m. Fourth general session: "Multimedia That Anyone Can Do and Look Good," speaker is Gerald E. Gregg, visual communications specialist, Eastman Kodak.

### Friday, Nov. 16

8:15 a.m. Early bird *Wild Kingdom* breakfast and idea exchange.

9:30 a.m. Workshops for radio and TV. Radio—using TV to promote radio; budget planning and control, sales promotion. TV—Promoting news and movies, budget planning and control, sales promotion.

11 a.m. Workshops are repeated.

12:30 p.m. Luncheon and joint meeting with Cleveland Ad Club.

3 p.m. Business meeting.

6:30 p.m. Cocktail party.

7:30 p.m. Seminar banquet.



**Roslow vows fight.** 'Theft' of ratings reports by media people who do not subscribe to the service, has been denounced by Dr. Sydney Roslow, president of The Pulse Inc., New York. Dr. Roslow, asking for media cooperation, said Pulse would enter litigation, if necessary, and would forward complaint letters to FCC when the offenses involve stations. Also announced were changes in Pulse survey techniques to provide more comprehensive information on family listening, and plans for expanding the 12th annual local qualitative radio study analyzing radio station audiences by key demographic categories. Dr. Roslow (in photo) spoke in Atlanta at a luncheon honoring J. Leonard Reinsch (left), retiring president of Cox Broadcasting Corp., as Pulse's "Man of The Year" (*Broadcasting*, Nov. 5).

## Ping-Pong time again for Orlando ch. 9

Appeals court bounces TV case back to FCC, with new instructions on relevancy of minority ownership

The Orlando, Fla., channel-9 case, which the FCC thought it had decided in 1957, last week was remanded to the commission for a fourth time by the U.S. Court of Appeals in Washington. And this time, the court laid down policy for the commission to follow that is certain to boost the hopes of blacks and other minority-group members who are engaged in or plan to engage in a contest for a broadcast facility: "When minority ownership is likely to increase diversity of content, especially of opinion and viewpoint, merit should be awarded."

The issue had arisen in connection with two local blacks who own about 7% each of Comint Corp., one of four applicants for channel 9 in Orlando that the commission had denied in granting the application of Mid-Florida Television Corp.—the company that won the original grant 16 years ago and put WFTV-TV on the air.

The commission's review board, in a decision the commission accepted, based its decision principally on the grounds of integration of ownership and management—the owners, Mr. and Mrs. Joseph Brechner, intend to work full time at the station—and "an unusually good broadcast record," a reference to Mr. Brechner's previous role as manager and part owner of WGAY(AM) Silver Spring, Md. (*BROADCASTING*, Jan. 17).

The review board had rejected Comint's claim that the ownership interests of the two blacks—Paul Perkins and Dr. James R. Smith—was worthy of some credit. Both men were directors of Comint and would serve on committees Comint planned to create if successful in the hearing, and Mr. Perkins was to work part time at the station.

But the board, upholding the position of the administrative law judge in the hearings, said that the Communications Act, like the Constitution, is "color blind," and that "service to the public" and not "the race, creed or color of an applicant" controls the licensing process. "Black ownership cannot and should not be an independent comparative factor," the board added. "Rather, such ownership must be shown on the record to result in some public-interest benefit." And such a showing was not made by Comint, according to the board.

But the three-judge panel of the appeals court, in a unanimous opinion written by Senior Circuit Judge Charles Fahy, viewed the matter differently. "To say that the Communications Act, like the Constitution, is color blind, does not fully describe the breadth of the public-interest criterion embodied in the act," Judge Fahy wrote for himself, Chief Judge David L. Bazelon and Judge Spottswood Robinson III: "Color blindness in

the protection of rights of individuals under the laws does not foreclose consideration of stock ownership by members of a black minority where the commission is comparing the qualifications of applicants for broadcasting rights in the Orlando community."

The court held that such ownership by members of a minority group not otherwise represented among the owners of mass media in Orlando (whose population is 25% black) is "relevant to considerations of ownership representation of the local community and . . . is consistent with the objective of the best practicable broadcast service to the community."

Judge Fahy noted that the court had in the past "taken a stand against heavy reliance in the status quo" and had cited the Supreme Court's recognition "of the connection between diversity of ownership of the mass media and diversity of ideas and expression required by the First Amendment." And he said it is consistent with the primary objective of maximum diversification of ownership of mass media for the commission to consider favorably an applicant in a comparative hearing "who, not as a mere token, but in good faith as broadening community representation, gives a local minority group media entrepreneurship."

Judge Fahy said the court is not requiring a quota system—only that the commission award merit "when minority ownership is likely to increase diversity of content, especially of opinion and viewpoint." And he made it clear that the court does not believe it necessary for the commission to require advance assurance that minority-group ownership will lead to community service, any more than it does in connection with local residence when the issue of integration of ownership with management is being weighed. The other groups' proposals to present minority views in their programming do not offset the fact that it is ownership upon which "public policy places primary reliance with respect to diversification of content, and that historically has proven to be significantly influential with respect to editorial comment and the presentation of news," he wrote.

The manner in which the review board evaluated the role of black ownership was not the only matter leading to the court's remand. The court directed the commission to inquire into Mid-Florida's basic character qualifications in light of the federal indictment that had been handed down in 1971 against a man then associated with the company—Martin Segal, who had been secretary, a director and a 1.5% stockholder. The indictment followed a Justice Department investigation of alleged violations of the Organized Crime Act. Mr. Segal resigned in November 1971 as an officer and director of Mid-Florida after his wife shot and severely wounded him.

The court also said the commission should appraise the civic activities of Mr. and Mrs. Brechner—on which it had relied heavily in awarding Mid-Florida a preference for integration of ownership with management—without reliance on activities related to Mid-Florida's past performance under the Brechners. Such

activities constitute "inadmissible evidence," since the comparative hearing was conducted as one in which all the parties were new applicants. Judge Fahy said the court attaches considerable importance to the integration-of-ownership-with-management issue, since it believes the preference the commission awarded Mid-Florida over one of the other applicants, TV Nine Inc., "is closer than the commission indicates."

The evidence regarding the Brechners' management of WFTV is "inadmissible," the court said, since Mid-Florida has never held a valid license. The court vacated the original 1957 grant after it was found to have been one of several commission grants tainted by an ex-parte scandal that hit the commission in the late 1950's. The commission in 1964 concluded that Mid-Florida had not been responsible for the ex-parte contact with a commissioner and reaffirmed the grant. But the court vacated that award, and directed the commission to hold new hearings. Accordingly, the commission invited new applications in November 1965, but at the same time authorized Mid-Florida to continue operating the station. The court overruled that action also, and directed the commission to permit joint interim operation of the station by the competing applicants. And in January 1969, the commission granted that authority to Consolidated Nine, composed of Central Nine Corp., and Florida Heartland Television, as well as Mid-Florida, Comint and TV Nine.

### More for Broadcast Bureau

FCC has delegated authority to its Broadcast Bureau to act on a wide range of matters previously handled at the commission level. The new delegations—which the commission says will decrease its workload on routine broadcast matters by about 50%—involve application grants; return, dismissal or designation of applications for hearing, and the issuance of notices of apparent liability and final forfeiture orders of up to \$2,000 (as compared to the previous \$250 limit).

In making the new delegations the commission reversed the procedure it has followed in the past when it delegated authority to the staff. Rather than detail a description of the specific authority being delegated, the commission spelled out special areas that will be reserved for commission action, and left the remainder to staff.

### Silently slipped away

Nick J. Chaconas has given up on his battle to retain WHMC(AM) Gaithersburg, Md. The station's application for renewal of license was denied by the FCC basically on issues of misrepresentation to the commission, and the U.S. Court of Appeals on Oct. 11 rejected Mr. Chaconas's appeal. Although he could have continued his fight to the Supreme Court, Mr. Chaconas chose to shut the station down on Oct. 29—without formal notification to the commission.

## Van Deerlin goes back to square two on renewal relief

**He'll scrap his 'superior' promise if others scrap licensee advantage for 'substantial' service—keeping renunciation of WHDH precedent**

Congressman Lionel Van Deerlin (D-Calif.) said last week he had agreed to withdraw his amendment to the House Communications Subcommittee's license-renewal bill if the section it amended were also withdrawn. Mr. Van Deerlin said he would support a bill that simply extended license terms from the present three years to four and prohibited the FCC from case-by-case restructuring of the industry.

As reported out of the subcommittee last month (BROADCASTING, Oct. 15), the renewal-revision bill contained a provision granting licensees an advantage over competing applicants upon a showing that the incumbents had "substantially" met the needs of their communities—unless competing applicants promised a "clearly superior" program service.

The "substantial performance" test for incumbent advantage against rival claimant stood alone in the subcommittee's original draft. Mr. Van Deerlin's amendment added the "clearly superior" promise as an advantage for new applicants. Both would be eliminated under the new Van Deerlin concept.

Since the subcommittee bill, including the Van Deerlin amendment, was reported, broadcasters have been expressing dismay. The National Association of Broadcasters has been active in seeking an accommodation.

"I'm not going to stand at the parapet on this," Mr. Van Deerlin said last week. "I wanted to see that the door is not closed on prospective licensees that could do a better job. As long as this bill doesn't close this out completely, I'm satisfied."

As to the current usage of the term, "Van Deerlin amendment," the congressman said: "It's like having a disease named after you."

Chairman Torbert H. Macdonald (D-Mass.), of the Communications Subcommittee, would not comment on the compromise. He said nobody had talked to him about it. "You can't ask me to talk about something that hasn't happened yet," he said.

The subcommittee bill awaits action by the parent Commerce Committee, where it could be modified to fit the Van Deerlin specifications.

The bill already contains the two provisions that Mr. Van Deerlin proposes to retain—a four-year license period, a prohibition against consideration of multiple ownerships, nonbroadcast interests and management structure—if they conform to FCC rules—in license-renewal proceedings. The latter provision is intended to overcome the effects of the WHDH-TV Boston case in which the FCC found for a rival applicant on the grounds it had no

other media interests and promised more integration of management and ownership—although the incumbent operator was in compliance with ownership and management rules.

## Daytimers say savings time could cost them a lot of money

**They would lose an hour of operations each day and 10% of revenues, by estimate of Ray Livesay**

Some AM operators are nervous about the year-round daylight saving time announced last week by President Nixon as part of his energy plan. They fear all-year DST could hurt them economically.

One of them is J. R. (Ray) Livesay, owner of two daytime AM's in Illinois, WLBH (and WLBH-FM) Mattoon and WHOW Clinton, who is chairman of the Daytimer Broadcasters Association. He says DST would put daytime AM's at a disadvantage because those stations, such as his, without presunrise service authority from the FCC, would be kept off the air until later in the morning and robbed of valuable time that the extra hour in the evening could not make up for.

Mr. Livesay estimated that daytimers

without PSA stand to suffer revenue declines as much as 10% if DST is implemented all year. He also saw disadvantages for daytimers with PSA, pointing out that those outlets would be forced to broadcast at reduced power, and hence coverage, an extra hour each morning.

Sam Morris, president and general manager of KDRY(AM), a daytimer in Alamo Heights (San Antonio), Tex., agreed that DST would adversely affect many daytimers that regard their early-morning time as more valuable than evening time.

The other side of the story came from James Arthur, president and general manager of daytimer WPIK(AM) Alexandria, Va. (a suburb of Washington), and WXRA(FM) Woodbridge, Va.

WPIK has PSA, he said, and even at reduced power could benefit from the extra hour of morning broadcasting because it can cover the Washington area.

Legislation to establish all-year DST as a conservation measure was introduced Oct. 19 by Senator Adlai Stevenson III (D-Ill.).

## ABC renewals opposed

Dubuque Communications Corp., permittee of KDUB-TV Dubuque, Iowa, has petitioned the FCC to deny renewals for ABC-owned WLS-TV and WDAI(FM), both Chicago, in connection with bribery charges against Thomas G. Sullivan, for-

mer ABC Midwest regional representative. Mr. Sullivan is said to have accepted pay-offs from affiliates in return for influencing ABC to provide benefits to these affiliates. Dubuque Communications was mentioned in connection with this, but was found innocent of complicity in a subsequent hearing. Exceptions to this initial decision are now pending before the review board. Dubuque Communications questions ABC's competence as a licensee, saying it was ABC that "loosed Mr. Sullivan on the broadcast community."

## Changing Hands

### Announced

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

■ KTIV-TV Sioux City, Iowa: Sold by Perkins Brothers Co. to Black Hawk Broadcasting Co. for \$2.5 million. Elizabeth Sammons is president of Perkins Brothers, former owner of KSJC(AM) and *The Sioux City Journal*, both of which have been sold within past two years. Robert Buckmaster is president of Black Hawk Broadcasting, licensee of KLWW(AM) Cedar Rapids and KWWL-AM-TV and KFMW(FM) Waterloo, both Iowa and KAUS-AM-FM-TV Austin, Minn. KTIV-TV is NBC affiliate on channel 4 with 100 kw visual and 20 kw aural and antenna height 1920 feet above average terrain. Broker: Blackburn & Co.

■ KVEE-AM-FM Conway, Ark.: Sold by Brown Broadcast Inc. to Communications Media Inc. for \$190,000. Robin Brown owns Brown Broadcast. Communications Media principals are Richard Osborne, attorney in Fayetteville, Ark., and Lloyd Stone Jr., who has interest in automobile agency in Russellville, Ark. KVEE is daytimer on 1330 khz with 500 w. KVEE-FM is on 105.1 mhz with 28.5 kw and antenna height 320 feet above average terrain. Broker: Ralph E. Meador, Lexington, Mo.

■ WKRZ(AM)-WDJR(FM) Oil City, Pa.: Sold by WKRZ Inc. to Venango Broadcasters Inc. for \$183,750. Olivia T. Rennekamp, president of WKRZ Inc., also owns WOTR(AM) Corry, Pa. Venango is wholly owned subsidiary of Progressive Publishing Co., licensee of WCPA-AM-FM Clearfield and WDAD(AM)-WQMU(FM) Indiana, both Pennsylvania. W. K. Ulerich, president of Progressive, also owns WMAJ(AM)-WXLR(FM) State College, Pa. WKRZ operates full time on 1340 khz with 1 kw day and 250 w night. WDJR is on 92.1 mhz with 3 kw and antenna height 320 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ KQIK(AM) Lakeview, Ore.: Sold by Pacific Northwest Radio Inc. to Lake County Communications Inc. for \$55,000. Ernest L. McKinney is president of Pacific Northwest Radio. Lake County Communications is owned by Ernest Riedelbach, sales executive at KSUB(AM) Cedar City, Utah, and Max J. Thorley, Cedar City businessman with no other broadcast interests. KQIK operates full time on 1230 khz with 1 kw day and



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73-59



250 w night. Broker: William A. Exline Inc., San Rafael, Calif.

#### Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 60):

▪ **WEAT-TV** West Palm Beach, Fla.: Sold by Gardens Broadcasting Co. to PEC Communications Inc. for \$3.5 million. John MacArthur is president of Gardens Broadcasting, which also owns **WEAT-AM-FM** West Palm Beach. Owners of PEC are Alex W. Dreyfoos and George W. Mergens, who also own Photo Electronics Corp., electronic photographic equipment manufacturer. **WEAT-TV** is ABC affiliate on channel 12 with 288 kw visual, 56.2 kw aural and antenna height 980 feet above average terrain.

▪ **KPPC-AM-FM** Pasadena, Calif.: Sold by National Science Network Inc. to Burbank Broadcasting Co. for \$1.35 million, and **KPPC(AM)** then spun off to other buyer (see below). Ingrid L. and Thomas R. Burns, as executors of estate of Ludwig W. Frohlich, are principals of National Science Network which is also licensee of **WNCN(FM)** New York. E. H. Bookasta, Jack P. Gonsalves, Sam and Neil Visser and others own Burbank Broadcasting, licensee of **KROQ(AM)** Burbank, Calif. **KPPC** is on 1240 khz with 100 w during specified hours. **KPPC-FM** is on 106.7 mhz with 25.5 kw and antenna height 660 feet above average terrain.

▪ **KPPC(AM)** Pasadena (see above): Sold by Burbank Broadcasting Co. to **KPPC** Inc. for \$50,000. Howard and Miriam Warshaw and Marvin Kosofsky own **KPPC** Inc. Buyers also have interest in **WYLO(AM)** Jackson, Wis.; **WARO(AM)** Canonsburg, Pa.; **WTHE(AM)** Mineola, N.Y. and **KUXL(AM)** Golden Valley, Minn.

▪ **WICE(AM)** Providence, R.I.: Sold by Providence Broadcasting Co. to Crohan Communications for \$1 million. Louis J. Appell is president of Susquehanna Broadcasting Co., owner of Providence Broadcasting. Susquehanna is licensee of **WQBA(AM)** Miami and **WKIS(AM)** Orlando, both Florida; **WFMS(FM)** Indianapolis; **WGBB(AM)** Freeport, N.Y.; **WHLO(AM)** Akron, **WHLQ(FM)** Canton, **WLQA(FM)** Cincinnati and **WLQR(FM)** Toledo, all Ohio; **WARM(AM)** Scranton and **WSBA-AM-FM-TV** York, both Pennsylvania. Robert Crohan and Francis X. Correra own Crohan Communications. Mr. Crohan is former vice president and general manager of **WJAR-AM-TV** Providence and Mr. Correra is vice president of jewelry manufacturer. **WICE** operates full time on 1290 khz with 5 kw day and 1 kw night.

▪ **WPDX(AM)** Clarksburg, W. Va.: Sold by Continental Communications to Rau Radio Stations for \$380,000. Continental Communications is owned by Howard Timkin, who also owns **WRGM(AM)** Richmond, Va., and **WCTI-TV** New Bern, N.C. Henry Rau is chairman and major stockholder of Rau Radio Stations, licensee of **WDOV(AM)**-**WDSD(FM)** Dover, Del.; **WNAV-AM-FM** Annapolis and **WARK-AM-**

**FM** Hagerstown, both Maryland; **WATO-AM-FM** Oak Ridge, Tenn. Rau Radio Stations also owns **CATV** interest in Dover. **WPDX** is daytimer on 750 khz with 1 kw.

**TV** Houston, now city councilman and owner of local advertising agency.

**Another try.** Boston Community Media Committee, Minority Caucus, has notified U.S. Court of Appeals in Washington that it will appeal FCC's Aug. 2 grant of assignment of **WROR-FM** Boston from **RKO** General Inc. to Heftel Broadcasting-Boston Inc. and commission's finding that programing and employment agreement between Heftel and **BCMC** was not in public interest. **BCMC**, in petition for stay of grant, had argued that agreement would not have overly restricted Heftel Broadcasting but would have furthered "public-interest goals" (**BROADCASTING**, Aug. 27).

### Media Briefs

**Broadcast in backgrounds.** No matter who wins, next mayor of Houston will have had broadcasting in his past. As result of last Tuesday's election there will be run-off between Fred Hofheinz, son of Roy Hofheinz, of Astrodome fame who once owned local **KTHT(AM)**, and Dick Gottlieb, formerly on staff of **KPRC-**

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## FTC unveils auto makers' substantiation of ad claims

**Car manufacturers pile a mass of documentation on commission, which is looking for nothing wrong, but trying to find out how firms are able to back up advertising**

The Federal Trade Commission gave some insight last week into what's behind auto advertising claims with the release of 10 volumes of substantiation material submitted by 12 auto makers. The documents submitted to the commission—technical studies, graphs, tables, affidavits, testimonials, and photographs—indicate there is no dearth of back-up material.

In many instances, the claims singled out by the FTC for proof related to performance or design features and were backed up with relatively straightforward presentations of test results, model specifications and the like. To document a TV commercial for Impala that calls it "America's best selling car . . . and it holds its resale value," General Motors relied on vehicle registration figures and published resale value estimates to support its claims. Performance claims for other cars involving gasoline mileage, horsepower, exhaust emissions, weight, durability, etc. were supported in much the same manner.

American Motors was on the offensive in replying to the FTC's order to clarify terms of its heavily advertised "buyer protection plan." The plan's actual coverage is "in fact . . . somewhat broader than the claim," AM said in response to the FTC's question of whether warranty would cover repairs necessitated by design defects. Quoting their warranty, AM said it covered defects of workmanship and materials as well as those that were the fault of the supplier or the result of parts wearing out. AM also submitted warranties of five other car makers to back up its claim, "Nobody in the business does all this for you."

While facts and figures were a common form of substantiation provided for performance and pricing claims, those ads that focused on more subjective qualities of "comfort," "smoothness of ride," and "quietness" produced a variety of documentation efforts.

Some of the more unusual ad approaches to come under scrutiny in the FTC order came from Ford—among them a "smooth-riding" test that features a tight-rope walker atop a Torino traveling over 2-by-4-inch planks 26 inches apart; a "quietness" test in which an LTD is compared to a glider, and another smoothness test in which a Mercury drives over a rough course with a bottle of explosive nitro carbol in the back

seat. Ford's response (which filled three volumes and 880 pages) included graphs and tables of statistics relating to the outcome of the tests along with signed affidavits from variety of sources—physicists, engineers, explosive experts, a commercial producer and the tight-rope walker himself—all attesting to the validity of the test procedures. The FTC ordered Ford to demonstrate how the tight-rope walking demonstration was "relevant and material" to the question of smoothness of ride. Ford responded with technical graphs and charts showing performance of the vehicle's suspension system and a signed statement from the performer that smoothness of ride substantially affected his ability to perform.

Volvo included 10 photographs of a six-foot-six-inch model sitting behind the steering wheel in a variety of poses to substantiate its claim that "The front seats will accommodate people up to six foot six inches and a half. Comfortably." To back up its claims that the 1973 Mercury Marquis had a ride superior to that of its 1972 model, Ford included 100 pages of questionnaires with the responses of 50 blindfolded chauffeurs who participated in the test.

While some of the more subjective substantiation material submitted may be of little help to the consumer in making purchasing decisions, at least the materials on view at the FTC show that the Mary Mahoneys and John Reveres—two of the more prominent testimonial-givers included in the material—do exist. To back up its October 1972 TV commercial in which John Revere makes a "now famous call" to "spread the good news" that the cost-per-mile figure for his '66 Volkswagen was two cents, VW offered a photograph of Mr. Revere, a New Jersey engineer, making an entry in his auto expense notebook and included a copy of his expense record as evidence. Toyota provided a transcript of an interview with Mary Mahoney who "put over 130,000 miles on her Toyota delivering daily newspapers" in 22 months.

The materials submitted in many instances amount to overkill—not only in quantity but technicality of material. Re-



Stacking up. The FTC's ad substantiation program elicited a voluminous filing when auto makers were given their chance to reveal what's behind ad claims.

nault submitted 72 pages of documents to back up a gas mileage claim (including documents written in French), in addition to a five-page letter from a satisfied owner, only one sentence of which bore on the claim in question. But despite the voluminous submissions, the materials submitted leave questions unanswered. For one thing, there is difficulty finding a comparative basis for competing products. Several auto makers submitted adequate substantiation of claims such as "lowest price" in their class, but the different models which make up that class vary from one auto maker to another. And in testimonial and "satisfied-owner"-type submissions, the documentation material frequently failed to report whether or how these comments were solicited and what type of remuneration, if any, was involved.

In an attempt to deal with some of the problems of the substantiation program, the commission has begun to focus only on major ad themes and is requesting the submission of materials in readily understandable language. Chairman Engman also indicated last month (BROADCASTING, Oct. 22) that consumer groups may play an expanded role in interpreting and disseminating substantiation materials.

While the FTC reviews materials submitted with an eye toward enforcement action where inadequate substantiation is offered, the commission emphasized that specific ad claims focused on in the order did not constitute complaints against the firms involved. The FTC is, instead, gathering information to determine what substantiation exists as part of an ongoing program initiated July 1971.

## 18 more must prove it

**FTC augments ever-growing list of advertisers who must explain their advertising claims**

Four antiperspirant makers and 14 manufacturers of acne preparations are targets of the Federal Trade Commission's latest ad-substantiation request.

Among the acne-product ads cited in the Nov. 2 order, a number were in radio and TV—TV commercials for Noxzema (Noxell Corp.) and Propa PH (Bio Products) and a radio ad for Listerex Acne Scrub (Warner Lambert). As in the other substantiation requests—which in the last two years have focused on claims involving, among others, makers of autos, TV sets, cough and cold remedies, soaps and detergents—firms must provide definitions of the key words and phrases in their claims, list the ingredients for which uniqueness or special properties are claimed and provide detailed accounts of their testing procedures. Acne-preparation makers must define such words as "acne pimples," "grease" "moisturizes" and "does the trick" and provide substantiation for the effectiveness that is claimed.

The antiperspirant products cited Nov. 2: 5 Day Roll On and 5 Day Pads (Associated Products), Hour After Hour (Colgate-Palmolive) Right Guard Powder

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Dry (Gillette) and Dial antiperspirant (Armour-Dial). They supplement a list of eight antiperspirant and deodorant makers asked to submit documentation last May. Some of the claims for which documentation is requested are 5 Day Roll On's TV commercial in which the product is said to contain 50% more antiperspirant ingredients than competing sprays and a Right Guard Powder Dry radio commercial that claims it is the first antistain antiperspirant.

The manufacturers were given 60 days to supply the information.

## FTC removes shadow over Wonder, Hi-C

Only one element of bakery's claims fails to get clean bill of health; fruit-drink ads also pass muster

The Federal Trade Commission last week ruled on two cases involving broadcast advertising—Wonder bread and Hi-C fruit drink. The commission ruled that the Wonder bread ads falsely advertised the product as an extraordinary food that would cause dramatic growth in children, but at the same time dismissed the remainder of its charges of falsely advertised uniqueness, exploitation of a children's audience and need for corrective advertising. In a separate ruling, the FTC dismissed allegations of false nutritional advertising against Hi-C.

The commission unanimously held that Wonder bread advertisements "had the capacity to deceive children and parents because they portrayed Wonder bread as an extraordinary food for producing dramatic growth," and issued a cease and desist order against this type of claim for any food product manufactured by ITT Continental Baking Co., Rye, New York, Wonder bread maker. ITT Continental's agency, Ted Bates & Co., New York, is also cited in the order.

The Wonder bread case centered on a heavily used "Wonder years" ad campaign begun in 1964 in which a superimposed time-sequence picture is used to depict the rapid growth of a child through age 12 while an announcer states that Wonder bread "helps to build strong bodies 12 ways." The "Wonder years" theme was replaced in 1970 by a "How big" campaign running until 1971. The commission said its decision wasn't based solely on the fantasy growth sequence, but "on the totality of the impression and representations" conveyed by the ads.

One major issue in the Wonder bread case had been the commission's authority to prohibit the advertising of "unique" quantities that are contained in competing products (e.g. that Wonder bread is an outstanding source of nutrients distinct from other enriched breads). But the commission found that ITT Continental did not make express nutritional superiority claims. The commission said in its majority opinion that "evidence that consumers may retain [the perception of

Wonder bread as a source of nutrition distinct from other breads] is not equivalent to evidence that consumers retain the view that Wonder bread is an extraordinary source of nutrition." Since the need for corrective advertising was premised primarily on the issue of nutritional uniqueness, the commission found insufficient basis for corrective ads.

The original FTC complaint had also focused on alleged false nutritional claims made for Hostess cupcakes, but the majority opinion upheld Administrative Law Judge Raymond J. Lynch in his earlier finding that ITT Continental did not make false "good nutrition" or "major nutritional advance" claims when Hostess cupcakes were enriched with vitamins and minerals for the first time. The central message in these ads was not that the cakes offered "good nutrition" to children as food, but rather that the product now offered the benefits of improved nutritional formulation, the commission said. The commission added that "reasonable latitude" is justifiable "in promoting a product which represents an important and beneficial technological innovation."

FTC Chairman Lewis Engman issued a dissent to a portion of the ruling that failed to sustain allegations of unfair advertising to children. Mr. Engman, who initiated the on-going study of children's ad control guidelines (BROADCASTING, Aug. 6), said that advertising directed at children which "exploits their known anxieties or capitalizes upon their propensity to confuse reality and fantasy is unfair."

Commissioner Mary Gardiner Jones also dissented to portions of the decision saying that only counteradvertising could offset the "Builds Bodies 12 Ways" image of Wonder bread. She also said that Hostess ads "clearly exaggerated the vitamin content" and contended that Wonder bread had been falsely represented as an "essential food for proper growth and development."

ITT Continental has said it would appeal the "extraordinary food" portion of the ruling.

In its other ruling last week, the commission upheld the ruling by Administrative Law Judge William K. Jackson that Coca-Cola Atlanta, and its agency, Marchalk, New York, did not misrepresent the vitamin C content of Hi-C fruit drink. The commission found support for literal claims for the product which center on Hi-C as "sensible" or a "high" source of vitamin C and also found no misrepresentations or superlative claims of uniqueness in implied or suggested comparisons to orange and other citrus juices.

Commissioner Jones issued a dissenting statement in which she called the Hi-C ads a "classic example of a message conveyed by words, ambiance and picturization using suggestion, ambiguous comparison and subtle innuendo." She said that the pictorial elements in which fresh fruit and tropical scenes figure prominently, combined with verbal portions of commercials conveyed the "impression of an equivalency—nutritional and economic—" between Hi-C and other citrus juices.

## TVB meeting will likely go over the top

Registration is headed for record for convention that will feature first 'man of the year' honors

Registration for the 19th annual Television Bureau of Advertising meeting in Houston, Tex. (Nov. 27-29) has already passed the 300 mark and TVB expects record-breaking attendance.

The theme, "The Professional Salesman—How to Select Him, Train Him and Profit from Him," will be brought home in talks by sales training experts Mortimer R. Feinberg, president of BFS Psychological Associates Inc., New York, and John J. McCarthy, president, John J. McCarthy & Associates, Chatham, Mass.

The meeting opens Tuesday evening (Nov. 27) with the first annual "Man of the Year" dinner, honoring five outstanding television personalities selected by TV management as having most influenced the public to buy sets and businessmen to advertise on television during the past 25 years. They will subsequently be elected to TVB's newly created "Hall of Fame." As a prelude to the meeting, TVB president Pete Cash will give a major address to top executives of the oil industry on the energy crisis at Monday's (Nov. 26) board of directors' luncheon.

Five of the board members who served as the program committee, have planned an audio-visual backdrop presentation for the meeting.



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## IBFM's credit set-up is to go or no go soon

**Broadcast Credit Association is hopeful, but short of money; fate to be decided at board meeting**

The Institute of Broadcasting Financial Management's Broadcast Credit Association should soon be on firm financial ground, IBFM Executive Director Robert E. McAuliffe predicted last week.

The IBFM board of directors meets this week (Nov. 15-16) in Chicago and will, among other things, decide BCA's future (BROADCASTING, Oct. 8). According to Mr. McAuliffe, BCA has two-thirds of the \$90,000 it needs for first-year funding, but is still actively seeking television and radio station members.

BCA, incorporated since July 1972 as a subsidiary of IBFM, was formed after several agency bankruptcies. It has been providing members with a monthly "agency aging summary" showing agencies' track records in paying accounts receivable. This compilation is made by BCA from confidential information supplied by its members.

The reports have "tremendous value" to broadcasters, Mr. McAuliffe said, because station management can at a glance pinpoint habitual slow-payers, whose delinquency could be a sign of impending failure.

Mr. McAuliffe said BCA plans to hire

a full-time staff to expand BCA's services. In the future, he said, BCA will act as a clearinghouse for agency credit information, assist in serious slow-pay or discrepancy problems and participate in negotiations to resolve the problem of agency/advertiser joint and several liability. He noted that BCA has already been endorsed by the Radio Advertising Bureau, Television Bureau of Advertising, Station Representatives Association and National Association of FM Broadcasters and counts among its members the ABC, CBS, NBC television and radio networks and their owned stations.

Mr. McAuliffe said BCA's reports also have bearing on the joint-and-several-liability problem. He explained that when agencies have gone bankrupt broadcasters have held both the agency and the advertiser liable for payment. Under a proposal developed by Metromedia's legal department—and under consideration by the American Association of Advertising Agencies, the Association of National Advertisers and IBFM/BCA—a section would be added to the standard AAAA contract making the agency liable for full payment unless it becomes insolvent. In that event the unpaid portion of a contract would be paid to the station by the advertiser, which would also pay the commission to the agency's insolvency fund.

Mr. McAuliffe said the principal objection to the proposal is that it is presumably difficult to determine when an

agency is insolvent. The BCA reports, he said, can pinpoint when accounts receivable merely involve discrepancies or when a serious agency problem exists.

Membership in BCA will benefit small as well as major-market broadcasters, Mr. McAuliffe said. He explained that BCA plans to publish a primer on establishing and maintaining effective credit and collection procedures that will be of particular value to small-market stations.

## Bill with provisions for broader FTC powers headed for approval

**Alaska pipeline bill, with amendments to give commission power to seek court injunctions to stop unlawful trade practices, moves toward floor**

Stalled by disputes over amendments strengthening the FTC's regulatory powers, the Alaska pipeline bill (S. 1081), passed through final snags, and passage by the House and Senate appeared likely to come this week.

The FTC amendments would allow the commission to seek preliminary court injunctions to halt deceptive or unfair trade practices and represent itself in court if the Justice Department fails to act within 10 days on action proposed by the FTC. Another provision would allow the FTC and other independent regulatory agencies to seek information from businesses without prior approval of the Office of Management and Budget.

Business representatives as well as top administration officials have been lobbying congressmen and Rules Committee members in recent weeks in an attempt to ditch the FTC provisions. OMB director Roy L. Ash raised objections to the amendments and apparently in response to that Representative Dave Martin (R-Neb.) introduced a resolution before the Rules Committee that separate votes be taken on various portions of the bill. The Rules Committee failed to act on that resolution last week, and instead the bill was returned to the conference committee to iron out some unrelated technicalities.

## Employes acquire Meeker

The Meeker Co., New York-based station representative, has been sold to Robert L. Dudley, president, and other executives for an undisclosed price. The company had been owned by Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., members of the Steinman family and the estate of Robert Meeker.

The Steinman Stations were principal clients among the 30 TV and 85 radio stations the company is said to represent.

With the transfer of ownership, Fin Hollinger has joined the Meeker firm as president of its radio division. Mr. Hollinger has previously been associated in ownership and management at KMEN (AM) San Bernardino and KMAK (AM) Fresno, both California, and KPOI-AM-FM Honolulu.

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## Programing

### Censoring politicals costs maximum fine

Stamford stations are judged to have sanitized speeches of non-Republican candidates

Western Connecticut Broadcasting Co., licensee of WSTC-AM-FM Stamford, Conn., was slapped last week with a \$10,000 fine—the maximum allowed—for censoring political broadcasts in Stamford's 1969 mayoralty election. The FCC levied the fine as an alternative to the license revocation it had been considering.

Western's licenses expired in April 1972 but it continued to operate while its renewal application was held in abeyance because the commission found the stations' programing "good enough to tip the scales" against revocation. An initial decision issued in July 1972 found that a \$10,000 fine should be levied against Western.

In its finding last week (Doc. 19043) the commission agreed, stating that the evidence showed that Julian Schwartz, general manager of Western, required all mayoralty candidates except Republicans to submit for review the scripts they wanted to broadcast over the WSTC stations. On several occasions, the commission said, Mr. Schwartz deleted material he considered objectionable.

Although Kingsley Gillespie, president and majority owner of the stations, was unaware of the deletions, he was not paying proper attention to the operation of the stations and must bear the responsibility, the commission said.

The commission found Western guilty of violating the anticensorship provision of Section 315 of the Communications Act and FCC rules prohibiting licensees to require prior submission of political scripts.

The commission found that Western's "grievous violations" of the Act were mitigated by its over-all programing. It noted the stations' nonentertainment programing "reflects close attention to the goal of a well-informed electorate."

The commission also noted that the proceeding will become part of Western's file and may be considered when action is taken on the stations' renewal applications. A competing application for the WSTC stations facilities was filed in March 1972 by Radio Stamford Inc

### Old shows still tops

CBS-TV was still in the driver's seat as the 1973-74 season wound up its eighth week (Oct. 29-Nov. 4) of national Nielsen overnights. CBS won three nights (Wednesday, Thursday and Saturday, all by substantial margins), NBC two (Friday and Saturday) and ABC two (Monday and Tuesday, although the latter night ended up in a virtual tie between ABC's 21.6 rating and CBS's 21.5). Season-to-date Niensens (Sept. 10 through Oct. 28) show CBS with a 21.3 average,

NBC with a 19.1 and ABC with a 17.5.

The biggest numbers of the week were racked up by *All in the Family* (CBS Saturday, 8-8:30 p.m.; a 55 share), *The World of Disney* (NBC, Sunday, 7:30-8:30 p.m.; a 51 share, helped quite a bit by a low-rated CBS News hour, *The Embattled President*), and *Sanford and Son* (NBC, Friday, 8-8:30 p.m.; a 49 share).

Other shows that ended up with shares in the 40's last week were *Maude* (CBS, Tuesday, 8-8:30 p.m.) and *Kojak* (CBS, Wednesday, 10-11 p.m., the only new show to break into the top 10), *The Waltons* (CBS, Thursday, 8-9 p.m.), *The CBS Thursday Movies* showing of Steve McQueen's "Bullitt" (9-11 p.m.), *The Dean Martin Show's* roast of Johnny Carson (NBC, Friday, 10-11 p.m.), *M\*A\*S\*H* (CBS, Saturday, 8:30-9 p.m.), *The Mary Tyler Moore Show* (CBS, Saturday, 9-9:30 p.m.) and the "Columbo" segment of the *Sunday Mystery Movie* (NBC, 8:30-10:30 p.m.).

### Puerto Rican stations press for approval of two-language TV

However, San Juan U applicant warns go-ahead in Caribbean could open can of worms elsewhere for FCC

Spanish-language television stations in Puerto Rico are anxious to expand dual-language operations, according to comments filed at the FCC. Dual-language programing involves the telecast of a program with the audio in one language and the simultaneous FM broadcast of the spoken material in a second language.

WAPA-TV San Juan, which has conducted dual-language operations on a limited basis, urged the commission to adopt rules to permit dual-language broadcasts on a regular basis.

Two other stations, WRİK-TV Ponce, P.R., which had previously been refused dual-language permission by the commission, and WKJB-AM-FM Mayaguez, P.R., termed the WAPA-TV operation a success and are eager to see the dual-language potential developed. They claim that dual-language transmission is popular in Puerto Rico and that it serves the community needs—even with regard to the use of the allotted FM channels.

So far, FM appears to be the most successful way to conduct the dual-language transmission. However, all the stations left themselves open to other technical possibilities such as FM subcarrier frequencies and multiplexing on the television aural signal.

Some solid support for this last technique was supplied by the Micro-Link products division of Varian Associates which said that significant improvements in the quality of multiplexing can be expected in the near future.

Opposition to dual-language transmission was expressed by Suburban Broadcasting Corp., applicant for a new English-language UHF in San Juan. Suburban claimed that expansion of dual-language in Puerto Rico will lead to similar re-

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quests in New York, San Antonio, Tex., and other bilingual communities—a regulatory can of worms the FCC would not want to open.

Suburban also charged that dual-language transmission does not serve the unique needs of the minority interest (in this case, the English-speaking residents of Puerto Rico) and that it does not make proper use of the FM channels assigned to a community. Suburban also raised the question of unfair competitive advantages with regard to joint advertising rates—for advertisers who wanted to reach both the Spanish- and English-speaking markets.

## Why the Rich gets richer

**How a Madison Avenue agencyman went to Hollywood and eventually found happiness in Virginia hills**

A pudgy, ex-advertising man who struck a rich TV vein a couple of years ago with a story of a plain family living in Virginia during the Depression suddenly has struck a motherlode.

He's Lee Rich, whose Lorimar Productions in Hollywood produces the highly rated *The Waltons*, and this week has the distinction of seeing its four-hour movie, "The Blue Knight," run on NBC for four consecutive nights (Nov. 13-16)—a first.

Formerly senior vice president of Benton & Bowles, where he was TV program-production chief for such national accounts as Proctor & Gamble and General Foods, Mr. Rich bowed out in 1962 when, he says, advertisers began buying 30- and 60-second spots instead of whole programs.

Two years ago, Mr. Rich produced Earl Hamner Jr.'s "The Homecoming" as a movie for CBS. The network liked it so well it asked for a series, and the rest, as they say, is history. Earlier this year, *The Waltons* won six Emmy awards, a record of sorts for a TV show only in its first year.

"The Blue Knight" days-long airing well may be a forerunner of other multi-day formats on TV. Coming is Screen Gems' six-hour "QB V11" for ABC that does not yet have an air date, but that is also expected to run on a variable time format. And Universal TV is at work on "Rich Man, Poor Man," also for ABC but still unscheduled. That, too, is planned to run in five two-hour episodes.

Lorimar, which is jointly owned by Mr. Rich and a moneyed, nontheatrical partner, is riding high on the apparent disasters of some of this season's network program schedule. The Rich firm already has an order for *Apple's Way*, another Hamner creation about a family that leaves Los Angeles for the peace and quiet of small-town Davenport, Iowa, to replace CBS's *New Perry Mason Show* and authorization to increase the number of once-a-month *Doc Elliott* programs on ABC from four to 14. It also is working on two jobs for ABC: a two-hour movie, "A Christmas Dream," about a black minister in Los Angeles, and the

other a series starring Barbara Eden. Also, due for airing on CBS Nov. 15, is a two-hour Thanksgiving special of *The Waltons*.

Just a few months ago, Lorimar had two of its movies of the week on ABC: the critically acclaimed "Dying Room," with Cloris Leachman, and "Don't Be Afraid of The Dark," with Kim Darby. And in various stages of development are a number of series and movies for each of the three networks.

Mr. Rich represents the new breed in Hollywood—independent producers who now account for 20% of the program hours on prime-time network TV and whose contribution is seen as growing.

Following his escape from Madison Avenue, Mr. Rich teamed with Walter Mirisch for a succession of TV movies and series. He returned briefly to advertising—joining Leo Burnett in Chicago as senior vice president. He returned to Hollywood in 1968, and Lorimar Productions was born.

"Independents," Mr. Rich says, "have an advantage that major studios don't. No studio. So there's no overhead. We shop everything—writers, producers, even insurance." Major studios, he continued, have to pay for "all those guards, those acres of unused studios." Those expenses, he calculated, can cost up to 25% of the negative costs of a program. "We put everything we spend on the screen," he



Rich

added. "And the networks are beginning to realize that."

It was not until 1971, when he produced "The Homecoming" that his Lorimar Productions became a force in the new TV-oriented Hollywood.

Right now, Mr. Rich is the spokesman for the growing Hollywood view that no account should be taken of the traditional program segmentation into half hours or hours. That, he noted, was a carryover from radio.

The message that he's been carrying is: "I don't see any reason why a TV program can't be 46 minutes or 99 minutes long. That's the way things are going now—mini-series, anthologies." But, he added, "regular weekly series will keep on going; people want to visit with the same characters each week."

## How the thumb screws are being turned on the producers

**It stands out among the subjects planned for NATPE sessions**

The outside pressures on programers will be the leading topic to be discussed at the 11th conference of the National Association of Television Programming Executives in Los Angeles Feb. 16-20, 1974.

In announcing part of the agenda last week, NATPE said the "pressure" session on the closing day will examine films edited or banned for ethnic reasons; contracts between station buyers and minority organizations; station programing agreements with local groups; FCC positions on censorship and program responsibility, and the differences between the withholding of already produced material and newly planned shows. The results of a straw poll will be revealed at the conference.

Other topics on the agenda will include permissiveness in network, syndication and local programing; the prime-time-access program; public access and cable television and the packaging and promotion of news programs.

Supplementary meetings will be held during the conference by the Independent Television Stations (INTV) and the National Association of Independent Producers and Distributors (NAITPD).

## UFO's spark ideas

**Mental-telepathy experiment, reward, phone-in number set up by radio stations**

Radio usually confines its tracking of unidentified flying objects to the Christmas Eve airwaves and the route of old St. Nick. But due to the marked increase in UFO sightings around the country, a number of stations have begun their reporting early, and on a generally more serious, though still equally emotionally-charged note.

KHJ(AM) Los Angeles, was the first station to catch the outer space fever, in the hopes of latching onto some strong new copy while simultaneously promoting its call letters. News Director Lyle Kilgore established a special number (520-7UFO) for listeners to phone in UFO reports. When a number of calls reported the same type of sighting from different locations around the Los Angeles basin, the information was aired and then turned over to the police. Although this has only occurred three times since the initiation of the concept Oct. 18, Mr. Kilgore reports there are no plans as yet to shut off the direct line.

About one week after KHJ inaugurated radio's new UFO search, two other stations gave a new twist to the idea. KLOO(AM) Corvallis, Ore., put up a \$10,000 reward for the first person to "bring to the studio a living thing, animal or person, that has come from outer space and has never been on earth be-



fore." According to General Manager Robert L. Houglum, the station is indeed "trying to be serious about this." Aside from a lot of generally positive response from listeners as to the idea of the reward itself, the station has netted one plywood and aluminum foil spaceman model (left anonymously on its lawn), a sack of meteorites from Sacramento and a tape from Sharon, Pa., allegedly the recorded sound of a "hairy, six-to-nine-foot animal with glaring red eyes that sounds like Jacques Cousteau's singing whales." So the reward money remains intact while the folks in Ccrvallis are still searching everywhere, "even under their own beds."

WAYE(AM) Baltimore, is not giving away any rewards, but for six days in late October, it tried an experiment in reaching visitors from other planets. General Manager Harvey Tate explains there was 15 seconds of silence every two hours following a station spot that urged listeners to use their telepathic powers to communicate with a being from outer space while a Morse code message tapped out "We are members of the planet earth. If you hear us, please answer." No one answered, but as more than one ham operator noted, their message was garbled due to misspellings.

All three stations felt that the positive response far outweighed the plague of crank phone calls that inevitably followed each announcement.

## NCAA clears more football

The expanded television football plan proposed by the National Collegiate Athletic Association (BROADCASTING, Oct. 1) has been approved by 300 of the member schools. According to Seaver Peters, chairman of the NCAA television committee, there were 10 votes against the plan and two abstentions.

Major features in the plan for 1974-75 are provisions for three doubleheader telecasts (two day, one night), TV coverage of the National Collegiate II (smaller schools) championships and an optional televised game on the Friday following Thanksgiving.

The referendum approval clears the way for negotiations for a new two-year network contract. ABC-TV has been the regular-season rights holder for the last eight years.

## SAL into other things

Survival Anglia Ltd., London, which is represented in the U.S. with a variety of wildlife programs, will expand into the areas of children's TV programs and made-for-TV features during 1974-75.

John Ball, president of Survival Anglia Productions, New York, an affiliate of the J. Walter Thompson Co., said last week that 15 different projects are in various stages of development for 1974-75. Scheduled for continuance is the fourth year of *World of Survival* half-hour wildlife series, now carried in more than 70 markets on a barter basis for Miles Laboratories. SAL also has produced network wildlife programs during the past two



East side. Pictured above is the New York half of a coast-to-coast news conference at which Mutual Broadcasting announced it would carry the Rod Serling serial series, *Zero Hour* (Broadcasting, Nov. 5). Mr. Serling is at left; to his left is Ed Little, Mutual president, and John Hardin, chairman of the network. Negotiations have just begun between Mutual and its 630 affiliates, with a target date of Dec. 17. *Zero Hour* is a joint venture between Mutual and the Hollywood Radio Theater, which is producing 13 complete dramas (a total of 65 half-hours). The series is now running on 40 stations as a result of separate deals made earlier this year by the Hollywood Radio Theater. These runs will all end before Dec. 17, according to Jay M. Kholos, the president of Hollywood Radio Theater. Mutual has also announced that it will give five of the seven commercial minutes on each half-hour of the series back to its affiliates as an inducement to carry the show, according to Gary Worth, Mutual vice president. But, he continued, to cover the production cost of *Zero Hour*, which runs to more than \$20,000 for every five episodes (five half-hour episodes equal one complete drama), Mutual has set up a fee schedule for the affiliates based on market size. For example, the New York station (If Mutual's New York affiliate WMCA[AM] decides against taking *Zero Hour*, it will be offered to another station in the area, on the same terms) will have to compensate Mutual to the tune of \$282 a week, the Chicago affiliate will have to pony up \$261 for a week's worth of *Zero Hour*'s, Los Angeles \$225 a week, right down to Mutual's smallest affiliate, which will be billed \$25 a week.



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years, and in preparation are 11 others.

SAL is venturing into the children's area with a series titled *The Adventures of Ranger Rick*, based on the National Wildlife Federation's *Ranger Rick Magazine*. In addition, SAL plans to produce one or more feature films based on the detective stories of ex-jockey Dick Francis, and another movie, *The World's Great Hoaxes*. According to Mr. Ball, both feature film projects will serve as pilots for TV series.

## FCC keeps hands off fairness at CPB

**Ruling, however, understood to have drawn dissent from Hooks**

The FCC has concluded it does not have the authority to enforce a so-called "super-fairness doctrine" in connection with programs funded by the Corporation for Public Broadcasting. The commission issued an inquiry on subject in January at the request of Accuracy in Media, Washington, which had complained about alleged unfairness of two CPB-funded programs (BROADCASTING, Jan. 29).

At issue is a provision in the law establishing the corporation that its programs and series of programs dealing with controversial issues meet a strict standards of "objectivity and balance." The act does not make clear who is to enforce that provision.

The commission, in an order being circulated for final vote, says that the language of the act and legislative history do not warrant the commission attempting to oversee the corporation's execution of its duties. It also notes that individual stations remain subject to the fairness doctrine for programs they broadcast.

Accordingly, the commission contends, it is unnecessary for it to add another layer of fairness supervision to its present enforcement of the doctrine.

FCC Commissioner Benjamin L. Hooks, who is believed to be the sole dissenter, has circulated an opinion among his colleagues asserting that either the commission has jurisdiction over and authority over "codified activities" of CPB or else such jurisdiction has never been pinpointed and the commission should assert it.

## FCC asked for more time

The Association of Maximum Service Telecasters has urged the FCC to extend the stay of the commission ruling restricting exclusivity of nonnetwork programming to 25 miles. The current stay is due to expire today (Nov. 12).

AMST said that the 25-mile rule raised unanticipated questions with regard to multi-city markets (as opposed to overshadowed markets) and cable exclusivity regulations.

AMST's request for an extension was supported in a comment filed by the National Association of Broadcasters and a joint petition filed by RKO General Inc.,

Time-Life Broadcast Inc., Universal Communications Corp., WKY Television System Inc. and WUAB Inc. Opposition to an extension of the stay was filed by Corvallis TV Cable Co., licensee of KVDO-TV Corvallis, Ore. The Corvallis station, overshadowed by the Portland, Ore., market, felt that an extended stay would be an unnecessary delay in the protection that the commission's rule is designed to provide for overshadowed markets.

## Program Briefs

**Late afternoon at CBS-TV.** CBS Television Stations Division is planning daily, 90-minute variety-talk series for afternoon time periods, starting in September 1974. Spokesman said series will be carried on CBS-owned WBBM-TV Chicago from 3:30-5 p.m. and on WCAU-TV Philadelphia and KNXT(TV) Los Angeles from 4:30-6 p.m. Plans for other two CBS-owned outlets, WCBS-TV New York and KMOX-TV St. Louis, are indefinite since they now telecast syndicated *Mike Douglas Show* in late afternoon. Series will be based on West Coast but there will be originations from CBS-owned station cities and other locations. Talent, producers and staff will be announced later. Series was created by program development wing of the division under Leon Drew, vice president, programs. Joseph Landis, program director at KNXT(TV) has been named director, programs, CBS Television Stations. He will be executive producer of new series. Though series is primarily for use of the CBS-owned stations, spokesman said division might place it into syndication through outside distributor.

**Not Cosell this time.** Sports color reporter Don Meredith referred to President Nixon as "tricky Dick" during ABC-TV's coverage of professional football last Monday (Nov. 5), using term in light-hearted remark that Mr. Nixon would be in touch with Coach George Allen of Washington Redskins following team's loss to Pittsburgh. An ABC spokesman said company did not intend to pursue matter with Mr. Meredith, had not received any comment from White House, but two viewers had protested description of the President.

**Shooting 'Paper Moon'.** Paramount Television, Hollywood, in conjunction with The Directors Company will produce new series, based on motion picture "Paper Moon," for ABC-TV fall 1974 line-up. Original screenplay writer Alvin Sargent will serve as series' executive story consultant. Jodie Foster will play role of Addie Loggins; others in cast are yet to be determined.

**Withdrawal.** Hughes Sports Network has canceled contract to telecast final round of \$500,000 World Open golf championship at Pinehurst, N.C., Nov. 17. Hughes said entrants for tourney were "unrepresentative." Such stars as Lee Trevino, Jack Nicklaus, Tom Weiskopf and Tony Jacklin had said their schedules would not permit them to compete, though Arnold Palmer, Gary Player and Johnny Miller had indicated they would participate.

## Leaner times for Teleprompter

**Company forecasts dwindling profits, build-up of existing systems, near end to franchise exploitation**

The detailed financial statement Teleprompter Corp. has been promising since its stock trading was suspended by the Securities and Exchange Commission two months ago was released last week. It projected sharp declines in profits and all but abandonment of new-system growth.

It said Teleprompter expects its 1973 earnings to total less than one-sixth of the level it achieved last year, and added that even that expectation could be proved too optimistic. It revealed that the company, at the request of its lenders, has agreed to new and restrictive financing conditions that, among other things, demand that Teleprompter attain specific levels of subscriber increase. And it reported that Teleprompter's announced \$15-million cutback in cable construction may result in the loss of franchises for 22 cable systems that are either unbuilt or under arrested construction.

The statement last week represents the first time Teleprompter has formally discussed its current problems since former Chairman Raymond Shafer announced the company's decision to retard construction on Sept. 4. (Mr. Shafer has since been replaced as chairman and chief executive officer by Jack Kent Cooke, Teleprompter's largest stockholder [BROADCASTING, Oct. 22]; he is now vice chairman and chairman emeritus). The SEC imposed the stock-trading suspension a few days later. No Teleprompter securities have changed hands in the interim, and the SEC announced last week that the suspension will remain in effect until Thursday (Nov. 15).

In its statement last week, Teleprompter said it expects 1973 income to total \$2-million or 12 cents per share. This contrasts with a 1972 total of \$12.6 million or 79 cents per share (restated). But the company further stated that should the effects of cost-reduction and marketing programs "prove to have been overly optimistic, net earnings for 1973 could be lower than projected." Earnings per share, it said, could be adversely affected if the price of Teleprompter's stock declines from the 9 $\frac{5}{8}$  level at which it had been trading on Sept. 7, when the SEC imposed the suspension. All per-share calculations, the statement explained, include some 1.18 million "contingently issuable shares" committed to earlier acquisitions. Additional shares would be deemed to be outstanding if the market price per share drops.

Teleprompter attributed its profit drop to several reasons. One is an anticipated \$5.8-million increase in depreciation, \$2.1 million of which is attributable to 24 cable systems that became operational this year and have not shown a profit. (Collectively they project an operating

loss of \$1.8 million.) Others, it said, included higher expenses for program origination, data processing, interest and marketing. It said a decision to write down program origination and data processing costs resulted from "management's determination that Teleprompter's investments in these activities may not be recoverable."

At present, the company said, it is unable to determine whether it will have to write down its investments in 22 unconstructed systems. But it added that its decision to cut back construction "may cause it to be unable to meet its franchise construction commitments." And one result of that dilemma, it noted, may be "the forfeiture of the affected franchises." At present, the 22 systems represent approximately one-fourth of Teleprompter's total cable property (\$53 million out of \$202 million). The firm added that it has "other investments" totaling \$5 million in those uncompleted projects.

Teleprompter's abbreviated construction program is limited by terms of its loan commitments to \$65 million, which has been largely expended this year and \$14.5 million in 1974.

At present, the firm said last week, "Teleprompter is concentrating its efforts on obtaining new subscribers on existing systems, on obtaining rate increases in those systems and on cutting costs. Future franchising activity is being pursued on a more limited basis."

According to the statement, Teleprompter has a \$150-million credit line with a group of lending institutions headed by the First National Bank of Boston (which added another \$7 million to the loan Oct. 12). It has now borrowed a total of \$102 million. The remaining \$48 million, Teleprompter said, may be borrowed over a 14-month period, provided that all conditions of the agreement with the lenders are met.

The first disclosed that "certain amendments" have been made to the original loan agreements, "prompted by Teleprompter's revised cash-flow and capital-expenditure projections." The amendments, it said, include revised cash-flow covenants, new limitations on spending and a provision that Teleprompter must attain 960,000 subscribers by December 1973 and 1.11 million by December 1974. (Teleprompter estimates that it has about 900,000 subscribers at present. An official said the firm is "confident" it can reach the 960,000 figure by year-end.) Compliance with these terms is necessary, Teleprompter said, "to avoid a default under the credit agreement."

According to a revised credit arrangement, Teleprompter may borrow up to \$5 million next year (in addition to the \$14.5-million limit on capital expenditures) to finance construction of unfinished systems. It may spend an additional \$50 for each subscriber over the 975,000 level in 1973 and the 1.3-million level in 1974. The arrangements do not cover cable systems in New York and Los Angeles, in which Teleprompter has interests of 51% and 50%, respectively. A company spokesman said the facilities in those two cities (which are co-owned by Hughes Aircraft Corp.) are leased from several

groups of investors, and therefore are not subject to the general credit agreements. He added that the only other connection between the cable interests and the lessors is Hughes ownership of 49% of NRG Corp., the broker that has handled the rental transactions.

The Teleprompter statement also addressed two related issues that have arisen since its stock was suspended. One involved rumors that there has been "fraud in connection with its construction program." The company said it is "actively investigating its construction program to determine whether these rumors have any foundation. No fraud has been found although the investigation is continuing." The company also made note of three class-action suits filed against it in September, charging it with irregularities in its construction efforts and other "unspecified" discrepancies. It said it has been advised by counsel that those suits are "without merit."

## One small step for in-home shopping

**New firm produces taped program for cable that pitches 13 products, returns percentage of sales to system**

A sort of Sears, Roebuck catalogue of the cable kicked off last Thursday (Nov. 1) on 40 systems with a hoped-for audience of more than 500,000 people in 15 states.

*Shop-at-Home* is the title of a 30-minute video tape produced by a new company called Cable Response Network Inc. The company has already purchased a warehouse full of 13 specialty items, ranging from a flashlight that is selling for \$7.95 to a wall of shelves that goes for \$67.45.

These items are showcased in the tape, hosted by show-business personalities Johnny Andrews and Suzanne Astor, which is sent free to each cable system. Cable Response encourages each system to show the tape as often as it can at the inducement of a fixed percentage (which the company wouldn't disclose) of each item sold. The viewer places his order either in writing to the Cable Response's main address in New York (101 Park Avenue) or by phone to a toll-



**Pitchpeople.** Co-hosts of Cable Response Network's *Shop-at-Home* program, Johnny Andrews (l) and Suzanne Astor, are pictured with the president of Cable Response, Robert Rawson.

free number, area code (800) 243-6000.

Cable Response's president is Robert W. Rawson, a former operations vice president of Bonded Services, and a former executive vice president of the Motion Picture Advertising Corporation.

## A no vote in Houston

**Voters reject city council's choice for single cable franchise; it means new start from scratch**

The citizens of Houston last week voiced their overwhelming opposition to the city council's selection of Greater Houston CATV Inc. as the city's sole choice to run its cable system. In a referendum ordered in response to petitions from several citizen groups (BROADCASTING, Oct. 1), the voters rejected the cable firm by a two-to-one plurality. In the process, the future of cable in Houston was cast in doubt.

The final tally of the Nov. 6 referendum showed 116,189 (64.5%) votes in opposition to the Greater Houston franchise and 64,129 (35.5%) in favor. With a 450,000 subscriber potential, the Houston system could have become the world's largest cable operation.

Greater Houston is a venture of several prominent Houston businessmen including Lester Kamin, its president and a close friend of Houston Mayor Louie Welch. It was chosen by the city council after a two-year political squabble that included charges of internal favoritism. Minority activists in the city had objected to the manner in which the council had handled the entire cable issue. They complained that the franchise area is too large and potentially lucrative to be trusted to a single interest, and lobbied at the city government for a new cable ordinance which would have divided the city into several sectors, each to be served by a separate operator. Although the dissidents succeeded in forcing the council's selection of Greater Houston to a referendum, they failed to have a further issue added to the vote which would have asked whether the citizens favored a multi-franchise concept.

The voters' action is viewed as particularly significant in that it appeared to confirm not only that the Houston public does not want Greater Houston as a franchisee, but also that it does not want cable at all at this time. It had been widely publicized before the election, particularly by Mr. Kamin, that due to the nature of the referendum, a vote against Greater Houston would indefinitely stall the coming of cable in the city. City Attorney William A. Olson stated last month that "if this ordinance is rejected, there simply will not be any CATV in Houston in the foreseeable future."

In order for the issue to be re-examined, the city council must now be petitioned to write an entirely new ordinance. Observers believe that, in light of the voters' response, it might be two years before this could come about. The franchisee-selection process would entail even more time.

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## Cable Briefs

**No favors.** New York State Commission on Cable Television has ruled that landlords may not charge cable firms set fee in return for privilege of installing CATV service in rental dwellings. Commission declared that landlords must seek its approval on proposed charge 60 days prior to cable installation.

**Turning on.** Service has begun on Big Valley Cablevision Inc.'s newly constructed cable system serving Stockton and San Joaquin county, both California. Company, subsidiary of Continental Cable Corp., reports 200 miles of proposed 600-mile plant has been installed. Ten TV signals are being carried, and 39 FM stations are also available.

### FCC asked to protect U's network programming

**Kennewick station charges CATV's delayed showing of ABC football violates nonduplication obligations**

A UHF station in Kennewick, Wash., has asked the FCC to enjoin four area cable-television systems from duplicating its ABC-TV Monday night football games.

In a petition to the commission, KVEW-TV charged that cable systems owned by Teleprompter Corp. in Walla Walla and Richland and systems owned by Columbia TV Co. (now Micro-Cable Communications Corp.) "have demonstrated their repeated and continuing disregard for their nonduplication obligations under the FCC's rules." In the case of football, KVEW said it carries the Monday night telecasts at 6 p.m., yet the four systems take the same telecast from KREM-TV Spokane, Wash., and delay the start of the telecasts until 7 p.m.

KVEW charged the systems rely on "a distortive construction" of the nonduplication rules to permit them to carry network programs from Spokane. "It should be clear that when the commission's nonduplication rule requires that a local station's network program is entitled to simultaneous exclusivity protection, that it should be entitled to receive such protection for the entire length and duration of that program," KVEW asserted.

KVEW also charged that the systems from time to time have duplicated an entire evening of KVEW's ABC programs.

"This repeated duplicating cable carriage on these four systems continues to cost KVEW a substantial part of the local audience on which it would normally rely for its network programming, and which is so important to its audiences, network ratings and advertisers," the station told the commission.

KVEW also contended that its signal, carried on the upper VHF band on the four systems, is inferior in technical quality to the signals of other local and distant stations carried on the system's lower VHF band. It asked the commission to require the systems to provide KVEW equal treatment.

## Music

### For want of a nail: Small-market stations worry the oil shortage may ultimately force a cutback in deliveries of promotional records

Many radio stations that, up until a month ago had never heard of the chemical polyvinyl chloride, are now worried that the shortage of the petroleum by-product may drastically affect their programming. The chief component of phonograph records is in short supply due to the current energy crisis. The idea that the disk companies may cut down on the pressings of promotional copies is worrying the small suburban and rural broadcaster who assumes he will be the first name crossed off their free-records list.

At least one station, WTBQ(AM) Warwick, N.Y., echoed concern of what it called its "sister industry" to area congressmen and senators. In a letter to the legislators two weeks ago, Program Director John Benedict voiced fears that suburban and local stations would be cut from promotional record lists, which would prevent them from airing currently popular records and, thereby, delivering bigger audiences to large-market outlets. "These [large-market] stations are not able to provide these [area] listeners," he said, "with the local news and community programming so vital to today's radio. This dilemma would be further compounded in view of the fact that the promotional value of the nation's small stations, considered *in toto*, can be crucial to a young artist's recording success." Mr. Benedict urged the members of Congress to support a request by the Recording Industry Association of America for insurance of adequate supplies of vinyl.

An MCA Records' statement to the press last week that promotional disk service would be cut in half was revised by national promotion director Pat Pipolo, in an effort to allay such fears. What is being curtailed is duplicate and triplicate servicing of disks to stations from factory-branch and field representatives. "Our mailing list has not been affected in this regard," Mr. Pipolo explained. "But we now find it impossible to participate in station give-aways, even if the station had been paying a special price as opposed to getting them for free," he added.

To further conserve the increasingly precious polyvinyl chloride, MCA is also launching a program of more selective releases, eliminating the issuing of "fringe and borderline" disks.

Warner Bros. Records vice president and director of creative services, Steve Cornyn, also issued a statement designed to soothe the small-town programmers. "We will continue to service radio as we have in the past," he emphasized. "But we will not send promo copies to baby sitters, maiden aunts, gardeners and the president of our corporation," he quipped, al-



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## **You belong in Broadcasting **Dec 31****

cluding to a high degree of dead weight on current mailing lists for free disks outside the broadcast realm.

"Yes, there are cutbacks, but hardly at the radio level," Mr. Cornyn concluded.

Many companies are reportedly becoming increasingly selective about mailing procedures, and are now only sending disks which fit the exact format of the stations they service through the mails. Some cutback of review copies of albums to free-lance press is also implied. Other record companies have simply stated that from the standpoint of expense alone, more "appropriate" mail service to stations has long been overdue and that present market situations have only increased the rate of impending streamlined procedures in this regard.

## Two more decry playlist strictures

**KRLA's Hayes likens uncertainty of music trends to 'hunger' . . . It can strike at any time'**

Because the tight playlist situation at radio stations sucks much of the lifeblood out of the bodies of record-promotion executives, they have long been on record against the practice. Warner Bros. Records promotion chief Ron Saul is the latest to voice his objections from the ranks of the record industry, but it now seems he has a major ally in radio itself in the person of Johnny Hayes of KRLA (AM) Los Angeles.

While KRLA continues under the non-profit interim control of Oak Knoll Broadcasting Corp., pending a decision of the FCC review board (BROADCASTING, Feb. 19), its program director, Mr. Hayes, continues to dispute the unwritten laws of top-40 radio, which many have renamed "top-30." Moving into his present position four months ago after an eight-year stint as an air personality (a spot he now concurrently occupies via KRLA's automation system), he acted on beliefs long-held: that a station which plays only 30 records, revises its list but once a week and limits its contact with record-promotion men to a set day each week, is "abusing its listeners."

The playlist at KRLA knows no upper limit in numerical terms (last week, it totalled a staggering 89, including LP cuts), and it draws upon artists from all categories of pop music including country, jazz and "so-called progressive rock."

Mr. Hayes contends a program director should be constantly surrounded by new music and chides some of his peers "who don't even own a phonograph and who are never at concerts and clubs." He contends that programming only music that is selling in the area served by the station leaves out the 94% of the listeners who never set foot in a record shop but who still have musical tastes that must be considered in programming decisions.

Johnny Hayes maintains a high level of excitement over new music as exemplified by his observation: "Music is like hunger. It can strike at any time. That it is anything less is a supreme fallacy."



"Mind Games"—John Lennon (Apple) ■ John Lennon's militantly feminist wife, Yoko Ono, has a new solo album out and is off on a small-club tour to promote it. And his new single is also a solo effort, the first since "Imagine" and the first since the Mr.-Ms. Lennon collaboration on "Woman Is Nigger of the World," a record most programmers found too hot to handle. Stations seem to be adding this record more out of relief than anything else.

"Mind Games" is musically heavy-handed, with an incessant, Lennon piano. Comparisons to "Imagine" have been running hot and fast since its release two weeks ago and there is in fact much basis for it. For a number of years, John Lennon has been espousing the idea of replacing the present world order with the tenets of world love "Imagine there's no countries . . .". "Some think it magic to search for the grail, but love is the answer . . ." says "Mind Games." And later, "Yes is the answer, 'yes' is surrender."

Those stations that were playing "Mind Games" last week included WIXY(AM) Cleveland, WPOP(AM) Hartford, Conn., WCFL(AM) Chicago, KKDJ(FM) Los Angeles, KELP(AM) El Paso, WHBQ(AM) Memphis and KJR(AM) Seattle.

"Until You Come Back to Me (That's What I'm Gonna Do)"—Aretha Franklin (Atlantic) A&R executives at Atlantic were not pleased at all by Aretha Franklin's first out-of-house produced records, "Master of Eves" and "Angel," both handled by Quincy Jones. Together, they worked for more than a year on Ms. Franklin's ill-fated *Hey Now Hey* album. "I hope we learned something from it," one A&R man said after the release of "Master of Eves."

"Until You Come Back to Me" is Aretha's first Jerry Wexler-produced single in more than a year and a half. It is a subtly wrought Stevie Wonder song with the soaring chorus her singles have been known for in recent years. And it is getting immediate reaction from radio.

Those playing the new Aretha Franklin last week included KSJO(FM) San Jose, Calif., KSFO(AM) San Francisco, WCAR(AM) Detroit, KIIS(AM) Los Angeles and KLIF(AM) Dallas.

Tracking the 'Playlist.' According to the "Playlist," top-40 programmers stood pat last week. Except for the addition of several new records by established artists—John Lennon's "Mind Games" (50), the Staple Singers' "If You're Ready (Come Go With Me)" (49), Steely Dan's "My Old School" (44) and Stevie Wonder's "Living for the City" (56)—there is little movement on the chart. No new records enter the top-10 positions this week and only two records break into the top 40—Loggins and Messina's "My Music" (39 and bullet) and Neil Diamond's "Be" (34 and bullet). There are 10 bulleted records between positions 41 and 52, promising a body of new music within the top chart numbers in the next few weeks. Some of the new records this week are the Dramatic's "Fell for You" (43), Barry White's "Never Never Gonna Give You Up" (51) and the Persuaders' "Some Guys Have All the Luck" (52). All these songs are bulleted.

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

- CHEAPER TO KEEP HER, Johnnie Taylor (Stax).
- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- THE DAY THAT CURLY BILLY SHOT CRAZY SAM MCGEE, Hollies (Epic).
- FOR OL' TIMES SAKE, Elvis Presley (RCA).
- FUNKY STUFF, Kool & the Gang (Delite).
- I'M COMING HOME, Johnny Mathis (Columbia).
- LITTLE GIRL GONE, Donna Fargo (Dot).
- LOUIE, Lou Zerato (Atlantic).
- LOVE HAS NO PRIDE, Linda Ronstadt (Asylum).
- LOVE REIGN OVER ME, Who (MCA).
- ME AND BABY BROTHER, War (United Artists).
- REASON TO FEEL, Scuffy Schew (Metro-media).
- RIVER OF LOVE, B. W. Stevenson (RCA).
- SALLY FROM SYRACUSE, Stu Nunnery (Evolution).
- SISTER MARY ELEPHANT, Cheech & Chong (Ode).
- A SONG I'D LIKE TO SING, Kris Kristofferson & Rita Coolidge (A&M).
- STEALIN', Uriah Heep (Warner Bros.).
- WALK LIKE A MAN, Grand Funk (Capitol).



Right photo, but the wrong side. The picture accompanying last week's article on Ringo Starr's new *Ringo* album was mistakenly of the man at left in this picture, musician Derrek Van Eaton, instead of the real Ringo, at right.

# The Broadcasting Playlist™ Nov 12

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 American Research Bureau audience ratings for the reporting station on which it is played and for the part of the day in which it appears. Bullet (\*) indicates an upward movement of 10 or more chart positions over the previous week.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
3	1	Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	1	2	1	2
5	2	Photograph (3:59) Ringo Starr—Apple	2	1	2	3
2	3	Angie (4:30) Rolling Stones—Rolling Stones	3	3	3	1
1	4	Half Breed (2:42) Cher—MCA	4	4	4	7
6	5	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	6	5	5	4
9	6	Just You 'n' Me (3:44) Chicago—Columbia	8	10	7	5
8	7	Top of the World (2:56) Carpenters—A & M	5	6	10	6
4	8	Keep on Truckin' (3:21) Eddie Kendricks—Tamla	7	12	8	8
11	9	All I Know (3:48) Art Garfunkel—Columbia	9	7	11	10
10	10	Paper Roses (2:39) Marie Osmond—MGM	10	8	9	11
7	11	Ramblin' Man (3:36) Allman Brothers—Capricorn	13	11	6	12
15	12	Space Race (3:21) Billy Preston—A & M	11	9	13	9
12	13	I Got a Name (3:09) Jim Croce—ABC/Dunhill	12	13	12	13
26	14	Goodbye Yellow Brick Road (3:13) Elton John—MCA	14	14	14	14
23	15	The Love I Lost (3:39) Harold Melvin & the Blue Notes—Philadelphia Intl.	16	17	16	16
13	16	That Lady (3:09) Isley Brothers—T-Neck	17	15	15	17
16	17	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	15	16	19	18
14	18	Higher Ground (3:10) Stevie Wonder—Tamla	19	18	17	15
17	19	Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	18	19	18	19
22	20	Hello It's Me (3:27) Todd Rundgren—Bearsville	20	20	20	20
29	21	You're a Special Part of Me (3:15) Diana Ross & Marvin Gaye—Motown	23	23	21	21
21	22	We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	21	21	22	22
27	23	Ooh Baby (3:14) Gilbert O'Sullivan—Man	22	22	23	24
28	24	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	27	24	25	27
34	25	Let Me Serenade You (3:13) Three Dog Night—ABC/Dunhill	26	25	26	23
20	26	Loves Me Like a Rock (3:32) Paul Simon—Columbia	25	33	24	34
36	27	The Most Beautiful Girl (2:42) Charlie Rich—Epic	24	27	31	33
24	28	Free Ride (3:05) Edgar Winter Group—Epic	30	31	27	28
33	29	Rocky Mountain Way (3:39) Joe Walsh—ABC/Dunhill	35	32	29	25
31	30	China Grove (3:14) Doobie Brothers—Warner Brothers	42	26	30	26
32	31	Jesse (4:00) Roberta Flack—Atlantic	28	28	32	36
37	32	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	29	30	34	38
35	33	Show and Tell (3:28) Al Wilson—Rocky Road	31	29	38	31
48	34	Be (3:52) Neil Diamond—Columbia	34	34	33	32
19	35	Let's Get It On (3:58) Marvin Gaye—Tamla	32	40	35	29
18	36	We're an American Band (3:25) Grand Funk—Capitol	45	47	28	30
30	37	My Maria (2:32) B. W. Stevenson—RCA	33	43	39	42
38	38	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	39	35	40	35
64	39	My Music (3:04) Loggins & Messina—Columbia	36	41	41	44
25	40	Let Me In (3:38) Osmonds—MGM	37	37	43	47
52	41	Yer Mak'er (3:15) Led Zeppelin—Atlantic	60	39	37	39

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
63	42	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	41	36	47	40
—	43	Fell For You (3:15) Dramatics—MCA	43	38	46	41
—	44	My Old School (4:11) Steely Dan—ABC/Dunhill	38	45	44	50
43	45	Painted Ladies (3:30) Jan Thomas—Janus	47	42	48	45
44	46	Delta Dawn (3:08) Helen Reddy—Capitol	44	73	36	55
65	47	Corazon (3:56) Carole King—Ode	39	50	49	52
58	48	Brother Louie (3:55) Stories—Kama Sutra	63	62	42	37
—	49	If You're Ready (Come Go With Me) (3:19) Staple Singers—Stax	49	44	54	46
—	50	Mind Games (3:59) John Lennon—Apple	58	61	50	43
—	51	Never Never Gonna Give You Up (3:58) Barry White—20th Century	62	48	55	51
—	52	Some Guys Have All the Luck (3:29) Persuaders—Atco	66	49	57	48
51	53	Sail Around the World (3:14) David Gates—Elektra	55	46	53	65
40	54	Basketball Jones (4:04) Cheech & Chong—Ode	*	51	45	53
53	55	Dream On (3:25) Aerosmith—Columbia	48	55	66	64
—	56	Living for the City (3:12) Stevie Wonder—Tamla	70	52	56	54
62	57	The Joker (3:36) Steve Miller Band—Capitol	50	57	62	61
49	58	Come Get to This (2:40) Marvin Gaye—Tamla	69	53	65	49
60	59	Rockin' Roll Baby (3:15) Stylistics—Avco	59	54	58	58
59	60	There Ain't No Way (3:14) Lobo—Big Tree	51	58	59	66
70	61	Mammy Blue (3:41) Stories—Kama Sutra	64	60	64	60
67	62	Tell Her She's Lovely (3:50) El Chicano—MCA	53	65	60	67
41	63	Who's in Strawberry Patch with Sally (2:23) Dawn—Bell	56	64	60	63
47	64	Sweet Understanding Love (2:59) Four Tops—ABC/Dunhill	67	72	52	57
66	65	Spiders & Snakes (3:03) Jim Stafford—MGM	61	56	67	62
—	66	Never Let You Go (3:34) Bloodstone—London	57	66	63	68
—	67	Pretty Lady (3:10) Lighthouse—Polydor	64	63	70	59
55	68	My Sweet Gypsy Rose (2:51) Dawn—Bell	46	67	72	*
45	69	You Got Me Anyway (2:53) Sutherland Brothers and Quiver—Capitol	65	59	68	70
56	70	Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	*	*	51	56
50	71	In the Midnight Hour (3:14) Cross Country—Atco	52	70	*	*
—	72	Friends (2:59) Bette Midler—Atlantic	*	*	69	69
46	73	Last Kiss (2:31) Wednesday—Sussex	*	71	71	74
57	74	Such a Night (2:55) Dr. John—Atco	72	*	*	71
—	75	Let Me Be There (3:00) Olivia Newton-John—MCA	68	69	*	*

\* Asterisk indicates rank below *Broadcasting's* statistical cut-off.

Alphabetical list (with this week's over-all rank):

All I Know (9), Angie (3), Basketball Jones (54), Be (34), Brother Louie (48), China Grove (30), Come Get to This (58), Corazon (47), Delta Dawn (46), Dream On (55), Fell For You (43), Free Ride (28), Friends (72), D'yer Mak'er (41), Goodbye Yellow Brick Road (14), Half Breed (4), Heartbeat, It's a Love Beat (5), Hello It's Me (20), Higher Ground (18), I Got a Name (13), If You're Ready (Come Go With Me) (49), In the Midnight Hour (71), Jesse (31), The Joker (57), Just You 'n' Me (6), Keep on Truckin' (8), Knockin' on Heaven's Door (17), Last Kiss (73), Leave Me Alone (Ruby Red Dress) (32), Let Me Be There (75), Let Me In (40), Let Me Serenade You (25), Let's Get It On (35), Living for the City (36), The Love I Lost (15), Loves Me Like a Rock (26), Mammy Blue (61), Midnight Train to Georgia (1), Mind Games (50), The Most Beautiful Girl (27), My Maria (37), My Music (39), My Old School (44), My Sweet Gypsy Rose (68), Never Let You Go (66), Never Never Gonna Give You Up (51), Nutbush City Limits (70), Ooh Baby (23), Painted Ladies (45), Paper Roses (10), Photograph (2), Pretty Lady (67), Ramblin' Man (11), Rockin' Roll Baby (59), Rocky Mountain Way (29), Sail Around the World (53), Show and Tell (33), Smokin' in the Boys Room (38), Some Guys Have All the Luck (52), Space Race (12), Spiders & Snakes (65), Such a Night (74), Summer (The First Time) (24), Sweet Understanding Love (64), Tell Her She's Lovely (62), That Lady (16), There Ain't No Way (60), Time in a Bottle (42), Top of the World (7), We May Never Pass This Way Again (22), We're an American Band (36), Who's in the Strawberry Patch with Sally (63), Yes We Can Can (19), You Got Me Anyway (69), You're a Special Part of Me (21).



## On-air editorials: Most duck issue, but a few call for Nixon departure

And one station reports heavy mail running 4-to-1 for impeachment

A scattering of broadcast stations have called for President Nixon's resignation or impeachment since he fired Archibald Cox, special prosecutor, on Oct. 20. On the networks, Howard K. Smith of ABC News has urged resignation (BROADCASTING, Nov. 5), and several CBS correspondents have at least hinted at the suggestion.

On the other side are stations that have defended the President and at least one that has criticized news coverage of his travails.

On Oct. 22, Jim Malone, editorialist in Post-Newsweek's WPLG(TV) Miami, said on the air: "If . . . President Nixon prevents the lawful investigation of any possible criminal acts, then we fear that the experiment that is America fails. We could then claim no distinction from other nations where law and decency are ignored by virtue of muscle or popular whim. To save this honorable experiment, now nearing its 200th anniversary, our representatives must act."

Robert Shulman, editorial commentator on WHAS-TV Louisville, Ky., said in his *One Man's Opinion* broadcast of Nov. 6 that "the ultimate result of the tainted fallout from the mess of misdeeds and evasion called Watergate is a President like Mr. Nixon, so caught in twisting and turning that resignation seems his only choice."

WSPA-AM-FM-TV Spartanburg, S.C., broadcast an editorial critical of the press on the weekend after Mr. Nixon's news conference at which he said he had "no respect" for journalists (BROADCASTING, Nov. 5). The editorial characterized the type of questions asked by journalists as "in the vein of a prosecuting attorney." And it called the press conference a "low-water mark in this type of vindictive journalism . . . A free press, especially the electronic medium, without responsibility and dedication to objectivity . . . can be . . . detrimental to our form of government."

On Oct. 24, WGN-AM-TV Chicago reiterated a May 19 editorial stand on impeachment in a commentary directed at the confirmation of the vice-presidential nominee, Gerald Ford. "To put the nation through the trauma of a presidential resignation or impeachment would do much more harm than seeing Mr. Nixon serve out his term, the wiser for previous errors of judgment, the better able to serve the people," the commentary stated.

In New York, two stations broadcast anti-Nixon editorials: WMCA(AM), which called for impeachment, and WRVR(FM), which urged the President to resign.

"When should the constitutional pro-

cedure of impeachment for high crimes and misdemeanors be set in motion?" asked R. Peter Straus, the president of WMCA, in his Oct. 21 editorial. "To WMCA, it seems the answer is now. With what higher crime can one charge a President of the United States than that he blatantly disregards the Constitution which he has sworn to uphold?"

Mr. Straus ended his editorial by asking his listeners to respond with cards and letters, and by last Wednesday (Nov. 7) the station had collected almost 20,000 replies, with a breakdown of 4-to-1 in favor of impeachment, according to Mr. Straus.

John Wicklein, the vice president and general manager of WRVR New York, said in an editorial he delivered on Oct. 21, "We must demand now that the House of Representatives vote to indict Nixon . . . through the process called impeachment."

But on Monday (Nov. 5) Mr. Wicklein issued a second editorial on the subject, which stated, "While I think it is necessary for Congress to proceed on impeachment, it would be far better for the country if the President resigned, right now . . . In a final act of statesmanship, he should turn his office over to a Republican, untainted by Watergate, who would be able to lead the people over the next three years. My choice would be Senator Charles Percy, and not Gerald Ford."

Among the networks, ABC has been the bluntest. Its Howard K. Smith on Oct. 31 suggested that "either Congress, or the President, through his own decision, should relieve us of a burden too heavy to carry any longer." On Nov. 2 Mr. Smith pursued a positive theme with a recommendation that this country adopt "the British-type vote of confidence." In his regular evening commentary Mr. Smith said that under the British system, "when serious issues arise, the legislature is virtually required to debate, then vote whether it has confidence in the executive."

With a legislative vote-of-confidence system, Mr. Smith said, "if the executive wins he can govern with new vigor. If he loses, he is replaced by someone in whom there is confidence."

CBS News, in a special report Nov. 4 on *The Embattled President*, presented what resembled an impeachment sourcebook. In the opening remarks the show's anchorman, Roger Mudd, said: "Just a year after that great election victory Richard Nixon is now perceived by an increasing number of Americans to be unworthy of the mandate; and so there is tonight a real, persistent and substantial question of whether the President can in fact carry out his responsibilities."

After a thorough look at what precipitated the impeachment movement, CBS took a historical overview of the impeachment procedure. The show concluded with "fresh reactions" from Eric Sevareid in Washington and from correspondent Dan Rather in Miami.

Mr. Rather remarked that for "a man under the kind of pressures that President Nixon has been under for so long . . .

another hospitalization might be in the foreseeable future."

Mr. Sevareid said he didn't "see how it can go on like this." The veteran commentator noted the President "could do a couple of things voluntarily. He could resign, or, it occurs to me, perhaps he could take the bull by the horns and go to the House of Representatives, request the impeachment, perhaps ask the House to stipulate it, go directly to the Senate for trial."

"That might be two or three months of agony, but the alternative looks to be three years of it," Mr. Sevareid continued. "He might very well win in the Senate; there are a lot of reasons to think he would take a two-thirds vote. And perhaps the people of the country—if the two-thirds vote was not there—would take that as a finding of not guilty, and we could get on with our business."

The two summed up with observations on the President's fighting spirit and resiliency but left anchorman Mudd to close the program with the statement: "Seems to me that the administration has asked the country to believe just once too often."

A general editorial policy of sticking to local issues or local stands on "safer" national issues such as pollution seems to prevail at stations and groups. NBC's owned-station policy is "local," but David Brinkley on NBC News (Oct. 25) took the following stand: "There is no doubt the country is strong enough and stable enough to survive that" (meaning "the almost overwhelming loss of confidence in the Nixon administration"). He concluded: "It's up to Congress to decide if it has to."

Similarly the CBS-owned stations editorialize on local and regional problems but not on national issues.

## Nixon-media feud keeps bubbling

**White House says it will cooperate with National News Council's probe of mistreatment by news media; NBC's Goodman deplores threat of government reprisals against TV**

Almost immediately after President Nixon tore into them at his televised news conference on Oct. 26 (Broadcasting, Nov. 5), reporters began demanding that the White House produce a "bill of particulars" in support of the President's charges of "the most outrageous, vicious and distorted reporting" the President had seen in 27 years.

White House News Secretary Gerald Warren promised to look into the matter, but never produced any illumination.

Last week, however, reports of the President's specific complaints—solely involving television, and things not done as well as things done—began surfacing. The source was Ken Clawson, a former *Washington Post* reporter who now runs the White House Office of Communications.

The complaints presumably will be re-

viewed by the new National News Council, which has announced plans to investigate the President's charges. Mr. Clawson last week said the White House will cooperate in the probe, which will be the first conducted by the council that was established to study complaints about news-media accuracy and possible infringements on constitutional free-press guarantees. The networks have already said they would cooperate, at least to the extent of making specific transcripts or tapes available.

CBS News's Walter Cronkite figures prominently on the President's list. Mr. Clawson says the interview Mr. Cronkite did with fired Watergate Prosecutor Archibald Cox was the "biggest softball interview" he ever heard.

Mr. Clawson also noted that none of the three news personalities Mr. Cronkite has interviewed at length over the past several years could be regarded as friendly to the President. Besides Mr. Cox, they are Daniel Ellsberg and former White House Counsel John Dean III. (The Cronkite interview with Leon Jaworski, who has been named to succeed Mr. Cox as special prosecutor, was brushed off by the White House as a relatively brief one, unlike those involving Messrs. Cox, Ellsberg and Dean.)

The President was also disturbed by the manner in which the networks handled reaction to his firing of Mr. Cox. The White House counted 19 news pieces it regarded unfriendly, one that was neutral and two favorable. Mr. Clawson indicated the White House considered the performance as designed to whip up sentiment for impeaching the President.

The White House list also includes quoted anti-Nixon remarks by Representative Morris Udall (D-Ariz.), Senator Daniel Inouye (D-Hawaii), and George Meany, president of the AFL-CIO.

Another complaint is that the three networks carried in full the news conferences held by Mr. Cox and by Elliot L. Richardson, after he resigned as attorney general, but that only CBS carried in full Secretary of State Henry Kissinger's news conference on the Middle East situation.

The White House is putting out word that the President will continue his attacks on the media; he apparently feels it will win him the sympathy of the public. Whether he succeeds in that or not, Mr. Clawson says, the attacks are "thera-

**Out in the cold.** The apparent loser in the Virginia gubernatorial race, independent Henry Howell, is reportedly considering suing NBC because Frank McGee labeled the candidate a proponent of busing on the Nov. 6 election-day edition of the *Today* show. Although Mr. McGee retracted the statement at the request of Howell supporters—"in a matter of five minutes," according to the newsman—Mr. Howell said the comment may have cost him 50,000 to 60,000 votes. The unofficial vote count showed Mr. Howell, the present lieutenant governor of the state, losing to Republican Mills Godwin by 14,600 votes.

peutic" for the President.

But one network official mounted something of a counterattack last week, although the target was not the President. NBC President Julian Goodman criticized "those who would use the machinery of government to restrict the freedom of those they don't like—for instance, the television networks."

Mr. Goodman cited presidential aide Patrick Buchanan as "one of those who make no bones about wanting to clamp down" on freedom of the media. He noted that Mr. Buchanan has a close relationship with the President, as speech writer and editor of the news summaries which supplies the President with his knowledge of what broadcast and print journalism are reporting, and that on more than one occasion he said the networks have too much power. Two weeks ago Mr. Buchanan recommended legislation to "break" that power.

Mr. Goodman in San Diego spoke at the annual meeting of the American Association of State Colleges and Universities, which presented him with its Distinguished Alumni Award.

## Watergate itself, not TV coverage, called responsible for public opinion

That's conclusion of one article in new issue of 'Columbia Review'; another finds reporting errors

The plunge in the public approval of President Nixon is due only in part to television's Watergate coverage. That is the tentative conclusion of an article in the November-December *Columbia Journalism Review*, written by social scientists Kurt and Gladys Engel Lang. "Televised Hearings: the Impact Out There" cautions that research is still in its early stages, but that it may be safe to conclude that the events of Watergate are more influential than the media's coverage of them.

The gavel-to-gavel coverage of the senatorial Watergate panel, while being the most dramatic element of the coverage, has been shown to be less than directly related to changes in public opinion. Before the hearings, the Langs say, "people were making very pragmatic judgments about Watergate based on their experiential capacities." They also cite a study purportedly showing that while some 42% of the public changed their minds about the nature of the Watergate situation itself, only 7% changed attitudes toward the media after the coverage.

In a comparison piece in the same issue of the *Review*, titled "Some errors and puzzles in Watergate coverage," Finlay Lewis, Washington correspondent for the *Minneapolis Tribune*, says journalists and politicians stand in the same line on judgment day.

"The fumbles of journalists deserve to be reported as do the follies of public officials—and for much the same reasons,"

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## Smaller is better for CBS News

**A 12-pound camera is developed by CBS and a Japanese firm, and coupled with helical-scan VTR's and a time-base corrector to allow more portability, on-scene coverage**

CBS News is hailing a development it regards as a breakthrough in camera-system miniaturization and one more step in efforts to make television news even more efficient. Now in use at the network's Los Angeles bureau, and also at its WBBM-TV Chicago, is a small portable color camera combined with two one-inch helical-scan cartridge videotape machines and time-base corrector. This setup produces broadcast-quality pictures.

The system was commissioned by CBS News over two years ago. The three-tube plumbicon camera was developed by Ikegami Tsushinki Co. in Japan in cooperation with CBS-TV's engineering and development department. It weighs only 12 pounds (44 pounds with backpack) and operates in natural light for live broadcast or video taping.

The video-tape recorders are manufactured by International Video Corp., Sunnyvale, Calif., and the time-base corrector is made by Consolidated Video Systems, Santa Clara, Calif. The camera has been available to CBS for only a few weeks. Both the time-base corrector, the CVS-500, and a prototype of the tape machine, the VCR-100, were shown at the National Association of Broadcasters convention last March (BROADCASTING, April 2).

Marshall B. Davidson, vice president-operations, CBS News, pointed out that the entire system costs substantially less than quadruplex systems priced around \$150,000. (The new camera and backpack run about \$30,000, the time-base corrector costs \$8,750 and the two videotape recorders required are priced at about \$3,000 each.)

Mr. Davidson noted that CBS's use of the system marks the first time that a network has combined a small, portable color camera with a helical-scan videotape machine for broadcast news purposes. He said the network hopes to have three more such systems in the field by mid-1974 and one in each bureau by the end of next year. Looking further down the road, he predicted there would be another half dozen in use by 1975 and "by 1976 we should have 50% of our domestic operations equipped."

The minicamera systems now in use, in CBS News's Washington bureau, for example, combine a heavier color camera with a more expensive reel-to-reel quadruplex video-tape recorder.

Ray Schneider, director of special projects for CBS-TV, who said he is charged with "integrating [the camera system] into our operations," pointed out that the digital time-base corrector permits the use of

writes Mr. Lewis, a political reporter who covered the Watergate hearings. "Not only do journalists have a duty to clear up confusions they cause; they also must balance the competitive pressure to be 'first' against the even greater need for reliable information."

Mr. Lewis's article details 12 examples of errors he says were committed by journalists covering Watergate. "Such blemishes are few," he said, "a tiny fraction of the total coverage." His report cites as bases for such errors "intense competitive pressures among newsmen . . . that led to inaccuracies . . . carelessness, the pressure of deadlines, typographical mistakes, and heavy reliance on 'source stories'."

Mr. Lewis cites five instances in which he says television newsmen either made errors in fact or neglected to note on the air that a development in the Watergate case was at odds with what the reporter had said in earlier coverage.

Henry Buchanan, brother of White House communications specialist Patrick Buchanan, is suing CBS for reporting that campaign funds were "laundered" through his Bethesda, Md., accounting firm. The funds later turned out to be an "ordinary" trust account.

In late March, according to Mr. Lewis, Sam Donaldson of ABC News credited a reliable source as saying that Watergate conspirator James McCord had told the Watergate special committee that White House aide Harry Dent was involved in a "general sabotage and espionage operation directed by the White House." Eleven days later on April 9, Mr. Donaldson apologized for the report after he had been assured by Mr. McCord's lawyers that the statement about Mr. Dent had never been made.

CBS News correspondent Lesley Stahl reported on July 9 that former Attorney General John Mitchell had told an executive session of the Watergate committee he had joined in a cover-up of the break-in on June 21. Mr. Mitchell denied that he took part in any cover-up when he testified in open session, and CBS News made no reference to the conflicting statements on the air, Mr. Lewis noted.

*NBC Nightly News* anchorman John Chancellor was caught in a copywriter's error on Aug. 1 when he made reference to former Attorney General Richard Kleindienst when he meant former Attorney General John Mitchell, according to Mr. Lewis.

And Jim Lahrer, correspondent of the National Public Affairs Center for Television, summarized the testimony before the Ervin committee as saying the exact opposite of what White House aide John Caulfield said, according to the Lewis article. Mr. Lahrer said that Mr. Caulfield had testified to "his involvement in trying to convince James McCord to join the Watergate team and go to jail quietly, please."

Mr. Lahrer, in his summary, suggested that Mr. Caulfield played the role of an activist, Mr. Lewis says.

In fact, Mr. Caulfield denied an activist's role in carrying an offer of executive clemency from former White House

Counsel John Dean to Mr. McCord. "At no time in any conversation with Mr. McCord," Mr. Caulfield testified, "did I advise, pressure or threaten him in an attempt to make him accept the offer of executive clemency."

Mr. Lewis explains the predicament of the newsmen in the conclusion of his article: "From the beginning the story [Watergate] has been enormously fluid, with the rush of events often making accurate coverage a transitory accomplishment at best. And this difficulty has been compounded by the continual need to rely on unidentified sources, with the result that reporters frequently write on the basis of someone else's impression rather than on the basis of their own observation. Then too, while the source may be reliable, the people the source is quoting may turn out to be liars."

## Broadcasters can bring us all together—Lower

Communicators must step in where politicians do not tread in an effort to contribute to a freer flow of worldwide information. At the Second World Conference of Broadcasting Organizations held in Rio de Janeiro Nov. 2, Elmer L. Lower, president of ABC News, called for an input of ideas on an international scale by professional broadcasters as a means of striving for better understanding between nations.

"This does not mean we should try to solve the world's political problems," Mr. Lower remarked, calling instead for broadcasters to create a more informed atmosphere in which "a greater understanding on a professional level" is achieved. Mr. Lower stressed both the long-accepted immediacy of radio and the increasing impact of television news through satellite technology. "The whole world today lives in an age of instant communications," he observed.

### Journalism Briefs

**'Roving' expansion.** UPITN, electronic news service owned by United Press International, Independent Television News of Britain and Paramount Pictures, plans to expand offering to TV stations early next year with half-hour *Roving Reports* program, in-depth examination of two or three top stories of week. UPITN now sells *Roving Reports* in about 50 overseas markets in foreign version.

**Leaving town.** McGraw-Hill Broadcasting Co. will close its three-man Washington news bureau Nov. 16. Move is attributed to inability to sustain independent office for four stations; when bureau was operated by Time-Life Broadcast, which sold four TV stations to McGraw-Hill, there were 13 stations being serviced. Budget will be redeployed to local station operations. Bureau chief Bill Roberts has not announced future plans.

**In memory.** Donald Postles, student in public-affairs journalism graduate program at American University, Washington, has been awarded university's Jack Jurey scholarship, set up in honor of late newsman at WTOP-AM-TV Washington.



a smaller, less expensive video-tape machine by taking the irregular input of a helical-scan recorder and processing it so that the output is compatible with broadcast standards.

Mr. Schneider said the new camera and backpack are four pounds heavier than CBS had called for, but added it's expected that the manufacturer will shave four pounds off the backpack.

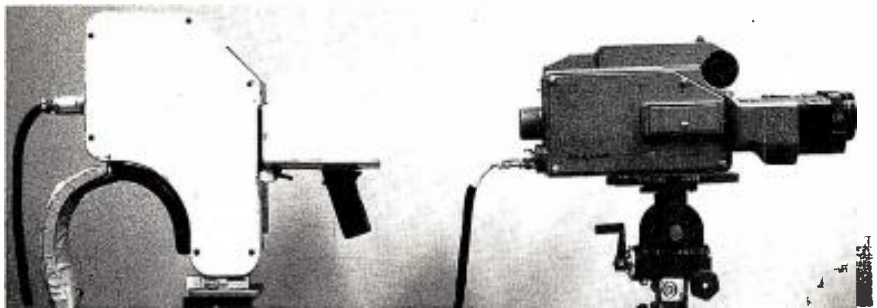
The principal problem with the system, according to Mr. Davidson, comes in editing the one-inch tape. That can only be accomplished by dubbing it onto two-inch tape, he said, because "there isn't to date a small enough editing device." He said an electronic editor has been developed for one-inch helical scan by CMX, a joint venture of CBS and Memorex. "It's big, it's expensive [about \$100,000] and it's a good system," he said. "But it's too sophisticated. We are looking for an inexpensive, desk-top unit."

Nevertheless, said Mr. Davidson, the camera system's "potential is limitless. The system will be invaluable in covering late-breaking stories by eliminating the time problems encountered in film coverage."

Dan Crossland, bureau chief of CBS News in Los Angeles, and Al Pierce, director of technical operations for WBBM-TV, concur.

Mr. Crossland said the bureau has used the system in "every conceivable field situation"—including in a helicopter and in a boat—and finds it works "beautifully." He said it enables the bureau to shoot video tape from a remote location, feed it through the companion time-base corrector to the network in New York, where it is recorded. Conceivably, said Mr. Crossland, the network could take a live feed, although that has not as yet occurred. Or, he added, the signal can be brought back to the studio, dubbed onto two-inch tape and edited for transmission to New York. Mr. Crossland pointed out that the camera runs off batteries in the back pack and the video-tape recorder may be run off an automobile, boat, or even a helicopter battery.

According to Mr. Pierce WBBM-TV has just received the time-base corrector and the recorders and will use them as a back-up system for its present procedure: shooting remotes with the new camera, feeding the signal by microwave back to



**New baby.** CBS News has begun to use a new light-weight (12 pounds) color camera, which when used with a time-base corrector and low-cost helical-scan video tape recorders, produces a picture comparable to more costly quadraplex VTR's. Shown is the new unit (r) compared to a conventional portable video-tape camera.

the studio, where it is recorded on a quadraplex video-tape recorder or broadcast live.

Mr. Davidson emphasizes that CBS does not regard the new camera and associated equipment as the be-all, end-all camera system. "We're even looking for breakthroughs in digital cameras, using solid-state chips to replace tubes," he said. "Eventually we hope a complete system will weigh 25 pounds and be able to use half-inch, or quarter-inch tape."

### Technical Briefs

**Realignment.** FCC has adopted new plan that will restructure its Field Engineering Bureau along more functional lines. All enforcement functions, including inspections, investigations and monitoring, will be directed by new Enforcement Division in Washington. Public-service functions, such as radio-operator examinations and equipment-certification matters, will be conducted by new Regional Services Division through 10 field offices. Plan also provides for Engineering Division which will be responsible for standards and facilities, equipment construction and installation, and miscellaneous field-support functions.

**Branching out.** Crown International, producer of hi-fi components, has formed industrial sales division to provide sales and service to industrial and commercial buyers on audio amplifiers, tape transports and recorders and electronic test instruments. 1718 West Mishawaka Road, Elkhart, Ind. 46514. Phone: (219) 294-5571.

### More time for IDC

**Extension of waiver will permit refining of monitoring system**

International Digiconics Corp. has been given two years by the FCC to work out the bugs in its trouble-plagued TV-commercial monitoring system (BROADCASTING, Nov. 5). Two IDC proposals to ease regulations on the use of the television-picture area to transmit monitoring information were rejected by the commission, but a limited waiver of the program-identification rule was extended so that IDC could attempt to refine its system to meet commission standards.

Because of technical problems, the IDC encoding system frequently transmitted patterns which occupied more of the picture area than the rules permit. Although IDC has nearly perfected an encoding system for video tape, it has not found a satisfactory method for encoding film.

The commission said that the failure of the identification system for film was a serious deficiency and urged IDC and other interested parties to attempt to develop a system of general applicability, possibly an aural-identification system.

IDC last year gave up on film encoding, but IDC President Paul Roth said that efforts to solve the film encoding problem would be renewed.

IDC is currently providing monitoring services for some 30 advertisers and agencies. The IDC audit system for broadcast material distributed on tape is now operating successfully in the 47 largest markets.

### Broadcasting's index of 139 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Nov. 7	Closing Wed. Oct. 31	Net change In week	% change In week	High 1973	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N 25 1/4	27 1/2	- 2 1/4	- 8.18	34 1/4	21	10	17,029	429,982
CAPITAL CITIES COMM	CCB	N 40 1/8	44	- 3 7/8	- 8.80	62 1/2	35	16	7,074	283,844
CBS	CBS	N 31 1/8	35 1/2	- 4 3/8	- 12.32	52	28 5/8	10	28,315	881,304
CONCERT NETWORK**	D	3/8			.00	5/8	1/4		2,200	825
COX	COX	N 20	21 1/2	- 1 1/2	- 6.97	40 1/4	18 1/4	11	5,828	116,560
FEDERATED MEDIA*	O	5	5		.00	5 1/2	2	16	820	4,100
GROSS TELECASTING	GGG	A 13	13 5/8	- 5/8	- 4.58	18 3/8	12 1/4	8	800	10,400
LIN	LINB	O 6 1/8	7 3/8	- 1 1/4	- 16.94	14 3/4	5 3/8	6	2,296	14,063
MOONEY	MOON	O 4 1/8	3 7/8	+ 1/4	+ 6.45	10 1/4	3 7/8	11	385	1,588
PACIFIC & SOUTHERN	PSDU	O 10	11	- 1	- 9.09	13 3/4	7	111	1,767	17,670
RAHALL	RAHL	O 5 1/4	4 1/4	+ 1	+ 23.52	12 1/4	4	7	1,297	6,809
SCRIPPS-HOWARD	SCRP	O 17 1/4	17 1/2	- 1/4	- 1.42	21 1/4	17 1/4	8	2,589	44,660
STARR	SBG	M 10		- 1 1/8	- 10.11	24 1/2	9	8	1,200	12,000
STORER	S8K	N 15 7/8	17	- 1 1/8	- 6.61	44	15	7	4,751	75,422
TAFT	TFB	N 22 1/2	26 1/8	- 3 5/8	- 13.87	58 5/8	22	9	4,219	94,927



Stock symbol	Exch.	Closing Wed. Nov. 7	Closing Wed. Oct. 31	Net change in week	% change in week	High 1973	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Service</b>											
88DO INC.+		14 3/8	15 1/8	- 3/4	- 4.95	17 7/8	14 3/8		706	10,148	
JOHN BLAIR	BJ	6 3/4	7 1/8	- 3/8	- 5.26	13	6 3/8	5	2,411	16,274	
COMSAT	CQ	48 3/4	50	- 1 1/4	- 2.50	64 1/2	42 1/4	18	10,000	487,500	
CREATIVE MANAGEMENT	CMA	6 1/4	5 5/8	+ 5/8	+ 11.11	9 1/2	4	7	1,016	6,350	
DOYLE DANE BERNBACH	DOYL	11 3/4	12 1/2	- 3/4	- 6.00	23 1/2	11 3/4	6	1,910	22,442	
ELKINS INSTITUTE**	ELKN	5/8	5/8		.00	1 1/4	1/2		1,664	1,040	
FOOTE CONE & BELDING	FCB	10 3/8	10 7/8	- 1/2	- 4.59	13 3/8	8 1/8	11	2,129	22,088	
CLINTON E. FRANK					.00	11 1/2	5	10	720	7,470	
GREY ADVERTISING	GREY	8 3/4	9 3/4	- 1	- 10.25	17 1/4	8 1/4	4	1,263	11,051	
INTERPUBLIC GROUP	IPG	14 1/2	14 5/8	- 1/8	- .85	25 3/8	12 1/8	5	2,464	35,728	
MARVIN JOSEPHSON	MRVN	14	14 3/4	- 3/4	- 5.08	18 1/2	8	11	1,085	15,190	
MCCAFFREY & MCCALL	O	7	7 1/4	- 1/4	- 3.44	10 3/4	6 3/4	4	585	4,095	
MCI COMMUNICATIONS+	MCIC	6 1/2	7	- 1/2	- 7.14	8 7/8	4 5/8		12,825	83,362	
MOVIELAB**	MOV	1 1/4	1 3/8	- 1/8	- 9.09	1 7/8	1 1/8		1,407	1,758	
MPO VIDEOTRONICS**	MPO	2 1/4	2 5/8	- 3/8	- 14.28	4 7/8	2		540	1,215	
NEEDHAM, HARPER	NOHMA	8 1/2	8 3/4	- 1/4	- 2.85	26 1/4	8 1/2	4	916	7,786	
A. C. NIELSEN	NIELB	28 3/8	33 3/8	- 5	- 14.98	40 1/2	28 3/8	26	10,598	300,718	
OGILVY & MATHER	OGIL	20 1/4	23	- 2 3/4	- 11.95	32 1/2	14 1/2	8	1,777	35,984	
PKL CO.	PKL	3/4	7/8	- 1/8	- 14.28	2 5/8	3/4	1	818	613	
J. WALTER THOMPSON	JWT	13 1/4	13	+ 1/4	+ 1.92	24 3/4	12 5/8	6	2,635	34,913	
UNIVERSAL COMM.*	N	2 3/4	2 3/4		.00	12 1/4	2	5	715	1,966	
WELLS, RICH, GREENE	WRG	10 1/4	11 1/2	- 1 1/4	- 10.86	21 1/8	9 1/2	5	1,568	16,072	
									TOTAL	59,752	1,123,763
<b>Electronics</b>											
ADMIRAL	ADL	12 1/8	13 5/8	- 1 1/2	- 11.00	18	7 1/4	6	5,817	70,531	
AMPEX	APX	4 3/4	4 3/4		.00	6 7/8	3 1/4	11	10,878	51,670	
CCA ELECTRONICS	CCAE	1	1		.00	3	1	2	881	881	
COLLINS RADIO	CRI	24 3/4	24 5/8	+ 1/8	+ .50	25 7/8	15 1/4	17	2,968	73,458	
COMPUTER EQUIPMENT	CEC	1 7/8	2	- 1/8	- 6.25	2 7/8	1 7/8	13	2,366	4,436	
CONRAC	CAX	18	18 7/8	- 7/8	- 4.63	31 7/8	14 1/4	9	1,261	22,698	
GENERAL ELECTRIC	GE	63 3/8	65 3/8	- 2	- 3.05	75 7/8	55	20	182,348	11,556,304	
HARRIS-INTERTYPE	HI	35 1/8	38 1/2	- 3 3/8	- 8.76	49 1/4	24 1/2	14	6,227	218,723	
INTERNATIONAL VIDEO	IVCP	6 1/2	6 3/4	- 1/4	- 3.70	14 3/4	5 3/4	12	2,745	17,842	
MAGNAVOX	MAG	9	9 5/8	- 5/8	- 6.49	29 5/8	8 5/8	13	17,806	160,254	
3M	MMM	84 7/8	86 1/2	- 1 5/8	- 1.87	91 5/8	76 1/4	35	113,051	9,595,203	
MOTOROLA	MOT	58 3/4	61 3/4	- 3	- 4.85	68 3/4	41 1/4	24	27,740	1,629,725	
OAK INDUSTRIES	DEN	14	15 1/4	- 1 1/4	- 8.19	20 1/2	10 3/4	7	1,639	22,946	
RCA	RCA	23	24 1/2	- 1 1/2	- 6.12	39 1/8	22 1/8	10	74,531	1,714,213	
RSC INDUSTRIES	RSC	2 1/8	2 1/8		.00	2 1/2	1 3/8	15	3,458	7,348	
SONY CORP	SNE	37 1/4	38 7/8	- 1 5/8	- 4.18	57 1/4	37	33	66,250	2,467,812	
TEKTRONIX	TEK	47	51 1/8	- 4 1/8	- 8.06	56 5/8	29 7/8	22	8,185	384,695	
TELEVISION**	TIMT	2 1/2	2 1/2		.00	4 3/4	2 3/8		1,050	2,625	
TELEPRO INDUSTRIES	O	3/4	3/4		.00	2 1/2	3/4	5	1,717	1,287	
WESTINGHOUSE	WX	30 5/8	31 1/2	- 7/8	- 2.77	47 3/8	30 5/8	14	88,595	2,713,221	
ZENITH	ZE	33 1/8	35 1/4	- 2 1/8	- 6.02	56	32 1/8	11	19,043	630,799	
									TOTAL	638,556	31,346,671
									GRAND TOTAL	1,364,308	48,318,880

**Standard & Poor's Industrial Average**

118.84      121.72      -2.88

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

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

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

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

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

Company	Period	CURRENT AND CHANGE			YEAR EARLIER				
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Chris-Craft Industries Inc. ....	year 8/31	67,323,000	- 4.5%	4,984,000	- 6.5%	.92	70,501,000	5,330,000	1.07
Cowles Communications Inc. ....	9 mo. 9/30	7,152,000	+ 8.0%	1,258,000	+ 32.1%	.32	6,821,000	952,000	.24
Fairchild Industries .....	9 mo. 9/30	173,614,000	- 2.5%	(802,000)	*	(.18)	177,993,000	4,877,000	1.07
Foots, Cone & Belding Commu- cations Inc. ....	9 mo. 9/30	238,773,000	+ 20.9%	2,520,000	+ 71.7%	1.18	197,511,000	1,468,000	.68
Globetrotter Communications Inc. ..	9 mo. 9/30	16,387,578	+199.9%	1,752,602	+ 3.03%	.63	9,199,710	1,345,107	.47
Gray Communications Systems Inc. <sup>1</sup> .	year 6/30	8,111,923	+ 15.2%	675,539	+ 19.9%	1.42	7,041,099	563,180	1.19
John Blair & Co. ....	9 mo. 9/30	53,722,000	- 0.9%	2,006,000	- 8.4%	.82	54,193,000	2,189,000	.84
McCaffrey and McCall Inc. ....	9 mo. 9/30	39,611,000	+ 11.6%	450,000	+ 30.0%	.77	35,498,000	346,000	.59
MCA Inc. ....	9 mo. 9/30	259,385,000	+ 13.2%	17,652,000	+ 17.8%	2.11	229,125,000	14,980,000	1.82
Ogilvy & Mather International .....	9 mo. 9/30	335,869,000	+ 12.6%	2,848,783	+ 14.5%	1.57	298,290,000	2,487,282	1.37
Pacific and Southern Broadcasting Co.	9 mo. 9/30	12,660,696	- 3.4%	200,403	- 60.3%	.11	13,108,095	504,225	.25
Ridder Publications Inc. ....	9 mo. 9/30	120,650,000	+ 15.5%	10,157,000	+ 15.4%	1.11	104,415,000	8,801,000	.96
Tektronix Inc. ....	year 8/19	212,707,000	+ 25.9%	17,176,000	+ 36.0%	2.10	168,981,000	12,625,000	1.55
Telemation Inc. ....	9 mo. 9/30	12,967,300	+ 8.9%	30,549	+296.1%	.03	11,901,209	10,316	.01
Washington Post Co. ....	9 mo. 9/30	176,778,000	+ 14.0%	8,398,000	+ 65.9%	1.77	155,100,000	5,081,000	1.05

\* Percentage change is too great to provide a meaningful figure.  
<sup>1</sup> Broadcasting contributed \$4,166,891 to revenues in 1973; \$3,607,609 in 1972.



# Fates & Fortunes®

## Media



Howard



Timothy

**Robert T. Howard**, VP-general manager, NBC-owned KNBC(TV) Los Angeles, named VP-administration and operations, NBC-TV, New York. **Raymond J. Timothy**, station manager, NBC-owned WKYC-TV Cleveland, succeeds Mr. Howard at KNBC.

**William R. Rosesch**, president-chairman, Jones & Laughlin Steel Corp., Pittsburgh, named president and chief executive officer, Kaiser Industries Corp., Oakland, Calif., parent of Kaiser Broadcasting Co., group broadcaster.



Faulkner

**Marianne Faulkner**, business manager, Metromedia Inc.'s WXIX-TV Cincinnati, named first woman VP, Metromedia, group broadcaster. Ms. Faulkner is also president, American Women in Radio and Television's Cincinnati chapter and national chairman,

AWRT's professional development committee.

**Raymond Rajewski**, business manager, Kaiser Broadcasting's WKBG-TV Boston, assumes additional duties, station manager, Kaiser's WCAS(AM) Cambridge, Mass. **Elizabeth Plovnick**, with Maslow, Gold and Rothschild, Boston agency, joins WKBG-TV as promotion coordinator.



Carnegie

**Jack Carnegie**, formerly VP-general manager, Pacific & Southern Broadcasting's KKDJ(FM) Los Angeles, and WSAI(AM)-WJDJ(FM) Cincinnati, joins WYSP(FM) Philadelphia as general manager.

**Tim Reynolds**, director of financial planning and analysis, CBS Television Stations Division, joins CBS-owned WCAU-TV Philadelphia as director of planning and analysis.

**Len Sampson**, with KOMO(AM) Seattle, joins KTVW(TV) there as assistant station

manager. **Carl Seidel**, with KTVW, appointed public affairs director.

**Richard Brady**, formerly sales manager, KALO(AM) Little Rock, Ark., named general manager, KEZQ(FM) there. Both are Mann Media stations.

**Patrick Fitzgerald**, producer-director, noncommercial WBGU-TV Bowling Green, Ohio, appointed director of instructional television. **Joan Gordon**, director of public information, WBGU-TV, appointed director of public information and development. **Frank W. Baker**, production manager, WOHO(AM)-WXEZ(FM) Toledo, Ohio, named general manager, noncommercial WBGU(FM) Bowling Green.

**Donald H. Aspacher**, station manager, WABJ(AM) Adrian, Mich., named VP.

**Lou L. Garris**, with WAYK(AM) Lehigh Acres, Fla., appointed station manager.

**Walter C. Maxwell**, formerly with IBM Corp., Kingston, N.Y., appointed executive VP, WGHQ-AM-FM there, with responsibilities in business operations.

**Dan Rustin**, managing editor, *Television/Radio Age*, joins ABC, New York, as manager of industry and audience relations.

**Kenneth Marston**, executive VP-general manager, Dixie Network, Jackson, Tenn., elected first full-time executive director, Tennessee Association of Broadcasters. Headquarters of TAB will be moved from University of Tennessee campus, Knoxville, to Nashville when Mr. Marston assumes post Jan. 1, 1974.

**Tommy King**, WSM-TV Nashville, elected president, TAB. **Jerry Adams**, WMAK(AM) Nashville, elected secretary-treasurer; **D. A. Noel**, WHBQ-TV Memphis, **John Bailey**, WJZM(AM) Clarksville and **Reeve Owen**, WTVC(TV) Chattanooga, elected VP's.

**Gary Rogers**, with KOKA(AM) Shreveport, La., rejoins WEDR(FM) Miami as operations director.

**Pamela O'Neal**, promotion assistant, KMOX-TV St. Louis, joins WKYC-TV Cleveland as supervisor, on-air promotion.

**Gladys Christman**, with KFI(AM) Los Angeles, appointed promotion and publicity coordinator.

## Broadcast Advertising

**Jay B. Sondheim**, formerly VP-general manager, Kaiser Broadcasting's KBHK-TV San Francisco, named VP-Western sales, Kaiser's national sales group. **Bruce Fleming**, with KCOP-TV Los Angeles, appointed Los Angeles sales manager for sales group. **Frank X. Daly**, sales manager, Kaiser's WFLD-TV Chicago, named Midwest sales manager, sales group.

**Harvey Cohen**, sales manager, WPLG-TV Miami, joins WCIX-TV there as general sales manager.



Mounty

**Robert Mounty**, executive VP, WPEN-AM-FM Philadelphia, joins WHN(AM) New York as general sales manager.

**Christopher T. Gallu**, national sales manager, WFBR(AM) Baltimore, named general sales manager.

**Stephen C. Black**, sales manager, Oklahoma News Network, Oklahoma City, joins WVVK(AM) Highland Park, Ill., as general sales manager. **Walt Stare**, with WVVX-AM-FM, appointed general sales manager, WVVX-FM.

**Larry C. Vanderveen**, sales manager, KGIL(AM) San Fernando, Calif., named general sales manager, KFI(AM) Los Angeles, and **Lee Larsen**, general sales manager, KROQ(AM) Los Angeles, named sales manager, KFI.



Lockhart

**Keith Lockhart**, president of own agency, Lockhart Advertising, St. Thomas, Virgin Islands, joins National Black Network, New York, as director of advertising and public relations.

**David Martin** and **Ray Yorke**, with WLCY - AM - FM Tampa/St. Petersburg, Fla., named retail sales manager and regional sales manager, respectively.

**James E. White**, chief engineer and announcer, KAMI(AM) Cozad, Neb., joins KRFS(AM) Superior, Neb., as sales manager.

**Beryl Seidenberg**, VP-media director, Smith/Greenland Co., New York agency, named senior VP-director of media and marketing services.

**Howard Sirinsky**, manager of sales analysis, CBS, Chicago, joins Foote, Cone & Belding, Chicago, as manager of network relations.

**Edward T. McNamara**, account supervisor, BBDO, New York, joins Gardner Advertising, St. Louis, as VP-account group head.

**Ray Thiem**, group creative director, N. W. Ayer, Chicago, elected VP.

**Anthony Welch**, account executive, CBS Radio Spot Sales, Los Angeles, appointed sales manager, San Francisco office.

## Programming

**Joseph Ceslik**, assistant VP for syndication sales in U.S. and Canada, United

Artists Television, named national sales coordinator, Paramount Television's syndication department.

**David Bradshaw**, vice chairman, Trans-American Video Inc., Hollywood videotape facility, named acting president and chief executive officer. **Ron Bongard**, VP-administration, named VP and chief operating officer. Changes result from resignation of **Jack McClenahan** as president; Mr. McClenahan has announced intention of forming own production company.

**Khan Hamon**, former program director, K TSA(AM) San Antonio, Tex., appointed national program director, San Antonio Broadcasting Inc., licensee of KEEZ(FM) San Antonio and KCNW(AM)-KMOD(FM) Tulsa, Okla.

**Ronnie Dennington**, with WYNE(AM) Appleton, Wis., joins WGCL(FM) Cleveland as program director.

**Donald Coy**, news director, WONS(AM) Tallahassee, Fla., appointed program director, WAAC(AM) Terre Haute, Ind.

**George W. Liberatore**, production manager, WVTV(TV) Milwaukee, joins WITI-TV there in same capacity.

**Lori Wintner**, director, KTVK(TV) Phoenix, joins KGTV(TV) San Diego, as producer/director.

**Roger Twibell**, with KGW-TV Portland, Ore., joins KATU(TV) there as sports director.

### Broadcast Journalism

**Victor Neufeld**, news producer, WNEW-TV New York, joins ABC News there as producer, *ABC Weekend News*.

**Michael Brown**, reporter/weatherman, KLTV(TV) Tyler, Tex., named news director.

**Wayne R. Hill**, formerly producer, WCIX-TV Miami, joins noncommercial WBGU-TV Bowling Green, Ohio, as director of news and public affairs.

**William G. Gary**, Chicago bureau chief, UPITN, named Midwest news editor. He is succeeded by **Al Mann**, Chicago news feed producer.

**Eugene S. Haggerty**, New York bureau manager, United Press International, appointed regional news editor. **Allan R. Bruce**, New England division sports editor, UPI, Boston, appointed New York city editor, succeeding **Thomas D. Zumbo**, appointed New York bureau administrator. **Jerry L. Mitchell**, with UPI bureau, Columbia, S.C., appointed bureau manager, Charlotte, N.C.

**Daniel Abernathy**, news director, WDRQ(FM) Detroit, joins KSLQ(FM) St. Louis in same capacity. Both are Bartell Media stations.

**Charlene M. Mitchell**, reporter, WTOL-TV Toledo, Ohio, joins WBAL-TV Baltimore as on-air reporter.

**Bill Zimmerman**, reporter/photographer, KQRT(TV) St. Joseph, Mo., appointed chief reporter/photographer. **Sharon Barnett**, news trainee, KQTV, appointed reporter/photographer.

**Tony Vignierei**, news reporter, WKOW-TV Madison, Wis., appointed news anchor-



**Two decades.** Paul M. Stevens (l) president of the Southern Baptist Radio and Television Commission, Fort Worth, Tex., was honored for 20 years of leadership to that organization at a celebration held in Fort Worth. Pictured with Mr. Stevens are (from l), Pamela Ilott, director of religious and cultural broadcasts, CBS News; Doris Ann, manager of religious programs, NBC, and Roy Danish, director of the Television Information Office of the National Association of Broadcasters. The Radio and TV Commission produces religious programming for public service broadcasts and sponsors the annual Abe Lincoln Awards for broadcasters.

man and producer, wxow-TV La Crosse, Wis. Both stations are members of Wisconsin TV Network.

### Cablecasting

**Richard O. Williams**, with Teleprompter Corp., New York, joins Television Microtime Inc., Bloomfield, Conn., as senior applications engineer.

**Brenda J. Gore**, with House Committee on Armed Services, joins National Cable Television Association, Washington, as assistant to VP-government relations, Charles Lipsen.

**James Streevy**, systems engineer, Empire State Cable, Binghamton, N.Y., appointed general manager. System serves Binghamton and nine contiguous communities.

**Michael R. Corboy**, chairman, Southwest Business Development Corp., joins Tocom Inc., Dallas CATV equipment and systems manufacturer, as president and chief operating officer.

### Deaths

**Ethel Custer Pritchard**, 77, president, Galesburg Broadcasting Co., licensee of WGIL-AM-FM Galesburg, Ill., died Oct. 24 in that city.

**Nancy Cummings**, 48, West Coast media buyer, died at her home in San Diego Oct. 26. She had been with Teawell Inc., there; previously she was with Young & Rubicam, San Francisco, and Erwin Wasey, Los Angeles.

**Marv Gray**, 53, Los Angeles radio talk-show host, died of heart attack Nov. 7 at KFI(AM) Los Angeles studios. Mr. Gray was with KLAC(AM) and then KABC(AM), both Los Angeles, for five years, before joining KFI last month. He entered radio in 1960's as executive producer of *Joe Pyne Show*. He leaves wife, Lilly, two sons and daughter.

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Cincinnati-Louisville . . . . .	\$21.00
Cleveland-Phoenix . . . . .	\$26.25
Los Angeles-New Orleans . . . . .	\$31.50
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Philadelphia-Houston . . . . .	\$26.25
New York-Tampa . . . . .	\$26.25

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# For the Record.

As compiled by BROADCASTING Oct. 30 through Nov. 5 and based on filings, authorizations and other FCC actions.

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

## New TV stations

### Application

■ Gallup, N.M.—New Mexico Broadcasting Co. Seeks VHF ch. 3 (60-66 mhz); ERP 100 kw vis; 10 kw aur. HAAT 2000 ft.; ant. height above ground 477 ft. P.O. address Box 1294 Albuquerque, N.M. 87103. Estimated construction cost \$338,500; first-year operating cost \$24,000; revenue none. Geographic coordinates 35°55'16" north lat.; 108°47'24" west long. Type trans. Gates BT-18L. Type ant. Gates TY-50-F. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer A. Earl Cullum Jr. & Associates, Dallas. Principals: Goldie Hebenstreit, as executrix estate of A. R. Hebenstreit (56.2%), HARRISCO Broadcasting Corp., represented by Burt I. Harris (30.01%), et al. New Mexico Broadcasting owns KGGM-AM-TV Albuquerque and KVSF(AM) Santa Fe, both New Mexico. HARRISCO is licensee KBAK-TV Bakersfield, Calif., KTWQ-AM-TV Caspar, Wyo., KULR-TV Billings and KFBB-TV Great Falls, both Montana. HARRISCO also has 50% interest in WSNV-TV Chicago. New VHF at Gallup is proposed satellite of KGGM-TV Albuquerque. Ann. Oct. 17.

### Final action

■ Rapid City and Lead, both South Dakota—FCC granted request by Western Television Co. for waiver of multiple ownership rules for limited purpose of having its applications for permanent authority to operate new television stations in Rapid City (ch. 7) and Lead (ch. 5) processed. Opposition to waiver request and petition to deny Western's applications for interim authority to operate Rapid City and Lead channels filed by Dakota Broadcasting Co., Inc., were denied. Action Oct. 25.

### Action on motion

■ Administrative Law Judge Jay A. Kyle in Home-wood & Birmingham, both Alabama (Chapman Radio and Television Co. and Birmingham Broadcasting Co.), TV proceeding, scheduled evidentiary hearing for Nov. 28 (Docs. 15461, 16761). Action Oct. 25.

## Call letter action

■ \*Mississippi Authority for Educational Television, Booneville, Miss.—Granted \*WMAE(TV).

## Existing TV stations

### Final actions

■ \*KHET(TV) Honolulu — Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1534 Kapiolani Boulevard, Honolulu (BRCTV-11). Action Oct. 29.

■ \*WNIT(TV) South Bend, Ind.—Broadcast Bureau granted mod. of CP to change ERP to vis. 589 kw; aur. 64.6 kw; change type trans. and ant.; make changes in ant. structure; ant. height 560 ft. (BMPET-798); granted mod. of CP to extend completion date to April 24, 1974 (BMPET-797). Action Oct. 24.

■ WDXR-TV Paducah, Ky.—Broadcast Bureau granted authority to operate trans. by remote control from 400 Kentucky Avenue (BRCTV-141). Action Oct. 29.

■ WXYZ-TV Detroit—Broadcast Bureau rescinded grant of renewal of license and SCA, pending further FCC action. Action Oct. 26.

■ WABG-TV Greenwood, Miss.—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4632). Action Oct. 18.

■ \*KCPT(TV) Kansas City Mo.—Broadcast Bureau granted authority to operate trans. by remote control from 21st Street and Stark Avenue, Blue Summit, Mo. (BRCTV-55). Action Oct. 18.

■ \*WNJB(TV) New Brunswick, N.J.—Broadcast Bureau granted license covering new station (BLET-333). Action Oct. 29.

■ \*WPBO-TV Portsmouth, Ohio—Broadcast Bureau granted CP to replace expired permit for new station (BPET-560). Action Oct. 18.

■ WTAJ-TV Philadelphia — Broadcast Bureau granted CP to install aux. ant. (BPCT-4653). Action Oct. 18.

■ WKAQ-TV San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to April 18, 1974 (BMPCT-7496). Action Oct. 18.

■ WNTV(TV) Greenville, S.C.—Broadcast Bureau granted authority to identify station as Greenville-Spartanburg, S.C. Action Oct. 18.

### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Panama City, Fla. (Panhandle Broadcasting Co. [WDTB-TV], TV proceeding, granted petition by Panhandle to amend application to supply remainder of proof of performance respecting WDTB-TV (Doc. 19836). Action Oct. 26.

■ Administrative Law Judge Chester F. Naumowicz Jr., in Daytona Beach, Fla., (Covles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, denied petition by Covles Florida Broadcasting to file supplemental findings of fact; by separate action granted petition by Central Florida Enterprises to amend application to show extension of loan commitment (Docs. 19168-70). Action Oct. 19.

■ Administrative Law Judge Chester F. Naumowicz Jr., in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, scheduled hearing for Nov. 6; by separate action granted petition by Western Communications to amend application to show acquisition of newspaper by its parent corporation; and by separate action made letter dated Sept. 26 (requesting transcript of certain testimony to be corrected) part of record of proceeding and corrected transcript as specified (Docs. 19519, 19581). Action Oct. 19.

■ Chief, Broadcast Bureau, on request of governor of Puerto Rico, extended through Dec. 7 and Dec. 17, dates for filing comments and reply comments in matter of dual-language TV/FM programming in Puerto Rico. Previous deadlines were Oct. 26 and Nov. 5 (Doc. 19825). Action Oct. 29.

### Other actions

■ Review board in Largo, Fla., TV proceeding, granted petition by Sarasota-Brandenton Florida Television Co. (WXLT-TV Sarasota, Fla.) for addition of site availability issue against WLCY-TV Inc., applicant for change in facilities of WLCY-TV Largo (Doc. 19627). Action Oct. 25.

■ Review board in Dallas TV proceeding, granted request by Broadcast Bureau for extension of time through Nov. 2 in which to file responsive pleadings to third motion to add issues filed by Belo Broadcasting Corp. in proceeding involving application of Wadeco Inc. for WFAA-TV facilities (Docs. 19744-45). Action Oct. 26.

### Call letter action

■ KFSA-TV Fort Smith, Ark.—Granted KFSM-TV.

## New AM stations

### Application

■ Sandy Creek-Pulaski, N.Y.—Oswego-Jefferson Broadcasting Inc. Seeks 1070 khz, 1 kw-D. PO address 7703 Hadley Road, Sandy Creek 13145. Estimated construction cost \$32,716; first-year operating cost \$25,467; revenue \$55,000. Principals: Stephen Sattler and James J. Foeder (each 50%). Mr. Sattler has ranching interests and Foeder has retail grocery interests, both Sandy Creek. Ann. Oct. 18.

### Actions on motions

■ By Administrative Law Judge Frederick W. Deniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, dismissed petition by Burns, Rieke and Voss Associates to amend application; and by separate action denied joint petition by applicants and disapproved proposed agreement (Docs. 19596-7). Action Oct. 23.

■ Administrative Law Judge Forest L. McClenning in Tallahassee and Quincy, both Florida, (Charles W. Holt et al.), AM proceeding, granted joint petition for approval of agreement and dismissal; approved agreement; dismissed application of Talquin Broadcasting Co.; retained in hearing applications of Charles W. Holt and of B. F. J. Timm (Docs. 19445-7). Action Oct. 19.

### Call letter application

■ Dakota-North Plains Corp., Aberdeen, S.D.—Seeks KKAA.

## Existing AM stations

■ WPGC Morningside, Md.—Seeks CP to add MEOVs to existing D pattern. Ann. Oct. 31.

■ KGAR Vancouver, Wash.—Seeks CP to change hours of operation to U, increase power to 10kw, operate with DA-N, change trans. location to end of northeast 41st Street, near Vancouver and operate remote control during D only. Ann. Oct. 31.

### Final actions

■ WMAL Washington—FCC denied request by M. Patton Echols Jr., Republican candidate for attorney general of Virginia, for review of ruling by the Broadcast Bureau denying his contention that WMAL violated rules by censoring one of his political advertisements concerning cross-judicial busing of school children. Action Oct. 31.

■ WJSB Crestview, Fla.—Broadcast Bureau granted license covering permit for new aux. trans. (BL-13512). Action Oct. 23.

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■ KVIC Victoria, Tex.—Broadcast Bureau granted license covering permit for changes (BL-13535). Action Oct. 30.

■ KOQT Bellingham, Wash.—Broadcast Bureau granted license covering use of former main trans. as aux. only (BL-13525). Action Oct. 30.

#### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises [WKPA-(AM) New Kensington and WYDD(FM) Pittsburgh]), license revocation proceeding, granted request by Gateway and extended to Dec. 3 time in which to file proposed findings of fact and conclusions and to Dec. 17, time in which to file replies (Doc. 19452). Actions Oct. 25.

■ Administrative Law Judge William Jensen in Madisonville, Tenn. (Monroe Broadcasters, Inc.), AM proceeding, granted motion by Chief, Broadcast Bureau for discovery, and ordered WKYZ Madisonville to produce requested rate cards at commission within ten days from issue date; provided that time and place of production may be changed by agreement of counsel (Doc. 19829). Action Oct. 24.

■ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLBBI]), AM proceeding, on judge's own motion, ordered parties to file briefs or memoranda of law or policy on question of authority of presiding judge to issue partial initial decision, positions of parties with respect thereto, and views in regard to advisability of such procedure, and that papers be filed not later than Nov. 2, scheduled for further prehearing conference for Nov. 9 (Docs. 19636-7). Action Oct. 24.

■ By Chief, Office of Opinions and Review, in Denver (Action Radio Inc.), for renewal of license of KTLK Denver, granted motion by Action Radio and extended to Nov. 12 time in which to file reply brief to exceptions to initial decision filed by Broadcast Bureau (Doc. 19274). Action Oct. 24.

#### Fine

■ WGIG Brunswick, Ga.—Broadcast Bureau notified licensee that it incurred apparent liability for \$200 for violation of rules in that audio proof of performance made within past 14 months was not available for inspection. Action Oct. 25.

#### Call letter applications

- KACL Santa Barbara, Calif. Seeks KKIO.
- WQHL West Point, Miss.—Seeks WKBB(FM).
- KCNW Tulsa, Okla.—Seeks KXXO.

#### Call letter actions

- WGRT Chicago—Granted WJPC.
- WORK York, Pa.—Granted WZIX.
- KIXL Dallas—Granted KPBC.

#### Designated for hearing

■ WFMC(AM)-WOKN(FM) Goldsboro, N.C.—FCC designated for hearing applications of Southern Radio and Television Corp. for renewal of license for WFMC (BR-2681) and for license for WOKN(FM) (BLH-5784). Action Oct. 31.

### New FM stations

#### Applications

■ Berryville, Ark.—KTHS Inc. Seeks 107.1 mhz, 1 kw. HAAT 451 ft. P.O. address Box 191, Berryville 72616. Estimated construction cost \$31,275; first-year operating cost \$9,000; revenue \$12,000. Principals: Maurice F. Dunne Jr., president, et al. (100%). Mr. Dunne also has interest in KTHS(AM) Berryville; KBOA-AM-FM Kennett, Mo. and KSIB-AM-FM Creston, Iowa. Ann. Oct. 18.

■ Camilla, Ga.—Enterprise Broadcasting Inc. Seeks 105.5 mhz, 3 kw. HAAT 300 ft. P.O. address 13 South Scott Street, Camilla 31730. Estimated construction cost \$53,818; first-year operating cost \$44,594; revenue \$120,471. Principals: John W. Burson (52%), Benjamin T. and Mary G. Burson (each 24%). Bursons have newspaper and printing interests in Camilla. Am. Oct. 18.

■ Hampton, Iowa—Obed S. Borgen. Seeks 104.1 mhz, 3 kw. HAAT 238 ft. P.O. address 1710 11th Avenue, Rochester, Minn. 55901. Estimated construction cost \$38,096; first-year operating cost \$50,000; revenue \$75,000. Principals: Mr. Borgen (100%) owns KFIL-AM-FM Preston, Minn., he also has 49% interest in WMIN(AM) Maplewood, Minn. Ann. Oct. 18.

■ Clayton, Mo.—Washington University. Seeks 89.5 mhz, 10 w. HAAT 136 ft. P.O. address Box 3570, St. Louis 63130. Estimated construction cost \$4,995; first-year operating cost \$9,600; revenue none. Principals: William H. Danforth is chancellor of Washington University. Ann. Oct. 18.

■ Summerville, S.C.—Brothers Broadcasting Corp. Seeks 93.5 mhz, 3 kw. HAAT 280 ft. P.O. address 1717 Wappoo Road, Charleston, S.C. 29407. Esti-

## Summary of broadcasting According to the FCC, as of Sept. 30, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,371	4	17	4,392	47	4,439
Commercial FM	2,419	0	49	2,468	130	2,598
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	190	0	2	193	42	245
Total commercial TV	695	1	8	705	49	765
Educational FM	592	0	26	618	79	697
Educational TV-VHF	87	0	4	91	3	95
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	8	238

\* Special temporary authorization.

mated construction cost \$71,692; first-year operating cost \$30,200; revenue \$85,000. Principals: Kenneth A. Goodman (33%), D. Ward Wilson and John Pembroke (each 20.75%), Arnold S. Goldstein (10%) et al. Mr. Goodman is announcer with WPAL(AM) Charleston, S.C. Other principals have various business and professional interests in Charleston. Ann. Oct. 18.

■ Labeville, Tenn.—Mid-South Professional Services Inc. Seeks 94.3 mhz, 3 kw. HAAT 300 ft. P.O. address Box 395, Waynesboro, Tenn. 38485. Estimated construction cost \$8,000; first-year operating cost \$31,204; revenue \$35,000. Principals: William T. Helton, Jr., president (100%). Mr. Helton has 50% interest in WAAN(AM) Waynesboro, Tenn. Ann. Oct. 18.

■ \*Madison, Tenn.—Madison Academy. Seeks 88.5 mhz, 1 kw. HAAT 45 ft. P.O. address Box 1304, Madison 37115. Estimated construction cost \$5,320; first-year operating cost \$6,552; revenue none. Principals: Alvin M. Morford is assistant principal of Madison Academy. Ann. Oct. 18.

■ Fort Stockton, Tex.—KFST Inc. Seeks 94.3 mhz, 2.95 kw. HAAT: 233 ft. P.O. address, Route 1, Box 165, Fort Stockton 79735. Estimated construction cost \$19,712; first-year operating cost \$15,000; revenue \$20,000. Principals: James W. Hawkins (40%), Barney and Billy H. Hubbs (each 20%). Messrs. Hawkins and Hubbs have interest in KFST(AM) Fort Stockton and KVL(AM) Alpine, Tex. Messrs. Hubbs also have interest in KIUN(AM) Pecos, Tex. Ann. Oct. 18.

■ Morgantown, W.Va.—Freed Broadcasting Corp. Seeks 100.1 mhz, 3 kw. HAAT 90 ft. P.O. address 343 High Street, Morgantown 26505. Estimated construction cost \$25,725; first-year operating cost \$12,000; revenue \$25,000. Principals: William S. and Eleanor I. Freed (together 100%). Mr. and Mrs. Freed own WCLG(AM) Morgantown. Ann. Oct. 18.

#### Final actions

■ \*Lincoln, Ill.—Lincoln University. Broadcast Bureau granted 91.1 mhz, 10 w. HAAT 72 ft. P.O. address College Street, Lincoln 62656. Estimated construction cost \$7,700; first-year operating cost \$500; revenue none. Principal: J. Richard Stolz is president of Lincoln University (BPED-1606). Action Oct. 12.

■ Topeka, Kansas—Shawnee Broadcasting Co. Broadcast Bureau granted 106.9 mhz, 100 kw. HAAT 426 ft. P.O. address 3005 Randolph Street, Topeka 66611. Estimated construction cost \$82,000; first-year operating cost \$63,000; revenue \$61,725. Principals: Marvin H. Wilson, president (33 1/3%) and Phoenix Communications Group (33 1/3%) et al. Dr. Wilson is Topeka surgeon. Phoenix Communications is Teaneck, N.J. communications consulting firm (BPH-8457). Action Oct. 19.

■ Booneville, Miss.—Booneville Broadcasting Co. FCC granted 99.3 mhz, 3 kw. HAAT 170 ft. P.O. address Box 232, Booneville 23329. Estimated construction cost \$25,595; first-year operating cost \$12,000; revenue \$12,000. Principals: E. O. Roden, president (100%). Mr. Roden owns WBIP(AM) Booneville. He also has interests in WTUP(AM) Tupelo and WGCN(AM)-WTAA(FM) Gulfport, both Mississippi; WBOB-AM-FM Pensacola, Fla.; WTUG(AM) Tuscaloosa, Ala., and KOKJ(AM) Jackson, Miss. (BPH-8322). Action Oct. 31.

#### Initial decision

■ Ogallala, Neb.—Administrative Law Judge Frederick W. Denniston, in initial decision, proposed grant of application of Industrial Business Corp. for 93.5 mhz, 3 kw. HAAT 300 ft. P.O. address 201 South Spruce Street, Ogallala 69153. Estimated construction cost \$56,100; first-year operating cost \$45,000; revenue \$50,000. Principals: Willard Soper (9.76%) et al. Mr. Soper has interest in electronics manufacturing firm in Ogallala. Other members of purchasing group also have various business interests in Ogallala. Mutually exclusive application of Ogallala Broadcasting Co., licensee of KOGA(AM) Ogallala, would be denied (Docs. 19559-60). Action Oct. 18.

#### Actions on motions

■ Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, set certain procedural dates; scheduled further hearings for Dec. 4, ordered further that parties endeavor to reach stipulation of basic facts contained in bulky proposed exhibit previously exchanged by Key Broadcasting Corp. and to include such stipulation with exhibits to be exchanged on Nov. 19; and by separate action granted petition by Sound Media to amend application to include letter dated Oct. 12 to clarify question raised recently by review board in disposing of petition to enlarge issues that had been filed by Key Broadcasting Corp. (Docs. 19410-11). Action Oct. 25.

■ Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, rescheduled hearing for Oct. 31 (Docs. 19709-10), by separate action granted petition by Buccaneer to amend application on financial issue and granted supplemental petitions to amend application in certain financial respects; and by separate action denied petition by Betty Jenkins, Jose Serna and David Honig individually and in their capacities as representatives of COMAC Inc and Spanish Association of Finger Lakes, Geneva, requesting reconsideration of presiding judge's order released July 18. Actions Oct. 24 and 25.

■ By Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation) FM proceeding, set certain procedural dates and scheduled hearing for Dec. 5 (Doc. 18634). Action Oct. 24.

#### Other action

■ Review board in Bloomington, Ind., FM proceeding, granted motion by Bloomington Media Corp. for extension of time through Oct. 31, in which to file oppositions to petition by Indiana Communications Inc. to add issues (Docs. 19813-14-15). Proceeding involves competing applications of Bloomington Media, Indiana Communications, and Henderson Broadcasting Co. for CP for new FM at Bloomington. In separate action, review board granted Henderson Broadcasting's motion for extension of time through Nov. 15 in which to file responsive pleadings to requests to add issues filed by Bloomington Media and Indiana Communications. Actions Oct. 23 and 26.

#### Rulemaking petitions

■ Chief, Broadcast Bureau, in Lexington, Mo., on request of S & M Investments Inc., licensee of KBIL(AM) Liberty, Mo., extended through Nov. 23 and Dec. 3 dates for filing comments and reply comments respectively in matter involving amendment of FM table of assignments at Lexington. Previous dates had been Nov. 2 and 13 (Doc. 19828). Action Oct. 31.

■ Chief, Broadcast Bureau, in Beaufort, S.C., on request of Sea Island Broadcasting Corp. extended through Dec. 10 and Dec. 21 time for filing comments and reply comments respectively in matter of amendment of FM table of assignments at Beaufort. Previous dates were Nov. 9 and 19 (Doc. 19833). Action Oct. 31.

#### Rulemaking action

■ Chief, Broadcast Bureau, in Edinburg, Tex., dismissed petition for rulemaking by Valley Broadcasting Inc. to amend FM table of assignments by adding either ch. 258 or ch. 300 at Edinburg since United States-Mexico FM broadcasting agreement, effective Aug. 9, substituted ch. 300 for 273 at Edinburg and FM table of assignments has been amended accordingly (RM-2006). Action Oct. 26.

#### Call letter applications

■ Snider Broadcasting Corp., Jonesboro, Ark.—Seeks KFIN(FM).

■ Beardstown Broadcasting Co., Beardstown, Ill.—Seeks WRMS-FM.

■ Bennett Broadcasting Co., Sunnyside, Wash.—Seeks KREW-FM.

#### Call letter actions

■ \*Thomas E. Alexander, Selma, Ala.—Granted \*WLAX(FM).

■ \*Miamisburg School District Board of Education, Miamisburg, Ohio—Granted \*WRSF(FM).

#### Designated for hearing

■ Chief, Broadcast Bureau, in Arab, Ala. (Brindlee Broadcasting Corp., Helton & Norris Enterprises Inc. and Marshall County Broadcasting Co.), designated mutually-exclusive applications for new FM on ch. 224 (92.7 mhz) for hearing on standard comparative issue (Docs. 19849-51). Action Oct. 29.

### Existing FM stations

#### Final actions

■ WVVZ(FM) Waterbury, Conn.—Broadcast Bureau granted CP to install new aux. trans. and ant. at main trans. location to be operated on 92.5 mhz; ERP 4.8 kw; ant. height 790 ft.; remote control permitted (BPH-8605). Action Oct. 25.

■ WHYI(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of license covering change in studio and remote control location to T.I.C. Sheraton 95-2741 North 29th Avenue, Hollywood, Fla. (outside city limits) (BMLH-474). Action Nov. 1.

■ \*WACG-FM Augusta, Ga.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from WJBF-TV studios at 1001 Reynolds Street, Augusta (BRCE-127). Action Oct. 19.

■ WDDD(FM) Marion, Ill.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 107.3 mhz; ERP 4.4 kw for aux. purposes only (BPH-8593); accepted data filed Sept. 6 in accordance with commission's first report and order released July 31 in Doc. 19732 showing proposed operation on 107.3 mhz; change trans. and ant.; ERP 50 kw; ant. height 275 ft. Action Oct. 24.

■ KLOQ(FM) Lyons, Kan.—Broadcast Bureau accepted data filed Sept. 4 in accordance with commission's first report and order released July 31 in Doc. 19735 showing proposed operation on 106.1 mhz; change trans.; ERP 62 kw; ant. height 175 ft. Action Oct. 24.

■ KFLA-FM Scott City, Kan.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 360 ft. (BLH-5632). Action Oct. 25.

■ WAXU-FM Georgetown, Ky.—Broadcast Bureau granted license covering new station; redescribe trans. location as Newton Road, 0.8 mile north of New Zion, Georgetown; ERP 3 kw; ant. height 300 ft. (BLH-5932). Action Oct. 25.

■ WFLW-FM Monticello, Ky.—Broadcast Bureau granted license covering changes; ERP 710 w.; ant. height 560 ft. (BLH-5938). Action Oct. 24.

■ KFNV-FM Ferriday, La.—FCC ordered Miss Lou Broadcasting Co., licensee, to show cause why its license should not be modified to specify operation on ch. 296A instead of ch. 228A if commission should find it in public interest to assign ch. 226 to Alexandria, La. and to substitute ch. 296A for ch. 228A at Ferriday (Doc. 19690). Action Oct. 31.

■ WCCM-FM Lawrence, Mass.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 2.75 kw; ant. height 430 ft. (BLH-5897). Action Oct. 23.

■ WLYN-FM Lynn, Mass.—Broadcast Bureau granted license covering changes; ERP 2.64 kw; ant. height 180 ft. (BLH-5939). Action Oct. 23.

■ WHFI(FM) Birmingham, Mich.—Broadcast Bureau granted CP to change trans. location to North-end and Ithaca Streets, Royal Oak township, Mich.; install new ant.; make change in ant. system; ERP 4 kw; ant. height 1000 ft.; remote control permitted; condition (BPH-8539). Action Oct. 24.

■ KAAL(FM) Austin, Minn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from studio site approximately 2.5 miles south of city on Highway 105, Austin (BRCH-1175). Action Oct. 19.

■ \*KUMM(FM) Morris, Minn.—Broadcast Bureau granted CP to change ant.-trans. location to Library Building, University of Minnesota, Morris; change studio location to Edson Hall, University of Minnesota, Morris, and operate trans. by remote control from proposed studio site (BPED-1696). Action Oct. 25.

■ KWPM-FM West Plains, Mo.—Broadcast Bureau granted license covering changes; ERP 4.3 kw; ant. height 130 ft. (BLH-5916). Action Oct. 23.

■ WHBI(FM) Newark, N.J.—FCC dismissed petition by Cosmopolitan Broadcasting Corp. for review of action by review board modifying logging issue directed against Cosmopolitan in proceeding

on its application for renewal of license of WHBI(FM) (Doc. 19657). Action Oct. 31.

■ WBEN-FM Buffalo, N.Y.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from studio site at 2077 Elmwood Avenue, Buffalo (BRCH-1174). Action Oct. 11.

■ WRMN-FM Marion, Ohio—Broadcast Bureau granted license covering use of former main trans. for aux. purposes (BLH-5696); granted license covering changes (BLH-5697). Action Oct. 24.

■ WMPO-FM Middleport, Ohio—Broadcast Bureau granted license covering new FM; ERP 1.9 kw; ant. height 370 ft. (BLH-5927). Action Oct. 25.

■ WMHE(FM) Toledo, Ohio—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 480 ft. (BLH-5928). Action Oct. 23.

■ KVRO(FM) Stillwater, Okla.—Broadcast Bureau granted license covering changes; ERP 440 w.; ant. height 58 ft. (BLH-5937). Action Oct. 25.

■ KICE(FM) Bend, Ore.—Broadcast Bureau granted license covering new FM; ERP 50 kw (horiz.), 20 kw (vert.); ant. height 520 ft. (BLH-5892). Action Oct. 23.

■ WLOA-FM Braddock, Pa.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 60 kw; ant. height 520 ft.; remote control permitted (BPH-8603). Action Oct. 23.

■ WCDL-FM Cardondale, Pa.—Broadcast Bureau granted license covering changes; ERP 330 w.; ant. height 770 ft. (BLH-5891). Action Oct. 25.

■ WSHH(FM) Pittsburgh—Broadcast Bureau granted CP to install new alt. main trans. (BPH-8610). Action Nov. 1.

■ KVSR(FM) Rapid City, S.D.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location (BPH-8611). Action Oct. 30.

■ WYNQ(FM) Chattanooga—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 1080 ft. (BLH-5930). Action Oct. 24.

■ KAMC(FM) Arlington, Tex.—Broadcast Bureau granted mod. of license covering change in licensee name to KAMC Radio Inc. (BMLH-472). Action Nov. 1.

■ KDXU-FM St. George, Utah—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height —25 ft. (BLH-5862). Action Oct. 23.

■ WXRA(FM) Woodbridge, Va.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only (BLH-5936). Action Oct. 23.

#### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Atlanta, Tex. (KALT-FM Inc. and Cass County Broadcasting Co.), FM proceeding, granted petition by Cass County to amend application to correct partnership agreement between certain principals to show that all losses arising from partnership business shall be borne by partners pro rata to partnership interests (Docs. 19782-3). Action Oct. 26.

■ Administrative Law Judge Ernest Nash in Newark, N.J. (Cosmopolitan Broadcasting Corp.), for renewal of license of WHBI(FM), dismissed as moot motion by Cosmopolitan for production of documents (Doc. 19657). Action Oct. 25.

#### Call letter applications

■ WWAG(FM) Carrollton, Ala.—Seeks WAQT(FM).

■ KARN-FM Little Rock, Ark.—Seeks KKYK(FM).

■ WWTW-FM Cadillac, Mich.—Seeks WKJF(FM).

■ WPVF(FM) Roanoke, Va.—Seeks WZEZ(FM).

#### Call letter actions

■ WLBE-FM Leesburg, Fla.—Granted WJGM(FM).

■ WLMJ-FM Jackson, Ohio—Granted WJOF(FM).

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCAs where appropriate: WALM-FM Albion and WBDN(AM) Escanaba, both Michigan; WFWL(AM) Camden, Tenn.; WHMI(AM) Howell, Mich.; WIZO-AM-FM Franklin and WJIG-AM-FM Tullahoma, both Tennessee; WKOK(AM) Sunbury, Pa.; WSMJ(FM) Greenfield, Ind.; WVUD-FM Dayton and WZAK(FM) Cleveland, both Ohio. Action Oct. 26.

### Modification of CP's, all stations

■ WSLA(TV) Selma, Ala.—Broadcast Bureau granted mod. of CP to change trans. (BMPCT-7502). Action Oct. 23.

■ KDIG(FM) San Diego—Broadcast Bureau granted mod. of CP and license covering operation of trans. by remote control from 6986 LaJolla Boulevard, Suite A, LaJolla, Calif. (BMPH-13905, BRCH-1176). Action Oct. 23.

■ WFNE(FM) Forsyth, Ga.—Broadcast Bureau granted mod. of CP to operate studio location from 76 East Johnston, Forsyth; operate trans. by remote control from proposed studio site; change trans. and ant. and transmission line (BMPH-13904). Action Oct. 25.

■ \*WTTW(TV) Chicago—Broadcast Bureau granted mod. of CP to extend completion date to April 25, 1974 (BMPET-802). Action Oct. 25.

■ \*WXXW(TV) Chicago—Broadcast Bureau granted mod. of CP to extend completion date to April 25, 1974 (BMPET-801). Action Oct. 25.

■ WQHI(FM) Jeffersonville, Ind.—Broadcast Bureau granted mod. of CP for extension of time to May 1, 1974 (BMPH-13737). Action Oct. 24.

■ \*WCAE(TV) St. John, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to April 18, 1974 (BMPET-800). Action Oct. 18.

■ KPCL-TV Lake Charles, La.—Broadcast Bureau granted mod. of CP to extend completion date to April 18, 1974 (BMPCT-7480). Action Oct. 18.

■ KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1974 (BMP-13691). Action Oct. 30.

■ KDUH-TV Hay Springs, Neb.—Broadcast Bureau granted mod. of CP to extend completion date to April 29, 1974 (BMPCT-7499). Action Oct. 29.

■ \*WVNE-TV Plattsburgh, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to April 18, 1974 (BMPET-799). Action Oct. 18.

■ WRAL-FM Raleigh, N.C.—Broadcast Bureau granted mod. of CP for extension of time to Feb. 19, 1974 (BMPH-13891). Action Oct. 25.

■ \*KGFE(TV) Grand Forks, N.D.—Broadcast Bureau granted mod. of CP to change trans. and ant. (BMPET-805). Action Oct. 29.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: KVDK(AM) Kodiak, Alaska, to May 10, 1974 (BMP-13693); WCBT(AM) Roanoke Rapids, N.C., to Jan. 15, 1974 (BMP-13695); KLUF-FM Lufkin, Tex., to April 26, 1974 (BMPH-13744). Action Oct. 30.

### Translator actions

■ K11IN, Dell, Mont.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 11 (198-204 mhz) by rebroadcasting programs of KXLF-TV Butte, Mont. (BPTTV-4826). Action Oct. 26.

■ K06FN Dell, Mont.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 6 (82-88 mhz), by rebroadcasting programs of K1FI-TV Idaho Falls, Idaho (BPTTV-4825). Action Oct. 26.

### Ownership changes

#### Applications

■ KZOT(AM) Marianna, Ark.—Seeks 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. Ann. Oct. 19.

■ K1IX-AM-FM Fort Collins, Colo.—Seeks assignment of license from Fort Collins Broadcasting Co. to WREN Broadcasting Co. for \$475,000. Sellers: Dan Lacy, president, et al. (100%). Buyers: Former Kansas Governor Alf. M. Landon is president and Nancy Landon Kassebaum is principal stockholder (33 1/3%) of WREN. Landon family broadcast interests include WREN(AM) Topeka, KSCB(AM) Liberal, KEDD(AM) Dodge City and KFH(AM)-KBRA(FM) Wichita, all Kansas. Ann. Oct. 18.

■ KSKG(FM) Salina, Kan.—Seeks acquisition of positive control of Salina FM Inc. from Faye M. Graves, Gene O. Morris, et al. (45% before, none after) by Duane Pollard (35% before, 80% after). Consideration not disclosed. Principal: Mr. Pollard is general manager of KSKG(FM). Action Oct. 18.

■ WKOR(AM) Starkville, Miss.—Seeks transfer of control of Golden Triangle Radio Corp. from Charles K. Irby (100% before, none after) to Ben P. Yarber (none before, 100% after). Consideration: \$305,000. Principals: Mr. Yarber is general manager of WKOR. Ann. Oct. 19.

■ KWIK(AM) Lakeview, Ore.—Seeks assignment of license from Pacific Northwest Radio Inc. to Lake County Communications Inc. for \$55,000. Seller: E. L. McKinney (100%). Buyers: Ernest L. Riedelbach and Max Thorley (each 50%). Mr. Riedelbach is announcer and sales manager of KSUB(AM) Cedar City, Utah. Mr. Thorley has land development interests in Cedar City. Ann. Oct. 19.

■ KVSR(FM) Rapid City, S.D.—Seeks assignment of license from John W. Larson to Donald A. Swanson for \$38,000. Seller: Mr. Larson (100%).

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Buyer: Mr. Swanson (100%) also owns KTFC(FM) Sioux City, Iowa. Ann. Oct. 18.

■ KPET(AM) Lamesa, Tex.—Seeks assignment of license from Connor Corp. to KPET Radio Inc. for \$220,000. Seller: Thomas Connor (100%). Buyer: KTLQ Radio Inc. Galen O. Gilbert has 60% interest in purchasing corporation, licensee of KTLQ-AM-FM Tahlequah, Okla. Mr. Gilbert also has interest in KOKN(AM) Pawhuska, Okla., KBTN(AM) Neosha and KSWM-AM-FM Aurora, both Missouri. Ann. Oct. 18.

## Actions

■ KLAM(AM) Cordova, Alaska—Broadcast Bureau granted transfer of control of Northern Light Broadcasting Co. from Charles L. Buck (89.4% before, none after) to William D. Bechtel (none before, 89.4% after). Consideration: \$30,000. Principal: Mr. Bechtel is officer in U.S. Coast Guard and former engineer at KLAM(AM) Cordova (BTC-7189). Action Oct. 30.

■ KPCC-AM-FM Pasadena, Calif.—Broadcast Bureau granted assignment of license from National Science Network Inc. to Burbank Broadcasting Co. for \$1.35 million. Seller: National Science Network is licensee of WHCN(FM) New York. Principals: Ingrid L. and Thomas R. Burns, executors of estate of Ludwig W. Frohlich; Buyers: E. H. Bookasta, Jack P. Gonsalves, Neil Visser and Sam Visser (each 10%), et al. Burbank Broadcasting also owns KROQ(AM) Burbank, Calif. (BAL-7882, BALH-1839, BASCA-572, BALST-196). Action Nov. 1.

■ KPCC(AM) Pasadena, Calif.—Broadcast Bureau granted assignment of license from partnership dba Burbank Broadcasting Co. to KPCC Inc. for \$50,000 (see above). Buyers: Howard and Miriam Warshaw (together 75%) and Marvin Kosofsky (25%). Mr. and Mrs. Warshaw and Kosofsky own 33 1/3% each of WYLO(AM) Jackson, Wis., and WARO(AM) Canonsburg, Pa. They each own 25% of WTHE(AM) Mineola, N.Y. Mr. Kosofsky owns majority interests in KUXL(AM) Golden Valley, Minn. Mr. Warshaw has minority interests in that station. Assignment was contingent on commission approval of sale of KPCC-AM-FM from National Science Network Inc. to Burbank Broadcasting (BAL-7883). Action Nov. 1.

■ WEAT-TV West Palm Beach, Fla.—Broadcast Bureau granted assignment of license from Gardens Broadcasting Co. to PEC Communications Inc. for \$3,535,000. Seller: John MacArthur, president, et al. Gardens Broadcasting is licensee of WEAT-AM-FM West Palm Beach. Buyers: Alex W. Dreyfoos Jr., president (12%), George William Mergens, vice president (7%) and Photo Electronics Corp., West Palm Beach (80%). Mr. Dreyfoos owns 52% and Mr. Mergens 32% of Photo Electronics, electronic photographic equipment manufacturer. They have no other broadcast interests (BALCT-520, BALRE-2523, BALTP-434, BALTS-354). Action Oct. 26.

■ WZOE(AM) Princeton, Ill.—Broadcast Bureau granted assignment of license from Public Service Broadcasters Inc. to WZOE Inc. for \$234,000. Seller: Donald G. Jones, president, et al. Public Service Broadcasters is licensee of KFIZ(AM) Fond du Lac, Wis.; WTIM-AM-FM Taylorville and WSEI(FM) Olney, both Illinois; WCTW(AM)-WMDH(FM) New Castle, Ind. Buyers: Ray G. Smith (25%), George Allen (45%) and Harry C. Snyder (30%). Mr. Smith is former general manager of KNLY(AM) Ord, Neb. Mr. Allen owns KLGAM-AM-FM Ilgona, Iowa; he also has CATV interests in Algona. Mr. Snyder is 70% owner of KHUB-AM-FM Fremont, Neb. (BALF-434, BALRE-2552). Action Oct. 26.

■ WQTW(AM) Latrobe, Pa.—FCC granted assignment of license from Westmoreland Broadcasting Corp. to Regency Broadcasting Corp. for \$200,000. Seller: Fred Grewe (100%). Mr. Grewe is president of Grewe Radio Inc., licensee of WEIF(AM) Moundsville and WPAR(AM) Parkersburg, both West Virginia; WSTL(AM) Eminence, Ky.; WXLW(AM) Indianapolis and WGOE(AM) Richmond, Va. Buyers: Anthony J. Corvello (51%) and Ronald M. Urgitis (49%). Mr. Corvello is sales manager for WHJB(AM) Greensburg, Pa. Mr. Urgitis is airline pilot (BAL-7939). Action Oct. 31.

■ WICE(AM) Providence, R.I.—Broadcast Bureau granted assignment of license from Providence Broadcasting Co. to Crohan Communications for \$1 million. Seller: Louis J. Appell is president of Susquehanna Broadcasting Co., owner of Providence Broadcasting Co. Susquehanna Broadcasting is licensee of WSBA-AM-FM-TV York, Pa.; WKIS(AM) Orlando and WQBA(AM) Miami, both Florida. Susquehanna Broadcasting is also 90% owner of WARM(AM) Scranton, Pa.; WHLO(AM) Akron, WHLQ(FM) Canton, WLQR(FM) Toledo and WLQA(FM) Cincinnati, all Ohio; WGBB(AM) Freeport, N.Y. and WFMS-FM Indianapolis. Buyers: Robert J. Crohan (66 2/3%) and Francis X. Corraera (33 1/3%). Mr. Crohan is former vice president and general manager of WJAR-AM-TV Providence. Mr. Corraera is vice president of jewelry manufacturer (BAL-7945). Action Oct. 26.

■ KSPL-AM-FM Diboll, Tex.—Broadcast Bureau granted assignment of license from Piney Woods Broadcasters to William L. Walling for \$150,000.

Sellers: J. H. Bates, LeRoy J. Gloger and C. A. Neal Pickett. Buyers: William Walling (100%). Mr. Walling owns 50% of Walling Music Co., vending machine firm. (BAL-7800, BALH-1803). Action Oct. 24.

■ WPD(AM) Clarksburg, W. Va.—Broadcast Bureau granted assignment of license from Continental Communications Inc. to Rau Radio Stations for \$380,000. Seller: Howard Timkin (100%). Mr. Timkin owns WRGM(AM) Richmond, Va. and WCTI-TV New Bern, N.C. Buyer: Henry Rau, Mr. Rau is board chairman and major stockholder of Rau Radio Stations, licensee of WDOV(AM)-WDSO(FM), both Dover, Del.; WNAV-AM-FM Annapolis, and WARK-AM-FM Hagerstown, both Maryland; WATO-AM-FM Oak Ridge Tenn. Rau Radio Stations also owns CATV interest in Dover (BAL-7923). Action Oct. 25.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance. FCC announced Oct. 30 (stations listed are TV signals proposed for carriage):

■ Southern Monterey County TV Cable Inc., 10880 Wilshire Boulevard, Suite 1103, Los Angeles 90024 proposes for Soledad (CAC-3079) and Gonzales (CAC-3080), both California, to delete KBHK-TV San Francisco.

■ Hoosier Telecable, 268 North Wabash, Wabash, Ind. 46992 proposes for Peru (CAC-3149), Grissom AFB (CAC-3150) and Miami county area between Peru and city limits and Grissom AFB (CAC-3151), all Indiana, to add WLFI-TV Lafayette, Ind. and WISH-TV Indianapolis.

■ Hoosier Telecable, 268 North Wabash, Wabash, Ind. 46992 proposes for Wabash (CAC-3152), to add WISH-TV Indianapolis.

■ St. Charles CATV Inc., Box 336, Waldorf, Md. 20601 proposes for St. Charles, Md. (CAC-3163), to add WMPB Baltimore.

■ Six Star Cablevision Inc., 3047 East Riverview, Bay City, Mich. 48706 proposes for Brighton, Mich. (CAC-3164), WNEM-TV Bay City, WIRT-TV Flint, WEYI-TV Saginaw, WJBK-TV, WWJ-TV, WXYZ-TV, WXON, WKBD-TV and WTWS, all Detroit, all Michigan; WUAB Lorain, Ohio; KCLW Windsor, Ont.; WJIM-TV Lansing and WUCM-TV University Center, both Michigan.

■ See Mor Cable TV of Bernie Inc., 217 Tanner, Box 983, Sikeston, Mo. 63801 proposes for Bernie, Mo. (CAC-3148), KFVS-TV Cape Girardeau, Mo.; WSIL-TV Harrisburg, Ill.; WPSD-TV and WDXR-TV, both Paducah and WKMU Murray, all Kentucky and KPOB-TV Poplar Bluff, Mo.

■ Cable TV of Minot, 54 Denver Technological Center, Box 10727, University Park Station, Denver 80210 proposes for Minot, N.D. (CAC-3147), to add KXJB-TV Valley City, KTHI-TV Fargo and KGFE-TV Grand Forks, all North Dakota and CKX-TV Brandon, Manitoba.

■ Tiffin Valley Cable Inc., Box 254, Archbold, Ohio 43502 proposes for Swanton, Ohio (CAC-3161), WTOL-TV, WSPD-TV, WDHO-TV and WGTB-TV, all Toledo, Ohio; WJBK-TV, WXYZ-TV and WKBD-TV, all Detroit; KCLW Windsor, Ont. and WBGU-TV Lima, Ohio.

■ Warner Cable of Ft. Shawnee/Cridersville, 75 Rockefeller Plaza, New York 10019 proposes for Allen county (CAC-3153), Warner Cable of St. Marv's, Auglaize county (CAC-3154), Warner Cable of Kenton, Hardin county (CAC-3155) and Warner Cable of Wapakoneta, Auglaize county (CAC-3160), all Ohio, to add WBGU-TV Lima, Ohio.

■ Universal Television Cable System Inc., Box 450, Pittston, Pa. 18640 proposes for Throop, Pa. (CAC-3159), WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania; WOR-TV and WPX-TV, both New York and WPHL-TV Philadelphia.

■ Athena Cablevision of Knoxville Inc., 1 Gulf Western Plaza, New York 10023 proposes for Knoxville, Tenn. (CAC-3156), WATE-TV, WBIR-TV and WTVK, all Knoxville and WSKJ-TV Sneedville, both Tennessee; WTCG Atlanta and WRIP-TV Chattanooga.

■ Cable TV of Cuero, Box 1209, Austin, Tex. 78767 proposes for Cuero, Tex. (CAC-3162), to add KUHT, KPRC-TV and KVRL, all Houston and KTBC-TV Austin, Tex.

■ Southern Vermont Telecable Corp., R.F.D. 3, Brattleboro, Vt. 05201 proposes for Vernon (CAC-3157) and Putney (CAC-3158), both Vermont, WGBY-TV and WHYN-TV, both Springfield, Mass.; WTIC-TV Hartford, Conn.; WRLP Greenfield, Mass.; WEKW-TV Keene, N.H.; WSMW-TV Worcester, Mass.; WMUR-TV Manchester, N.H.; WCDC Adams, Mass. and WVTA Windsor, Vt.

■ The Viking Media Corp., 5008 Gordon Avenue, Monona, Wis. 53716 proposes for Portage, Wis. (CAC-3165), WISC-TV, WMTV, WKOW-TV and

WHA-TV, all Madison, WTVS, WMVT and WVTV, all Milwaukee, both Wisconsin and WGN-TV Chicago.

### Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Midway Cable TV, Kansas City, Kan. (CAC-959); Priest River Cablevision, Priest River, (CAC-1568) and Oldtown, (CAC-1569) both Idaho; Newport Cablevision, Newport, Wash. (CAC-1570); Cable Brazill Inc., north central Clay county, (CAC-1820) and Staunton, (CAC-1821), both Indiana; Better-View Cable Vision, Winston, Ore. (CAC-1882); Storer Cable TV of Florida Inc., Lake Wales, (CAC-2164), unincorporated areas of Polk county, (CAC-2165), Fort Meade, (CAC-2166) and Bartow, (CAC-2167), all Florida; Comcast Corp., Upper Darby, Pa., (CAC-2200); Savannah TV Cable Co., Savannah, (CAC-2201), Thunderbolt, (CAC-2202), unincorporated areas of Chatham county, (CAC-2203), Port Wentworth, (CAC-2204) and Garden City, (CAC-2219), all Georgia; Central Kentucky Cable Vision Inc., Midway, Ky. (CAC-2220); Total Cable of Delhi Inc., Delhi, (CAC-2222) and Fowler, (CAC-2228), both Indiana; Southwest Video Corp., Humble, Tex., (CAC-2252); Blue Ridge Cable Television Inc., Milford borough, (CAC-2262), Dingman township, (CAC-2263) and Milford township, (CAC-2264), all Pennsylvania; Pasadena CATV Ltd., Pasadena, Tex., (CAC-2319); Lovell Cable TV Co., Lovell, Wyo., (CAC-2323); Elko Cable TV, Elko, Nev., (CAC-2354); Smackover Community Cablevision Inc., Smackover, Ark., (CAC-2643); Las Crosse Westgate Inc., Onalaska, (CAC-2803) and Washburn Cable Comm Inc., Washburn, (CAC-2383), both Wisconsin. Action Oct. 26.

■ Tallahassee, Fla. et al.—FCC granted request by Clearview Cable TV operator of cable systems at Tallahassee, Panama City, Callaway, Parker, Springfield and Cedar Grove, all Florida, for special STA to carry WDTB-TV Panama City on its systems until action can be taken on its pending applications for certificates of compliance (CAC-2989-2994). Action Oct. 31.

■ Lyons and McPherson, both Kansas—FCC granted requests by Lyons CATV Inc. and McPherson CATV Inc., operators of cable systems in those communities, for temporary mod. of certificates of compliance for authority to carry non-network programming of WDAF-TV Kansas City, Mo. in place of distant signal KWGN-TV Denver. (CAC-2472, CAC-2473). Action Oct. 31.

■ Harrodsburg, Ky.—FCC denied request by R. V. Cable-Vision Inc., operator of cable system at Harrodsburg for waiver of rules so that it would not be required to provide simultaneous program exclusively to WLEX-TV Lexington, Ky., with respect to WAVE-TV Louisville, Ky. Action Oct. 31.

■ Anaconda, Mont.—FCC authorized Anaconda Cable Television to add signal of KWGN-TV Denver to its cable system at Anaconda, located within Butte, Mont. smaller television market (CAC-888). Action Oct. 31.

■ Albany, N.Y.—FCC, in response to request by Commission on Cable Television of State of New York, waived "leapfrogging" provisions for all cable systems serving communities within Albany-Schenectady-Troy, N.Y. television market to carry WOR-TV and WPX, both New York, upon proper authorization. Action Oct. 30.

■ Cicero, Clay and Onondaga, all New York—FCC granted certificates of compliance for Upstate Community Antenna Inc., Cicero and Clay, and Onondaga Video Inc., Onondaga, but issuance of certificates is being held in abeyance pending notification to commission of which two distant independent stations will be carried in event WOHN-TV Syracuse, N.Y. is on air when cable systems begin operation. Unstate and Onondaga promised carriage of WSYR-TV, WHEN-TV, WNY5-TV and WCNY-TV, all Syracuse. WPX and WOR-TV, both New York and WUTV Buffalo, N.Y. and systems which are all located within Syracuse television market. Action Oct. 25.

■ Allentown and Bethlehem, both Pennsylvania—Administrative Law Judge Ernest Nash, in initial decision, directed Service Electric Cable TV Inc., operator of 12-channel cable system in Allentown and Bethlehem to cease and desist from further violation of rules by failing or omitting to carry signal of WBRE-TV, Wilkes-Barre, Pa. (Doc. 19321). Ann. Oct. 30.

### Other actions

■ Review board in California, Pa.—Ordered Southwest Pennsylvania Cable TV Inc., operator of cable system at California to cease and desist from further violation of rules by providing WIIC-TV Pittsburgh with program exclusivity protection against signals of NBC-affiliated stations WTRF-TV Wheeling, W.Va. and WJAC-TV Johnstown, Pa. (Doc. 19464). Action Oct. 29.

■ FCC proposed amendment of cable TV rules to allow cable television system to carry network news program from any television station unless program simultaneously duplicated signal normally carried. Ann. Nov. 1.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### Help Wanted Management

Group owner looking for manager. Sales and programming background imperative. Top pay, profit percentage and executive benefits available to right person. Send work resume and photograph. All replies confidential. Box M-7, BROADCASTING.

Wanted Manager to assume 100% management and sales responsibility for powerful FM Stereo station in southwest city. Only format of its kind in area. Four city sell! Unique opportunity for producing salesperson! Excellent commission and arrangement. Apply only if ambitious! Write to Box M-48, BROADCASTING.

Radio Sales Manager. Rare opportunity for ambitious salesperson ready for sales management. Well-known top 50 market station with excellent demographics. Attractive midwestern city with top school system and recreational facilities. Emphasis on ability to prepare marketing strategy and motivate 4-man sales department. \$32,000 base salary and negotiable incentive. College graduates with 2 to 5 years competitive selling experience and burning desire to get ahead please send complete resume to President. All replies answered. Box M-50, BROADCASTING.

General Manager—Middle Atlantic States market of forty thousand. Must take charge of entire operation. Person we are looking for should be sales and profit oriented, community minded, and experienced in small market operation. If you are our person, you will earn five figure income to start with—bonus and stock option. Send resume with full details to: Box M-82, BROADCASTING.

General Manager for successful AM-FM station in upstate New York. Must have sales and program background with some FCC knowledge. Complete charge of large staff. Immediate opening. Box M-128, BROADCASTING.

If you're young, ambitious and believe in FM, if you can enjoy being the only person involved except a top flight engineer, here's an immediate opening. Town: 30,000. Signal goes 85 miles, covers two million people. Fully automated, already programmed. Can you bill \$100,000? Big money if you can. Box M-129, BROADCASTING.

General Manager. Opportunity to grow with aggressive, financially capable corporation. Immediate objective: expand sales and profits of current station billing approximately \$400,000. Ultimate objective: acquire more properties under your leadership. Qualifications must include concern and track record with sales, people and profits. Salary negotiable—we are looking for results. Box M-142, BROADCASTING.

Suburban Chicago—Evanston. Separating AM, FM management, sales. Immediate opening for manager AM. Must have successful sales and sales supervision experience. Knowledge of FCC requirements, engineering, operation, etc. necessary. Ability to follow established procedures and contribute new ideas essential. Please send all details and requirements in first letter. E. A. Wheeler, 2008 State National Bank, Evanston, IL 60204.

### Help Wanted Sales

Group owned Chicago radio station has immediate opening for ambitious, young salesperson ready to move up to a large market. Company promotion made position available. Income range 35 to 40K depending on performance. Send resume to Box M-51, BROADCASTING.

Leading broadcasting company is looking for management trainees in both radio and television. Potential more important than experience. Submit detailed resume to Vice President/Administration, Box M-52, BROADCASTING.

Major market Ohio radio station. Contemporary format with top numbers. Recent college graduates considered. \$15,000 guarantee with opportunity to earn \$25,000 first year. Rush resume to Sales Manager, Box M-53, BROADCASTING.

AM-FM combination station in colorful Colorado needs professional salesperson; above average opportunities with excellent possibilities for advancement; station located in the heart of ski country with year round recreation; ideal for family; references and resume. Box M-68, BROADCASTING.

### Help Wanted Sales Continued

1974 can earn an aggressive, proven-track-record "closing" sales expert \$18,000 or more. Location, an ideal Southern California resort community. Potential on performance is percentage participation. Send complete references to Box M-141, BROADCASTING.

World's greatest town. Town's hottest station. Want creative sales pro to build from active accounts. 20%. \$600 guarantee. Programmed contemporary "California Gold." Station gets results. You'll love living here. Send resume KATY, Box 841, San Luis Obispo, CA.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, TX 75601.

My name is Jim Young. I recently moved to Cedar Rapids, Iowa and am currently re-staffing KHAK Radio. The product is ready, and now I am willing to pay above average salaries to proven sales producers. My needs are immediate. Please contact me at P.O. Box 1363, Cedar Rapids, IA 52406, or call 319-365-9431.

Salesperson/announcer . . . If you can sell, you'll make money. Unusual opportunity for the right person. Attractive university town close to larger cities. Send qualifications, requirements, and tape to D. C. Ritter, KVRA/KVRF, Rt. 3, Box 79, Vermillion, SD 57069.

Excellent opportunity for Sales Manager. Established 100-Kw FM with only AM-FM-TV group in market. Contact Barry Rimler, WRBR/WDUV Bradenton, FL 813/746-2183.

Wanted—high caliber, well qualified salesperson who is aggressive and capable of making \$25,000.00 or \$30,000.00 a year. Have opening for this type of salesperson and have a good account list on the air to turn over to the right person. Call WCOG, Greensboro, NC, 919-299-0346 between 9:00 and 5:00 p.m., Monday through Friday.

Immediate opening for experienced salesperson with proven sales record. Must be aggressive self-starter to find new business and cultivate excellent agency list. Contact Joe Bell, WEZG-WSOQ, P.O. Box 20, North Syracuse, NY, Area Code 315-458-1220.

Southwestern Michigan—exciting AM and FM, small market, beautiful area, desires experienced salesperson. If you're tired of big city rat race, come here and enjoy life! Base plus commission, good benefits. Call 616-842-8110, WGHN, Grand Haven.

Sales Manager for WSAR, Fall River. Career opportunity Knight quality station. Call or write Gordon Reid, General Manager, WSAR, Fall River, MA 02722

WSRO, Marlboro MA. The affluent suburban market between Boston & Worcester. Excellent position open for experienced salesperson. Contact Tom McAuliffe—617-485-1470.

Warm, Florida sunshine and excellent growth potential in a newly designated Metro market awaits the right salesperson/announcer combination. Contact WZNG, P.O. Box 1458, Winter Haven, FL 813-299-1141.

Great opportunity for right person to join one of Oklahoma's most progressive radio groups. Must love people, work, and radio. Experience helpful but not necessary. Good list of accounts. Contact Bob Brewer, 918-756-3646. Send resume, picture. Box 756, Okmulgee, OK 74447.

### Help Wanted Announcers

Southern Top Forty AM seeks announcer. Talented beginners considered. Equal Opportunity Employer. Box M-15, BROADCASTING.

Conversational personality with something to say about MOR music, feature news, sports, local and current events, etc. If you ad-lib well, like a more flexible format, and are strong on spots, send tape, photo, resume. Great Lakes area, medium market. EOE. Box M-61, BROADCASTING.

Radio Announcer, 1st phone, experienced, for W. Pa. station. (No maintenance.) Send resume to Box M-76, BROADCASTING.

Northern Indiana AM-FM-TV outlet looking for experienced personality who can do it all. Basic is MOR-up radio but opportunity to do some TV. —EOE —send air-check, resume and pic to Box M-112, BROADCASTING.

### Help Wanted Announcers Continued

Warm and versatile voice for major easy listening station in major Northeast market. If you can deliver "agency" quality commercials, believable news and tight production: send tape and resume at once. Box M-126, BROADCASTING.

Combination Jock (1st phone) and salesperson for Top 40 station on California central coast. Emphasis on sales. Send tape and resume to Box M-136, BROADCASTING.

Southern, medium-market, adult music AM-FM station has openings for an announcer and a newperson. An equal opportunity employer. Send tape and resume to Box M-146, BROADCASTING.

Anchorage, Alaska: Population, 150,000 . . . Leading adult "good music" station needs mature sounding announcer. No beginners! 5 day week. Excellent working conditions. Good salary. Send tape and resume to Ken Flynn, KHAR AM/FM, 3900 Seward Highway, Anchorage, AK 99503.

Radio Career? Willing to learn? Contact Steve Campbell, KPOW Powell. P.O. Box 968 Powell, WY 82435.

50,000 Watt MOR station seeks night person who likes to do production and work with automation. We offer beautiful scenery and climate, too. Contact Steve Schmidt, KREX, Box 789, Grand Junction, CO 81501.

Announcer/Engineer . . . Excellent position soon in quality, college town operation, one hour west of Oklahoma City. First phone. Prefer family person. Strong announcer, news, commercials, some engineering. Good pay, negotiable. Permanent. Send resume, tape. KWEY, Box 587, Weatherford, OK 73096. Johnson or Bunning . . . 405-772-5939.

Southern Delaware's top station needs country jocks. Call 1-302-422-7575 or send tape and resume to WAFI, Box 324, Milford, DE 19963.

Modern Country . . . one of America's best needs two adult, mature air personalities. Afternoon and mid-day shifts. If your production is great, you create a great show, and your motivation generates great ratings . . . we'll polish you up for that step to the majors. Great plant, people and pay here. (I've already passed over 33 air checks . . . hoss.) If you know country radio check with Nashville about us then send . . . pic, air/production check, resume first mailing to: Dave Donahue, WITL Radio, Box 10-10, Lansing, MI 48910 . . . Pronto.

Midwest 5k/1k Rocker looking for "Heavy-Voiced" Morning Drive person with PD potential. Top pay and benefits. Send tape, resume first letter or call J. C. Smith, WJPS, Evansville, IN. 812-425-2221. Equal Opportunity Employer.

Wanted—Morning person who can communicate and present contemporary music format to adults. Good voice and production ability a must. Desire a family person who wants to live and work in the country's most attractive historic area. Good pay plus fringes. Send air check and resume to Pat Collins, WMBC, P.O. Box 180, Williamsburg, VA 23185.

Afternoon Drive and production director for dynamic new broadcast corporation in one of Florida's fastest growing medium market areas. Salary negotiable. Call: Ken Copper, WSIR Winter Haven, 813-294-4111.

Immediate. Staff Announcer/Newsreader needed for top-rated FM-Stereo beautiful music station. Must also have production/copy skills. Tape and resume to WRSR, West Side Station, Worcester, MA 01602. Equal Opportunity Employer.

Top 40 announcer needed immediately. Must have 3rd, experience, good production. Call or write Bob Bailie, WSTX, P.O. Box 428, Christiansted, St. Croix, VI, 00820. 809-773-0390. Equal Opportunity Employer.

Morning person, 6 days, bright but no screamer. Immediate availability. Minimum experience 3 years, including news and production. Salary + benefits. Send resume, tape, references airmail to WVWI, Box 5170, St. Thomas, V.I. 00801. An Equal Opportunity Employer.

Capitol City Big Country Station looking for experienced Jock for production and board shift. Call General Manager—217-528-3033.

Milwaukee studio available for recording auditions, etc. Hourly rate. Operate controls yourself and save. Broadcast performance. 463-1900.

## Help Wanted Technical

**Experienced Chief Engineer** needed for Midwest 5KW Directional AM and automated FM. Excellent equipment and working conditions. Salary \$900/mo. plus. Send resume and references. E.O.E. Box K-149, BROADCASTING.

**Superb opportunity** for chief engineer in midwest and midsouth. Two-station chain needs first capable of handling directional AM, maintenance, repairs, and annual proofs. Good fringe benefits. Salary open. Box K-233, BROADCASTING.

**Chief Engineer** wanted with experience in AM, FM Stereo, STL, automation by Southwest station. Good steady job in excellent community. A little announcing mixed with maintenance. Well established station operation. Write to Box M-47, BROADCASTING.

**Wanted: Chief Engineer**, must have experience, for Midwest Radio Station. Please reply to Box M-75, BROADCASTING.

**Chief engineer** needed for non-directional AM and FM operation. Major east coast resort and recreational area. Equal opportunity employer. Send resume, reference and salary requirements to Box M-96, BROADCASTING.

**Chief Engineer** wanted. KLCL-AM-FM Lake Charles, La. Prefer air-work but not essential. Young growth company with unlimited potential. Contact Jim Toth, V.P. and Gen. Mgr., 1-318-433-1641.

**Southern California** Directional AM-Automated FM has opening for top notch Chief. Excellent equipment—good working conditions—ideal place to live—salary and fringe benefits above average. Please—only first rate experienced engineers reply. Call or write Lyle Richardson, KUDE, P.O. Box K-1320, Oceanside, CA 92054. 714-757-1320.

**Live in one of America's finest small communities**, Searcy, Arkansas, work at one of America's finest small market radio stations, KWCK, Searcy, Arkansas; 11,000 happy people, local college environment without the problems of the metro area. A small market station, with big market billings. Mature staff of this news-oriented, regional station needs experienced chief engineer to care for all-new audio and transmitter layout. AM and FM Stereo separately programmed. We'll pay you what you're worth. Join the other pros who are fed up with the rat races and freeways, submit resume to Michael Horne, president, Post Office Box 190, Russellville, AR 72801.

**Chief for Christian 1 kw** directional plus 100 kw Stereo Easy Listening Format Automated. KWIL/KHPE Albany, OR 97321.

**First phone man** to read meters at transmitter. Some announcing experiencing. WAMD Aberdeen, MD 21001.

**Chief Engineer** for 5,000 watt directional. Extra money for air shift. Call Michael Cantoni—WHLW, Lakewood, NJ 201-364-4400.

**Immediate opening** for Chief Engineer. AM-FM Stereo. Strong on maintenance. Ideal family-college community in Northwestern Pennsylvania, good salary and benefits. Contact General Manager James R. Nicholson, WMGW, Meadville, PA 16335.

**Florida corporation** seeks chief engineer. Air ability a plus, technical ability foremost. Box 727, DeLand, FL. 904-736-3700.

**Immediate opening** for assistant chief engineer. Challenging job at AM-FM complex in Morganton, W. Va. Salary: \$7,200 yearly to start. Call 304-292-6301 ask for Jim Murphy.

**Fast-growing exporter** of Broadcast Equipment seeks person with technical knowledge of TV and Radio equipment, to head NYC staff. Should have extensive purchasing and managing experience, with strong contacts among electronic suppliers. Broadcast Equipment Corporation, 777 Third Avenue, New York, N.Y. 10017. Phone: 212-758-7577.

**Teaching—Broadcast Electronics Technology—**We need a technically strong person to teach and develop a new program leading to the Bachelor of Science Degree in Broadcast Electronics Technology. The person we are looking for will have experience as a Chief Engineer and possibly additional experience in CCTV, CATV, or microwave communications. His academic credentials will include preferably an M.S. degree in Electronics Technology. Qualified applicants should contact M. R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. Phone 616-796-9971, Ext. 208. An Equal Opportunity Employer.

## Help Wanted News

**New Jersey AM-FM** needs newscaster/announcer with demonstrated ability to gather and write local news. Third phone. \$150 with experience. Tape, resume, writing sample to Box M-114, BROADCASTING.

## Help Wanted News Continued

**We want to hear your local news.** Send sample tapes to KNOM, Box 988, Nome, AK 99762.

**We offer good money—climate—working conditions—equipment—image.** We want a newperson with mature voice, heavy local finding—writing—reporting. All applicants will be given fair and equal consideration. Call or write P. D. Dave Fransen, KUDE, P.O. Box K-1320, Oceanside, CA 92054. 714-757-1320.

**1st Phone Newperson.** Organize, report local news. Morning shift. Start \$145. Contact Ed K. Smith, WCMB, Box 3433, Harrisburg, PA 17105.

**Experienced newperson** for aggressive news department. Must be able to gather, write, do ad libs and interviews plus a good on-air newscast. Contact Jim Martin, WDBO, Orlando, FL. 1-305-425-1677.

**I'm looking for The Hustler.** A self-motivating, dynamic reporter who knows how to dig and wants to turn this city upside-down. If you're great enough to join Cleveland's top rated news team send tape and resume now. Mike Drexler, WERE Radio, 1500 Chester, Cleveland, OH 44114.

**Take-charge pro** to head 2 person news staff. Dedicated newperson with mature delivery, writing ability, and desire to get involved in the community. Rewarding career challenge, top salary, small city living you'll like. If news is your thing, rush tape, resume to John Casey, WIBM, Box 1450, Jackson, MI 49204. 517-787-1450. No collect calls.

**Capitol City Station** needs capable Newscaster to establish news department. Call General Manager 217-528-3033.

## Help Wanted, Programming, Production Others

**Unique talent** wanted. Production manager able to get ideas, create and produce. In addition, be able to handle personnel. Medium market. Salary compensatory with ability. Box M-97, BROADCASTING.

**Program Director** for 5000 watt community-oriented radio station. Must be experienced with good voice, production-oriented, and know music. Send full details, tape, and salary requirement. Call 301-939-0800 or write Manager, WASA, P.O. Box 97, Havre de Grace, MD 21078.

**WFUN-Miami** needs a sharp account executive, happy to talk with people in medium markets who are ready to move up. Call me at 305-667-1601, Glenn Mincer.

**WQTE Detroit** area AM beautiful music radio station seeks program director. Must have knowledge of FCC rules and regulations, broadcast operations practices, news, continuity acceptance practices, and previous experience in good music radio programming. Announcing ability preferred. A highly responsible and demanding position requiring skill, experience and talent. Apply Charles Borchard, General Manager, WQTE Radio, 1120 Rankin Road, Troy, MI, 588-8100. An Equal Opportunity Employer, M/F.

**Top Production Talent**, the Progressive Radio Network wants Executive Producer to coordinate nationally distributed newfeature productions. Progressive rock, heavy production and journalism background necessary. Lots of freedom and responsibility, (203) 429-0729.

**Chairman** for communications department at California State University, Fullerton Department with 700 majors in six emphases seeks Ph.D. in mass communication area with teaching and administrative experience to begin July 1, 1974. Position is elective for 3- to 5-year terms. For information apply to Dr. Ted Smythe, Chairman, Search Committee, Communications Dept., California State University, Fullerton, CA 92634. Affirmative action employer.

## Situations Wanted Management

**Youth, Drive, Ideas, Success.** Put this experienced general manager to work on your station problem and get things done. 15 years in radio TV. Media pro. Modest tool Box K-223, BROADCASTING.

**Selling General Manager.** Aggressive self generating. Will motivate staff. Financially stable. Excellent track record. Community leader. Will consider sizeable investment. Box M-12, BROADCASTING.

**Experienced manager** with proven rating success seeks to invest \$15,000 for part ownership. If you're contemplating expansion, or considering relinquishing some responsibilities, contact Box M-26, BROADCASTING.

**General Manager**, 35 and ready to move up from this market of 150,000. Took this station from No. 4 to No. 1 in nine months. Programming and sales management experience. Box M-54, BROADCASTING.

## Situations Wanted Management Continued

**Sales Manager**, 29, looking for greater opportunity. Proven track record but have progressed as far as I can here. 6 years sales experience. Box M-55, BROADCASTING.

**Program Director**, 10 years experience with several formats. College grad with ability to motivate people. Prefer large size market with a challenge to upgrade the station. Box M-56, BROADCASTING.

**I have been preparing** for 10 years. Major in broadcasting, salesman, announcer, 1st phone, married, two children. Want to be settled by Christmas. Box M-69, BROADCASTING.

**Att: Public Radlo.** former GM, with MA, 9 years educational radio experience, seeks management or programing position. Strong on organization, local public affairs, fund raising, successful with volunteers, can handle any size budget. Reply to Box M-127, BROADCASTING.

**If you're looking** for a manager I'm looking for you. I offer eighteen years experience, fourteen in various phases of management. I can make your small to medium market station profitable and respected. I'm honest, sober and reliable. Box M-134, BROADCASTING.

**Ownership:** Successful, middle age, large market Sales Manager wants to live in small market and manage a radio station with plan to obtain an interest in operation. Box M-153, BROADCASTING.

**MBA candidate** with BS in broadcast management desires extensive grooming for executive position. Knowledge FCC. Computer programmer. Sales and marketing emphasis. Prefer major/minor network operation. Box 112, Lawrence, KS 66044.

## Situations Wanted Sales

**Part time announcer** would like an opportunity to learn sales. Would also pull an air shift. Maryland or Southern Pennsylvania. Box M-29, BROADCASTING.

## Situations Wanted Announcers

**DJ, tight board**, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

**Background jock** (OM, PD, Production Director, Maintenance first, news, BA, references) seeks any size professional rocker. \$9,000 negotiable. 315-866-6202. Box M-34, BROADCASTING.

**3rd phone**, single, 2 year experience in C&W. Looking for C&W or MOR in Illinois, Indiana, Missouri, Kentucky. Box M-73, BROADCASTING.

**Insanity on the radio—why not!** Topical cast of characters, can use phone, pro of 7 years. P.D. experience, married, college grad. Medium market, contemporary, Top 40, C&W only. 216-478-1062. Box M-85, BROADCASTING.

**Heavy Soul Jock**, experienced, ambitious, good on production and ready to move. For tape and resume, write Box M-99, BROADCASTING.

**Super**, experienced, PBP man looking for sports oriented station. Will go anywhere, but must have 175 plus to start. Box M-101, BROADCASTING.

**College grad**, D.J., news, good production, commercials, will relocate. Available now. Can follow direction. Box M-104, BROADCASTING.

**Employed**, want change. 27, single, year plus experience, third, veteran, BS. "Beautiful music" or MOR. PA, NJ, DEL, but will go anywhere. Box M-105, BROADCASTING.

**15 years experience—news—jock—any size market OK** but want good benefits, college nearby, no snow. Box M-106, BROADCASTING.

**Announcer-DJ**, news and sales. College graduate, bright, aggressive, experienced, dependable, creative, verative tight board. Authoritative. Relocate. Box M-115, BROADCASTING.

**I'm told I'm crazy!** Successful Chicago agency writer/account exec wants to leave secure job and return to broadcasting after 17 years in ad biz. Will fill a niche or carve one: "good" music, MOR, country, classics, news, talk. Air personality potential. Can also deliver ear-catching copy, salable money-making program and promotion ideas, profit-oriented management talent. Now taking broadcasting course to bone up on basics, board, get 3rd. 2 months to go. Want to make Chicagoland contacts now, move ASAP. Will consider part-time slot with future. 39, married, dependable, effective. BA/Speech-English. Answer only if you'll talk eyeball to eyeball. No wiggly deals, please. Box M-117, BROADCASTING.



## Situations Wanted Announcers Continued

Experienced 1st phone Rock personality and programmer seeks medium market shift or small market PD and shift. Looking for honesty and freedom. Available January 1st or sooner. Box M-123, BROADCASTING.

Third phone (19) Novice first time trained and capable desires work in Michigans' L.P. Material furnished upon request. Box M-131, BROADCASTING.

Beginner, DJ/announcer needs start. 3rd endorsed, tight board, aggressive and dependable. Can follow format. Will travel. Box M-132, BROADCASTING.

A moment please. Perhaps you don't need someone today, but you might tomorrow. Why not invest eight cents to meet a first phone MOR personality who can also handle news and play by play. Currently three years plus in metro New York City. Looking for advancement, challenge and perhaps a warmer climate. Let's talk. Write Box M-139, BROADCASTING.

Announcer, newscaster, talkmaster, entertainer, Eastern college graduate, former teacher, 4 years in radio, first phone, Northeast, especially Connecticut. Box M-143, BROADCASTING.

Experienced announcer 3rd ticket, Broadcasting degree. Seeking medium market rocker, AM or FM. 308-384-3650.

Available now—Disc jockey-newscaster, experienced. Third endorsed, flexibility, personality, innovative, dynamic, dependable—Contact Wonder Woman 201-332-5617.

The New John Pluta sacrifices volume for quality and warmth, a sprinkling of cheer, will relocate. Write: 121 Whitesboro Street, Yorkville, NY 13495.

First Phone. DJ five years, engineer for two, music director. Management change forces move. Popular music preferred. I will make you happy. 417-334-5677. Mike Conner, SR 1, Box 1277, Branson, MO 65616.

Major College sportscaster, PD, Talk-Host for two decades desires midwest or west. George Taylor, WALE, 617-674-3535.

Young, ambitious sportscaster-DJ wants starting position in small-market station. Will relocate and work my way up. Contact Harold Maas, 15309 Maddelein, Detroit, MI 48205. 313-839-5877. I learn quickly.

Talk and Entertainment—all night desired. Six years experience, talk, news, DJ. Interested in human side of story, can do controversy. Single, 30, will travel anywhere. 617-767-3281.

FM Operator! It takes a format and music to win. Try the "Q" and me. Dean Michael Scott, 3079 Florida Boulevard, Lake Park, FL 33403, 305-622-8486.

Personality morning man for contemporary MOR, with TV, med.-large market. Warm, involved, phones, voices, creative, 29, wants permanency, freedom and direction to develop ideas. 10-yr. proven radio-TV track record. Now employed, top ratings, sold out 109%; plus daily TV Weather show. Good references. If you can talk \$15,000 +, call 304-925-0154.

Humorous dj, Morning drive. One liners, ad-tibs. Just a funny guy with a happy sound. 6 years exp. 302-856-3207.

Disc Jockey, newscaster, aggressive salesman, dependable, versatile, third endorsed, tight board, anxious to learn, will relocate. Tony Love, N.Y.C. 212-322-3631.

I don't only want to play top 40. I want to get in Community Affairs Programs and PR. B.A. communications. Commercial experience. Steve Masapollo, 316 Harvard Avenue, Collingswood, NJ 08108. 1-609-858-6869.

Rock or MOR—1st phone, 5 years experience, medium market. Call Steve, 317-457-1030.

Experienced communicator. Small markets need not apply. Pat O'Brien, 313-278-6681.

First Phone Jock. 2 years Top 40, MOR, CW, MD. Available immediately, Midwest only. Brent Lawrence, 6311 Washburn South, Minneapolis, MN 55423. 612-869-9510.

1st with 300 hours airtime MOR and news with copy and production. Want any radio position in California. Dan, 714-466-7339.

1st phone. MOR, contemporary jock looking for a start. One year college radio experience. Radio school grad. Anxious to work and learn. Tape and resume available. Will relocate. Steve Snider, 4363 Motor Avenue, Culver City, CA 90230. 213-839-4796.

Northeast preferred, but all offers considered. Young, aggressive sportscaster/DJ. Little experience, lots of enthusiasm. 3rd endorsed. Will send tape, resume immediately. Bruce Morton, 624 North Wade Avenue, Washington, PA 15301. 412-222-7354.

## Situations Wanted Announcers Continued

1st class C.I.E. grad. 2 years experience production, news, communication, BL. Soul Pop. Midday jock desires position. Call or write Jim "Mosquito" Wing, 2433 Calverton Heights Avenue, Baltimore, MD 21216. 301-233-6385.

Can do it all—Black staff announcer with four years experience seeks move to medium or major market adult MOR with radio-TV combination. Call 802-823-5041 mornings from 8 to 9 a.m. EST or write Carl M. Adams, Barber Pond Road, Pownal, VT 05261.

Would like weekend board shift within 100-mile radius of Greenville, Ohio. 3rd endorsed, limited experience. 513-548-6426 after 4:30.

Contemporary DJ seeks chance. Some experience. Degree in Broadcasting. 8646 Harding, Skokie, IL 60076—Tom 312-677-5518, 312-675-1281.

## Situations Wanted Technical

End unnecessary off the air time with our contract maintenance engineering service. Save money. Write Box M-100, BROADCASTING.

Engineer/announcer seeking good position at small-medium market. Emphasis on engineering. Good announcer. Responsible, dedicated, and good worker. Phone 912-384-7875.

## Situations Wanted News

Knowledgeable sportscaster-newsman available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box M-5, BROADCASTING.

Hard working and "with it" sports announcer wishing to return to broadcast industry. Outstanding and exciting play-by-play. One year experience as sports and news director and d.j. work. 3rd endorsed. Prefer midwest. Box M-36, BROADCASTING.

30 year old with B.A. and experience in news, public affairs, and jock work wants news exclusively; street reporting in active department in upper Midwest preferred. Box M-59, BROADCASTING.

Attention Conn., Mass., R.I., Newsman 8 years desires position. Minimum \$180. Box M-118, BROADCASTING.

Mature, medium market newsman. 4 years experience. Seeks position in stable news department East of Mississippi. \$175/wk. Top references. Box M-135, BROADCASTING.

Ten years experience. Major West Coast market sports/News. Desire PBP, baseball, football, basketball. Box M-145, BROADCASTING.

Sports Director. A pro, great teams deserve great coverage, recruit a "can't miss". My play-by-play second to none, all sports plus commentary, seeks medium-major market with college or pro team coverage. Box M-152, BROADCASTING.

Columbia School grad, 3rd ticket, wants start in rock music or news anywhere. Read well, write copy, willing to work, learn. Stephen Innis, San Diego, 714-281-8475.

Experienced. Mature BA seeks relocation for news and air shift. McCarney, Box 2064 Aspen CO 303-925-2673, 925-3406.

Looking for new talent, try me. I believe in personality news. B.A. Communications, Commercial Radio experience. Steve Masapollo, 316 Harvard Avenue, Collingswood, NJ 08108. 609-858-6869.

Newscaster-reporter. 24 months total experience. College graduate. My style? Up tempo or MOR. Prefer Midwest, Northeast or Canada. Doug Nagy, 1-313-534-0251.

Black newsman, 3rd phone. Strong delivery, good productions. Some small station experience. Will relocate. Jeffrey Clanton, 503 McCrea Avenue, Donora, PA 15033. Call 412-379-5557.

News Director, McLendon trained, seeking major-medium market position. 1st phone, 15 years experience, will relocate. Charles Beach, 4020 Holland #212, Dallas, TX, 214-521-7877.

1½ years in radio—currently in news—looking for Top 40, C&W, or news, willing to go anywhere, can follow direction. Tape, resume on request. Contact Kim Mattingly, 1023 South Miami Avenue, Apt. 44, Miami, FL 33131.

## Situations Wanted Programing, Production, Others

Experienced Broadcaster seeks Production Manager position with up/MOR facility, preferably in west, southwest. 1st phone, professional attitude, automation experience. Excellent references, tape upon request. Box M-78, BROADCASTING.

I'm told I'm crazy! Chicagoland stations, find out why. See my ad under Situations Wanted Announcers in this issue. Box M-117, BROADCASTING.

Young and talented College grad. seeks production position with TV direction advancement. A-average in college. B.S. in RTVF. Extensive list of professional credits. Will relocate. Available 1/74. Robert Klein, 3645 Forest Garden Avenue, Baltimore, MD 21207. 301-944-3062.

Boston—Who needs clever smooth experienced Ballys production talent? 1st phone, Tom Healy, 105 State Street, Newburyport, MA 01950.

Diversified MOR broadcaster now available. 6 years experience air personality, solid news and sports. Organized, neat, honest, management potential. Desires to permanently settle with Midwest company that will offer good future. First, B.A. Call evenings 201-263-2355.

Five years experienced music director seeking position as record promoter or DJ in Virginia if possible. Call Dan Marks, Lynchburg, VA 804-846-6923.

## TELEVISION

### Help Wanted Management

A TV news background, an MA, a creative imagination, ambition and management capability are required. You should be personable, responsible, persuasive and flexible. Write Box H-229, BROADCASTING.

### Help Wanted Sales

Local Sales manager wanted. Strong retail development background. Miami VHF Affiliate-group owned. An Equal Opportunity Employer. M/F. Write Box M-8, BROADCASTING.

### Help Wanted Announcer

Entertaining Personality to co-host daily half-hour. TV talk-show experience. Must appeal to urban and rural audiences. Send VTR and resume to Al Sampson, WLUK-TV, Green Bay, WI.

### Help Wanted Technical

Wanted chief engineer AM-FM group owner—heavy on directional antennas, maintenance, audio proof of performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box K-170, BROADCASTING.

Technical Operations Supervisor, to supervise video and audio technicians in production of color television programs in large production center in southeast. Must have broad background in setup and operation of color TV equipment under studio and remote location conditions. Would have prime responsibility for maintaining quality standards. Annual salary \$10,000 to \$14,000. Send resume to Box K-207, BROADCASTING.

Expanding TV production company in the southeast, has a need for a fully qualified maintenance engineer. Send complete resume and salary requirements to Box K-219, BROADCASTING.

New Project in Florida. Television Engineers needed with experience in one or more of following areas: installation, operation (especially VTR editing), maintenance and quality control. Some supervisory levels also needed. Good pay and working conditions. Box M-102, BROADCASTING.

Assistant Chief engineer position open with Northern Indiana network affiliated UHF TV/AM/FM. Send resume and salary requirements. An Equal Opportunity Employer. Box M-103, BROADCASTING.

Working Chief Engineer, Northwest Public TV, Supervision, but also troubleshooting, maintenance and work with production. All new RCA color system. Good chance for someone ready to move up to chief. Contact: Peter Haggart, GM, KUID-TV, University of Idaho, Moscow, ID 83843. Include salary required and references in reply. Open December 1. Equal Opportunity Employer.

1st Class Engineer-operators for small market, expanding station. Experienced or will train. Contact Chief Engineer, WCOV-TV Montgomery, AL. 205-288-7020. Equal Opportunity Employer.

## Help Wanted Technical Continued

**Boston's Public Television Station** has openings in Audio, Video and Master Control departments. Applicants must have technical background, FCC First Class License and production experience in the related fields. Send complete resume to Ms. Bonnie Wells, WGBH-TV, 125 Western Avenue, Boston, MA 02134.

**TV Engineer** wanted to work in all color, remote-controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC-TV, Grand Valley State Colleges, Allendale, MI 49401. An Equal Opportunity Employer.

**Help Wanted.** 2 CCTV technicians wanted to repair, maintain and install CCTV systems and equipment. Experience with IVC, Sony, Ampex, or Telemation necessary. Call Mr. Cooper collect; 216-692-3050.

**Chief Engineer,** New ITV system, must have First Class Radio-Television license, at least six years experience in television. Salary \$13,000 negotiable. Write: R. J. McDonald, District Supt., Steuben Alleghany County, P.O. Box 831, Bath, NY 14810.

## Help Wanted News

**Investigative reporter** who has the ability and desire to be a top professional newswoman. Must have proven track record. Midwest major market VHF Network affiliate. Send resume to Box K-200, BROADCASTING.

**Wanted—TV field reporter** male or female at least two years solid commercial station experience film and editing experience helpful. Must be strong on features. We are number one news operation in major northeast market. Send samples of on-camera work and News writing, plus complete resume and references. Equal Opportunity Employer. Box M-87, BROADCASTING.

**Wanted TV News photographer** ready to move to number one news operation in New York State city, must have solid experience shooting and editing. Rush resume, samples of news films and references. Equal Opportunity Employer. Box M-88, BROADCASTING.

**Anchorperson.** Midwest top 30 market. Send resume and picture. Equal Opportunity Employer. Box M-137, BROADCASTING.

**Sportscaster.** Major Ohio VHF. If you're ready to move up, send resume and picture. An Equal Opportunity Employer. Box M-144, BROADCASTING.

**Anchorperson/News Director—Northwest VHF** looking for that hard to find combination of mature news judgment and expert management ability combined with a superior on-camera anchor delivery. If you have it all and the experience to back you up, we would like to hear from you. Send video tape and resume. Equal Opportunity Employer. Write Box M-147, BROADCASTING.

**Combo anchor/reporter** for West Coast major market affiliate. Must know film, good writing, and be capable of on-air work for contemporary Eyewitness format. Experience only, great opportunity young man or woman. Send tape or film and full information to Equal Opportunity Employer. Box M-150, BROADCASTING.

**Weather person** to do weather show and news filming and reporting. Send resume and VTR to Operations Manager, WEAU-TV, Eau Claire, WI 54701.

**Assignment editor.** Organized, but fertile mind. News experience. Must see far beyond news conferences. Feel for "people" stories essential. Contact Tom Torinus, WLUX-TV, Green Bay, WI.

**Sports personality.** Proficient on-air talent, photographer, film editor to do features on people involved in sports, hunting, fishing, etc. Will produce, air shows at least two nights a week. Contact Tom Torinus, WLUX-TV, P.O. Box 7711, Green Bay, WI 54303. Send VT if available.

**News Manager** for the Iowa State University Stations. WOI-TV is a commercial ABC affiliate serving the Ames-Des Moines market. WOI-AM-FM are two of America's most-listened-to public radio stations. Must be capable administrator possessing a sound journalism background with ability to guide a staff of professional and student personnel. BA-level degree highly desirable. Send complete resume including salary requirements to R. C. Mulhall, General Manager, WOI-AM-FM-TV, Ames, IA 50010.

## Help Wanted Programing, Production, Others

**Immediate opening:** Director—Talk-Variety show; major Midwest market. Applicant must have strong experience in pre-production and post-production development as well as on-air directing. An Equal Opportunity Employer—M/F. Forward resume immediately to Box M-74, BROADCASTING.

## Help Wanted Programing, Production, Others Continued

**Art Director—Southeast Public Television station—**responsible for graphic design, set design, ordering supplies, supervising personnel working in creation of graphic materials, experience in administration and commercial graphic art needed. Knowledge of color TV graphics needed, knowledge of photography preferred. BA in graphic design or formal art school training preferred. Salary commensurate with ability and experience. Box M-107, BROADCASTING.

**Audio Operator—Southeast Public Television station.** First phone required. Combined engineering production responsibilities from symphony remotes to studio production to City Council coverage. Salary commensurate with ability and experience. Box M-108, BROADCASTING.

**Producer** for news show. Someone who sees job as more than just putting pieces together, and likes to try new things. News judgment, writing, film editing important. Middle market. Midwest. Box M-148, BROADCASTING.

**TV Program Manager—Top 25 market network affiliate** VHF station looking for experienced professional. Equal Opportunity Employer. All replies confidential. Send resume to Box M-154, BROADCASTING.

**TV Producer/Director—If you are experienced** in all phases TV production and creativity, we have a job for you. Top ten network affiliate looking for producer/director, creativity and imagination absolutely necessary. Equal Opportunity Employer. All replies confidential. Write Box M-155, BROADCASTING.

**Assistant Producer** for Talk-Variety Show. Must have experience in all phases of production, coordination of talent and show concepts. Write or call—Steve Schiffman, WCPO-TV, Cincinnati, OH 45202, area code—513-721-9900.

**Production Manager—fully experienced,** all phases. Challenging opportunity with ABC affiliate in ideal community. Also, Switcher with 1st ticket. Send resume. Robert Nelson, WXLTV, Sarasota, FL. Equal Opportunity Employer.

**Position Available Immediately.** Television Producer/Director for Instructional Services staff at college of 9,000 students. Will promote, produce, and direct television and other mediated programing in support of instructional goals. Responsibilities include initiation of programing, creative writing, scripting, and casting. Able to work effectively with administration, faculty, and complete production staff. Seek candidate with three or more years in production and direction. Experience in color television. Educational or Documentary programing essential. Masters degree preferred. Salary negotiable. Send resume to: Frank Brister, Director, Audiovisual Services, Ferris State College, Big Rapids, MI 49307.

## Situation Wanted Management

**General Manager, 38,** with 6 years management experience in medium market. Both program and sales management background. A real "go-getter." Box M-57, BROADCASTING.

**Business Manager/Controller,** over 9 years major market experience. Independent and network affiliates. Strong budgets, cost controls, credit. Thorough knowledge all phases television and radio operations. Seeking challenging position at corporate or station level. Box M-77, BROADCASTING.

**Experienced General Manager** with strong sales and production background seeks profitable challenge as G.M. or Sales Manager. Box M-91, BROADCASTING.

**National Sales Manager—15 year experienced** New York Sales Rep—currently with prestigious N.Y. rep firm—seeks position as National Sales Manager or position directly leading to Sales in medium size market. Experienced in all facets of National Sales with large, medium and small station responsibilities—offering experience in all types of TV sell—prefer to relocate in New England, Southwest or Far West areas. Box M-113, BROADCASTING.

**Station Manager** able to improve station's sales and operation. Experienced in every phase of TV station operation and establishing effective profit conscious sales team. Looking for a challenge. Box M-138, BROADCASTING.

## Situations Wanted Announcer

**Children's Programing producer-host** now available. Quality format for afterschool. Sales, announcer, and PR experience. Box M-86, BROADCASTING.

**Having a ratings problem?** This mature, skilled announcer/newsman/weatherman/talk host will beat your competition, and not cost much besides. Box M-125, BROADCASTING.

## Situations Wanted Technical

**Assistant chief, Public VHF,** would like to move up. Relocate anywhere, U.S.A. Box M-2, BROADCASTING.

**Technical school graduate,** first phone, experienced master control. Ten years broadcast operations. Southeast. Box M-116, BROADCASTING.

**First phone,** five years experience; tape, switching, projection, and transmitter operations. Seeks permanent. Box M-120, BROADCASTING.

**Radio-TV tech.** looking for job in video, but will accept radio. Presently working on cross country video & microwave circuits. First class radio-telephone license. Willing to relocate, 212-931-2037, Greg Crossman, 1320 Odell, Bronx, NY.

## Situations Wanted News

**News Directorship** or responsible reporting position wanted by NBC journalist. Ten years excellent experience. Box M-1, BROADCASTING.

**Newspaperman, 34,** wants start in television news. Nearly 7 years experience on Metro prize winner. MA in December. Willing to listen, learn, work and relocate. Box M-14, BROADCASTING.

**18 years in Broadcasting;** good appearance, conservative delivery; rating-proved draw in Top 20 market; experienced in all phases, strong on-air; will deliver in anchor position. Box M-23, BROADCASTING.

**Experienced, professional newsmen** who could be top-flight news director and/or anchorman someday soon, wants first really big break. Let youthful enthusiasm work for you. Box M-32, BROADCASTING.

**News director—Excellent credentials.** Network experience as producer/reporter. Box M-90, BROADCASTING.

**Number 2 man** in 25-man California news department wants News Director or Anchor position in Medium market. Married, 13 years radio-TV experience. Excellent credit and personal references. 3½ years with number 1 Nielsen and A.R.A. ratings in 5 station market. Present position is good but stagnant. Box M-92, BROADCASTING.

**Top 100 market TV newsmen** wants air job in New England or upstate. Ten years experience. Resume and tape available. Box M-119, BROADCASTING.

**TV Meteorologist** desires new opportunities. Informative and knowledgeable. Currently number one weathercast in three station market. Box M-133, BROADCASTING.

**Experienced news-sports director** desires sports or news director or reporter position with medium to major market station. Age 26. Box M-151, BROADCASTING.

**Emmy nominee reporter** seeks work in special projects, docs. Master's in journalism. Experienced. Call 214-747-7935.

**Experienced 25 year old college grad** wants position as cameraman, reporter. Experienced air man. Have done some of everything. 512-672-3061.

**29-year old veteran** with journalism degree and major market experience as street reporter and weekend anchorman desires position with top 40 market station. VTR available. Excellent references. 1-301-770-4423 after 10 p.m. EST.

**News Director—15 years** in the field, shop, studio, office. A pro with mature judgment and young ideas; stickler for coverage that informs, production that entertains and numbers that make profits. Available immediately. Call: E. M. Sconyers, 518-459-6372.

**Sports Director:** Experienced sports reporter and photographer currently working for mid-western network affiliate. Can write, edit and deliver copy. Send inquiries to Box 6481, Columbus, OH 43224.

**Female, 24,** with sports and broadcast background seeking sports reporting and announcing position. Contact: Shelley Morrison, 2020 43rd East, Apt. 1, Seattle, WA. 206-325-8370.

## Situations Wanted Programing, Production, Others

**Producer-director,** NBC affiliate, Top 40, MA, doing some promotion work, want to do more. Box M-16, BROADCASTING.

**Production Manager,** 6 years experience in medium market desires change. College graduate, 30, wants to direct in larger market. Announcing and acting experience. Write Box M-35, BROADCASTING.

**B.A. in Radio-TV.** Seek any position in TV production. Short on experience but willing to work hard. Box M-110, BROADCASTING.

## Situations Wanted Progaming, Production, Others Continued

Television Writer-Producer, age 35, ten years experience, seeks staff position to create a new series or contribute to an ongoing one, local or network. Box M-122, BROADCASTING.

Work love affair sought by Producer/Director/Writer. Two years experience Net affiliate, PTV, MFA TV-Film (UCLA). Will accept another position if advancement opportunities are evident. Box M-124, BROADCASTING.

Experienced, young director in Top Ten market wants Producer-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

Cameraman/floorman. Directed program aired in N.Y.C. Seeks position within metro area or Long Island. Call 212-253-8845 nights.

## WANTED TO BUY EQUIPMENT

Needed: Water cooled dummy load capable of handling 25 kw and operational at 180-186 mhz (ch. 8), KFPW-TV, P.O. Box 4150, Ft. Smith, AR 72901.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

Equipment wanted: Need, for Model RCA BTA-5F, 5,000 watts, the following: Three transformers: Type 901065-501, Stock No. 46398; Type 900435-1, Stock No. 17553; Type No. 901005-501, Stock No. 43867, and Two chokes, Type 900501-1, Stock No. 43785. Reply to: Terry Stripsky, Chief Engineer, KQRS, 917 N. Lilac Drive, Minneapolis, MN. 55422, Telephone 612-545-5601.

## FOR SALE EQUIPMENT

Collins 212F Console, excel. cond.; CCTV System (Viewfinder cameras, monitors, switcher, etc.). Box M-62, BROADCASTING.

G.R. 916-AL R.F. Bridge, like new condition \$650.00. Box M-109, BROADCASTING.

2-Bell & Howell Model 614 16mm TV Film Projectors, Mag./Opt. sound, suitable for color operation, asking \$2,500. KORN-TV, Mitchell, SD 57301.

For Sale—Telescript 7000 3 1/4" x 4" Slide projector, complete with 8' x 10' rear screen and remote control unit. Make an offer. KORN-TV, Mitchell, S.D. 57301.

1. GE 4TT24A1-3 UHF Driver, Ch. 22 removed from service 10/14/73. 2. 3-COHU 3200 cameras with 10 x 1 lens and remote CCU. 3. 2-SONY 5000 color camera chains with 6 x 1 lens and sync. gen. 4. 1 RCA TK21C film camera. Reply to D. Zulli, KWHY-TV, 213-466-5441, Los Angeles, 90028.

1 KW RCA BTF 1D, \$3,000.00. 3 bay Jempro horizontal antenna \$1,000.00. 250 feet 7/8" transmitter line, \$150.00, plus fittings. 10 channel custom board—side pots, \$1,000.00. If sold together \$4,500.00. All equipment now on the air at WTAO Murphysboro, IL (618) 687-2000.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, MD 20850, 301-762-7626.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

One Gates Model FM IB 1KW FM Transmitter with Crystal. One Mobley Model MM-8 8 Bay Antenna with De-Icers. One Hewlett-Packard Model 335 B FM Frequency and Modulation Monitor with Crystal. All tuned for 89.7 mc. Kent State University, Purchasing Department, Kent, OH 44242. Phone 216-672-2276.

Marti & Sparta new equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzbreg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Replacement attenuators. We supply equivalent controls for most broadcast consoles. Contact Mike Sutton 919-934-3135. Shallco, Inc. P.O. Box 1089, Smithfield, N.C. 27577.

3 KW ERP Gates Transmitter package: FM1B Transmitter, FMA 4A antenna, Sta-Level, 75' HJ-7A Helix—Good Condition—\$3500 or offer, 714-873-7334.

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Poetry Program, a package of seven original poems, \$12.00. For information, write Poems, WPEP, P.O. Box 1228, Taunton, MA 02780.

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Program Directors: Quality thirty-minute interviews, prominent guests, \$3.00 weekly. Sample available, write: Radio, Iona College, New Rochelle, NY 10801.

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## RADIO

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We are looking for a bright young radio or television salesperson with 1 to 5 years experience. A college degree is required and a master's degree is helpful. Additionally, you should have a broad interest in business and its organization, be able to deal effectively with management people, like to work very independently, and possess a great deal of tact, tenacity and motivation.

If you are from the Midwest and interested, based upon this brief description, please respond in total confidence. We can offer a truly dynamic, challenging, and personally as well as financing rewarding career opportunity plus working and living in the northern Chicago suburbs. Call

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*Mr. M. H. Kessler, Dept. B-11  
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Bldg. 3-2  
Camden, NJ 08102*

We are an equal opportunity employer M/F.

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Aggressive radio professional with 14 years experience in nation's top two markets available for high management or sales position. Proven track record as Account Executive, General Sales Manager, and Vice-President and General Manager. Looking for major profit, sales, and ratings, challenge. Veteran in license renewal. Prefer large Eastern market. For resume write:

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Looking for GM position in South Florida or Southern California. Proven track record. Outstanding references. If you want to up your gross. Write:

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I've had my years of starving in small stations. If you think top 40 jocks are a dime a dozen—stop reading this ad now. I am 27 years old, first class engineer, six years experience in telephone talk and top forty personality with ratings. If you like what you've heard so far, please contact:

*Alan Bianco  
3094 Lynnwood Ct.  
Streamwood, IL 60103  
312-289-5151*

## Help Wanted Sales Continued

### SALES PROMOTION/RESEARCH DIRECTOR

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Contact at the BPA Convention, Boyd W. Lawlor,  
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### Production Manager

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*Bruce Breeding  
713-522-3151*

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Program Director/Jock  
Top 100 market, midwest

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### PROGRAM DIRECTORS

Mid-West Group has immediate openings for 2 take-charge pros with a taste for winning. Country-Western, and Contemporary. Top salary, growth opportunity. Tape, resume to:

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Available through recording or tape to augment your staff or for special clients. Mature, sincere communicator with vast experience in radio, television, films. Many national accounts currently running, on-camera and voice over. Record at your studios or locally. Travel anywhere.

*Call 414-694-3769.*

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Group broadcaster is looking for an experienced General Manager for a network affiliated TV station in a \$5,000,000 television market. Must have previous management experience, good background in sales and programming, and be profit-minded. Excellent career advancement potential with our company. Send your resume to:

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### Help Wanted Technical

#### AUDIO & VIDEO ENGINEERS

##### South African Assignments BROADCAST VIDEO ENGINEERS

Will design and develop broadcast video systems. In addition, will supervise the installation and checkout of video systems and broadcast video equipment. These positions require BSEE or equivalent and a minimum of 5 years broadcast systems experience in design, installation and testing.

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Will design and develop broadcast audio and communication systems. In addition, will supervise the installation and checkout of audio and communication systems and equipment. These positions require BSEE or equivalent and a minimum of 5 years broadcast systems experience in design, installation and testing.

For prompt consideration of these immediate long-term assignments in Johannesburg, South Africa, please rush resume, including salary history, in confidence to:

Don R. Gathright

**F & M SYSTEMS CO.**  
div. of Fischbach & Moore, Inc.  
P.O. Box 20778  
Dallas, Texas 75220

equal opportunity employer

## Help Wanted News

#### PRODUCER/WRITER

for Eastern major market VHF network affiliate to research and supervise production of concise, hard-hitting reports on community problems and achievements. Salary commensurate with experience. Minority applicants encouraged. Send bio and sample scripts. Write:

Box M-95, BROADCASTING

#### TV REPORTER

Major market East Coast VHF network affiliate needs aggressive digger who is strong on-air, creative with film. Send picture and resume only with first letter.

An Equal Opportunity Employer M/F

Box M-121, BROADCASTING

### Help Wanted Production, Programing, Others

#### PROMOTION DIRECTOR

WLWC-TV is looking for a highly qualified Promotion/Publicity Director ready to move from a smaller market to Columbus, Ohio. Candidates must be qualified to handle sales promotion, audience promotion, advertising and public relations. Avco Broadcasting will be interviewing at the BPA in Cleveland this week. Contact Ben McKeel, General Manager, WLWC-TV at (614) 263-5441.

An Equal Opportunity Employer M/F

### Situations Wanted Management

#### GENERAL SALES MANAGER

Young general sales manager experienced in sophisticated markets that include N.Y., Chicago and L.A. Dramatically increased station's market revenue share exceeding total market growth against declining audience share. Accomplished through practical application of leadership, organization and administration. With general management as final goal, am seeking accomplishment-minded company. The best references.  
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### Help Wanted Technical

#### WANTED

Chief Engineer-CATV medium size MOS company West Coast. Require both CATV and Broadcast administrative experience. Top salary plus generous fringe benefits. Opportunity with a growing company in a pleasant year-round climate. All replies confidential.

An Equal Opportunity Employer

Send resume and salary requirements to:

Box M-140, BROADCASTING

### Business Opportunity

#### CONSTRUCTION PERMIT FOR SALE

UHF

Central Pennsylvania

Network available, Transmitter site available.

Write Box K-160, BROADCASTING

### Help Wanted Technical Continued

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Gates Radio needs 2 individuals trained in broadcast electronics to work in the areas listed below:

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Experience in R.F. required, in TV transmitters helpful. You must be willing to climb tall towers and travel extensively.

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Experience needed in AM/FM and FM stereo transmitters in maintenance and troubleshooting. Extensive travel required.

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GATES DIVISION

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Sherlee Barish, Director

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Northland Center, Southfield, Mich. 48075  
313-968-0137

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We are looking for news footage of unusual human interest stories. Film of local eccentrics, people with strange inventions, collections, or hobbies. People doing the absurd or the unbelievable. Our aim is to amuse or amaze. Film is wanted for documentary feature film. Please contact immediately with description of footage: HIGH WIRE PRODS., 1819 Broadway, Rm. 813, New York, NY 10019. Phone: (212) 581-0962.

**TV SLIDES: \$6 ea**

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  - \* SEASON'S GREETINGS
  - \* CHRISTMAS GREETINGS
  - \* MERRY CHRISTMAS
  - \* HAPPY NEW YEAR
- SEND FOR COMPLETE LIST



BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

**For Sale Stations**

**FOR SALE**

California Class B—FM

\$50,000

Good Terms

Box M-33, BROADCASTING.

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It's no contest when you play golf with any of us here. Duffers, every one. You'll profit from a round of talk, though. Our creative, confidential service to sellers and buyers has made us the nation's fastest-growing media brokerage firm. And its worst golfers. (This is where the action is!)

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Metro market network UHF television. Completely color-equipped. Real estate owned. \$1.7 million with negotiable terms.



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11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 369-8545

**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

**BROADCASTING'S CLASSIFIED RATES AND ORDER FORM**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send \$5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per Issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, 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

## James Killian: 'the man who . . .' of public broadcasting

Last week, James R. Killian lay in the intensive care unit of Mount Auburn hospital in Cambridge, Mass. His physicians described his condition as stable, and they were optimistic he would recover from the brain surgery necessitated by a freak fall from the hospital bed in which he was recovering from some earlier, minor surgery. At 69, "the father of public broadcasting" had been dealt a crippling blow—one that may force him from an active role in the medium he did so much to bring into being. If so, a quirk of fate will have accomplished what conventional adversaries could not.

It is ironic that misfortune might force James Killian out of the leadership role he had been called to in public broadcasting, just when public broadcasting people are to gather and look back on a year of accomplishments that most observers feel are his. While the agenda of this week's National Association of Educational Broadcasters convention speaks of no formal commemoration of public broadcasting's new-found unity under a "partnership" that Dr. Killian, perhaps more than anyone else, effected, it may as well. For if the prevailing spirit of the medium holds true in New Orleans this week, public broadcasters are bound to remember 1973 as the year in which they found a direction.

Last spring, public broadcasting was a battlefield. Its two prominent institutions, the Corporation for Public Broadcasting and the Public Broadcasting Service, looked at each other as adversaries. The Nixon administration had more than hinted that it had designs on pre-empting the judgment of the leaders of what was supposed to have been an autonomous service. And those charged with administering, programing and advancing the medium had no inkling as to where the next federal buck was coming from.

Such was the climate in which Thomas Curtis—citing alleged pressure from the White House on a CPB board that had grown progressively hostile toward him—bowed out as the corporation's chairman. That dramatic—but, to insiders, not totally unexpected—development forced the CPB board to choose a replacement capable of carrying it through a period of unprecedented travail. The board's choice of James Killian, who had served as CPB's vice chairman since its inception six years before, went far beyond the simple principle of executive succession.

CPB President Henry Loomis put it this way: "Not only was our board in disarray but our relationships with PBS were at their worst. The situation required somebody who clearly was not out for something for himself, who did not represent the interests of any particu-



James Robert Killian Jr., chairman, Corporation for Public Broadcasting; b. July 24, 1904, Blacksburg, S.C.; attended Trinity College (now Duke University), 1921-23; B.S., MIT, 1926; staff of that Institution's *Technology Review*, 1926-1939, editor, 1930-1939; executive assistant to the president, MIT, 1939-1943; executive vice president, MIT, 1943-45, vice president, 1945-1949, president, 1949-59, chairman, 1959-1971, chairman emeritus, 1971-present. Served as special assistant for science and technology to President Dwight D. Eisenhower, 1957-59; chairman, Carnegie Commission on Educational Television, 1965-67; vice chairman, CPB, 1968-73, chairman, May, 1973-present; m—Elizabeth Parks, 1929; children—Carolyn Staley, Rhyne Meredith.

lar group, who was really concerned with the national interest." To Mr. Loomis, and indeed, to most public broadcasting officials who rode out those stormy times, James Killian was the only man with the credentials the vacancy demanded. He was, as Mr. Loomis sees it, "unique. I've always found him very easy to work with, very fair, very concerned with human beings. He's very conscious of what the goals are, and very particular about figuring out the most effective way of getting to them. His sense of timing is excellent. He has great influence with people, but he doesn't squander that influence. He reaches his decisions and sets his goals by logic and not by emotion. And his contacts are so catholic he can see any problem from a variety of angles."

So commanding was Dr. Killian's influence, so impeccable his credibility, that his mere presence at the helm of CPB, according to Mr. Loomis, "sobered all sides. It changed the whole dialogue right off the bat—at a time when we had just about blown the system apart."

A long-time associate of Dr. Killian's also notes "he's never forgotten the fact that he's the son of a South Carolina farmer. He has a humility that is unique, not just something he wears on his sleeve."

The career that has brought this respect and status to Dr. Killian began and is still tied to the Massachusetts Institute of

Technology. His formal education ended with undergraduate studies there. Yet two decades after his graduation he was chosen as the school's president. He later served as chairman and, since 1971, has been chairman emeritus. Dr. Killian (his doctoral status is honorary, coming from degrees bestowed on him by 38 different colleges) never received any formal scientific training. Yet in 1957, President Dwight Eisenhower appointed him as the first special presidential assistant for science and technology. And, until 1967, his involvement with public broadcasting had been primarily as an influential outsider. Yet, the prestigious Carnegie Commission chose him to head the committee that laid the groundwork for what became the Public Broadcasting Act. Indeed, the term "public" broadcasting—characteristic of a system funded by and representing the direct interests of the people—was his creation. An associate who also served on that committee recalls the verve with which Dr. Killian attacked the job: "He refused to let us be a bunch of poobahs. Killian made that committee work, sometimes way past midnight. No staff proposal was rubber stamped."

It was with equal selflessness that Dr. Killian assumed the CPB chairmanship—a decision he made much against the wishes of his physicians. At the outset, he conditioned that acceptance on four goals, and he put public broadcasting on notice that he expected tangible progress in those directions under his stewardship. The first condition was a speedy completion of a compromise agreement between CPB and PBS. That was effected a month after he took office. The second was a development of a viable long-range funding proposal for the medium. Such a proposal has been in existence since last summer and is now a matter for Capitol Hill and the White House. The third was a strengthening of local stations' "autonomy and independence." The CPB-PBS "partnership" agreement is based on that premise. The fourth was a reaffirmation of public-affairs programing "as an essential responsibility of public broadcasting." Funding has since been found to continue three public-affairs offerings—*Firing Line*, *Washington Week* and *The Advocates*—that had previously been in serious danger of cancellation.

It might be concluded, then, that Dr. Killian has completed his mission. But all is still not well with public broadcasting, as the CPB chairman is well aware. But he is also aware that the persistence of those who make the medium endures. "As it was with cathedrals," Dr. Killian has written, "the edifice of public broadcasting has survived and grown because of faith and because the men and women of this country felt they needed it to enrich their lives, to express their aspirations, and were willing to struggle and fight to ensure that the structure moved toward completion."

# Editorials

## Only now, Jeb Magruder

Presumably on its own initiative, the recently organized National News Council has announced it will investigate President Nixon's charges of bias in network journalism. The investigation will be conducted in the name of "public service," of course, and will "culminate in a public hearing," according to the council's news release. At the end a verdict will be rendered and publicized.

It is all very high minded and will undoubtedly go forward to the applause of certified thinkers who believe in any cause funded by foundations, and it is an insult to the intelligence of the American television audience.

Elitism at its worst is represented in the statement by Roger J. Traynor, chairman of the council, that the journalistic performance of the television networks "should be placed on the public record as soon as possible." How public can a record get, Mr. Traynor? The early-evening news programs by themselves command an average audience of 38.1 million each night. Mr. Traynor must believe the public is too dumb to understand what it has seen.

Whatever the "verdict" that is ultimately issued by the National News Council, the networks and their affiliates have nothing to gain and possibly a good deal to lose. To begin with, the public has already made its own verdict — or its many verdicts, according to the many publics — about television coverage of Watergate and related squalors. People will agree with the council's judgment only to the extent that it corresponds to their own.

A negative verdict, however, could lead to government reprisal. What is the FCC to do about the enforcement of its fairness doctrine if the National News Council, full of piety, public interest and the bounty of the Twentieth Century Fund, decides that one or more of the networks have been unfair to the President of the United States? It's only the beginning, folks, only the beginning.

On July 17, 1970, while he was still a fair-haired boy in the White House, Jeb Stuart Magruder wrote one of those "eyes only" memos that have recently come to public light (*Broadcasting*, Nov. 5). Among a list of activities he was suggesting to H. R. Haldeman and Herbert Klein to enforce "press objectivity" was this: "Form a blue-ribbon media 'watchdog' committee to report to the public on cases of biased reporting."

Though a little late for his own sake, Mr. Magruder may have seen his wish come true.

## All business is commercial

Those identified with television, whether in government or the private sector, should get acquainted with new techniques in noncommercial "sponsorship" because this contradiction of terms is destined to become a competitive way of life in the rating seasons ahead.

Enter the "director of corporate underwriting." He is "selling" against the sales managers of networks and stations. Not directly, perhaps, but for the same sponsor dollars.

WNET, the noncommercial station in New York, is the innovator. It has named a director of corporate underwriting who will "seek to expand the role of private business in financing special programs and series of programs." Mention is made of the interest of such corporations as Exxon, IBM, Kodak, Bristol-Myers, GT&E and 3-M.

John Jay Iselin, WNET president, says the goal is broad-

er support "from the private sector, which is so essential to public television's future." He calls for "clearer definition to the way in which our programing can service business objectives, both here in New York and nationally."

The man named director of corporate underwriting at WNET has served as vice president of two major advertising agencies and with ABC-TV. He will work closely with the director of foundation and government funding.

Certainly both government regulators and television licensees should take into account these developments and their relationship to over-all funding of noncommercial broadcasting. It has always seemed to us that the underwriting of programing by companies that get air credit is a form of commercial sponsorship.

The FCC, it may be recalled, just a few months ago criticized a noncommercial FM in Baltimore for carrying old-time radio commercials as part of an ongoing nostalgia-programing feature (*Broadcasting*, April 30).

We agree that clearer definitions of what constitutes noncommercial broadcasting are needed.

As we observed here a while back, if old commercials presented exclusively for entertainment purposes are illegal, what place can there possibly be for those presented, under whatever name, to advance current business goals?

## First things first

Suddenly there is a revival of interest in VHF drop-ins. The Office of Telecommunications Policy says 66 V's could be added to the top-100 markets without interference to existing stations. FCC Chairman Dean Burch sees a chance for more networks, encouraged by the availability of VHF affiliates. The FCC staff makes a serious study of the OTP list for official consideration.

All kinds of sticky political and economic problems would be raised if indeed it became technically feasible to create more V's. Those, however, can await their turn — if it ever comes. The threshold question for the FCC to resolve — by formal inquiry — is whether V's can be added in significant number without technical disruptions of the service the public has come to expect. There are certain to be serious disagreements with the OTP report, and probably with the FCC staff analysis. The whole range of competent engineering opinion should be considered.

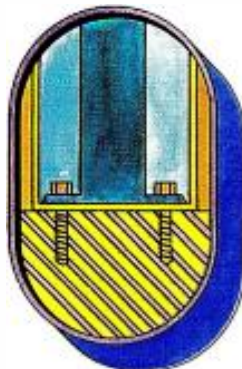


Drawn for *Broadcasting* by Sid Hix  
"I can't tell you who told me you'd make a real swinging date. . . we newscasters must protect our sources!"

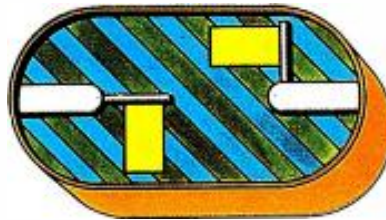
# Here are five good reasons to buy IVC's fully-automatic broadcast 240 Film Chain Camera and 4000A Multiplexer. We have dozens more.



**Money.** We put the latest solid-state circuitry and some clever design techniques into the IVC-240 and the 4000A—not just to make them more reliable, but to give them the industry's finest price/performance ratio. Example: we use costly precision fixtures, like other manufacturers, to align the 240's dichroic mirrors. Unlike other manufacturers, however, we set the mirrors permanently in optical epoxy. The expensive fixtures stay here—but the precise optical alignment stays with the 240—permanently. Features like this hold the price of the 240/4000A combination to less than \$30,000.



**A free-standing camera cabinet.** Ordinarily, if you accidentally bumped into a film-chain camera, you'd disturb the picture. But when the IVC-240's cabinet is accidentally bumped or nudged, picture positional stability, as viewed on a picture monitor, is virtually unaffected. The reason: the optical system and Vidicon/yoke assemblies are mounted on a separate rigid backbone that is lagged directly into the floor through the sheet metal of the cabinet. The effect is the mechanical isolation of optics and cabinet.



**A better mirror system.**

The IVC-4000A's mirrors swing vertically, like the flag on a taxi meter. This approach makes it difficult for dust to settle on the reflective surfaces and provides a smooth on-air transition; the special tapered mirrors are positioned by self-braking motors in just one fifth of a second. Audio-follow logic is built into the system.



**It makes your studio look nicer.**

But we can't tell you all about the 240 and the 4000A here—there isn't room to talk about their minimal maintenance requirements, their exceptional stability, their hands-off operation, their automatic features. We suggest you write to Camera Product Manager at the address below.

We'll be glad to give you all the reasons why choosing IVC is a good move.



**Money again:** Having a single neutral-density filter wheel inside the camera for automatic white level is a special cost-saving bonus from the IVC-240. This unique arrangement can save you up to \$4200 by eliminating the usual separate disc for each projector. The lightweight disc and high-torque motor, which are built into the camera enclosure, respond to light level changes up to 100 to 1 in 0.6 second (maximum). And typical changes are compensated for much faster.

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