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On the verge with the FCC's Dean Burch
Program marketplace moves to L. A. with NATPE

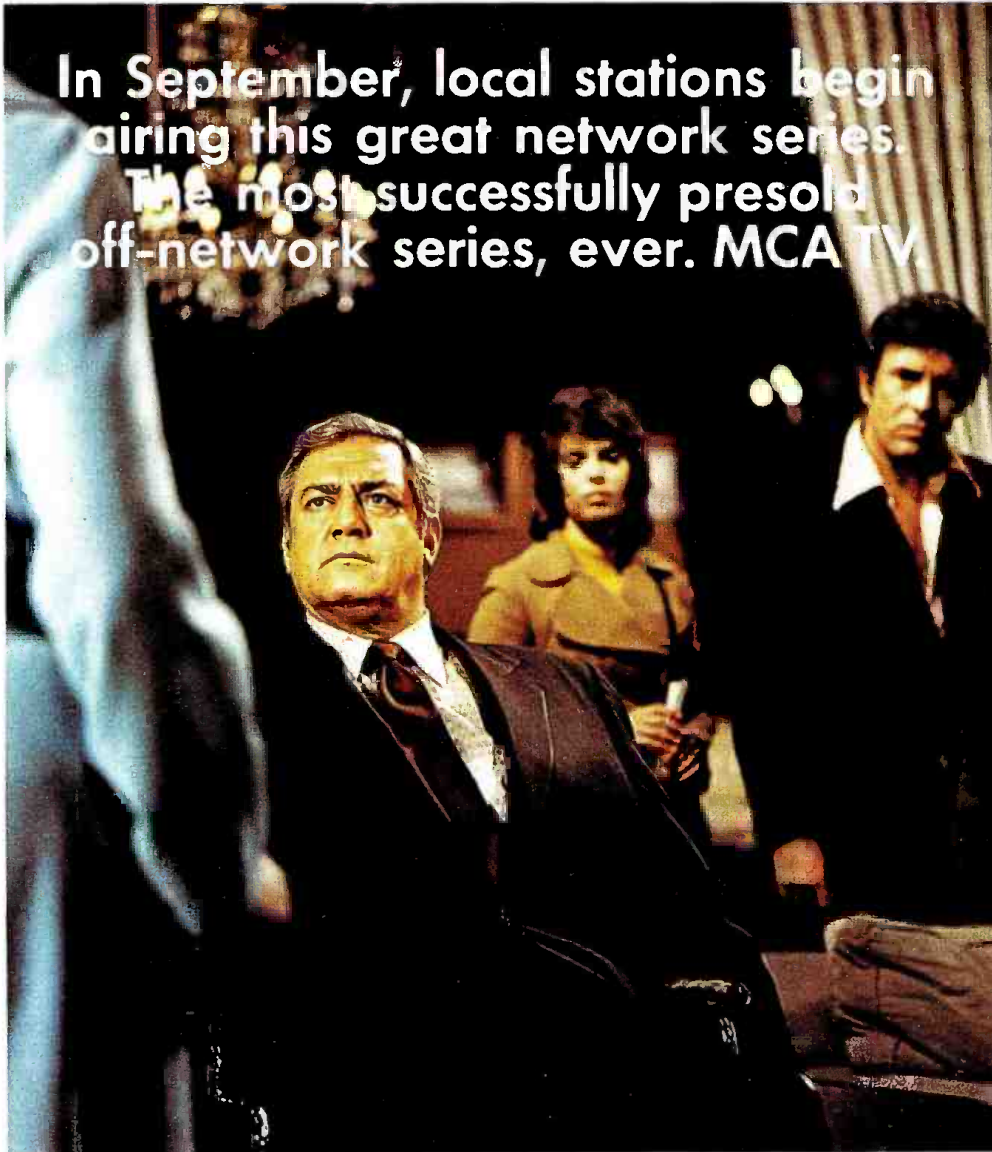
Broadcasting Feb 18

The newsweekly of broadcasting and allied arts

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ARB: Nov '72

Fringetime 4:30-6:00PM (Sun)
WSIX-TV—Nashville

No. 1 Rating & Share

ARB: May '73

Daytime (Afternoon) 3:30-5:00PM (Sun)
WLS-TV—Chicago

No. 1 Rating & Share

ARB: July '72

Late Evening 10:30-Midnight
KSD-TV—St. Louis

No. 1 Rating & Share

ARB: Oct '73

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WCVB-TV—Boston **No. 1 Total Women & Young Women**

ARB: May '72



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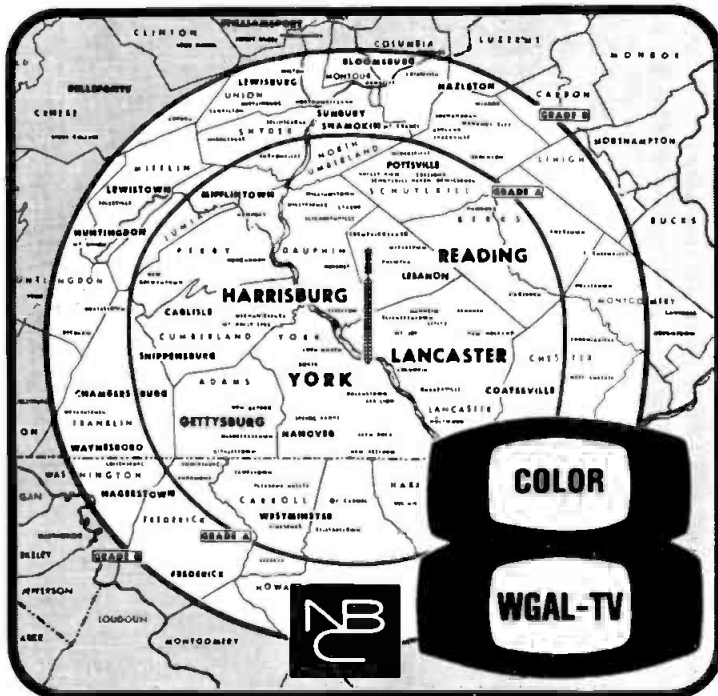
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At the time of our founding on March 18, 1949, we made a firm pledge to actively support the concept of public service. Since then, we have devoted an increasing amount of our time and talents to expand the scope and sharpen the focus of that commitment. Upon reaching our 25th anniversary, we pledge again our very best efforts to present innovative programs designed to inform, to stimulate and to entertain . . . programs that are responsive to the public interests and concerns of our diverse and constantly growing audience.

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Closed Circuit®

Hit show: news. There's still more evidence of potency of news as TV audience attraction. Study of Arbitron compilations shows newscasts, local or network (often both), ranking among 25 highest rated programs in 41 of top 50 U.S. markets. In 34 of those markets, two or more evening newscasts rated among top 25 programs, and in 22 markets, five or more newscasts made it. Dayton, Ohio, might qualify as most news-minded market of the lot: 13 local and network newscasts were in that market's top 25. Hartford metro area of Hartford-New Haven, Conn., had 12 in its top 25; Charlotte, N. C., 11; Nashville, Phoenix and Tampa-St. Petersburg, Fla., 10 each. In all, newscasts accounted for 224 top-25 positions — as against 135 represented by syndicated shows in same top 50 markets (story page 30).

More talk. FCC, under pressure from Justice Department to resolve three-and-half-year-old rulemaking aimed at breaking up newspaper-broadcasting crossownership, began moving in that direction last week, but not very fast. It decided to hold oral argument on issue in mid-June, and in meantime to get comments and reply comments from parties involved to update information already in bulging file. Oral argument suggestion was put forward by staff, backed by Chairman Dean Burch, who had discussed that possibility last month (*Broadcasting*, Jan. 7). Commission will also hold oral argument on equally long-pending proposal to ban crossownership of cable and newspapers; that argument probably to follow by several days one on newspaper-broadcast crossownership and to be preceded by development of fresh empirical data on questions involved.

In another matter bearing on issue of concentration of control of media, commission decided to initiate rulemaking aimed at tightening up AM-FM nonduplication rule. This now bars such combinations in cities of 100,000 from duplicating each other's programming more than 50% of time. Commission will consider various modifications — among them, decreasing further amount of programming that can be duplicated or setting size of city in which rule applies at smaller population figure, or both.

Advancing Disney. Change in FCC's access-time rules means time change for one of NBC-TV's most consistent Sunday-night fixtures. *Wonderful World of Disney*, which has occupied 7:30-8:30 p.m. NYT slot since 1961, will move to 7-8 p.m. next season. That will oust Mutual of Omaha's *Wild Kingdom* barter-syndication series from 7 o'clock Sunday spot on many affiliates, including all five NBC-owned stations. NBC strategists hope to build on *Disney's* 40-share base to extend Sunday — already NBC's most successful night — into four-hour (7-11) powerhouse.

Track record. New fee schedule that FCC hopes to adopt before it goes before congressional committees in March to defend 1975 budget request will contain at least one new wrinkle. Instead of using consideration paid for station as basis to calculate grant fee, commission will use average of station's gross revenues over previous three years. This will simplify matters for staff; often it is faced with station

sales where consideration must be mined from value of stock transfer, or where it is part of over-all price paid for number of properties.

Commission staff did statistical analysis and found high correlation between price paid for stations and their gross revenues. Percentage to be charged against gross revenues as fee will vary according to kind of station and price being paid for it. To maintain confidentiality of station revenues, commission will not announce fees. New fee schedule is expected to be tailored to return to treasury amount spent on commission activities in fiscal 1974 — \$41.9 million — plus \$2.5 million to be paid General Services Administration in rent this year (*Broadcasting*, Feb. 11).

Showdown. Core of administration's conflict with public broadcasting over stalemated long-range funding bill (see page 46) is that White House is demanding that medium endorse proposed matching funds formula with no strings attached. Curiously, parties have "agreed to disagree" on bill's proposed ceiling — \$100 million a year after five years: Broadcasters would endorse spirit of legislation, then fight for more money in Congress through amendment. But administration won't buy same deal on matching; it's insisting on formula of \$2.50 in private money to \$1 in federal funds or no bill at all.

Public broadcasting also has qualms over provision in bill mandating that no more than 10% of its budget come from any single source (other than federal government). It's feared measure would preclude emergence of new Ford Foundation-type angel.

Travel by phone. FCC is slamming brakes on all except essential travel to effect maximum savings in energy. It will eliminate commissioners' travel where phone, mail or other means may suffice. Moreover, trips will be consolidated where same person may handle several missions such as investigations, inspections, operator examinations, interference complaints, field hearings, conferences and the like.

One effect will be reduction in FCC delegation at National Association of Broadcasters convention in Houston March 17-20. Couple of dozen attended last year's event. There'll be maybe half dozen staffers from Broadcast Bureau to man information booth this year, plus few commissioners. Current year's travel budget is \$720,000. Hope is to turn much of it back.

Mobility. Who are most active lobbyists in FCC affairs these days? Current informal poll gives leadership to Motorola, in forefront of manufacturing for land-mobile communication (with estimated 85% of field) and now on prowl for as much UHF spectrum as it can shake loose. Vice president and director of government relations is C. Travis Marshall, who heads staff of about half dozen.

Although FCC has rejected efforts to acquire substantial additional spectrum pending study of most efficient use of bands, Motorola lobby reportedly is pressing for 115 mhz of UHF, embracing 14 TV channels (86 mhz), plus 25 mhz released last year by Office of Telecommunications Policy. Lobby, according to FCC insiders, is making periodic visits not only at commissioners' offices but also in technical areas where ultimate recommendations will be made. Top Motorola brass, on Washington trips, usually stops at FCC.

Top of the Week

The software sell. *Contemporary problems notwithstanding, program purveyors heading for this week's NATPE convention in Los Angeles find plenty to be bullish about. Page 38.* **Recently modified FCC prime-time-access rule isn't contributing to optimism, with independent producers feeling particularly burned. They ask New York for relief. Page 24.** **Syndicated product, nevertheless, is continuing to gain prominence. Future depends importantly on network O&O program chiefs, who explain their pace-making strategies. Page 27.** **For now, syndicated fare is riding high in most major markets, as evidenced by Arbitron figures. Page 30.** **And you don't need a ratings book to tell that movies are here to stay. Page 33.**

Cost conscious. *Soaring production expenses cause ABC's Walter Schwartz to yearn for those thrilling days of yesteryear. Page 40.*

Blipped. *Producers continue to brood over ABC's refusal to air controversial Dick Cavett offering. They claim decision was arbitrary: network calls it question of fairness. Page 43.*

Trimmed. *Emmy has gotten to be a prolific lady indeed — so much so that NATAS elects to eliminate more than two-thirds of coveted awards. It also adds third presentation ceremony, this one for daytime detergent crowd. Page 44.*

Chance for challengers. *WMAL precedent becomes less onerous for citizen groups as appeals court directs FCC to develop mechanism that could strengthen case for employment-discrimination attacks. Action comes as court affirms WOAI-TV renewal. Page 46.*

Sidelined. *OTP's here-again, gone-again long-range funding bill for public broadcasting stays under wraps as industry, administration dispute basics. Differences could kill legislation. Page 46.*

Contested. *Radio's "last contest" craze may have seen its last days, as FCC chides two participating stations for misleading public. Page 54.*

Effective. *Their informational benefits may be limited, but according to Citizens Research Foundation, political spots do the job for which they are intended. Page 56.*

Blackout beef. *FCC rulemaking sleeper which could deprive cable systems of much imported sports programming attains top priority on NCTA's enemies list. Page 60.*

Pole peril. *Cable industry's little guys join the biggest — Teleprompter — in condemning pole attachment negotiations. Page 62.*

Messing with Ma. *Does government have right to subpoena newsmen's phone records without their knowledge? Washington reporters think not, and they're suing AT&T to prove it. Page 65.*

Wanderers. *With radio management wielding heavy ax and courting competition with equal fervor, you almost need a Baedeker to keep track of whereabouts of nation's leading program directors. Page 68.*

Then and now. *Harry Trigg has been on Chicago's TV scene for so long he's almost an institution. Now, as NATPE president, he presides over one. Page 91.*

FCC departures approach exodus as Burch is called to Nixon staff



Dismemberment of FCC continued last week with announcement by President Nixon that he has appointed FCC Chairman Dean Burch counselor to President with cabinet rank. Announcement was made on Friday by presidential news secretary, Ronald Ziegler, at Key Biscayne, Fla., where Mr. Burch, 46, one-time chairman of Republican National Committee, had been summoned to meeting

with President on Thursday. Mr. Ziegler had nothing on successor to Mr. Burch, other than that replacement as member of commission would be made in about week. He said Mr. Burch would be leaving commission to join White House staff in three or four weeks.

Thus, conjecture as to when Mr. Burch would leave commission and what he would do was finally ended. He has been chairman since Oct. 31, 1969, and speculation about his future has been rife for at least two years. One report nine months ago indicated that top White House job was likely ("Closed Circuit," May 14, 1973).

Mr. Ziegler's announcement left open question as to Mr. Burch's successor as chairman. But Commissioner Richard E. Wiley remained far and away most likely candidate, in view of most observers. White House announcement on Wiley designation is expected shortly.

President's appointment of Mr. Burch leaves seven-member agency with prospect of operating with four commissioners. James H. Quello, named to succeed Democrat Nicholas Johnson, is yet to be confirmed by Senate. Nominee to fill vacancy created by resignation of Democrat H. Rex Lee last Dec. 31 has yet to be picked although two or three names are said to be receiving serious consideration at White House. There is not even list of possible candidates for Burch vacancy. However, growing number of Republican members of Senate and House announcing intentions not to seek re-election could constitute pool of prospects for FCC job.

Major gaps in FCC staff are also appearing. General Counsel John W. Pettit is leaving commission March 11 to return to private law practice (*Broadcasting*, Feb. 4). And it is unlikely that successor will be named until new chairman is in office. As result, Deputy General Counsel Daniel Ohlbaum, 51, who has been with FCC since 1949 and who is regarded as liberal and highly respected as legal scholar and trial lawyer, will probably serve for period as acting general counsel.

Some of these matters as well as Mr. Burch's future may have been discussed in chairman's meeting with President and White House aides. Commission officials, at least, assume White House wanted to sound out Mr. Burch on H. Rex Lee vacancy. Two leading contenders are still believed to be Professor Glen Robinson of University of Minnesota and Luther Holcomb, of Texas, vice chairman of United States Equal Employment Opportunity Commission.

Indeed, disarray of commission, which is in midst of trying to dispose of number of major items, is factor in uncertainty of date on which Mr. Burch will join White House staff. President Nixon would have liked him to begin working for him immediately, but chairman said he would need time to close out his affairs at FCC. Mr. Burch, who is spending this week in Arizona, was traveling last Friday and could not be reached.

Mr. Burch, who will earn \$42,500 in his new post, \$2,500 more than he makes as FCC chairman, will serve as general advisor with responsibilities cutting across variety

of fields. Duties will be comparable to those of two other presidential aides, Anne Armstrong, and Bryce Harlow.

Mr. Ziegler in news briefing said Mr. Burch will not be replacement for anyone on staff; question had been asked about Mr. Burch filling vacancy created when Melvin Laird left post as domestic affairs adviser to President. However, Mr. Harlow has been reported as preparing to leave White House.

Mr. Burch, resident of Arizona, first came to prominence as aide to Senator Barry Goldwater (R-Ariz.), whose staff he joined in 1955. He was campaign manager for Senator Goldwater in 1964 presidential campaign. He is close to another prominent Arizona Republican, Richard Kleindienst, who served as attorney general in Nixon administration.

Chairman Burch probably will not be only person moving from FCC headquarters to White House. His special assistant, Charles Lichenstein, who planned to leave commission on March 21, is expected to accompany him.

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) praised Mr. Burch as "outstanding FCC chairman. I know the FCC will miss his strong guiding hand. I'm sure his presence on the Hill will be welcomed by me and my colleagues." But Mr. Macdonald, unable to let records stand after such unbridled enthusiasm, added, "The White House made a great choice, but I'm not sure Dean Burch made a great decision in accepting it."

Chairman Burch may elaborate on plans, and on feelings as his departure from commission approaches, in speech Thursday to Arizona Broadcasters Association, in Phoenix.

Viewer disbelief no excuse for ad distortion, NARB panel holds

Five-member panel of National Advertising Review Board moved last week to squelch "the notion that [in advertising] it is permissible to overstate a claim, in literal terms, on the grounds that there is an almost inevitable dilution of its credibility due to viewer cynicism." If allowed to prevail, panel said, that notion would encourage techniques of exaggeration and puffery that are potentially misleading and "diminish the credibility of all advertising."

Panel's ruling was in case involving TV commercials for Fram oil filters, in which it is said car owner might have avoided \$200 repair job by spending \$4 for new filter whenever he changed oil. Panel said commercials "are not literally true" and "to some degree [misled] at least some viewers, perhaps as many as 15%" based on audience studies Fram submitted to prove viewers were not really misled at all. What viewers really remember, Fram said, was point NARB didn't challenge — that it's important to change filters frequently.

Another go in 'Pensions' dispute

NBC will have day in court in fairness doctrine dispute with FCC over *Pensions: The Broken Promise*. U.S. Court of Appeals in Washington has stayed commission order directing network to make time available for contrasting views, but ordered hurry-up hearing on merits of case. It will be held Thursday (Feb. 21), and no briefs are to be filed in advance. Date makes it possible for court to decide case before Congress completes action on pension-system reform legislation. Senate has already acted, and House vote on companion bill is due Feb. 26. House-Senate conference committee would be required to reconcile differences. FCC General Counsel John Pettit, who represented commission, said it denied stay pending appeal because it felt contrasting views should be aired before Congress acted. He said "hard-hitting program" could create climate in which Congress might act differently than it would if all views had been expressed.

Surging. ABC-TV has turned itself around from weak third to fairly solid second behind CBS in first four weeks of second season (Jan. 14 through Feb. 10). Over this four-week period, ABC has 20.0 Nielsen rating and 31.9 share, behind CBS's 22.1 rating and 34.1 share but ahead of NBC's 18.1 rating and 28.1 share. ABC has fashioned its improvement out of good audience sampling for three of its new shows (*The Six Million Dollar Man*, *Happy Days* and *The Cowboys*), recent resurgence of its *Tuesday Movie of the Week* and *Marcus Welby M.D.*, and such strong theatrical-movie titles as "From Russia with Love," "The Good, the Bad and the Ugly," "The Boston Strangler" and "The Big Bounce." ABC is still third in over-all season-to-date (Sept. 10-Feb. 10), however, with 17.7 rating, to CBS's 21.3 and NBC's 18.8.

In Brief

Bell concession. AT&T is moving to strengthen privacy of customers' long-distance telephone records. Beginning March 1, no Bell system telephone company will turn over toll records to government or law-enforcement or legislative committees except under subpoena or administrative summons. And when they comply with such requests, Bell system companies will notify customers, except in cases when agency requesting records certifies that notification could impede its investigation.

White protest. Fairness in Broadcasting Committee of Citizen's Council, St. Louis, thinks CBS-TV's Jan. 31 broadcast of *The Autobiography of Miss Jane Pittman* was "one hour of undiluted antiwhite racism." It has so informed network, asking for equal time and enclosing script of proposed reply program that would show blacks abusing whites.

CBS, ABC buys. Two more CBS-owned TV's, WCBS-TV New York and KNXT(TV) Los Angeles, have signed for Alen Funt's new *Candid Camera* half-hour series for next fall. Group's WCAU-TV Philadelphia signed earlier (story page 27). And ABC-owned TV stations have bought *Salty, the Sea Lion* from 20th Century-Fox TV for 1974-75 season. Series, 39 half-hours, is to be filmed in Bahamas with Ricou Browning (of *Flipper*) as producer.

Toe in water. Viacom Enterprises is sounding out stations in leading markets on syndication possibilities for *My Three Sons*, which had long runs on ABC-TV (1960-65) and CBS-TV (1965-72). Key sales could trigger release of half-hour series for start this fall. More than 200 episodes were produced.

New program plan for PTV. Public Broadcasting Service has taken wraps off ambitious programming concept that it believes would revolutionize existing system of PTV in U.S. It's called National Program Market, cooperative through which stations (aided by funds from PBS-administered trust) would purchase nationally produced programs. System, first proposed two years ago by PBS President Hartford Gunn, would replace existing PBS program distribution process (technically similar to commercial networks).

PBS will issue catalogue giving stations outline of programs available for purchase. Stations will indicate preliminary preferences, and PBS would then tell stations how much their choices would cost. If process goes without severe hitch, cooperative could be functional by summer. Large part of money for national trust will come from Ford Foundation, which is currently studying alterna-

**“What’s My Line?” is about the
show a station manager
And keep it there for years
of new, untried programs**



Goodson-Todman’s
“What’s My Line?” has a
record of strong, long runs
in syndication:
4 or more years in
34 markets, 5 or more
years in 19 markets, and
6 years in 12 markets.



Currently,
“What’s My Line?” wins
more women than lead-in
programs in 33 markets
(24 in prime-access time).
Average increase is 31%.
In 24 markets (18 in
prime-access time)
“What’s My Line?” wins
more total viewers than
lead-in programs. With a
35% average increase.

**surest audience-building
can put in a choice time slot.
And avoid agonizing appraisals
with each coming season.**



For years, this most famous of all game shows has proven its appeal to women, in particular, and to all audience segments. Its strength as effective counterprogramming against early network and local news has been documented time and again.



“What’s My Line?”, with Tony Award-winning Larry Blyden as its personable host, is available for September 1974 in some markets. Get it now, and rest easy for a long time to come.

Viacom

Source: NSI, Nov. 1973. Audience estimates are subject to qualifications available on request.

tive funding plans. It has \$40 million to spend on public broadcasting as it withdraws support to medium. Ford's board of directors got staff proposals Friday (Feb. 15) and is expected to act soon.

Nowhere. With Chairman Dean Burch suddenly called to see President in Florida (see page 6), FCC made little progress at last Thursday's meeting on pay-cable antisiphoning rules. Under discussion were several options advanced by staff to get around problem of defining "substantial" in modification of present rule denying pay cable use of sports if "substantial" number of games have been on free TV in previous years. One suggestion: let pay cable bid on half of all games free television isn't currently carrying. Another: let broadcasters keep lock on what they have, let pay cable bid on everything else.

Enough. Group station owner Kaiser Broadcasting says its one-year experiment with lower ceilings on commercial time in certain day-parts is over, and it has increased load up to National Association of Broadcasters code standards, effective immediately. Company says it will also "continue to support reduction in current levels through industry organizations and on its own, as well as urging station management to continue present reduced levels whenever market conditions permit."

Fast deadline. Parties opposing request that FCC stay prime-time-access rule have until Thursday (Feb. 21) to say so. Petition, filed by National Association of Independent Television Producers and Distributors, seeks stay of one year, or until September 1975, pending judicial review of its appeal (see story page 24).

Pulling out. Teleprompter Corp., New York, said last week that it will write down investment of some \$2.1 million next month as result of its termination of cable franchise in Newark, N.J. Company departed city after local officials pressed for new franchise, expedited construction activity. Teleprompter also said it was hopeful - but not certain - that it will be able to continue constructing Oakland, Calif., system, which now has 2,000 subscribers. Failure of Focus Cable (Teleprompter controlled subsidiary) to satisfy Oakland franchise requirements has caused city to impose \$750-a-day penalty clause (*Broadcasting*, Feb. 4). Teleprompter said it will continue to build in Oakland if terms of new franchise amendments now being discussed are "satisfactory."

Second look. Combined Communications Corp. and Pacific and Southern Broadcasting Co. will resubmit merger plans to stockholders. In joint statement, companies noted stockholders first approved merger "just as the nation was being apprised of the present 'energy crisis.'" To permit assessment of that situation and other developments, they said, shareholders will meet, probably in May, to take another vote. CCC spokesman said company's outdoor advertising business could be adversely affected by energy crunch. Companies gave assurance that sale of P&S stations KIMN-(AM) Denver, WQXI (AM) Atlanta and WQXI-FM Smyrna, Ga., to Jefferson-Pilot Broadcasting Co. for \$15 million will go ahead as planned. FCC has already approved CCC-P&S merger and sale of P&S radio properties (*Broadcasting*, Jan. 14).

Going it alone. John Rich, producer-director of top ranking *All in the Family*, announces formation of his own independent production company, John Rich Productions.

Late Fates. Charles T. Bates elected secretary, CBS Inc., succeeding late Julius F. Brauner. Lowell L. Barton, VP-engineering and planning for Continental Telephone Co.'s Central region, named VP in charge of turnkey systems division, Jerrold Electronics Corp., Horsham, Pa. Bill Weaver, former executive with McLendon and Capital Cities broadcasting groups, named VP-general manager of KONO (AM)-KITY (FM) San Antonio. FCC Commissioner Robert E. Lee named 1974 Patron by Washington section of Institute of Electrical and Electronics Engineers - organization's highest award - for contributions to electronic-communications field. Robert F. Hurleigh, one-time president of Mutual Broadcasting System, is rejoining that network as news analyst. Julian Barber, veteran broadcast newsman most recently with WBBM-TV Chicago, will join Mutual as newscaster. W. Thomas Davis, 65, radio and CATV group owner, died Feb. 11 in Los Angeles. He was joint owner of KUUU(AM) Seattle and of KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California, and of Davis Communications Inc., Atlanta-based multiple cable TV firm that has CATV systems in California, Florida, Georgia and South Carolina. Leonard Weinles, 51, FCC public information officer, died of heart attack Feb. 14 in Bethesda, Md. He joined commission in 1967, before that was executive producer of public affairs for WNBC-TV New York, director of news and public affairs at WCBS (AM) New York. Dan Golenpaul, 73, creator and producer of *Information Please* quiz program in radio's heyday, died Feb. 13 in New York after long illness. (For earlier reports, see "Fates & Fortunes," page 78.)

Headliners



Quaal



Pecaro



Astrin

Ward L. Quaal, president of WGN Continental Broadcasting Co., has begun indefinite leave of absence due to illness. Announcement was made by J. Howard Wood, board chairman of Tribune Co. subsidiary, who said duration of leave would depend on future events and Mr. Quaal's health.

Daniel T. Pecaro, executive VP-general manager of WGN-TV Chicago, has been named acting general manager of company, and **Marvin H. Astrin**, executive VP-general manager of WGN (AM), has been named acting assistant general manager. WGN Continental also owns KWGN-TV Denver and KDAL-AM-TV Duluth, Minn., and through subsidiary operates CATV systems in Michigan and California.

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Ozzie's 3,642,000 girls.

They're all 18 to 49 years old.
They live in 77 cities and see Ozzie every week.

In 48 of the markets, Ozzie's girls
outnumber the young women (18-49) watching all
lead-in programs. By an average 67%.

And in 38 markets, with 3 to 7 stations,
Ozzie's girls make up the largest crowd of young women
watching any program in the time period.

Could a man ask for more?



“Ozzie’s Girls”

A Filmways production distributed by Viacom

Source: NSI. Nov. 1973. Audience estimates are subject to qualifications available on request.

Datebook®

■ Indicates new or revised listing.

This week

Feb. 17-20—National Association of Television Program Executives 1974 conference, Century Plaza hotel, Los Angeles (see stories and agenda, beginning on page 23).

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

Feb. 18—Armstrong Memorial Research Foundation/Columbia University Engineering School Armstrong Awards deadline. Awards offered for FM programs in news, community service, education and music. Contact: executive director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

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

■ **Feb. 19**—National Press Club luncheon. Featured speaker: Lewis A. Engman, chairman, Federal Trade Commission, NPC, Washington.

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

Feb. 20—Consumer Subcommittee of Senate Commerce Committee oversight hearings on Federal Trade Commission. Room 5110, New Senate Office building, Washington.

■ **Feb. 20**—American Society of Composers, Authors and Publishers West Coast membership meeting. Century Plaza hotel, Los Angeles.

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

Feb. 20-21—Joint Committee on Congressional Operations hearings on Congressional access to national media. Place to be assigned, Capitol Hill.

Feb. 20-23—International Press Institute seminar on U.S.-Canadian economic and political problems, sponsored jointly by American and Canadian IPI committees, Toronto.

Feb. 21—Association of Federal Communications Consulting Engineers monthly meeting, with presentation on FCC's FM/TV and microwave monitoring trucks. Key Bridge Marriott hotel, Rosslyn, Va.

Feb. 21-23—Wyoming Association of Broadcasters winter convention. Ramada inn, Casper.

Feb. 23-25—Mutual Advertising Agency Network national meeting. Newporter Inn, Newport Beach, Calif.

Also in February

■ **Feb. 25**—Federal Communications Bar Association luncheon meeting. Speaker: Bruce Wilson, deputy assistant attorney general, antitrust division, Department of Justice, on media crossownership. Army-Navy club, Washington.

Feb. 27—Doyle Dane Bernbach Inc. annual stockholders meeting. 15 Columbus Circle, New York.

Feb. 28-March 1—Georgia Cable Television Association annual convention. Speaker: FCC Commissioner Richard E. Wiley. Marriott Motor hotel, Atlanta.

March

■ **March 1**—Consumer Subcommittee of Senate Commerce Committee oversight hearings on Federal Trade Commission. Room 5110, New Senate Office building, Washington.

March 1—Radio Television News Directors Association deadline for entries, 1974 news awards competition. Awards will be offered for radio and TV reporting on significant problem, spot news, investigative reporting and editorializing.

March 1—American Bar Association Gavel Awards entry deadline. Competition is open to broadcast and print entries that contribute to public understanding of American legal and judicial systems. Contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

March 1—Deadline for comments on FCC's proposed revised rules to permit use of Vertical Interval Reference signal for monitoring color quality of TV programs.

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

March 2—Washington chapter, National Academy of Television Arts and Sciences seminar on television film editing. WRC-TV Studios, Washington.

March 5—Pennsylvania Association of Broadcasters 1974 congressional reception and dinner. Washington Hilton hotel, Washington.

March 7—Joint Committee on Congressional Operations hearings on Congressional access to national media. Place to be assigned, Capitol Hill.

March 7—Consumer Subcommittee of Senate Commerce Committee oversight hearings on Federal Trade Commission. Room 5110, Senate Office building, Washington.

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

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

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

March 12—New York State Broadcasters Association 20th annual membership meeting and legislative dinner. Albany Hyatt house, Albany.

March 12—Joint Committee on Congressional Operations hearings on Congressional access to national

INTERNATIONAL FILM, TV-FILM AND DOCUMENTARY MARKET

MIFED, the International Film, TVfilm and Documentary Market for film buyers and film sellers, is held in Milan twice a year: April and October.

If you have films to sell — Cine-films or TVfilms — do not miss this chance to meet buyers and distributors from the many countries represented at MIFED.

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At MIFED you can find producers interested in co-production and financial agreements for new films. Import-export licences and similar permits are obtainable from the appropriate authorities who have offices on the premises.

MIFED is a club reserved for the exclusive use of persons engaged in the production, buying and renting of films. It has 18 projection studios for the presentation of film, TVfilm, VTR and VCR programs.

For further information and bookings concerning the 29th MIFED, 18 to 25 April 1974, write to: MIFED, Largo Domodossola 1, 20145 Milano (Italy) ☎ 495.495, Cables MIFED-Milano, Telex 33660 Fieramil.

Requests for bookings should be made before 15 March 1974 together with the registration fee of U.S. \$ 20.

MIFED Delegation in Los Angeles: Dr. Vittorio Sanguineti, 1900 Avenue of the Stars, Los Angeles, CA 90067, Telex 67-3394 Italtrade LSA

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And a lifestyle with sound social and
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And another: 16 stations with 4 or more sitcoms in a row boosted 18-49 women 227% and total viewers 62%, on the average, in their 120-minute-or-longer laugh span.

There's one sure way to get the best results. Make sure you get the best sitcoms. From

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media. Place to be assigned, Capitol Hill.

March 12—Special one-day program on "Electronics Communications: Industry Trends and Economic Directions," held in conjunction with EIA spring conference. Shoreham hotel, Washington.

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

March 14—*Consumer Subcommittee of Senate Commerce Committee* oversight hearings on Federal Trade Commission. Room 5110, New Senate Office building, Washington.

March 14—*Tennessee Association of Broadcasters* 1974 sales clinic. Speaker: Richard C. Block, Kaiser Broadcasting president. Holiday Inn-Vanderbilt, Nashville.

March 15—*Broadcasters Promotion Association/Michigan State University* deadline for submission of promotion entries. Categories include audience promotion, sales promotion and community involvement. Contact: Robert Schlater, TV and Radio Department, MSU, East Lansing 48823.

March 15-16—*American Forces Radio and Television* workshop. Houston.

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

March 15-16—*Canadian Broadcasting League* annual conference. Skyline hotel, Ottawa.

March 15-17—*American Women in Radio and Television* board of directors meeting. Doubletree inn. Scottsdale, Ariz.

March 16—*Directors Guild of America* annual awards dinner. Beverly Hilton hotel, Los Angeles, and Hotel Pierre, New York.

March 16—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television producing and directing. WTTG(TV) studios, Washington.

March 16—*Association of Maximum Service Telecasters* special board of directors meeting; **March 17**—*AMST* annual board of directors meeting and annual membership meeting. All at Hyatt Regency hotel Houston.

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

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

March 19—*Hollywood Radio and Television Society* International broadcasting awards presentation dinner. Century Plaza hotel, Los Angeles.

March 19—*Dun & Bradstreet Companies Inc.* annual stockholders meeting. 100 West 10th Street, Wilmington, Del.

March 20—*Cox Broadcasting Corp.* annual stockholders meeting. CBC headquarters, Atlanta.

March 21—*Delaware Valley chapter, International Industrial Television Association* industrial television workshop. Shelburne hotel, Atlantic City, N.J.

March 22—Deadline for reply comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.

March 25-26—*National Cable Television Association* board meeting. Pebble Beach, Calif.

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

March 26-29—*Institute of Electrical and Electronics Engineers* annual international convention and exposition. Statler Hilton and Coliseum, New York.

March 27-28—*National Cable Television Association* legislative conference. Quality inn, Washington.

March 27-28—*Association of National Advertisers-Premium Advertising Association of America* cooperative workshop. "Management of Incentive Promotions in Today's Economy." Plaza hotel, New York.

March 28—*Association of Federal Communications Consulting Engineers* monthly meeting. Place to be announced.

March 30—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television make-up. WETA-TV studios, Washington.

March 31-April 2—*Action for Children's Television Festival of Children's Television* featuring international children's programs and programs designed for children with special needs. John F. Kennedy Center for the Performing Arts, Washington. Registration information: ACT, 46 Austin Street, Newtonville, Mass. 02160.

April

April 1—Deadline for reply comments on FCC's proposed revised rules to permit use of Vertical Interval Reference signal for monitoring color quality of TV programs.

April 3—*Association of Independent Television Stations Inc.* board meeting. 1 Rockefeller Plaza, New York.

April 5-6—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque.

April 5-6—*Society of Professional Journalists, Sigma Delta Chi* region five conference for members in Wisconsin, central and northern Illinois, Indiana and Kentucky. Bloomington, Ind.

April 5-7—*Society of Professional Journalists, Sigma Delta Chi* region eight conference for members in Texas, Oklahoma, Arkansas and Louisiana. Tulsa, Okla.

April 6—*Georgia Associated Press Broadcasters Association* annual meeting. Marriott Motor hotel, Atlanta.

April 10—*New England Cable Television Association* spring meeting. Highpoint Motor Inn, Chicopee, Mass.

April 13—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television videotape editing. WTTG(TV) studios, Washington.

April 16—*International Radio and Television Society* full-day conference on "The Now and Future Role of Computers in Broadcasting and Advertising." Blitmore hotel, New York.

April 18-19—*Institute of Broadcasting Financial*

Major meeting dates in 1974

Feb. 17-20—*National Association of Television Program Executives* 1974 conference Century Plaza hotel, Los Angeles (see page 23).

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

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

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

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

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

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

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

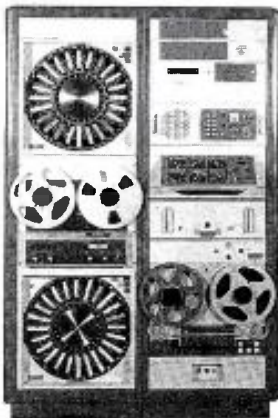
Nov. 17-19—*Television Bureau of Advertising* 20th annual meeting. Century Plaza hotel, Los Angeles.

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Management/Broadcast Credit Association quarterly board of directors meetings. Chase-Park Plaza hotel, St. Louis.

April 18-23—MIP-TV, the International Television Program Market. Cannes, France.

April 18-25—MIFED, international film, TV film and documentary market. Contact: MIFED, Largo Domodossola 1, 20145 Milano, Italy.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region one conference for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and New England. Fordham University, midtown Manhattan campus, New York.

April 19-20—Society of Professional Journalists,

Sigma Delta Chi region three conference for members in Tennessee, Mississippi, Alabama, Georgia, South Carolina and Florida. Tuscaloosa, Ala.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region four conference for members in Michigan, Ohio, western Pennsylvania and West Virginia. Cleveland.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region nine conference for members in Wyoming, Utah, Colorado and New Mexico. Denver.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region eleven conference for members in California, Nevada, Arizona and Hawaii. Fresno, Calif.

Open Mike®

Sunburned

EDITOR: I must reply to your editorial ("Seasons in the sun," Jan. 28) in regard to the National Association of Broadcasters board meeting at Mullett Bay. Your reference to the meeting as being the start of fratricidal conflict between radio and television membership is the second such editorial comment in the past couple of months, and one must wonder if you in fact are promoting such a confrontation.

This recent editorial comment stems from the radio board's discussion of sex and nudity in television, and you question radio's right to pass judgment on television programming. I would suggest that just as your publication concerns both radio and television, every radio and television station is concerned with broadcasting per se—particularly in the eyes of the public. Ask most any radio station manager about his mail or his phone calls, and he'll tell you he gets "inquiries" about some of the things he sees on television, and perhaps vice versa. We're all broadcasters, and rightly so because our goals are similar. I hope our radio board (of which I am a member) and our television board continue to talk about each other and, yes, work together as we are now, for the benefit of all broadcasting.—*Kay Melia, general manager, KLOE(AM) Goodland, Kan.*

EDITOR: The stories you've had in the last couple of issues concerning the National Association of Broadcasters TV board's interest in sex programs on radio puzzle me. There were a group of us on the joint board who took an avid interest in eliminating topless radio. It seems to me to give credit to the TV board for that interest is misplacing proper credit for the part NAB played in eliminating topless radio.

I do agree with your editorial suggestion that winter board meetings should be held in the real world. Also, it doesn't seem you place much emphasis on the passing of the reaffirmation of the resolution passed in March concerning morals and standards in broadcasting. The affirmation was aimed directly at television this time, whereas, the first time it was aimed at radio. It initially was introduced by a radio board member, Dan McKin-

non, and reintroduced by him in reference to television.

It might be noted that two of the networks' representatives did not vote in favor of the reaffirmation of the resolution. They were CBS and NBC. One voted against it and one voted to abstain.—*Dan McKinnon, president, KSON(AM) San Diego.*

Unimpeachable

EDITOR: Your Jan. 21 report on Mike Wallace's 60 Minutes feature criticizing press junkets repeated the same false implication as that segment—that ABC, CBS and NBC pay all expenses for all participating TV editors.

There is a small but growing number of newspapers, perhaps 10 including my own, that pay the air fare and hotel bills of their reporters. I personally don't feel that my columns are therefore more candid than those of a reporter who lets the networks pick up the bills, but it does at least avoid the appearance of compromise.—*Barbara H. Ryan, TV-radio editor, The Denver Post.*

Any takers?

EDITOR: Last October, we conducted the first all-talk (no records) marathon ever held by a radio station: Program director Wynn Moore was on the air continuously for 30 hours, 11½ minutes. Before the "Guinness Book of World Records" people will publish this listing, they ask that all radio stations be advised of this record in case someone dares to challenge it.—*Erny Tannen, president, WEEZ(AM) Chester, Pa.*

Consultants report

EDITOR: I wish to note one correction in your Feb. 4 article on CATV franchising. The article includes a reference to a study by Mitre on behalf of the city of Roanoke, Va. In fact, the Roanoke study (on behalf of the city, Roanoke county and the town of Vinton) was completed by Foster Associates Inc. and Atlantic Research Corp. These two firms continue to serve as consultants to the three communities.—*Edward Shafer, vice president, Foster Associates, Washington.*

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* Reg. U.S. Patent Office.

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Monday Memo.

A broadcast advertising commentary from Robert C. Hood, vice president and media director, Campbell-Mithun, Minneapolis

Campbell-Mithun's computer turns out to be not such a bad kid after all

Most of us seem to have survived the impact of the computer sciences on advertising and marketing. It hasn't been easy, but the rewards are here to be plucked and the future seems warm and bright.

There never has been anything wrong with the computer sciences. It's just that through the early years passed some of the most persuasive spellbinders our business had seen for a long, long time. They were prophets who anointed computers with powers they never really had, who made a lot of people promises they never really could keep. One terribly sad consequence some of us experienced through those years was the drain of client dollars into unrealistic computer systems. Dollars that otherwise could have gone to more communications with customers—which is, after all, the name of this business.

But those early years are behind us. And it remains that the computer sciences have taken their major step toward the promise of the early days. And that is simply to reduce data to meaningful information that helps people improve the communications planning process.

At Campbell-Mithun, we had our early and heated love affair with the prophets of computer sciences. Through it all we learned an orderly and systematic approach which we are certain helps us do a better job of planning for our clients. And in the process we have improved the effectiveness of our people by giving them an even greater opportunity to do what our people are supposed to do best—think, plan and be creative.

At C-M our computer systems operate in three general areas—administration, marketing and media planning, and media buying.

Our administrative systems revolve around two programs. The first we call our "client profitability reporting system," which really is a sophisticated cost control procedure with major benefits to our clients as well as ourselves.

The second is a huge system we call Dataflow, which handles all phases of budgeting, ordering, paying and billing. It's automated from beginning to end, and it has worked for us. In fact, we recently spun off the system into a separate company called Adfomation. In addition to our agency, Adfomation has several prominent Midwest companies as clients. As a separate company, Adfomation, of course, maintains absolute security concerning all information entering into the system.

Our second area of computer applica-



Robert C. Hood is a 23-year veteran of Campbell-Mithun's Minneapolis office. His career has been devoted entirely to media work. He has held positions of buyer and associate media director. He was elected a vice president of the agency in 1970 and named media director of the Minneapolis office in 1973. He was one of an original C-M group formed to investigate the use of computers in marketing and media analysis. Most of the systems currently used by the agency had their initial beginnings in this study group.

tions is marketing and media planning. Our work for Northwest Orient Airlines illustrates how computers have helped us approach problems. This airlines client is really a giant retail conglomerate offering over 200 daily flights serving nearly 40 different local markets and with competition all over the place.

Our Northwest Orient computer system studies almost every conceivable local market fact—from population demography to sales potential, from departure times to boardings, from revenues to market shares, and, of course, competitive activity in all areas.

What results is an allocation of advertising weight by media to each local market, which helps us meet Northwest Orient's specific needs and opportunities on a week-to-week basis or even daily, if necessary. This system is just one of several tools we use in our work with Northwest Orient which has helped contribute to the strong sales and profit position our client has enjoyed in recent years. And with the full impact of the energy crunch just around the next corner, we're confident this system can be expanded and modified to fit our client's rapidly changing needs.

We have a variety of other programs we regularly use in media planning. Our

earliest effort in this area was a system called "broadcast advertising reach and frequency estimator," affectionately known by the unlikely acronym BARFE. It's essentially a computerized sorting and counting routine that determines reach and frequency for radio and TV based on tabulating real or simulated schedules from diaries. The American Research Bureau bought the rights to BARFE, and today it is just one of several analytical tools offered by this organization to help broadcast advertisers measure the impact of their schedules.

We've got programs called MARFE and MARFO and MULMAG and a string of other media planning models we regularly use which principally measure reach and frequency of different schedules and combinations of media.

We're about to move into the next generation of planning models which we feel will improve our accuracy considerably. Most of these new models will improve our ability to deal with mixes of media—TV, radio, newspapers, magazines and soon, outdoor. And one of the main features of most of these new models is their ability to zero in on the exact target audiences our clients consider to be the heart of their best customer groups.

The third and final area of our computer applications is media buying. Pre- and post-evaluation of spot TV schedules is a key tool for our buyers to help them maintain top-quality standards and maximum dollar efficiency in spot placements.

We also will be coming up shortly with a separate computerized information retrieval system that will give us an almost instantaneous track records of all current spot buys placed by each of our four offices. It will help assure optimum buying performance based on the combined experience and volume of all recent and currently negotiated schedules in each market. It isn't that this work wasn't being done before. It's just that the computer does this job so fast that we've been able to cut out much of the drudgery and free our buyers to do more of the things they are supposed to do best—think, plan and negotiate.

Maybe it might sound as if we're guilty of weaving the same old web of mystery around our computer systems. We've tried hard not to do this. We know from experience that the only real payoff in computers is the improvements they make in advertising effectiveness for our clients, not in any short-run heroics we as an agency can generate.

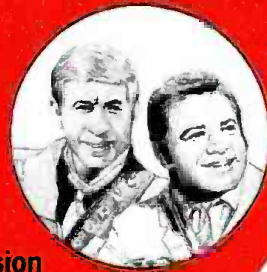
It took a long time and a lot of hard work to get where we now are with computers. But everyone seems to have benefited—our clients, our agency and our people.

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is now delivering 11,000,000 homes a week, or that the show is SRO on 216 stations. We figure you know that. Everybody does.



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"SECRETS OF THE DEEP"

Astronaut/aquanaut SCOTT CARPENTER stars as the on-camera host-narrator of these fascinating 13 half-hour color specials which probe the oceans and the seas of Planet Earth! Exciting and timeless subject matter in the highly rated tradition of the National Geographic and Jacques Cousteau specials!

"THRILLSEEKERS"

Unlike any other adventure show on television! This one-of-a-kind series roams the globe in search of those daredevils who risk their lives to defy death! CHUCK CONNORS stars as the host of this series which entertains and delights the whole family as it brings the world of high adventure and fast action into America's homes! 52 episodes available!

"THE MOVIE SCENE"

CBS-TV's distinguished and incisive Hollywood television journalist DAVID SHEEHAN stars in a weekly half-hour series of reviews, pre-views and behind-the-scenes interviews encompassing the whole spectrum of the fascinating world of entertainment! Provocative dialogues with the biggest stars in all phases of Show Business! Plus 1974 Pre-Oscar Awards Special.

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Programing

Few sad songs for NATPE as '74 sales drive gets under way

'It Never Rains in Southern California' might be theme song for biggest-yet convention of program executives, targets of a swarm of syndicators who in the main foresee strong sales though some hate prime-time changes

There's an energy crisis. There's growing unemployment. There's the prospect of advertising leveling off. And, worst of all, there are the new rules for prime-time access. But many of the television syndicators flocking this week to the annual conference of the National Association of Television Program Executives in Los Angeles are seemingly undaunted. Says one: "This year could be an excellent one, but it may only be good."

There are dissenters. The National Association of Independent Television Producers and Distributors is officially looking on the gloomy side. In filing an appeal from the FCC's prime-time modifications, the association predicted severe crimps in the syndication market (see next page).

The growing investment in television advertising in 1972 and 1973 helped boost syndicated programing sales in those years. Figures released by the FCC

show that domestic sales in 1972 (not including \$54.6 million assigned as the value of time given for barter shows and trade-outs) rose to almost \$205 million, up from about \$180 million in 1971. There are as yet no official figures for 1973, but one authoritative source placed the U.S. sales gross last year at an estimated \$217 million (plus an escalating barter market).

Those syndicators with substantial international business fared exceptionally well in 1973. The overseas sales total last year jumped to about \$125 million, up from about \$98 million in 1972. Factors leading to this upsurge were a general increase in prices for U.S. programing, a growing volume of feature film sales and, to a minor extent, dollar devaluation.

This year's NATPE convention shapes up as the largest yet, with more than a thousand delegates expected to attend,

Saturday, Feb. 16

5:00 p.m.-9:00 p.m. Registration. Private meetings of station groups, distributor sales staffs and smaller industry organizations to be held throughout day.
8:00 p.m.-11:00 p.m. Most hospitality suites will open.

Sunday, Feb. 17

10:00 a.m.-2:00 p.m. NATPE executive committee and board of directors meetings.
10:00 a.m.-5:00 p.m. Registration.
12 noon-10:00 p.m. Screenings and program open house in hospitality suites, plus some equipment displays.
10:00 p.m.-11:30 p.m. Press briefing: "The business side of acting" with Scott Carpenter, Buddy Ebsen, Dale Robertson, Lisa Todd and Buck Owens.

Monday, Feb. 18

9:00 a.m. Group W breakfast for wives, hosted by Mike Douglas.
9:00 a.m. President's call to order and welcome by Mayor Thomas Bradley of Los Angeles.
9:30 a.m. "Prime Time Access Revisited." Chairman: Lew Klein, Gateway Communications. Panel: Douglas J. Elleson, vice president-general manager, WVUE(TV) New Orleans; Lou Friedland, president, MCA-TV; Henry A. Gillespie, vice president, Viacom Enterprises; Roger D. Rice, vice president-general manager, KTVU(TV) Oakland, and president, Association of Independent Television Stations. Comments by Dr. Alan Pearce and John Bass Jr. of FCC.
11:30 a.m. Address by FCC Commissioner Charlotte T. Reid.

Agenda

12:30 p.m. Scholarship award luncheon. Speaker: Senator Frank E. Moss (D-Utah). Chairman: Julius P. Eflandt, KTVH(TV) Wichita, Kan. Entertainment news by John Barbour, critic-at-large, KNBC-TV Los Angeles.

2:00 p.m. "Broadcast Standards and Changing Moral Values." Chairman: Joe Sands, KNXT(TV) Los Angeles. Guests: Tom Snyder, host, *The Tomorrow Show*; Thomas J. Swafford, vice president, program practices, CBS-TV; John P. Twaddle, program manager, WCVB-TV Boston.

3:15 p.m. "New Uses For Ratings and Research." Chairman: Phil Boyer, KNBC-TV Los Angeles. Guests: James Landon, vice president, planning research, Cox Broadcasting; William Shafer, vice president, American Research Bureau; James Shoemaker, vice president, A. C. Nielsen Co.

10:00 p.m. Press conference on advertising: "Who's Doing What To Whom?" Moderator: Dennis James. Panel: Charles Bachrach, Ogilvy & Mather Inc.; Jim Levey, Grey Advertising; Auram Butensky, Dancer-Fitzgerald-Sample; Ed Papazian, BBDO.

Tuesday, Feb. 19

9:00 a.m. Worldvision breakfast for wives, hosted by Monty Hall.
9:00 a.m. "How To Mount News." Chairman: Herb Victor, KABC-TV Los Angeles. Guests: Frank N. Magid, executive director, Magid Associates; Robert J. McBride, communications director, WJBK-TV Detroit; Philip L. McHugh, president, Mc-

Hugh & Hoffman Inc.; Pat Polillo, news director, WAGA-TV Atlanta; Robert Rierson, Rierson Broadcasting Consultants.

11:15 a.m. Address: Governor Ronald Reagan of California.

12:30 p.m. Program excellence awards luncheon. Chairman: Jim Major, WITI-TV Milwaukee; entertainment news by Rona Barrett.

2:00 p.m.-6:00 p.m. Screenings and program open house.

6:00 p.m.-8:00 p.m. Associate members reception. Chairman: William L. Clark, 20th Century-Fox TV.

8:15 p.m. Private screening of "The Exorcist." Shubert Theater.

Wednesday, Feb. 20

9:30 a.m. "Programing By Pressure." Chairman: Phil Corvo, KGTV(TV) San Diego. Guests: Robert Gill, director of minority affairs, Bonneville Broadcasting; Ray Hubbard, vice president-programs, Post-Newsweek Stations; Robert O'Connor, program director, KTTV(TV) Los Angeles; Frank Orme, executive vice president, National Association for Better Broadcasting; Kevin O'Sullivan, president, Worldvision; William Osterhaus, vice president, KQED(TV) San Francisco; William B. Ray, chief of complaints and compliance division, FCC. A debate on censorship, blacklisting, CATV, minority programing, ethnic characterizations. Straw vote poll.

12:45 p.m. "Man of the year" luncheon. Chairman: Harry Francis, vice president, operations, Meredith Broadcasting. Entertainment news by syndicated columnist Joyce Haber and Dave Sheehan, entertainment editor, KNXT(TV) Los Angeles.

3:00 p.m. Elections and business meeting.

including representatives of advertising agencies, station representatives, merchandising-promotion firms and international broadcasters. More than 70 program syndicators (see page 33) will exhibit their wares (both old and new). Advance registration shows that in addition to program managers, a larger representation of station general managers than ever before—more than a hundred—will attend. The agenda (see page 23) zeroes in on such bread-and-butter subjects as mounting a news program, broadcast standards, new uses for ratings and research and the prime-access rule. But the meeting also will tackle the provocative issue of "programming by pressure."

Syndicators have scheduled screenings of their programming in hospitality suites beginning Sunday (Feb. 17) from 10 a.m. to 5 p.m. On view were numerous first-run syndicated series, new product of popular programming of years gone by and a limited number of off-network productions. In that last category:

Medical Center from MGM Television (release date in 1976), *Family Affair* from Viacom, *Room 222* from 20th Century-Fox Television, *Partridge Family* from Screen Gems, *Love, American Style* from Paramount Television, and *Hawaii Five-O*, also from Viacom with release date unspecified.

Among the new properties to be exposed during NATPE are Allied Artists' *The Family Robinson*; Independent Television Corp.'s *My Partner, The Ghost*; Worldvision Enterprises' *Stan 'N Ollie* and *The Irish Rovers*; Fox's *New Strike It Rich*; Metromedia Producers Corp.'s *Jeopardy*; Group W Productions' *The Hilarious House of Frightenstein* and *Family Counselor*; Gottlieb/Taffner Programs' *Special Branch*; Showcorporation's *We, The People*; Syndicast Services' *Virginia Graham Show*; Les Wallwork Associates' *Dealer's Choice*; Fremantle Corp.'s *Swiss Family Robinson*; Time-Life Films' *Wild, Wild World of Animals and Music*, *Music Music*; Four Star Entertainment's *Secret of the Deep* and *X Factor*; Ted Bates' *Today's Health* and Program Syndication Services' *Inner Space*.

Back in contention for prime-time-access slots are such hardy perennials as Worldvision's *Let's Make A Deal*; Yongestreet Productions' *Hee Haw*; Don Fedderson's *Lawrence Welk Show*; Rhodes Productions' *Hollywood Squares* and Mutual of Omaha's *Wild Kingdom*.

A sampling of program buyers indicates there are no immediate plans to reduce expenditures for syndicated product this year; they explained they must commit for the future for such pre-release series as MCA-TV's *Ironside*, *Marcus Welby*, *Adam-12*; Warner Bros.' *The FBI* and MGM's *Medical Center*. And new programming must be bought, they said, although there may be some belt-tightening if the advertising economy falters.

One buying representative said he has noted a trend away from the more expensive first-run show. He pointed out that Metromedia Producers Corp. is not producing a new cycle of *Dusty's Trail*, an action-adventure series. And Campbell-Ewald, which was represented in

recent years with costlier shows including *Stand Up and Cheer* and the *Wacky World of Jonathan Winters*, is probably not returning with new programs, although a C-E spokesman emphasized that plans were not firm.

Among the less-than-sanguine syndication salesmen are those who say that broadcasters have suddenly become tight with programming finances. Sales may well be sluggish this year, they say reluctantly, although two types may do well: barter shows and feature film packages. Barter, it seems to them, is the way to go when times are tight. It requires no outlay from the station, and it gives broadcasters added income. "Barter is a dirty word," said one syndicator, "but not when times are tough."

New access rule cuts their market by two-thirds, independents say

Producers-distributors seek stay, predict decline in program quality

The prime-time access rule is still a problem for the FCC despite the conclusion of a rulemaking that modified it last month (BROADCASTING, Jan. 28). The National Association of Independent Television Producers and Distributors, which contends the modification will reduce its members' chances to sell programming to stations, has appealed the commission's action to the U.S. Court of Appeals for the Second Circuit, in New York.

NAITPD has also asked the commission to stay the effectiveness of the rule—now scheduled for the start of the 1974-75 season—"for one television season." The association said the requested stay would make sure that "the otherwise inevitable and necessarily irreversible direction of industry affairs" during the next several months does not render meaningless, "even before it is reached," the final resolution of the court case. The commission did not act on the request at its meeting on Wednesday.

The rule, as adopted, bars top-50-market stations from carrying network programming at 7:30-8 p.m. NYT, Monday through Saturday. There is no limit on network programming on Sunday, and one of the half hours now denied networks could be made available to them for children's specials or public affairs programming. In its present form, the rule limits top-50-market affiliates to three hours of network or off-network programming between 7 and 11 p.m. NYT.

NAITPD said in its request for a stay that stations see the rule as reducing the 42 half-hour availabilities in each top-50 market (14 half hours weekly multiplied by three network affiliates) to 12 (21 eliminated by daily loss of 7-7:30 p.m., three more by loss of the other half hour on Sunday, another three by network specials, and a final three by compliance with the FCC's exhortation to stations to

produce local programming that meets local needs).

NAITPD acknowledged that the estimate "may prove in some minor respects inaccurate." But program sellers, it added, are "affected by what the buyers think to be true." Accordingly, it said, prospective purchasers are refusing to buy any product, leaving independent producers committed to the production of unsalable programs. It notes that "irrevocable" commitments for next season had already been made by the time the commission issued its notice on Nov. 29 forecasting the dimensions of the modification it would make.

NAITPD, which intends to ask the court to stay the commission's action if the commission does not, said that independent syndicators will suffer "irreparable injury" as a result of delay in staying the rule's effectiveness, regardless of how the case is decided. "The resulting delays, disruptions and deficiencies in amount and/or quality of available new 1974-75 programming (from whatever source it ultimately comes) cannot but damage both stations and their public viewers," NAITPD said.

The association, in its request for a stay, listed four major arguments it will make in seeking to have the court overturn the commission's action:

- Since the designated purpose of the rulemaking proceeding was to evaluate the rule's performance, the commission's "entirely proper and necessary conclusion" that the rule had not had a sufficient test should have disposed of the issue and the rule should have been retained in force "pending development of a fuller operational record."

- The conclusion that evaluation was premature and the rejection of the arguments of the rule's opponents "mandated retention of the rule" in light of what the commission said was the "clear and considerable burden of the opponents [of the rule] to demonstrate that, in actual operation, the rule will not serve the public interest."

- "The report and order is deficient on its face" as justifying any change in the rule because it lacks "any findings of fact, conclusions of law or any analysis of record or other matters" on which the commission, or the court on appeal, could base a decision.

- The changes convert "an antimonopolistic economic regulation into a statutorily and constitutionally impermissible foray into government regulation of pay cable." NAITPD based that on the cited justifications for the rule change in general and some changes in particular—the exemptions for various specials.

NAITPD and the Association of Independent Television Stations petitioned the commission on Dec. 16 to set the effective date of the new rule no earlier than the start of the 1975-76 season to leave time for a final determination of the rule's validity before its effectiveness. The commission two weeks ago, in the text of its order modifying the rule, rejected the arguments for the year's delay.

NATPE coverage continues on page 27



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Three men with the muscle in prime-time access

ABC's Rushnell, CBS's Hough, NBC's Harris have the say over buying habits of the network O&O's—and with it the key to success of most syndicated offerings; what they buy today is what others will find on shelves tomorrow

Three men for program buyers and sellers to keep an eye on over the next several weeks are Squire Rushnell, Hal Hough and Wes Harris, the programming vice presidents for the owned-and-operated TV stations of ABC, CBS and NBC, respectively. Decisions they make will go a long way toward determining what syndicated programs their O&O stations will buy. And if conventional wisdom is correct, the O&O selections will help determine much of what syndicated programming viewers around the country will see—particularly in prime access time—in the 1974-75 season.

To syndicators, certainly, the network O&O's are far and away the most sought-after showcases. The speed with which a syndicator starts letting the trade know when he has made a sale to an O&O group is exceeded only by his alacrity in

syndicated programming and syndication plans at their command than any other station executives except, conceivably, in one or two of the largest nonnetwork-owned groups. They not only get this information quicker, but from the top executive levels of the companies they deal with. They also have the advantage of being in positions to influence the spending of more dollars in syndication, program for program, than any station-level executive—which no doubt helps account for some of their other advantages. Beyond that, they have resources for program research and analysis to depths beyond the means of most.

Yet for all their advantages, Messrs. Rushnell, Hough and Harris will be going to the NATPE convention this week—rather, Messrs. Rushnell and Harris will be going; Mr. Hough is staying in New York for a combination of reasons—sharing one disadvantage with all other network affiliate programmers there: All three insist they have no surer knowledge than anyone else about how their respective networks will program under the revised prime time access rules. Conse-

with special local programming—as many O&O outlets are already doing (mostly on weekends).

For the access periods, then, the O&O programmers, like other affiliates, have fewer access holes to fill this year than last. An exception is ABC's Mr. Rushnell. ABC's KABC-TV Los Angeles and KGO-TV San Francisco, which on most weeknights have been running feature films that extend to 8 o'clock, are flipping news and movies as of April 1 to bring the network's Smith-Reasoner news report on at 7. That opens up 7:30-8 p.m.—until next fall, when network football presumably will again block out early evening on both stations on Mondays.

Partially because of network football in the fall, but mostly because its WLS-TV Chicago schedules news through the 7:30-8 p.m. NYT period, ABC doesn't have any five-station program buys in the Monday-Friday access periods and isn't in a position to make any. But it could make one, maybe two, four-station buys in addition to any cooperative effort the stations might make in children's programming in access periods, according to Mr. Rushnell—who, incidentally, will be at NATPE as a sort of lame-duck O&O



Rushnell



Hough



Harris

programmer. He was named last week to notifying other affiliates directly. A buy by a network O&O group, it is said, will virtually assure enough other sales to make any series a success, while failure to get onto an O&O may be considered a shortcut to failure elsewhere.

The men in charge of programming for the network O&O's buy this reasoning only up to a point, however. They agree it is undoubtedly easier to sell programming that has the endorsement implicit in an O&O buy, and therefore harder to sell product that lacks it. But they can also cite series that made it onto O&O's but didn't endure, such as *Goldiggers* and *David Frost Revue* of recent memory, and, perhaps more spectacularly, series like *Hee Haw* and *Lawrence Welk Show* that have saturated the country without getting onto an O&O.

Messrs. Rushnell, Hough and Harris have advantages over other station programmers. Because their stations are among the leaders in top markets, they have

early access to more information about quickly, like everyone else, they aren't sure how many half-hours they will need to fill.

All three are going on the assumption that the networks will program 7-11 p.m. NYT on Sundays and 8-11 p.m. all other nights. That means local access programming at 7:30-8 no more than six nights a week—one less half-hour than this year.

But the networks also have a "wild card" under the new rules: one night of their choosing in which they may present documentaries or other programs of a specified character in the 7:30-8 period.

In the first formal disclosure of prime access plans, NBC announced last week it would play its wild card on Saturdays, offering documentaries from 7 to 8. That cuts to five the 7:30-8 positions to be filled by NBC stations. Other affiliates will experience a similar reduction if CBS and ABC schedule wild-card nights of their own. And the syndication market will be shrunk further if stations elect to

fill one or more of the 7:30-8 periods the ABC Entertainment vice presidency in charge of children's programming (story page 79) but expects to be doing duty in both jobs for the next several weeks. His successor in the O&O post had not been named last week.

Messrs. Rushnell, Hough and Harris would speak only in guarded terms about what they might recommend for their groups for the new season. It was clear, however, that they were familiar with all the properties being offered, and some hinted they might begin to make commitments before the convention opened.

It seemed apparent that they were not greatly impressed with the general run of programming currently on the market—an attitude not unusual among buyers in any product line. They avoided down-grading the offerings directly, but CBS's Mr. Hough, for example, felt there was an absence of successful new development projects and that, for the most part, "the only things that are working are game



Source: NTI Ratings Report, Average Audience, Adults 18-49; two weeks ending Jan. 27, 1974.

shows and animal shows"—a criticism that seemed directed as much to the access rule as to the programing itself.

Mr. Rushnell also seemed to imply a need for better programing by suggesting the ultimate answer may lie in a willingness to invest in "network-quality programing" for access periods. And NBC's Mr. Harris felt that most of the new properties introduced for access this past season "have not performed at levels where you can reasonably expect renewals." He suggested that "access has matured to the point where it is now pretty clear what the heavy hitters are—and there aren't many." Among the "heavy hitters" in his book are *Hollywood Squares*, *Let's Make a Deal* and *Wild Kingdom*.

On a more positive note, Messrs. Hough, Harris and Rushnell agree that a large volume of material is available this year, and Mr. Harris, for one, feels there are several prospects that will create more interest at this year's NATPE convention than was the case last year.

"For one thing," he says, "more pilots are available for display. Having a pilot tends to give a syndicator a leg up—buyers want to see the cloth."

Although the O&O programers wouldn't say what cloth they're thinking of buying, some clues to the past preferences of their respective O&O groups may be found in current access schedules.

The five NBC-owned stations, which as a group are generally conceded to have turned in a better rating performance in access time than either of the other O&O groups, are most heavily involved in five-market buys. They have—or had—five series on all five stations: two weekly editions of *Hollywood Squares*, and *Wild Kingdom*, *Price Is Right*, *Police Surgeon* and *Starlost*. They're all still in place except *Starlost*, a one-hour science-fiction series scheduled on Saturdays, which fell victim to the numbers—"it didn't meet our expectations," in Mr. Harris's words—and was replaced variously in different markets in January.

Other access periods on the NBC O&O's are filled by a variety of series including *Wait Till Your Father Gets Home*, *Safari to Adventure*, *Dusty's Trail* and *Police Story*, plus locally produced news and public affairs.

CBS's Harold Hough, who recently returned to the O&O programing vice presidency—and additionally was put in charge of broadcast services for the O&O group, which accounts in part for his failure to be at NATPE this week—sees several advantages in five-station program buys. One, the foremost, is that the buyer is more apt to get an attentive hearing if he sees flaws that he thinks should be corrected or has ideas for other improvements.

Yet the CBS group, which used to have several five-market buys, has none this year and isn't likely to have any in the coming season, because WBBM-TV Chicago presents news in the Monday-Friday access periods.

The CBS stations do have four four-market buys this year: *Dusty's Trail*, *Great Mysteries*, *Stand Up and Cheer* and *Protectors*. But new episodes of *Pro-*

ectors, which in the Sunday 10:30 spot has been one of the group's best ratings performers, are not being offered by Faberge next season; new episodes of *Dusty's Trail* are not planned and there are recurring reports that Chevrolet may discontinue production of *Stand Up and Cheer*.

Three CBS stations are carrying *Wacky World of Jonathan Winters*, two have *Dating Game* and other access periods are occupied by a miscellany that includes *Treasure Hunt*, *Wild Kingdom*, *Let's Make a Deal*, *Wild Wild World of Animals* and *Hollywood Squares*, plus special local news/public-affairs reports.

As of last week, CBS had made two commitments for 1974-75, both one-station deals: Renewal of *Wild Wild World of Animals* for KNXT(TV) Los Angeles and purchase of the new *Candid Camera* for WCAU-TV Philadelphia.

Although ABC has no five-market programs in the 7:30-8 weeknight slot, it does have two that are now or soon will be on all five stations: *Let's Make a Deal* and *Ozzie's Girls*, both scheduled in a mixture of weekend and weeknight access periods.

When their programing "flip-flops" on April 1 to open up 7:30-8 p.m. on weeknights for KGO-TV and KABC-TV, those stations will offer a mixture of access selections. KGO-TV will have what Mr. Rushnell considers a "very healthy" line-up that includes two weekly episodes of *Hollywood Squares* and one each of *Let's Make a Deal*, *Ozzie's Girls* and *Secrets of the Deep*. KABC-TV will have the last of these plus *Wild Refuge* and "some with marginal expectations of success." KGO-TV's deal for *Hollywood Squares* runs through next season.

In New York, WABC-TV is currently

filling four of its five 7:30 weeknight periods with wildlife adventure series: *World of Survival*, *Wild Wild World of Animals*, *Animal World* and *Strange Places* (titled *Other People, Other Places* in most markets). All four are performing "respectably," Mr. Rushnell says, but adds that "whether they will continue in the same ratio is subject to some question." The widely sold *Let's Make a Deal* is WABC-TV's other weeknight access program.

Other series in ABC access slots include *Dating Game*, *Evil Touch*, *Price Is Right*, *Wait Till Your Father Gets Home*, *Treasure Hunt* and *Wild Kingdom*.

While the O&O programers are concentrating their access-time attention on 7:30-8 p.m. periods, there's a subsidiary access-rule change that could affect a lot of stations. The 7-7:30 NY period will be free of restrictions, meaning the networks could program that half-hour if they wished. They're not really expected to, at least not on a regular basis, but since the O&O's are programing network or local news on that period anyway, they don't have to worry about even the remote possibility of having to find additional syndicated material to fill it. That's another advantage on their side.

But the advantages are not all one-way. Though no one likes to talk about it for quotation, sources within all three O&O groups insist that syndicators charge them disproportionately high rates—anywhere from 40% to 60% of a program's production costs. Which could help explain syndicators' eagerness to get to O&O's first, to keep them on top of new developments, to get them signed as soon as possible. Or, as somebody put it, "the price is a disadvantage that helps pay for some of the advantages."

Syndicators' product making horse race of it

Analysis of Arbitron data indicates 'Wild Kingdom,' 'Hollywood Squares' among those amassing strong ratings in the top-50 U.S. markets

Syndicated series ranked among the top-25 programs in 42 of the top-50 U.S. markets in Arbitron measurements last fall, the latest of their kind currently available, a BROADCASTING analysis showed last week. Some of the multi-episode series enjoyed ratings that put them into the top 25 as many as five times in the same market. Several scored two, three and four times.

In all, 23 series made it into the top 25 at least once in one or more of the 50 largest markets—the ones directly affected by FCC's prime-time access rule. (Actually, the Arbitron compilation covers 51 markets, reporting on Hartford-New Haven, Conn., in two ways: Once for the Hartford metro area, once for the New Haven metro area. On that basis, syndicated programing was in the top 25 in 43 of 51 markets.)

The Arbitron report does not specify broadcast times in most cases. However, it appeared probable that a majority of the syndicated programs involved were in

or near access periods, though some obviously were in other day-parts.

Counting those that scored more than once in their markets, the 23 series accounted for 135 or approximately 10% of all the top-25 positions in the 50 markets.

Wild Kingdom and *Hollywood Squares* were in the top 25 in more markets than any other series—16 each. But *Squares*, which offers two editions a week, scored with both episodes in three of those markets to lift its total positions to 19.

To Tell the Truth had the most top-25 positions: 24 in 10 markets, *Truth or Consequences* had 19 in six markets, *Price Is Right* 11 in 10 markets. Among other leaders, *Hee Haw* scored in eight markets, *Let's Make a Deal* in seven, *Lawrence Welk Show* in six and 15 others in a total of 20 markets.

Five episodes of *Truth or Consequences* scored in the top 25 in Charleston-Huntington, W. Va., and Harrisburg-York-Lancaster-Lebanon, Pa., while three made the lists in Hartford-New Haven (New Haven metro) and Norfolk-Newport News-Portsmouth-Hampton, Va., and two in New Orleans.

To Tell the Truth was represented five

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Andy Griffith Show made the top 25 four times in Orlando-Daytona Beach, Fla., where *Hogan's Heroes* made it three times. *Beat the Clock* scored twice in Albany-Schenectady-Troy. *What's My Line?* made it twice in Greenville-Spartanburg, S.C.-Asheville, N.C., *Gilligan's Island* twice in Grand Rapids-Kalamazoo, Mich.

Others placing in top 25's were *Ozzie's Girls* and *Police Surgeon* in three markets each, and *Doctor in the House*, *Untamed World*, *Bobby Goldsboro*, *World of Animals*, *Dragnet*, *Strikes-Spares-Misses*, *You Asked for It* and *Treasure Hunt* in one each.

Markets in which no syndicated programming appeared in the top 25 were Baltimore, Chicago, Detroit, Indianapolis, Minneapolis-St. Paul, New York, St. Louis and San Antonio, Tex.

The top-50 market study was the latest four-week Arbitron report for which results were available last week. It was conducted last Oct. 24-Nov. 20.

Going to the movies more than ever

Feature-film packagers head for NATPE in bullish mood as their product becomes more of a fixture in the programming world

Television distributors intend to maintain a steady flow of feature films to stations in 1974, as movies continue to flourish as a staple programming form popular with advertisers and viewers.

Many of the major motion picture syndicators will introduce new packages at the NATPE convention, and smaller-sized distributors will be offering specialized product—science-fiction, wildlife-adventure and children's productions. But a number of companies plan to delay release of new packages until later this spring.

Though there were fewer syndicated features in prime time last year because of the restrictions of the FCC prime-access rule, syndicators regarded 1973 generally as a bullish year. Movies, old and new, filled numerous time slots in daytime and fringe periods and sales were

particularly brisk to independent stations.

Several distributors from major studios made the point that some of the features they would have directed to stations ended up on the networks. Since stations cannot pre-empt easily in prime periods, they said, some of the newer features were sold to the networks. One company pointed out that in 1973 it signed almost \$30 million in network contracts, calling for delivery of motion pictures over a period of several years. "Some of these might have gone to stations if we could have sold them for prime exposure," he said.

Last year proved to be particularly active in the overseas market. One international specialist said some stations overseas stocked up on their feature film supply for several years to come. Estimates are that sales of movies abroad almost doubled in 1973, rising from \$35 million in 1972 to more than \$65 million (though collections, of course, will proceed over the next two to four years).

United Artists Television is weighing

Who is selling what at the NATPE

Following are capsule listings of the program producers and distributors exhibiting their product at this week's convention of the National Association of Television Program Executives at the Century Plaza hotel in Los Angeles. Each capsule lists the firm, its headquarters, the programs available and the firm's personnel attending the convention.

Alan Enterprises Inc.

17366 Sunset Blvd., Pacific Palisades, Calif. 90272.

Movie Jamboree (39), Mystery Shelf, Janus I (41 feature films), Janus II (39 feature films), Walter Reade first run features (150 titles), Walter Reade reissues (202 titles), "War and Peace," Laurel and Hardy comedies (10, 27 or 52), Abbott and Costello (52). **Personnel:** Alan L. Gleitsman, Janet DiSorbo.

All American Network

Box 119 Topeka, Kan. 66601.

Rainbow Futurity, Kansas Futurity, All American Futurity (live telecasts of horse races). **Personnel:** Jerry Holley, Bill Duckworth.

Allied Artists Television

15 Columbus Circle, New York 10023.

The Family Robinson (26), The Evil Touch (26), The Unknown (39), Choppy and the Princess (52), various feature films and documentaries. **Personnel:** Andrew P. Jaeger, Dean McCarthy, Joseph Zaleski, Brian O'Daly, Hank Profenius, William Rhodes, Leo M. Brody, Ralene Levy, Virginia Garrison.

American International Television

165 West 46th Street, New York 10036.

You Asked For It (52), The Avengers (57), Adventures of Ozzie and Harriett (200), Johnny Sokko & His Flying Robot (26), Prince Planet (52), and various feature-film

packages. **Personnel:** Alex Horowitz, Chad Mason, Gerry Corwin, Milt Strasser.

Avco Embassy Pictures

1301 Avenue of the Americas, New York 10019.

American Sketch Book (5), "Years of Lighting, Days of Drums" (1), feature-film packages, including Plus Twelve (12), 28 for '68 (28), Top Time Features (46), Kickoff Catalogue (19), VIP Group (18, test releases including "The Graduate"). **Personnel:** Joseph E. Levine, E. Jonny Graff, Charles Britt, Sy Shapiro, Walter Keenan, Bob Anastasia.

Avco Program Sales

140 West Ninth Street, Cincinnati 45302.

Phil Donahue Show (260), On the Money (52), Young People's Specials (10), Hanna-Barbera Specials (3), Orson Welles (2), Holiday Specials (2). **Personnel:** Donald L. Dahlman, Gene Graham, William Wurch, Lee Jackoway.

Baron Enterprises

9201 Wilshire Boulevard, Beverly Hills 90201.

Nature's Window (130). **Personnel:** Barry Bergsman.

Ted Bates—A.M.A.

1515 Broadway, New York 10036

Today's Health (13, produced in association with American Medical Association). **Personnel:** Frank Campion, Isabel Ziegler, Bill Groome, Roy Fischman.

Ted Bates—Co'gate Program Unit

1515 Broadway, New York 10036.

Police Surgeon (26). **Personnel:** Joe Opronolla, Joel Segal, Bob Rosenheim, Gordon Allison.

BBDO Syndication Division

385 Madison Avenue, New York 10017.

Here Comes the Future (26), Wild Refuge (13), Tenderfoot (26), The Interview (26), comedy shorts featuring such stars as Bert

Lahr, Buster Keaton, Edgar Kennedy, Leon Errol. **Personnel:** George Nuccio, Bob Curtiss, Ed Tashjian, Nat Schorr, Bob Kennedy.

Borden Productions

Great Meadows Road, Concord, Mass.

Various documentary programs. **Personnel:** William H. Sweney.

Capital Cities Broadcasting

4100 City Line Avenue, Philadelphia 19131.

Living World of Jim Fowler (24), Doodletown Pipers Specials (6), Countdown Rodeo (26), Indian America (1), Fire in the Cool World (1), and five sports specials. **Personnel:** Charlie Keller, William Mulvey.

George Carlson & Associates

Arcade Building, Seattle 98101.

The Traveler/Northwest Traveler (184). **Personnel:** George Carlson.

Claster Television Productions

660 Kenilworth Drive, Towson, Md. 21204.

Bowling for Dollars (local-live), Romper Room (65), Pinbusters (local-live). **Personnel:** John Claster, Kenneth Gelbard, Sally Gelbard.

Coe Film Associates Inc.

70 East 96th Street, New York 10020.

Children's package (800 shorts). **Personnel:** Bernice Coe.

Firestone Film Syndication

540 Madison Avenue, New York 10022.

To Tell the Truth (260), The New Beat the Clock (260), The New Candid Camera (52), I've Got a Secret (52), The Addams Family (64), Branded (48). **Personnel:** Len Firestone, Alton Whitehouse, Philip Besser, Brian Firestone, Leo A. Gutman.

Four Star Entertainment Corp.

400 South Beverly Drive, Beverly Hills, Calif. 90212.

Big Valley (112), Burke's Law (81), The De-

in with *UA Showcase VIII*, consisting of 30 films, including "The Defiant Ones," "The Great Escape," "Hallelujah Trail," "Sam Whiskey," "Cotton Comes to Harlem" and "The World of Henry Orient." UA TV also handles distribution for the MGM library of movies, and is in the process now of assembling groups of films to be made available later this year.

MCA TV will be issuing its first package in two years: *Universal 49*. The group of 49 features for syndication includes "Airport," "The Andromeda Strain," "Diary of a Mad Housewife," "Slaughterhouse Five," "Sweet Charity" and "Midnight Man."

Warner Bros. is reported to be assembling a package to be called *Volume XIX* but it will not be released in time for NATPE. A spokesman would not say when it will be issued. Warner's placed *Volume XVIII* on the market last year and will continue to accent sales for this package. Titles include "Bonnie and Clyde," "The Green Berets," "Bullitt," "Giant" and "Cool Hand Luke."

Paramount Television is in the process of putting together a package of motion pictures (30 to 35) for release, probably in late spring. The distributor offered

Portfolio 5 last year (35 films) and has racked up sales in 70 markets. Titles include: "Funeral in Berlin," "One-Eyed Jacks," "Hurry Sundown," "The Spy Who Came in from the Cold" and "Stalag 17."

Twentieth Century-Fox Television also is putting together a new group of features for release later this year. It will be titled *Century VIII* (about 25 movies) and will include "The French Connection," "Hello Dolly" (both after network showings) and two films in the "Planet of the Apes" series.

Screen Gems is placing a group of 30 features into syndication. Titled *Screen Gems Volume 7*, the package includes "Guess Who's Coming to Dinner," "The Anderson Tapes," "In Cold Blood," "The Swimmer," "The Collector" and "McKenna's Gold."

Other packages of feature films come from Avco Embassy with its *VIP Group* of 18 films including "The Graduate," "People Next Door" and "Arruza"; Worldvision Enterprises with its 16 features for children, and Gold Key Entertainment's *Rainbow Outdoor Adventure* grouping of 10 wildlife-action movies.

'Animal World' waived, 'Hogan's Heroes' refused

The FCC last week granted Bill Burrud Productions a waiver of the off-network restrictions of the prime-time access rule to permit presentation of 22 episodes in the *Animal World* series. The waiver is effective until the start of the new television season next September, when new rules would have spared it anyway. The *Animal World* waiver was granted, the FCC said, because virtually identical requests for *Wild Kingdom* had been routinely granted in the past.

Another waiver request, for *Hogan's Heroes*, was turned down by the commission. The request for the waiver was sought by WBRE-TV Pittsburgh, which wanted to present the program five nights a week between 7:00 and 7:30 p.m. Although this type of off-network program scheduling will be permissible under the new rules starting in September, the commission said it was holding off granting waivers in advance of that date in order to provide for orderly implementation of schedules, in September, under the new rules.

detective (30), Theatre One (59), The Rogues (29), Secrets of the Deep (13), Thrill Seekers (52), Can You Top This? (195), Juvenile Jury (26), various specials, and four new series to be previewed: X-Factor, World of Medicine, Movie Scene, Pre-award specials (Oscars, Emmys, Grammys, Tonys). **Personnel:** Richard Colbert, Alvin Sussman, Joseph Doyle, John Newland, Carl Miller, John Louis, Buzz Hassett.

Sandy Frank Film Syndication

635 Madison Avenue, New York 10022.

The New Treasure Hunt (32), The New Name That Tune (32). **Personnel:** Sandy Frank, Maury Shields, Al Godwin, Ellen Fuhrmann.

Fremantle Corp.

555 Madison Avenue, New York 10022.

Swiss Family Robinson (52), Adventures of Black Beauty (52), Galloping Gourmet (585), Paul Bernard, Psychiatrist (154), Woobinda, Animal Doctor (39). **Personnel:** Paul Talbot, Wilbur Freifeld, Colgan Schlank.

Funco Corp.

9046 Sunset Blvd., Los Angeles 90069.

New Zoo Revue (260), Word Machine (52), Golden Globes awards, Hi Ho Steverino. **Personnel:** Stephen W. Jahn, Kjell F. Rasten, Paul Hunter, Maurie Gresham, Dennis Gresham.

Golden West Video Productions/KTLA(TV)

5800 Sunset Boulevard, Los Angeles 90028.

Help Thy Neighbor (format to be syndicated); two specials: "Journey to a Dream: San Simeon" and "Pearl Bailey." **Personnel:** John T. Reynolds, Jerry Birdwell, Rich Frank, Don Searle, Don Patton.

Gold Key Entertainment

485 Madison Avenue, New York 10022.

Rainbow Outdoor Adventure (10), Premiere Feature Package (13), Awards Theater (40), Abbott & Costello cartoons (156). **Personnel:**

Jerome Kurtz, Bob Muller, Jay Williams, James Ricks.

Gould Entertainment Corp.

1564 Broadway, New York 10036.

The American Documents (13), Wicked Women (6), Witness to Yesterday (36), This Program Is About Sex (65), various specials. **Personnel:** Michael J. Gould.

Gray-Schwartz Enterprises Inc. (Teleflex division)

425 South Beverly Drive, Beverly Hills, Calif. 90212.

Lassie (186), Jeff's Collie (103), Timmy and Lassie (232), Lone Ranger (182), Sergeant Preston of the Yukon (78), Wally's Workshop (continuing), plus 15 Lassie hours, nine Lassie feature films, 15 Lone Ranger feature films, and various other feature film packages. **Personnel:** Marv Gray, Enid A. Schwartz, Dorothy C. Grant.

Group W Productions Inc.

90 Park Avenue, New York 10016.

The Mike Douglas Show (230), Family Counselor (175), The Hilarious House of Frightenstein (130), Doctor in the House (90), Norman Corwin Presents (26), Earth Lab (52), and some Urban America specials. **Personnel:** Chet Collier, Jack Reilly, Richard M. O'Shea, George Back, Ralph Cunningham, Owen Simon, Dick Perin, Joe Goldfarb, Jack Swindell, Jack Foley, Margaret Batsford, Karla Brooks.

Heritage Enterprises

445 Park Avenue, New York 10022.

Feature film package (25). **Personnel:** Arthur Steloff, Hal Golden.

Home International Television Inc.

6290 Sunset Boulevard, Hollywood 90028.

Jabberwocky (5), House Call (26), Verdict (26), When Movies Were Young (26), The War to End All Wars (13), The King Family

holiday specials (12). **Personnel:** Richard Dinsmore, Donald Colapinto.

Hughes Television Network

1133 Avenue of the Americas, New York 10036.

ABA Basketball (6 to 9), PGA Golf (8), Limits of Man (14), Outdoors with Liberty Mutual, other sports events. **Personnel:** Thomas Calhoun, Martin McAndrew, Robert Martin, John Moran, J. Gordon Bridge, Ralph MacFarland, Roy Sharp.

Independent Television Corp.

555 Madison Avenue, New York 10022.

The Protectors (52), The Adventurer (26), My Partner the Ghost (26), Department S (28), UFO (26), The Persuaders (24), This Is Tom Jones (27), The Saint (114), The Champions (30), The Baron (26), Man in a Suitcase (28), The Prisoner (17), Secret Agent (45), and various features and specials. **Personnel:** Abe Mandell, James C. Stern, Cy Kaplan, Charlie Keys, Al Lanken, S. Allen Ash, George Gilbert, Joseph Fusco Jr.

International Television Network

2775 Mount Ephraim, Camden, N.J. 08104.

Coverage of National Hot Rod Association events of year: NHRA Gaternationals from Gainesville, Fla.; NHRA Summernationals from Englishtown, N.J.; NHRA World Finals from Amarillo, Tex. (all one-hour specials); Washington International (one hour live each November); Columbia Cup \$100,000 steeplechase (one-half hour live each November); New York Race of Week (live from Aqueduct, Belmont and Saratoga (weekly on regular basis); Aloha Cup (two half-hours of international bowling from Hawaii). **Personnel:** Tommy Roberts, George L. Walsh.

Janus Films

745 Fifth Avenue, New York 10022.

Movie Jamboree (39 children's features), The Mystery Shelf (61 features), The Star Pack-

"Bewitched" works like magic.

During its original prime-time network run, "Bewitched" averaged a 22.6 rating and a 35 share of audience for eight incredibly successful seasons.

Now in syndication, "Bewitched" is still making magic—

LOS ANGELES	KTTV	#1 INDEPENDENT IN TIME PERIOD, delivering 46% more women 18-49 than nearest competitor.
CHICAGO	WGN-TV	#1 IN TIME PERIOD, delivering 53% more women 18-49 than nearest competitor.
DETROIT	CKLW-TV	#1 INDEPENDENT IN TIME PERIOD, delivering more women 18-49 than other two independents combined.
ATLANTA	WAGA-TV	#1 IN TIME PERIOD among women 18-49.
ROCHESTER	WHEC-TV	#1 IN TIME PERIOD among women 18-49.
ROCKFORD	WREX-TV	#1 IN TIME PERIOD, delivering 63% more women 18-49 than combined competition.
SCRANTON	WNEP-TV	#1 IN TIME PERIOD, delivering 15% more women 18-49 than its nearest competitor.
JACKSONVILLE	WJXT	#1 IN TIME PERIOD, delivering more women 18-49 than all other stations combined.
LANSING	WJIM-TV	#1 IN TIME PERIOD, delivering 73% more women 18-49 than all other stations combined.
BRISTOL	WCYB-TV	#1 IN TIME PERIOD, delivering 11% more women 18-49 than all other stations combined.
AMARILLO	KFDA-TV	#1 IN TIME PERIOD among women 18-49.
WICHITA FALLS	KAUZ-TV	#1 IN TIME PERIOD, delivering 17% more women 18-49 than closest competitor.
CHATTANOOGA	WRCB-TV	#1 IN TIME PERIOD in homes.
CEDAR RAPIDS	WMT-TV	#1 IN TIME PERIOD in homes.



And we're just beginning in many other markets. So, put a little magic in *your* program schedule . . . with "Bewitched." 252 episodes distributed exclusively by

Screen Gems 

A DIVISION OF COLUMBIA PICTURES INDUSTRIES, INC.

SOURCE: Network data: NTI/NAC for full run. Local markets: ARB November, 1973. Based on estimates by ratings services indicated and subject to qualifications available on request.

age (29), Classic Package (42). **Personnel:** Alan L. Gleitsman.

JWT (J. Walter Thompson) Syndication
420 Lexington Avenue, New York 10017.

World of Survival (21), Newsweek Broadcasting Service (13 segments per week), I am Joe's — (various), Other People, Other Places (25), SpeakEasy (1). **Personnel:** Robert Buchanan, William Cameron, John Sisk, Norman Varney, Marie Luisi, Thornton B. Wierum, Diane Rose, Leni Salz, Sara Wind.

King Features Television & Motion Pictures
253 East 45th Street, New York 10017.

Beatles (39), Flash Gordon (40), Blondie Features (28), Blondie (26), Popeye (220), Beatle Bailey (50), Barney Google & Snuffy Smith (50), Krazy Kat (50), Cool McCool (20). **Personnel:** Jerome Berger, Sherman Sager, Joe Dowling.

Jewell Lain Productions

405 North Bedford Street, Beverly Hills, Calif. 90210.

That Game Dame (pilot). **Personnel:** Jewell Lain.

Lutheran Television

500 North Broadway, St. Louis 63102.

Easter Is (1), This Is The Life (20). **Personnel:** Martin J. Neeb Jr., J. Michael Vincent, Norma Schroeder.

MCA TV

445 Park Avenue, New York 10022.

Adam-12 (175), Ironside (177), Rod Serling's Night Gallery (97), The Bold Ones (98), The Name of the Game (76), Alfred Hitchcock Presents (268), Dragnet (98), It Takes a Thief (65), The Virginian (225), Run for Your Life (85), Universal World Premiere (35), Universal Select List (260), Universal 40 (40), Universal 53 (53), Universal 50 (50), Universal 123 (123), Universal 102 (102). **Personnel:** Lou Friedland, Keith Godfrey, Hal Cranton, Bob Davis, Bert Herbert, Layton Bailey, Dick Cignarelli, Phil Conway, Dick Cool, Bob Greenberg, Jack Robertson, Carl Runge, Carl Russell, De Arv Barton.

Metromedia Producers Corp.

485 Lexington Avenue, New York 10017.

Jeopardy (36), The Merv Griffin Show (260), Truth or Consequences (260), Elephant Boy (26), That Girl (136), National Geographic specials (24), Mayberry R.F.D. (78), My Favorite Martian (107), Rona Barrett (260), Crusader Rabbit (260), and various specials. **Personnel:** A. Frank Reel, Kenneth Joseph, Pierre Weis, Jim Weathers, Jack Garrison, Noah Jacobs, Tony Brown, Harvey Reinstein, John Davidson, Murray Horowitz, Lynne Dowling, Marian Baldy.

MGM-TV

10202 West Washington Boulevard, Culver City, Calif. 90230.

Medical Center (122), Courtship of Eddie's Father (73), Please Don't Eat the Daisies (58), Flipper (88), Daktari (89), Then Came Bronson (26), U.N.C.L.E. (128), Dr. Kildare (132), Northwest Passage (26), plus some family movies. **Personnel:** Harris Kalleman, Ed Montanus, George Hankoff, Gail Mueller, Benjamin Wickham, Paul Hoffman, Virge Wolff, Jack Thayer, Joe D. Indelli, Al Newman, Lester Friends.

National Telefilm Associates Inc.

12636 Beatrice Street, Marina del Rey, Calif. 90066.

Best of NTA feature film package (179), NTA Film Marketing Plan (1,939), Arthur of Britons (26), Theatre Macabre (26), NHL Action (16), Bonanza (260), High Chapparral (96), Get Smart (138), Real McCoys (224), Victory at Sea (26), plus Verdi Requiem, 97-minute color special with Leonard Bernstein; Golden Tee, 90-minute color instructional golf special; Best of NTA (179 titles) and NTA Film Marketing Plan (1,939 titles). **Personnel:** G. C. Hatch, Bernard Tabakian, W. Robert Rich, John N. Heim, Arden D. Moser, Rex Waggoner, Burton Rosenburgh, S. L. Brooks, Charles Whipple, Barry Bernard.

Newsweek Broadcasting Service

444 Madison Avenue, New York 10022

Broadcasting TV News Feature Service (weekly series of 13 90-second human interest filmed segments). **Personnel:** Bernard J. Shusman, S. Arthur Dembner.

NFL Films

410 Park Avenue, New York 10023.

This Week in Pro Football (16), NFL Game of the Week (18), NFL Action (13 to 16). **Personnel:** Kenneth Flower, Inez Aimee, Yvonne Spellman.

Paramount Television Sales

Gulf & Western Plaza, New York 10023.

Star Trek (79), Mission: Impossible (171), The Lucy Show (156), The Untouchables (114), and various Portfolio feature-film packages. **Personnel:** Frank Yablans, Dick Lawrence, Joseph Ceslik, Mike Policare, Jerry Kaufer, Leonard Sherman, Lou Israel, Bob Peyton, Con Hartsock, Bob Horen, Lawrence Hutchings, Bob Neece, Othur V. Oliver.

Richard Price Associates

17 Bolton Street, London W1Y7PA. **Personnel:** Richard Price.

Prime TV Films

527 Madison Avenue, New York 10022.

Charlie Chaplin Comedy Theatre (26), The Goldbergs (39), Drugs: A to Z (30), Nutrition: A to Z (30); feature films (27). **Personnel:** Frank Stone, Jerry Parton, Jerry Weisfeldt, Art Greenfield.

Productions Unlimited

40 West 57th Street, New York 10019

The Night Before Christmas (1), Silent Night (1), Feature films (21). **Personnel:** Phil Leopold, Milton Salzberg.

Program Syndication Services

347 Madison Avenue, New York 10017.

Inner Space (13), English comedies (159), and various specials, including rock-'n'-roll concerts and tributes to Charlie Chaplin and Louis Armstrong. **Personnel:** Patrick J. McNamara, Andy Spitzer, Avram Butensky.

Rhodes Productions Inc.

6535 Wilshire Boulevard, Los Angeles 90048. Hollywood Squares (32), Everything Goes (200), Wait Till Your Father Gets Home (24), Dating Game (260), Green Acres (170), Banana Splits and Friends (125), High and Wild (52), Worldwide Sportsman (67), Lucky Jim (67), and Lloyd Bridges Sea World

specials. **Personnel:** Jack E. Rhodes, Roger B. Read, Willis R. Tomlinson, Bill Seiler, Dick Deitsch, David Sifford.

Screen Gems (division of Columbia Pictures Industries Inc.)

Colgemo Square, Burbank, Calif. 91505.

Partridge Family (96), Bewitched (252), I Dream of Jeannie (139), Flintstones (166), Hazel (154), Dennis the Menace (146), Flying Nun (82), Farmer's Daughter (101), Father Knows Best (191), Donna Reed Show (175), Here Come the Brides (52) are among 52 series available. **Personnel:** William Hart, Joe Abruscato, David Friedman, Gerald Gogol, Don Bryan, Jack Ellison, Paul Weiss, Roger Adams, Ken Kinderman, Dick Campbell, Sid Weiner.

Semit Corp.

490 First Avenue South, St. Petersburg, Fla. 33701.

Looking Ahead (52). **Personnel:** Rich Steck, Bob Gilbert.

Show Biz Inc.

110 21st Avenue South, Nashville 37203.

Del Reeves Show (78), Music Place (39), Bobby Goldsboro Show (26), Porter Wagoner Show (260), Wilburn Brothers Show (26), Gospel Singing Jubilee (52). **Personnel:** Jane Dowden, Gary Jones.

Showcorporation

10 East 49th Street, New York 10017.

American Life Style (13), Performing arts specials (undetermined), We, The People (52). **Personnel:** Robert Manby, Larry Webb.

Syndicast

919 Third Avenue, New York 10022.

Not For Women Only (26), Pro football from Canada (12), Sports Legends (26), Celebrity Bowling (26), Norman Vincent Peale (26), Virginia Graham (26), Celebrity Tennis (26), Flipside (13), Consumer Reports (26), plus few specials. **Personnel:** Mitchell Johnson, Leonard V. Koch, Sheldon Boden, Wayne Baruch, Daniel Cieri.

Teleworld Inc.

10 Columbus Circle, New York 10019.

Tele 20 Feature Package (20), Teleworld Chiller Package (27), Bergman Festival (20), Adventure Classics (78). **Personnel:** Bob Seidelman, Dalton Danon, Karen Jamison.

Theme Presentations

8585 S. W. Canyon Lane, Portland, Ore. 97225.

Human Document (13). **Personnel:** Sam Lerro, Bruce Erickson.

Time-Life Films

Time/Life Building, New York 10020.

Music Music Music! (26), Wild, Wild World of Animals (52), Vision On (42), War and Peace (19), Dad's Army (26), Dr. Who (72), Civilisation (14), The Story Behind the Story (6), Nana (5), Life Around Us (26), plus various specials. **Personnel:** Wynn Nathan, Eugene Moss, Jack Donahue, Bob Greenstein, Don Menchel, Frank Miller, Bob Lloyd.

Trans America Film Corp.

1680 North Vine Street, Los Angeles 90028.

That Show (260), Adventures of POW WOW (52), and following feature film packages: Color Cavalcade I (30), Color Cavalcade II

For those stations who fondly remember
"I Dream of Jeannie," "Bewitched," "Hazel,"
"Dennis the Menace" and "The Flintstones"..
and who asked, "Are there any
more at home like you?"



we bring you
"THE PARTRIDGE FAMILY."
96 half-hours of great family
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(28), Solid Gold (17), Flight 14 (14), TAFC Group 1 (120), TAFC Group 2 (40), Films of Thirties (25). **Personnel:** David Bloom.

Trans-American Video Inc.

1541 North Vine Street, Hollywood 90028.

Horse Country (39), Roller Game of the Week (52). **Personnel:** Ron Bongard, Brad Kemp, Jack Mauck, Ken Stevens, Harvey Plotnick, Bob Stone, Ron Mason.

TV Cinema Sales Corp.

9255 Sunset Boulevard, Los Angeles 90069.

Bill Cosby Show (52), Buck Owens TV Ranch Show (52), Jerry Vale's World (26), Masterpiece Features (25 titles), Philip Yordan (25 titles), TV Cinema (16 titles), plus four film specials and two tape specials, including From Bull Run to Appomatox, and other half-hour series, and feature film packages. See also Alec Campbell Productions. **Personnel:** Jerry Weisfeldt, Art Greenfield.

20th Century-Fox Television

Box 900, Beverly Hills, Calif. 90213.

New Strike It Rich, Masquerade Party, Funny Side of Sports, Adventure West, Point of View: Woman, Beauty and the Beast, On Stage are new items that will be screened. **Personnel:** William Self, Alan Silverbach, Robert Kline, William Clark, Don Joannes, Stan DeCovnick, Gerry Feifer, Len Friedlander, Frank Neill, Fifi Booth.

United Artists Television

729 Seventh Avenue, New York 10019.

3,000 or so feature films, including various UA Showcases and the MGM library, Gilligan's Island (98), The Rat Patrol (58). The

Mothers-In-Law (56), The Patty Duke Show (104), East Side/West Side (26), The Outer Limits (49). **Personnel:** Erwin H. Ezzes, Martin J. Robinson, Stephen Elsky, Selwyn Ginsler, Paul Kalvin, Lloyd Krause, Murray Oken, Fred A. Watkins.

UPA Productions of America

4440 Lakeside Dr. Burbank, Calif. 91505.

Package of Sudden Ratings feature films, including Retreat from Kiska, War of the Gargantuas, Monster Zero, Godzilla, Dick Tracy Detective (21); package of Family Holiday specials, including Mr. Magoo, Gerald McBoing Boing, Dick Tracy cartoons, Sammy Davis Jr., Winter Olympics (10); package of Project Action features (black and white) including Concrete Jungle, Danger by My Side (8), and Kukla & Ollie (195 five-minute episodes). **Personnel:** Henry G. Saperstein, Lee Cannon.

With This Ring

210 West Main Street, Manchester, Mich. 48158.

With This Ring (52). **Personnel:** The Reverend Raymond R. Schlinkert.

Viacom Enterprises

345 Park Avenue, New York 10022.

Family Affair (138), Andy Griffith Show (249), Beverly Hillbillies (216), Don Kirshner's Rock Concert (once-a-week), Gentle Ben (56), Hogan's Heroes (168), I Love Lucy (79), Kreskin (26), Ozzie's Girls (24), Perry Mason (245), What's My Line? (260) and feature films and cartoon series. **Personnel:** Lawrence B. Hilford, Henry A. Gillespie, Irv Wilson, Elliott Abrams, Todd Gaulocher, Mort Slakoff, Fred Baum, Bob Bernstein.

Jim Victory Television Inc.

45 East 45th Street, New York 10017.

Concentration (260). **Personnel:** James T. Victory, Robert J. Kolb.

Vidistrib Inc.

6380 Wilshire Boulevard, Los Angeles 90048.

Buzz Martin Show (26), Showdown (26), Teenage Trials (26), Kiddie Kourt (26), Weekend Parents (26), Pop Goes the Country (26), Keystone Kops (26), Winner's Circle (26), various specials. **Personnel:** John Ballinger, Jim Logsdon, Rita Cross, Gregory Ballinger.

Les Wallwork and Associates

1541 North Vine Street, Los Angeles 90028.

Animal World (52), Safari to Adventure (104), American Horse and Horseman (26), Dealer's Choice (260 or 52), Happy Ever After (26), and Touch of Gold, Journey to a Dream, Rip-Off, all one-hour specials. **Personnel:** Les Wallwork, Jim Isaacs, Dick Hasbrook.

Warner Bros. Television

4000 Warner Boulevard, Burbank, Calif.

Tarzan (57), Journey! (26), Superman (104), F Troop (65), Superman-Batman-Aquaman (69), Porky Pig and Friends (156), Bugs Bunny and Friends (100), feature film packages, including Volumes 10 to 18 (28-39 films each), Volume 1-A (24), Volume 2-A (22), Tarzan features (32), Starlite 1-5 (29 to 46 films each). **Personnel:** Charles McGregor, Alvin Unger, Peter Afle, Edgar Donaldson, Sid Cohen, James Delaney.

Adrian Weiss Productions

186 North Canon Drive, Beverly Hills, Calif.

Custer's Last Stand (15), Black Coin (15), Clutching Hand (15), Craig Kennedy, Criminologist (26), Thrill of Your Life (13), plus feature film packages Select First Runs (21), Parade Pictures (14), Impact Group (120), English Classics (63), Westerns (60), Vintage Flicks (24), three one-hour documentaries, and comedy shorts, and cartoons. **Personnel:** Adrian Weiss, Steven A. Weiss, Tom J. Corradine, Abraham R. Nunes.

WGN Continental Productions

2501 Bradley Place, Chicago 60618.

An Evening With . . . (26), An Evening With Pearl Bailey (90-minute special). **Personnel:** Bradley A. Eldmann.

Worldvision Enterprises Inc.

660 Madison Avenue, New York 10021.

Stan 'n' Ollie (52), Mod Squad (124), Let's Make a Deal (104), The Great Adventure (39), It Pays to be Ignorant (39), The Irish Rovers (39), The Jackson Five (23), Discovery (103), Ben Casey (153), The Fugitive (120), The Invaders (43), Combat (152), and various movies and specials. **Personnel:** Kevin O'Sullivan, Neil Delman, Jerry Smith, Colin Campbell, Scott Moger, Bert Cohen, Al Hartigan, Chuck Atkins, Scott Towle, John Ryan, Monty Lounsbury, Jim Thomson, Howard Lloyd, Bob Okulski.

Yongestreet Productions

357 North Canon Drive, Beverly Hills, Calif.

Hee Haw (26). **Personnel:** Sam Lovullo, Alan Courtney, Nick Vanoff, John Aylesworth.

Young & Rubicam

285 Madison Avenue, New York, N.Y. 10017.

The Galloping Gourmet (260). **Personnel:** John White.

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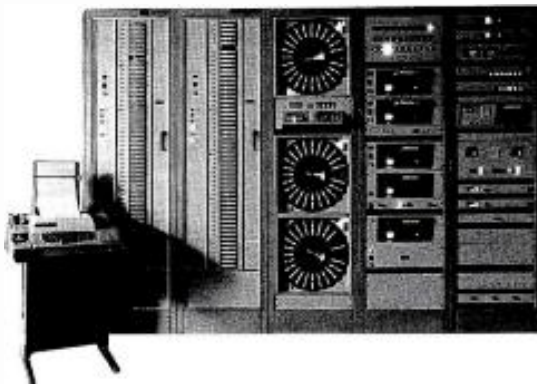
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Cost spiral jeopardizing TV, says Schwartz

Development budgets at all-time high, Hollywood gathering is told; writers' increases, actors' demands cited as major contributing factors

A not-so-veiled warning to Hollywood studios against higher prices was voiced last week by Walter A. Schwartz, president of ABC Television.

"The economics of TV are such," he told members of the Hollywood Radio and Television Society, "that its creative gains could be lost if costs become too prohibitive."

Development budgets, he noted, have risen to all-time highs. "It is questionable," he said, "that they can be stretched any further without harming both the quality of our work and television's responsiveness to the public need."

Relating today's TV to its "golden age" in the 1950's, Mr. Schwartz noted that the two-run price of a half-hour series today is 300% higher than it was in the late 1950's, as is, he said, the cost for making a 90-minute movie compared to an original drama in the 1950's.

There are, Mr. Schwartz added, "eco-



Schwartz

nomical balances in TV that have to be maintained if the medium is to continue to be as healthy and strong as it presently is."

The cost of making a half-hour series today is estimated to run \$115,000-\$120,000 per episode; a 90-minute movie for TV is estimated to cost about \$250,000-\$300,000. Much of this increase is attributed to the increases won by TV writers last year; looming are the avowed demands of screen actors for larger residuals, coupled with threat of a strike.

The ABC-TV president declined to discuss the Cavett situation beyond saying

that the difficulty is a matter of differences of opinion and a natural dispute between the creative side of TV programming and the management's view of its responsibilities under the fairness doctrine. A Cavett show that had four of the Chicago Seven as guests was canceled on the grounds it should be balanced with other viewpoints (see page 43).

In his discussion of the 1950's, Mr. Schwartz conceded that not everything on TV in those years was golden. TV today, he stressed, provides programs with better quality, stronger themes, better and longer news coverage, and better and more sports coverage. "Television," he said, "has become the showplace—for the vast majority of our people almost the only place—where they can witness the very finest in film and drama." He also announced that beginning in April, the network's owned stations in Los Angeles (KABC-TV) and in San Francisco (KGO-TV) will broadcast local news from 5 to 7 p.m. daily, to be followed by the network's *Smith-Reasoner Report* ("Closed Circuit," Jan. 7). At present the *Smith-Reasoner Report* is broadcast between 5:30 and 6 p.m. on both stations.

Mr. Schwartz also said that sponsors already have purchased full coverage of both the Summer and Winter 1976 Olympics (Montreal and Innsbruck, Austria) two years before the events (BROADCASTING, Jan. 28).

Second season starters make a strong showing

'Apple's Way' and 'Good Times' beat out the seasoned competition in the rating game; 'The Cowboys' gets respectable Nielsens even though the critics aren't raving

The three new second-season shows that premiered earlier this month have all chalked up solid Nielsen samplings their first time out.

Apple's Way (CBS, Sunday, 7:30-8:30 p.m.), the situation-comedy spin-off of by winning its time period against NBC's *The Wonderful World of Disney* (which fell 11 points from its customary 40 share) and against a Clint Eastwood western on ABC called "The Good, the Bad and the Ugly."

Good Times (CBS, Friday, 8:30-9 p.m.), the situation-comedy spin-off of *Maude*, also won its time period on the first try (Feb. 8), with a 23.1 rating and 35 share. It put a slight dent in ABC's high-rated new melodrama *The Six Million Dollar Man* (which still managed a 24 rating and 36 share for the hour, good for 15th in the national Nielsens for the week) and a big dent in NBC's *Lotsa Luck* sitcom (which dropped 21 share points from the *Sanford and Son* lead-in).

The Cowboys (ABC, Wednesday, 8-8:30 p.m.) hit a 19.7 rating and 30 share on Feb. 6, not enough to overtake the CBS competition (*The Sonny and Cher Comedy Hour*, with a 37 share) but more

than enough to beat NBC's *Chase* (which got a 24 share).

Although the 1974 fall schedules won't be issued by the networks until sometime in April, the early betting among informed industry sources was that the following shows would be pinkslipped because of unsatisfactory ratings:

ABC: *Chopper One*, *Firehouse*, *The Brady Bunch*, *The Partridge Family*, *The ABC Suspense Movie*, *Owen Marshall and The FBI*.

CBS: *The Dick Van Dyke Show*, the rotating *Hawkins and Shaft*, and *Mannix*.

NBC: *The Magician*; the rotating *Banacek*, *Snoop Sisters*, *Tenafly* and *Faraday and Co.* series: *Chase*, *The Flip Wilson Show* (previously announced), *Ironsides*, *The Girl With Something Extra*, *The Brian Keith Show* and *The Dean Martin Comedy Hour*.

Reviewers generally supported the ratings indications giving strong support to *Apple's Way* and *Good Times*, a less hearty vote for *The Cowboys*. A BROADCASTING canvass follows:

Good Times (CBS, Friday, 8:30-9 p.m.)

"... ironic but fairly amusing in its flip views of the family's lot." The opening episode was "slightly thin. . . . If the initial situation lacks real belly laughs, it makes up for it in genuine warmth and decency." A. H. Weiler, *The New York Times*.

"It's too early to tell, but *Good Times*, bolstered by charismatic characters and spiced by sexy and 'soul'-slanted quips, looks like another Norman Lear winner." Harry Harris, *Philadelphia Inquirer*.

"*Good Times* has some flaws. Its humor is sometimes forced. Its kids are devices for wisecracks instead of real, emerging human beings. But it has two great assets in Esther Rolle and John Amos as the sensible, likeable parents with such an abundance of good cheer in adversity that they have to be winners in your heart, even though they are losers everywhere else." Percy Shain, *Boston Globe*.

"All characters . . . are very real, easy to relate

to and ingratiating. Their interaction is natural, not strained, and with time they could become a winning combination. If they do, it will be because the comedy is sharper and someone has the good sense to tone down the laugh track and allow the television audience time to get to know the people. . . . As for the show's humor, it's earthy, sometimes risqué, and rarely funny." Kay Gardella, *New York Daily News*.

"The *Good Times* premiere benefits from the strong costarring presence of Esther Rolle, hitherto maid Florida of the *Maude* show, and John Amos, also from *Maude*. . . . The half-hour opener abounds with Norman Lear-Bud Yorkin-type wisecracks, some okay, some fair, some strained, and almost all in the category of black jokes." Anthony La Camera, *Boston Herald American*.

"The premiere is a brutal disappointment, a missed opportunity of the first magnitude. . . . It takes more than an audience carefully packed with 'laughing boys,' paid flunkies and producers' relatives to make a funny show. But what's very good about *Good Times* cannot be totally wiped out. . . . Esther Rolle and John Amos, its principal stars, are likewise the principal assets." Gary Deeb, *Chicago Tribune*.

"*Good Times*, fully living up to its title in the premiere, looks like the right show at the right moment despite its reliance for laughs on shopworn stereotypes. It will be one of the great mysteries of American television if this program isn't the hit of the 'second season' . . . funnier by far than Yorkin's *Sanford and Son* . . . and featuring characters slightly more human than those of *All in the Family* and *Maude*." Tom Shales, *Washington Post*.

Apple's Way (CBS, Sunday, 7:30-8:30 p.m.)

"Everything is right about *Apple's Way*—the casting, the atmosphere, the story, the slice of Americana it represents. . . . Certainly, it's the best show of the new season." Percy Shain, *Boston Globe*.

"Like *The Waltons*, it's a nice show, a 'heart' show. . . . Actually, it strives more for the warm comedy of the old Frank Capra movies, and Ronnie Cox, well cast in the title role of George Apple, is the old James Stewart-type bent on doing good in an often offbeat manner. Lee McCain is just fine as Apple's wife Barbara." Anthony La Camera, *Boston Herald American*.

"It's possible that George Apple, as played by Ronnie Cox, and his Middle America family may stake a claim on the TV scene. . . . We'll take this before we take the avalanche of bodies from the network crime shows." Bob Williams, *The New York Post*.

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far-reaching critiques of American society.

Shortly before the program was to be aired at 11:30 p.m. (NYT), Al Schneider, ABC-TV vice president, issued a statement declaring the network felt the program "dealt with only one side on the following issues: change through revolution, bombing for social protest, the alleged breakdown of the American judicial system, the alleged failure of American society and its system of government, and American financial support of South Vietnam and Cambodia." The network substituted an October 1972 Cavett show featuring appearances by Sally Struthers, Anthony Quinn and Ike and Tina Turner.

ABC requested that Daphne cut the interview to one hour, and insert a half hour of commentary on the activists' remarks from conservatives, such as *National Review* editor William Rusher, the Cavett producers revealed.

ABC has not paid for the show in question, said Daphne's John Gilroy, producer, and Daphne has refused to cut the show. "They said that the program itself was a fostering of revolution in this country," Mr. Gilroy said. "There's nothing on that show that is that controversial." He noted that ABC had not mentioned giving opposing viewpoints to previous Cavett shows featuring Vice President Gerald Ford, Senator Barry Goldwater, former Attorney General John Mitchell, nor the three-hour interview of Alabama Governor George Wallace last year.

"There was not one peep out of ABC about balance for these shows," Mr. Gil-

roy observed. "But the minute we had four semi-retired activists come on stage, the network blew up."

Although Mr. Hoffman mentioned his upcoming trial for possession of drugs, Mr. Gilroy said ABC did not mention that subject as one requiring opposing viewpoints.

The Los Angeles chapter of the American Civil Liberties Union (ACLU), in a letter to ABC Network President James Duffy, claimed that the Feb. 7 guests were denied their First Amendment rights, Mr. Gilroy said. In the meantime, Daphne and Mr. Cavett are not giving up, he added. Meetings between Daphne and ABC continued last week, with the possibility that the entire hour and a half show would be aired at 11:30 p.m.-1 a.m., provided the following half hour could be cleared by ABC stations expressly for the presentation of opposing views.

Emmy gets put on a crash diet

NATAS wants to trim 'unmanageable' number of awards categories as it adds daytime honors ceremony

The National Academy of Television Arts and Sciences announced last week that it was streamlining its annual Emmy award ceremonies to reduce drastically the number of Emmy winners. Last year, in two ceremonies (entertainment and news and documentaries), 215 individual Emmy statues were presented to 86 category winners—59 in entertainment, and 27 in news and documentaries. NATAS hopes to reduce the number of individual Emmys given out this year to 75, which will include a new, third Emmy award ceremony, this one for daytime programs.

Emmys now will go only to winners of "best-there-is" categories, it was announced by Joseph B. Bluth of Image Transform Inc., Los Angeles, chairman of NATAS's national awards committee. He said the awards this year will go only to actor of the year, actress of the year, director of the year, writer of the year, musician of the year, cinematographer of the year, film editor of the year and art director-scenic designer of the year. In addition, Emmys will be awarded for choreography, costume design, make-up, film-sound editing, film or tape mixing, video-tape editing, technical direction and/or electronic camerawork and lighting direction.

It was noted that in the directing field there are now five categories: drama, for a single episode of a series, and for a single program; comedy, for a single episode of a series; variety or musical, single episode of a series; and in comedy, variety or musical, for a special feature program. Winners in each of these categories will be chosen as before, with the winners, who will receive some sort of distinguished award, announced perhaps 10 days in advance of the awards ceremony.

The best-director Emmy winner, however, will be announced only at the awards ceremony. Both the distinguished awards

honorees and the Emmy winner will be chosen by blue-ribbon panels of their peers. For nighttime entertainment, NATAS officials estimated there may be 20-25 Emmys; for daytime programs, 15-20. No change is being made in the news and documentaries awards; last year 69 individual Emmys were handed out in 27 awards categories.

The new structure, said Thomas W. Sarnoff of NBC, who is chairman of NATAS, is designed to "upgrade the image of the Emmy awards and to reduce what has become an unmanageable proliferation of Emmys."

Intimations that the academy move was being forced by the networks, which have been carrying the awards on a rotating basis since 1948, was denied by Robert F. Lewine, paid NATAS president. The academy, he said, is cutting back on awards to increase the luster of the honors. And, he added, the academy is not making these moves to increase revenues. The new awards structure, he explained, means that more staff and more paperwork will be required, thus adding to expenses. Last year, Mr. Lewine said, the two Emmy award ceremonies cost NATAS \$250,000; revenues from the sale of rights to the networks totaled \$300,000.

There will be three Emmy award ceremonies broadcast this year. Those for nighttime entertainment will be carried May 28 on NBC 9-11 p.m. Those for daytime programs will be carried on the same day by the same network from noon to 1:30 p.m. The date and network for the news and documentaries awards has not yet been set.

Program Briefs

'Verdi' buyers. National Telefilm Associates, Los Angeles, announced that *The Verdi Requiem*, 97-minute color TV special featuring London Symphony Orchestra with Leonard Bernstein conducting, has been sold in 13 U.S. markets and five foreign countries. Included are Boston, Washington, Denver, St. Louis, and Birmingham, Ala. Special was placed in syndication late last year. It was produced by Amberson Productions.

Radio nostalgia. Hayden Huddleston Advertising Agency and Productions Inc. is offering "five-hour comedy spectacular," *Reminiscing in Old-Time Radio*. Package of hour-long tapes, which can be aired together or separately on radio, is narrated by Mr. Huddleston and includes over 48 radio comedians, such as Edgar Bergen, Bob and Ray, Jack Benny, W. C. Fields, Henny Youngman and Wally Cox.

Hitler and you. Entertainment Corp. of America, Los Angeles, announces availability of *Passport to Travel*, 52 half-hour tape series, produced and narrated by Hal Sawyer.

Charity. During broadcast of 23rd Annual Cerebral Palsy Telethon viewers of WBAL-TV Baltimore pledged over \$200,000. Program was aired by 12-station network Feb. 2-3.

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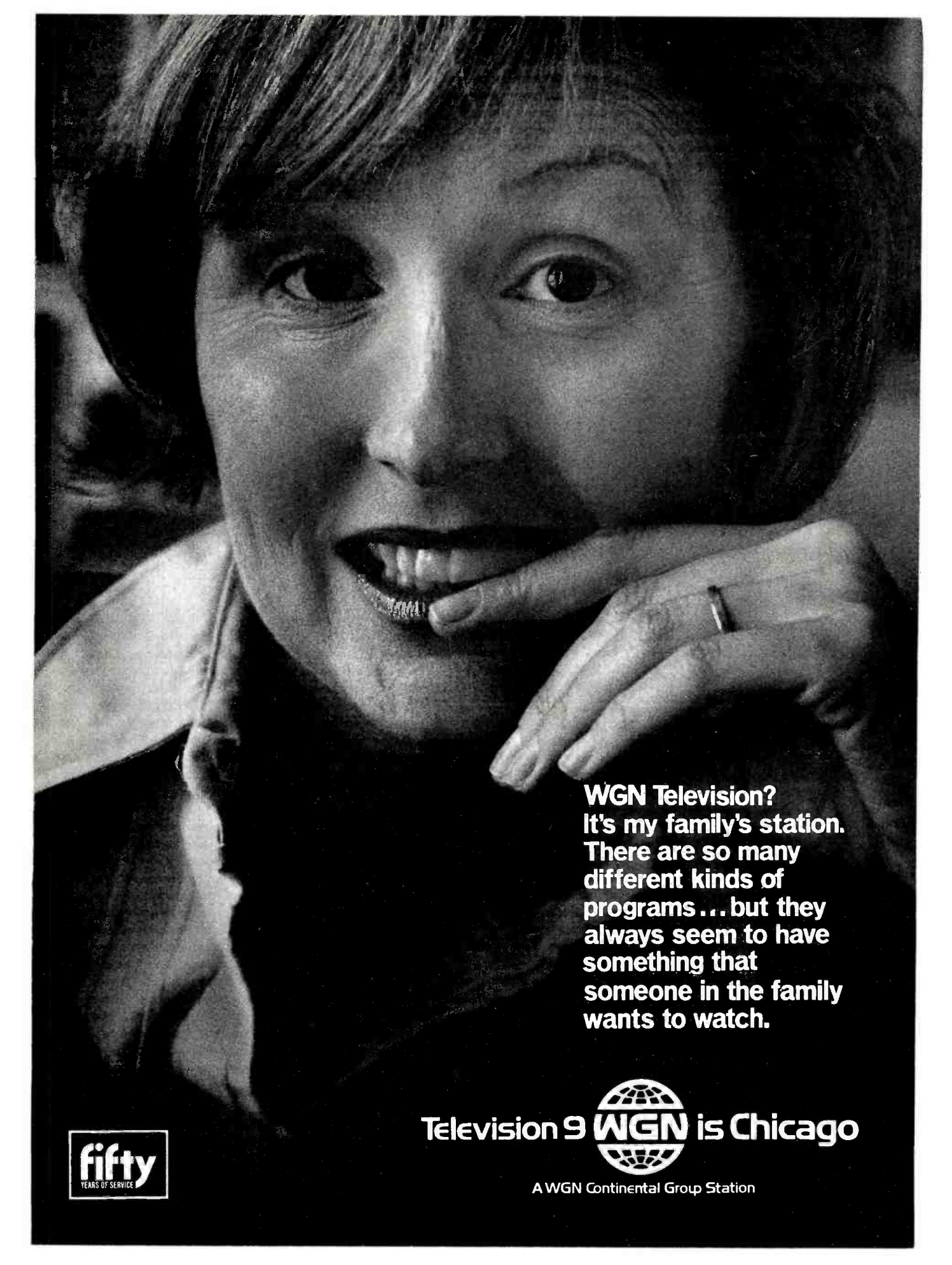
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Court softens WMAL precedent in deciding WOAI-TV case

Court had said statistics cannot by themselves prove discrimination in minority hiring, but now it tells FCC to develop means by which challengers can determine causes for disparity in employment figures

For many months, the FCC has been under increasing pressure from citizen groups to tighten up its rules and procedures designed to promote the hiring by broadcasters of minority-group members. Now the U.S. Court of Appeals in Washington is calling on the commission to act, at least to the extent of providing citizen groups with the tools they need to challenge license-renewal applicants on grounds of discrimination in employment.

The court expressed its views in an opinion (Case number 72-2205), adopted in a 2-to-1 vote, that upheld the commission's decision to deny the protest of a local Mexican-American group and renew the license of Avco Broadcasting Corp.'s WOAI-TV San Antonio, Tex. The challenge was based principally on the ground that the station discriminated against Mexican-Americans in its hiring and promotion practices.

The court held that the citizen group, the Bilingual Bicultural Coalition of Mass Media Inc., did not support its allegations. It noted that the station had an "extensive recruitment and placement program", and that the citizen group relied on statistical evidence. In a city 48% Mexican American, 12% of the station employees are Mexican American. The court two years ago, in upholding the commission's renewal of WMAL-TV Washington against a challenge by a local group, had held that statistics enough were insufficient to demonstrate discrimination.

But the court, in an opinion written by Chief Judge David Bazelon, said it was not necessary to remand the case to the commission for further proceedings since, as a practical matter, a remand would serve little purpose—WOAI-TV's license expires on Aug. 1, 1974. In the intervening months, Judge Bazelon added, the protesting group will have an opportunity to use any new procedures the commission may develop for establishing evidence of discrimination and to exhaust their own efforts to obtain that information.

The court did not reject the WMAL-TV precedent, but neither did it accept it as all-controlling. The WMAL-TV decision, Judge Bazelon said, "represented an initial effort, not a final codification." He also noted that since that decision, the commission has insisted that citizen groups alleging discrimination "show specific instances of discrimination or a

conscious policy of exclusion," and added: "This insistence is understandable but unrealistic."

The court held that discrimination "may be a subtle process which leaves little evidence in its wake," and that challenging groups have limited resources in developing it, since the means of requiring the disclosure of information are available only when a petition to deny is set for hearing.

Accordingly, Judge Bazelon wrote, "new approaches are clearly necessary." He said the decision on how to proceed is up to the commission—but he suggested providing challengers with the power to take depositions or having the commission itself scrutinize a station's employment practices when a disparity between minority-group employment and minority-group population comes to light.

The commission's policies for dealing with alleged or ostensible discrimination on the part of broadcast licensees in their employment has been criticized by several citizen groups in meetings with the commission in November and again in January (BROADCASTING, Nov. 19, 1973; Jan. 21). And on both occasions, Chairman Dean Burch said the commission's new Equal Employment Office is preparing policy suggestions for the commission's consideration. And Judge Bazelon noted the creation of the office as an indication of commission movement in the selection of means to deal with discrimination.

But, he added, "if minorities are not given some means for developing the reasons for statistical disparities, hearings may have to be based on such disparities alone, in order to provide tools of discovery."

Judge Bazelon was joined in the opinion by Judge Robert Van Pelt, U.S. senior district judge for the District of Nebraska.

Judge Roger Robb, the dissenting

member of the panel, agreed with the commission's decision in renewing the station's license. The only question the court should consider, he said, is whether the citizen group made a case before the commission. He thought it did not. "It is not for us to give the commission an advisory opinion on methods for dealing with allegations of discrimination," he added. "Furthermore, I am not willing to express any view as to the circumstances that may require a hearing in some future case."

New hitch develops in PTV funding

OTP talks of no bill at all if broadcasters refuse to scale down their demands

The long-range public broadcasting funding bill that the Office of Telecommunications Policy has been promising for months was put off again last week, with the possibility emerging that the legislation might not be offered at all.

The bill, which was scheduled to be sent to the Office of Management and Budget last week (BROADCASTING, Feb. 11), wasn't. The problem arose when the Corporation for Public Broadcasting board of directors, which was scheduled to meet in New York last Wednesday (Feb. 13), didn't.

According to an OTP source, the administration has resolved to defer the processing of the legislation until CPB and the Public Broadcasting Service agree on the provisions contained in the bill—which in its present form calls for a ceiling in federal funding to CPB of \$100 million after five years and mandates that the medium match each federal dollar



Honored. Winners of the Southern Baptist Radio and Television Commission's Abe Lincoln Awards for broadcasting are (l to r): Charles K. Murdock, WLW(AM) Cincinnati, recipient of the radio award; Lee Rich, president of Lorimar Productions, who received a distinguished communications recognition award for *The Waltons*; Frank Stanton, former CBS president and now president of the American Red Cross, awarded a distinguished communications medal for service to broadcasting, and Leslie G. Arries Jr., WBEN-AM-FM-TV Buffalo, N.Y., recipient of the television award. The ceremony was held Feb. 7 in Fort Worth (Broadcasting, Feb. 11).

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- Boston (NBC 5:30 Sat.)**
- San Francisco (NBC 7:00 Mon.)**
- Cleveland (ABC 7:00 Sat.)**
- Wash., D. C. (CBS 7:30 Thurs.)**
- Dallas-Ft. Worth (CBS 5:00 Sat.)**

Typical Ratings:

(NSI 10/25-
 11/21/73)

RATING SHARE

	RATING	SHARE
Kansas City (NBC 6:30 Fri.)	15	29
Portland, Ore. (ABC 7:30 Tues.)	18	31
San Diego (CBS 7:00 Fri.)	14	26
Albany (NBC 7:30 Sat.)	17	32
Spokane (CBS 7:30 Thurs.)	19	30
Honolulu (ABC 5:30 Sun.)	15	29
Tucson (CBS 6:00 Sat.)	11	21
Columbus, Ga. (NBC 5:30 Sun.)	20	52
Binghamton (NBC 6:00 Sun.)	9	21
Corpus Christi (ABC 6:30 Fri.)	17	34
Columbia, Mo. (NBC 5:00 Sun.)	17	39
Yakima (ABC 7:30 Tues.)	11	19
Lubbock (NBC 4:30 Sat.)	10	41

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with \$2.50 collected from other sources. While the OTP spokesman emphasized that the public broadcasting interests are not being asked to support all the provisions, he said that the administration expects mutual agreement on the conduct to be followed by all sides in congressional hearings on the funding. He added that if that agreement cannot be reached, there is a strong possibility that the OTP bill will not be introduced in Congress. Last week in a New York appearance, Clay T. Whitehead, OTP director, said he hoped to submit a funding bill in a month (see this page).

OTP and the public broadcasting interests disagree on both major features in the bill. The broadcasters want twice the \$100 million as a funding ceiling and a matching formula of only \$2 to \$1.

OTP is unwilling to retreat any further. "We've already made somewhere between eight and 10 compromises," a spokesman said. "The President is not going to sign a \$200-million bill. It's going to be hard enough to get everybody to agree on a \$100-million bill."

The spokesman also said that OTP has no intention of backing down on the matching funds proposal. Noting that the \$2.50-to-\$1 plan was itself a concession (OTP had originally proposed \$3-to-\$1), he said the industry's request for a \$2-to-\$1 arrangement "would be a joke."

Hartford Gunn, PBS president, takes it more seriously. "It would be the height of folly," he said, "for the system to accept a matching formula that would keep it beyond striking distance of the ceiling." He said PBS and CPB statisticians are checking to see how the industry would fare under a \$2.50-to-\$1 match, but he expressed fear that it might be "less better off than it was before."

CPB remembers public radio

With a bit more federal money coming in, it decides to encourage development of aural medium

With President Nixon's signing late last year of a federal appropriation that is nearly \$15 million more than public broadcasting had previously been receiving, the Corporation for Public Broadcasting has begun a campaign to channel some of those funds into what some in the industry have termed "the forgotten medium"—public radio.

CPB announced last week that it will make available this year a total of 15 grants of up to \$25,000 each to any serious institution interested in establishing a public radio station in areas where no "CPB qualified" facility currently exists.

The program, funded by money reserved for community service grants (the funds CPB passes on directly to stations), actually began two years ago. But with the previous scarcity of available federal dollars, only eight \$25,000 grants have been made.

The beefed-up campaign envisions a two-year funding program to enable new

facilities (or existing stations not yet qualified for regular CPB assistance) to expand operation to the point where they can become eligible for the regular community service grant program. Recipients of the awards will be given \$25,000 this year and \$18,000 next year. Of the total, only 10% can be spent on the acquisition of new equipment, however. This limitation, according to Don Trapp, CPB's radio project manager, is in recognition of the fact that grants available to public radio stations from the Department of Health, Education and Welfare are intended specifically for the improvement of facilities.

The program is designed to help eliminate a substantial void in public radio. Although there are presently about 650 noncommercial radio stations (more than half of them low-power facilities located at schools and other institutions), only 149 are eligible for regular CPB community service grants. This, according to Mr. Trapp, is due to the fact that the remaining stations fail to meet the six criteria required by CPB for participation in the CSG program.

The criteria, Mr. Trapp said, include a prerequisite that the station be licensed by the FCC as noncommercial; that it have a minimum power of 250 w at an antenna height of 500 feet above average terrain; that it have an adequately equipped studio and separate control room; that it have at least three full-time professional staff members; that it broadcast a minimum of 14 hours a day, 365 days a year, and that its programming be geared primarily for general audiences.

According to CPB, there are 33 major population areas in the U.S. that are not currently served by a "full service" (or CPB-qualified) public radio station. Accordingly, interests contemplating the establishment of facilities in those areas will be given first priority in awarding the grants.

For the current fiscal year, CPB has reserved \$519,000 for the program—\$375,000 to go to the 15 interests receiving the initial \$25,000 grants and \$144,000 to the eight stations that have already received the first-year award and are now eligible for the subsequent \$18,000 allocations. But if the federal CPB appropriation does not increase in fiscal 1975, Mr. Trapp speculated, no new entities will be able to be admitted to the program.

Another cloud over Eaton

The FCC's Broadcast Bureau has recommended that United Broadcasting Co. of Florida be denied renewal of license for WFAB(AM) Miami. The bureau said that the licensee did not exercise sufficient control over its employees to prevent a fraudulent billing scheme. United, in its response, denied the fraudulent billing charge and claimed that it had exercised reasonable diligence in the management of the station. United also noted that the usual sanction against a fraudulent billing violation is a fine. United is owned by Richard Eaton.

Whitehead continues to build his bridges behind him

He maintains the conciliatory mood first expressed in OTP cable report as he talks to security analysts

Clay T. Whitehead said last week that the Office of Telecommunications Policy "is now accepted as an integral part of the communications apparatus in this country. Congress will continue to look to it for legislative proposals long after I'm gone as director."

In a question-and-answer session at a Feb. 12 meeting of the New York Society of Security Analysts, Mr. Whitehead said that the three present legislative priorities of the OTP are: (1) a long-range, five-year funding bill for public broadcasting that "will be ready in about a month"; (2) new legislative proposals dealing with "the reality of international communications," and (3) recommendations in line with President Nixon's "new initiative" on the right of privacy and the safeguarding of information stored in computers.

Other points touched on by Mr. Whitehead:

▪ Referring to OTP's cable-television proposals issued early last month, Mr. Whitehead said that he has concluded from his studies that "\$300 to \$500 per home is the reasonable range of capital investment for a cable-TV system. Of course, that figure would go up if a system is trying to reach virtually impenetrable areas of the country." He added that cable TV's main problem today is "the confusion and overlapping of regulation among federal, state and local government."

▪ Another "vexing" problem for cable TV, he said, is "the emotional argument that pay TV will bring about the end of free television. The question we must ask is not: Should the viewer be forced to pay for what he now gets free? The real question is: Shouldn't the viewer be allowed to pay for programming over and beyond what's available on free television?"

▪ He also said that "the Department of Justice should temper its antitrust enforcement of cable TV on the 'infant-industry' theory . . . provided that the ownership of the cable-TV system is separated from the programming end of the business."

▪ He admitted that the Nixon administration "has not pushed its proposal to increase the number of VHF stations to give the viewer a greater choice" because "the political debate had become colored" by the charges and countercharges swirling around Watergate. "The VHF proposal would have been viewed as a slap at the networks," he said. Mr. Whitehead later added, "We'd come to the recognition by that time that the rhetoric of the past was not serving its purpose." Continuing in this vein, he complained that the press didn't distinguish between "the memo writers,"

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who were advising the President to do "illegal" things, and the people at OTP, who "were working consistently to reduce government control over the media in all of our policy recommendations and our legislative recommendations. I had nothing to do with the memo writers, and I never saw any of their memos." He added, "I've always been emphatic in my belief that the federal government should not use its legal power to coerce the broadcasting industry."

■ He said that some of the ways the federal government is "tampering with the marketplace" are: the fairness doctrine, the prime-time-access rule and FCC license-renewal applications, which require stations to specify what they've done "in specific categories of programming, like public service, religion and education."

■ On the upcoming long-range funding bill for public TV, he said, "Congress mustn't abdicate its responsibility to give general oversight to the programming on PBS, but it shouldn't get involved in manipulating PBS's content on a fall-schedule-by-fall-schedule basis."

1 kw of black power

A group of black businessmen has signed an agreement to purchase WLDB(AM) Atlantic City for \$250,000. If the application is approved by the FCC the station will become the first black-owned broad-

cast facility in New Jersey, according to the prospective buyers.

Dorothy Bremmer is selling the station to Atlantic Business and Community Development Corp., whose principals are Lawrence McCall, president; Willie B. Clayton Jr., vice president; John Hickman, secretary and proposed general manager; Albert L. Burks, treasurer; Edward L. Darden, David Wilcox and James E. King, all directors, and legal counsel Nathan W. Davis.

WLDB is full time on 1490 khz with 1 kw day and 250 w night.

Changing Hands

Announced

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

■ WHVW-AM-FM Hyde Park, N.Y.: Sold by Ubiquitous Corp. to Oroco Communications Inc. for \$430,000 and other considerations. Thomas C. Durfey is president of Ubiquitous. James F. O'Grady Jr. is president of Oroco, which also owns WALL-AM-FM Middletown, N.Y. WHVW is daytimer on 950 khz with 500 w. WHVW-FM operates on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Keith W. Horton Co., Elmira, N.Y.

■ WSNY(AM) Schenectady, N.Y.: Sold by

WSNY/1240 Inc. to KSTT Inc. for estimated \$400,000. Henry Valentino is principal owner of WSNY/1240. Frederick Epstein is president of KSTT Inc. which owns KSTT(AM) Davenport, Iowa. WSNY operates full time on 1240 khz with 1 kw day and 250 w night. Broker: Larson/Walker & Co., Washington.

■ WLDB(AM) Atlantic City: Sold by Mrs. Dorothy Bremer to Atlantic Business and Community Development Corp. for estimated \$250,000 (see this page). WLDB operates full time on 1490 khz with 1 kw day and 250 w night.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 80):

■ WLTA-FM Atlanta: Sold by Atlanta FM Broadcasters to Susquehanna Broadcasting Co. for \$2.55 million. Eathel Holley, president of Atlanta FM, also owns WNEA(AM) Newman, Ga. Susquehanna is group owner which operates 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. WLTA-FM is on 99.7 mhz with 100 kw and antenna 1,000 feet above average terrain.

■ KSAY(AM) San Francisco: Sold by KSAY Broadcasting Co. to San Francisco Wireless Talking Machine Co. for \$1.18-million (see page 53). KSAY is daytimer on 1010 khz with 10 kw.

■ WRSJ-AM-FM Bayamon, Puerto Rico: Sold by Radio San Juan Inc. to P. H. Broadcasting Corp. for \$950,000. O. Roy Chalk is president of Radio San Juan. Mr. Chalk also has interest in WTSJ(TV) Mayaguez and WPSJ(TV) Ponce, both Puerto Rico. Miriam and Paul Hernandez, owners of P. H. Broadcasting, also own carpet firm in Puerto Rico. WRSJ operates full time on 1560 khz with 5 kw day and 250 w night. WRSJ-FM is on 100.7 mhz with 50 kw and antenna 155 feet above average terrain.

■ KNUI(AM) Kahului, Hawaii: Sold by Qualitron Aero Inc. to Broadcasting Consulting Services Inc. for \$315,525. E. G. Panissidi is president of Qualitron Aero, division of subsidiary of Tenneco Inc., large conglomerate with no other broadcasting interests. Harwell V. Shepard owns Broadcasting Consulting Services. Mr. Shepard is consulting engineer. KNUI operates full time on 1310 khz with 5 kw.

■ KFSD-FM San Diego: Sold by Time-Life Broadcast Inc. to Lotus Communications Corp. for \$275,000. Time-Life Broadcast also owns WOTV(TV) Grand Rapids, Mich., and is subsidiary of Time Inc. Lotus president is Howard A. Kalmenson. Lotus also operates KENO(AM) Las Vegas; KONE(AM) Reno; KOXR(AM) Oxnard, Calif.; and KRUX(AM) Glendale and KTKT(AM) Tucson, both Arizona.



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74-5

KSAY sale OK'd

No strings attached to Wireless buy as FCC fails to find employment, programing abuses charged by Community Coalition in petition

The FCC last week approved the sale of KSAY(AM) San Francisco by KSAY Broadcasting Co. to San Francisco Wireless Talking Machine Co. for \$1.18 million. A petition to block the sale by the Community Coalition of the Bay Area was denied by the commission.

The coalition charged that the minority employment records of both the seller and the buyer (the owners of Wireless also operate KIOI-FM San Francisco) were deficient and that no effort had been made at either station to recruit minority employees other than in clerical positions. The commission, however, found that good faith efforts had been made by Wireless to hire minorities. The commission also noted that a specific incident of discrimination raised by the coalition was refuted in an affidavit by the person alleged to have been discriminated against.

The commission also rejected the coalition's complaint that Wireless and KSAY had neglected public affairs programing dealing with social problems in the Bay Area. The commission said that a licensee's good faith judgments in programing matters would be questioned only where there was an apparent abuse of that discretion and that the coalition's

objections were not supported.

The coalition also asked that it be compensated by Wireless for consulting services and legal fees totaling \$10,000. But the commission said any sort of reimbursement must be worked out by the parties involved.

Wireless is owned by James J. Gabbert, Gary M. Gielow and John S. Wickett. Grant Wrathall is president of KSAY Broadcasting.

Hooks says challengers are owed expenses

Win or lose, petitioners to deny ought to be reimbursed, he says

FCC Commissioner Benjamin L. Hooks says the commission's refusal to compel WSNT(AM) Sandersville, Ga., to reimburse a citizen group for expenses in opposing the station's license renewal sounds "ominous" for public-interest groups wishing to participate in the commission's licensing process.

The commission two weeks ago, with Commissioner Hooks the lone dissenter, said it lacked the authority to require an unwilling broadcaster to pay such reimbursement. It also said that, as a matter of policy, it did not favor compulsory reimbursement (BROADCASTING, Feb. 11). The commission is considering a rulemaking to set criteria governing voluntary reimbursements.

Commissioner Hooks, in a dissenting statement issued last week, expressed concern that the decision would constitute a barrier to future action by members of the public as "quasi-attorneys general." He noted that those in the Sandersville case—the Black Youth Club and the Southern Christian Leadership Conference—had spent time and money preparing the pleadings that led the commission to designate the station's renewal for hearing. The hearing order was later revoked and the station's renewal granted after the station reached an agreement with the group.

Commissioner Hooks said he did not agree that existing law and court precedent clearly bar the commission from compelling reimbursement. And, he said, to facilitate public participation in the renewal process, the commission "should at least take the initiative, assert [its] authority, and let the courts settle the issue if that is necessary."

He said that the commission in other areas where its authority was in dispute "has had little difficulty in inflating [its] general rulemaking authority to the extreme perimeters." And the courts, he added, have generally sustained the commission.

The commissioner also said that even if the courts did rule against the FCC on the issue of compulsory reimbursement, the commission could follow the lead of the Interstate Commerce Commission and the Federal Trade Commission. He said those agencies are aiding

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public interest groups to participate in their proceedings. But the FCC, he said, "does not even suggest this course as an immediate alternative."

The commission's procedure review committee, set up several years ago at Chairman Dean Burch's suggestion in an effort to streamline commission procedures, did suggest the creation of a small office within the Broadcast Bureau to provide counsel to the public. The suggestion was one of several on which the committee sought comments in May 1970. However, nothing came of the proposal.

'Last Contest' may live up to its name

FCC reprimands two stations for misleading audiences with telephone promotion

Broadcasts of "The Last Contest," with its promises of vast riches to the listener lucky enough to be listening when the "secret telephone number" is aired and quick enough to call the station have won two radio outlets admonitions from the FCC.

The commission last week told Weis Broadcasting Co., licensee of WZAT(FM) Savannah, Ga., and Radio Chesapeake Inc., licensee of WYRE(AM) Annapolis, Md., that they appeared to have failed



Signed, sealed and delivered. With their purchase of WOIC(AM) Columbia S.C., four businessmen became the first all-black group to own a broadcast property in that state. On hand for the Jan. 31 news conference announcing closing of the transaction were (l to r): Columbia Mayor John C. Campbell; Dr. Harry B. Rutherford, treasurer of WOIC licensee Nuance Corp.; Elliott E. Franks III, secretary and station manager; South Carolina Governor John C. West; I. S. Leevy Johnson, president, and J. Wade Degraffenreidt, vice president. WOIC was purchased from Joe Speidel for \$550,000.

to demonstrate the responsibility expected of licensees. The commission also said the letters would be made part of the permanent file of the stations for consideration in their future operations.

Commission officials expressed concern over "The Last Contest" because it is being syndicated to stations around the country. The contest is now being

sold by TM Productions, Dallas, a division of the Starr Broadcasting Group. TM obtained the sales rights from Jack McCoy and Douglass Merman, programming executives with Bartell Media, in the fall of 1972. The stations reprimanded by the commission broadcast the contest last spring.

Officials of TM say the contest has been sold in 38 markets—and add they have no control over the manner in which the contest is conducted. Jim West, TM senior vice president, said that seminars are held for personnel of stations that buy the contest, and that they are urged to follow the suggested procedures "ethically."

The commission, in its letter to WZAT, said its field investigation showed that although the station broadcast promotional announcements between April 3 and April 11, 1973, stating that the "secret telephone number" would be given out "maybe today, maybe tomorrow or in five days or maybe in five minutes," the number was actually inoperative until 15 minutes before it was announced on the air, at 4 p.m. on April 11. Thus, the letter said, "it appears that the licensee knew that the information contained in the promotional announcement was false."

Nor was that all. The commission said said that the station also announced: "Building up right now in hidden vaults and secluded warehouses all over the world, a treasure so vast it would take millions of dollars to even begin to assemble it." Yet, the commission said, the highest amount budgeted for any prize package was \$3,000.

WYRE broadcast the contest in three phases, according to the commission. And in Phases II and III, it allegedly was guilty of the same kind of misrepresentation regarding the possibility of a telephone number being available as the commission said was present in the WZAT case. The commission also said WYRE apparent-

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ly "misled the public to believe that \$2.3-million could be won, whereas the maximum amount possible to win in any of the three contests was \$5,000."

There was another aspect of the contest as aired by WYRE that concerned the commission. It said that when the secret telephone number was broadcast at the end of Phase III, telephone service for some 37,000 telephone customers in the Annapolis area was disrupted for about five minutes. It wondered whether the licensee "was trying to exploit such disruption for publicity purposes."

Multi-media owners in Dallas-Fort Worth settle antitrust suit

Now FCC asks defunct UHF to complete its pleadings in petitions it has filed against broadcast properties

A civil antitrust suit that the former owners of a now bankrupt UHF station in Dallas brought against three newspaper-broadcast owners in that area has been settled out of court. But whether the settlement may affect petitions to deny license renewals and the proposed sale of some of the properties remains to be seen.

The suit—seeking in excess of \$3 million—was filed in U.S. District Court in Dallas by James T. Maxwell and Carroll H. Maxwell Jr., former owners of KMEC-TV (ch. 33), against A. H. Belo Corp., owner of WFAA-AM-FM-TV Dallas, KFDM-TV Beaumont, Tex., and the *Dallas Morning News*; the Times Herald Printing Co., owner of KDFW-TV Dallas and the *Dallas Times Herald*; and Carter Publications Inc., owner of WBAP(AM), KSCS(FM) and WBAP-TV, all Fort Worth, and the *Fort Worth Star Telegram*.

The Maxwells settled for \$487,500, plus \$25,000 for the fees of a master in chancery.

The Maxwells, whose station went on the air in 1967 and went dark a year later when the company went into receivership, accused the three multimedia owners of attempting to prevent the entrance of CATV into the market and to eliminate UHF competition by excluding UHF listings from the station logs published in their newspapers.

The license renewals of the stations owned by the defendants in the suit have been deferred at the FCC since June 1971, as a result of petitions to deny filed by the Maxwells (BROADCASTING, July 5, 1971). In addition, Carter's sale of all of its holdings—for \$115 million—has been opposed by another petition to deny. Carter last year reached agreements to sell its AM and FM stations, the Fort Worth newspaper and two suburban papers to Capital Cities Communications Corp. for \$80 million (\$10 million for the radio stations), and its television station to LIN Broadcasting Corp. for \$35 million (BROADCASTING, Jan. 8, 1973). The sales contracts carry a March 31 termination date.

Besides the Maxwells' petition, Belo

has another problem—a rival application for its channel 8 Dallas frequency that has been filed by a group of Dallas businessmen under the name of Wadeco Inc. The commission has designated the competing applications of WFAA-TV and Wadeco for hearing.

Meanwhile, the FCC staff last week sought to get its license-renewal processing machinery in motion on all the challenged stations in Dallas and Fort Worth. It wrote to James T. Maxwell, as president of Civic Telecasting Corp., requesting Civic to complete its final pleading in the case in 15 days. Wallace Johnson, chief of the Broadcast Bureau, noted that the court had lifted a protective order guarding the confidentiality of material that Civic had obtained from Times Herald. This removed the last barrier to Civic's use of material it had obtained from the three licensees.

Mr. Johnson, noting the "protracted nature" of the proceeding, said that no additional time would be granted for completion of the pleading—a response to the licensees' opposition to the Maxwells' petition to deny the renewals.

Broadcast Advertising

Study says political spots make their points and inform voters

Short forms said to be effective in transmission of intelligence about the issues in campaigns

Those shotgun, 60-second political campaign commercials—criticized in recent years as "degrading the electoral process by selling candidates as if they were soap"—are an effective tool in changing voter beliefs, a study by the Citizens' Research Foundation contends. The study, released last week and claiming to be the first of its kind, focused on the effect of Democrats for Nixon commercials on some 700 Syracuse, N.Y., voters in 1972.

Among the study's conclusions were:

- Political ads appear to be more effective "when they communicate issue, rather than image, information."

- Political ads are "an important source of information" for low-interest and non-presidential election voters.

- Political ads usually work to move undecided voters and vote switchers in the direction of their basic predispositions.

- Political spots have as great an impact on voters of moderate interest as on low-interest voters.

The most exceptional finding of the study (conducted by two political science professors from Syracuse University for the Princeton, N.J.-based research group) was that voters are less likely to be affected by ads pushing a candidate's image than those communicating his stand on a specific issue.

The Syracuse group studied three controversial spots sponsored by Democrats for Nixon—one that criticized Demo-

cratic candidate George McGovern's position on military spending, another accusing him of changing his positions on campaign issues and a third contending that Mr. McGovern would put "half the country" on welfare rolls. The welfare spot, the study says, was "totally ineffective" because most viewers indicated they thought the message "unbelievable."

On the other hand, 44% of the surveyed voters changed their beliefs about Mr. McGovern's stand in accordance with the intent of the military-spending ad. The changing-stands ad proved somewhat less effective, but was successful in "reversing the normal [voter attitude] pattern." Research has shown that as a campaign progresses, voter evaluations of a candidate's leadership qualities usually strengthen. The changing-stands ads changed few voters' beliefs about Mr. McGovern's leadership qualities, but they severely disrupted the pattern of credibility he would otherwise have had.

From these findings, the study concludes that the most effective type of political advertising is that which is directed at changing or reinforcing a voter's beliefs about candidates' stands on the issues. It is somewhat less likely that ads will change a voter's own attitude about an issue or candidate's image.

The study wrapped up its findings with two points—first, that the main effect of political advertising on TV was "primarily to reduce voter-to-voter differences in beliefs about candidates" and, second, that if political ads have such a great effect in a presidential election—when media attention on the campaign is high and voter defenses are in gear—then the effect should be even more pronounced closer to the local level.

Bristol-Myers says FTC ruling on Dry Ban spots bordered on libel

It wants law judge's decision to be renounced by commissioners, but FTC staff wants it enlarged

The Federal Trade Commission was asked last week to reverse an administrative law judge's ruling that would impose broad restrictions on product demonstrations in television commercials. The ruling, against Dry Ban commercials (BROADCASTING, Dec. 10, 1973), was attacked by Bristol-Myers as sweeping enough to encompass all 283 of the firm's products.

At the same time, the FTC's complaints staff urged the commission to uphold the judge's ruling and extend it.

Administrative Law Judge Daniel H. Hanscom found in his decision that Bristol-Myers and its agency, Ogilvy & Mather, used a comparative demonstration technique that falsely implied that Dry Ban went on dry and left no discernible or visible residue on application, that an actual demonstration was taking



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Thur. 7-8:00 p.m.
 M-F 7-8:00 p.m.
 M-F 7-8:00 p.m.
 M-F 7-8:00 p.m.
 M-F 6-7:00 p.m.
 M-Thur. 7-8:00 p.m.
 M-F 4-5:00 p.m.
 M-F 4:30-5:30 p.m.
 M-F 4-5:00 p.m.
 M-F 5-6:00 p.m.
 M-F 4:30-5:30 p.m.
 M-F 6-7:00 p.m.

ADI	
Rating	Share
39	66
26	44
26	44
21	37
20	35
20	34
12	34
10	30
7	20
8	19
6	17
6	11

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ADI	
Rating	Share
12	45
7	31
4	15
6	12
5	10

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Wed. 7-8:00 p.m.
 M-F 4:30-5:30 p.m.
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 M-F 4:30-5:30 p.m.
 Sun. 9:30-10:30 p.m.
 Sat. 4-5:00 p.m.
 Sun. 5-6:00 p.m.
 Sat. 4:30-5:30 p.m.

ADI	
Rating	Share
44	72
16	37
12	32
11	30
10	26
6	22
8	21
4	15

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* According to ARB, Nov. 1973

place and that the superiority of Dry Ban was proved. He called for a broad order, forbidding B-M to use demonstration techniques unless they actually proved the claim being made and prohibiting misrepresentation of physical characteristics of any product applied to the body.

B-M said in its appeal that the decision was so harsh as to "verge upon libel." (The judge had written in his order that the whole question of "responsibility and integrity in advertising" was at issue.)

B-M argued that the judge's decision was based on a hearing room demonstration in which the FTC counsel applied the spray product to his arm for a period of time that far exceeded normal use. B-M said in its brief that the demonstration used in the commercials, where Dry Ban is applied to acetate, glass and the back of a hand, was for "advertising purposes" only and not meant to meet "legal requirements . . . for adjudicative evidence." Thus, the demonstration offered by the FTC counsel, similar to that used in the commercial, was not in order, B-M claimed.

B-M objected strongly to the scope of the proposed order. The judge's contention that the broad ruling was justified because Bristol-Myers has been involved in a number of other litigations at the FTC was unwarranted, B-M said. Consent agreements, which were reached in the majority of its cases are for settlement purposes only and do not constitute an admission of guilt, B-M said.

The FTC staff, in its appeal brief, argued for a broad interpretation of the law judge's ruling. It called for an FTC order extending the requirements of proof that the judge would apply to demonstrations. The staff wanted the requirements applied also to all forms of evidence, including such nonvisual techniques as the quotation of survey results, testimonials or opinions "or any other device which invites the audience to rely on some extrinsic proof of the product claim, rather than just the seller's word."

Interpreting the order in the broad sense to encompass all kinds of evidence presented in any fashion is necessary since the initial decision found that a broad "fencing in" of B-M, "a repeated violator of the Federal Trade Commission Act," was called for, the staff asserted.



Vicarious violence. The Lesney Corp. is the latest in a long line of firms using the talents of child-pitchman Mason Reese to sell a product. In this case, he will be appearing as part of a \$750,000 network TV push by Lesney to introduce its new line of "Fighting Furies" action figures. The commercials were prepared by Levine, Huntley, Schmidt of New York and will begin running in the fall in various children's series and in programs on top-20 market stations.

Contac spots to be revamped; eight other TV commercials get clean bill from NAD

Menley & James Laboratories has agreed to modify references to competitive products in one of its television commercials for Contac cold capsules, the National Advertising Review Board said last week in a report on January activities of the National Advertising Division of the Council of Better Business Bureaus.

The NAD felt the references to ingredients of competitive cold tablets and a liquid cold treatment left the impression that the ingredients were unnecessary or might be harmful. Menley & James revised the commercial, according to NARB, "to more clearly state that Contac is for sneezing, runny noses and nasal congestion and that the cold tablets

and liquid cold remedy contain other ingredients to relieve other symptoms of a cold."

This was one of three instances in which advertisers were shown in the January report as having agreed to make changes in their advertising. The others involved print claims by AT&T and the Airborne Freight Corp.

Nine other advertising claims that had been questioned, eight involving TV, were held by NAD to have been adequately substantiated. The commercials were for Colgate-Palmolive's Dynamo detergent, Nabisco's Team cereal, Philco-Ford's Cold-Guard refrigerator-freezer, Procter & Gamble's Era detergent, Reed-Union Corp.'s Perma-Mark identification kit, S. C. Johnson & Son's Glory rug cleaner, Congoleum's Shinyl Vinyl floor covering, and Sterling Drug's Body All deodorant.

Business Briefs

Rep appointments. KTVI-TV St. Louis: MMT Sales Inc., New York. ■ KONO (AM) and KITY (FM) San Antonio, Tex.; WAME (AM) Charlotte, N.C.; WWOK (AM) and WIGL (FM) both Miami, and KERE (AM) Denver: Buckley Radio Sales, New York. ■ KLKS-FM Atlanta and WQAL-FM Cleveland: CBS/FM Sales, New York.

Radio's customers. CBS Radio Spot Sales has compiled 200-page report, "Crucial Customers: Men," for marketing departments of advertisers and agencies. Report lists groups of male-oriented products (shaving, drugs and sundries, beverages, financial, etc.), and shows male "users" and "heavy users" based on Simmons studies. Report stresses importance of men 35-49 and of those with higher income and educational levels in purchases of numerous male-oriented products and services.

Take it all off

The American Cancer Society will "intensify and expand" its campaign against smoking, and urges greater restrictions on cigarette advertising, to wit: elimination of cigarette advertising in newspapers, magazines and billboards. Citing national increases in per capita smoking (particularly among women and teen-aged girls), a society spokesman declared that aggrandized cigarette print campaigns over past two years "go against the very spirit" of the 1971 ban on cigarette advertising on TV and radio. "The society sees no reason why the major cause of lung cancer should be advertised," and proposes elimination of cigarette ads "in all media."

During a New York news conference, the society leaders also urged that TV personalities and entertainers "refrain from smoking during their broadcasts, because of their influence on the smoking habits of the young"; an expansion of the society's "antismoking information program" through increased TV and radio (and print) ads, and prevention of cigarette companies' sponsorship of television sports events.

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Performance	Electro Sound ES-505	Studer A-80
Mechanical		
Timing Accuracy	±0.1%	±0.1%
Wow and Flutter 7 1/2 ips	-0.08 rms	-0.07 rms
Electronic		
Frequency Response 15 ips	30-18K Hz ± 2dB	30-18K Hz ± 2dB
Signal-to-Noise 15 ips— Two Track	63 dB Unweighted	62 dB
Distortion	0.4% 2 HD @ 500 Hz. Peak Record	-1.0% @ 1K Hz. Operating Level
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American Prices

Local ads on upswing

Retailers at Chicago meeting hear broadcast ad tips and Nader talk

Broadcast advertising will get a boost from local retailers in 1974, according to experts at the Retail Advertising Conference in Chicago, Feb. 8-10. Along with some how-to advice on effectively using radio and television in retail ad campaigns, retail executives heard from Ralph Nader on the use of consumer clout to improve product quality.

In a Saturday morning session on television advertising, Tom McGoldrick, director of retail sales for the Television Bureau of Advertising, predicted that "with the shortages and high costs of print, more and more local advertisers such as specialty stores will be turning to television in 1974." The forecast was based on significant spending increases by a number of retailers. Local TV budgets of furniture dealers were up 42% in 1973 from 1972, appliance store spending was up 60% and hobby, sport and toy sellers up 100%—increases that for the first time bumped local TV sales over the \$1 billion mark, he said.

Radio expenditures will not fall short either, according to radio session panelists Frances Smith, director of retail services for ABC-owned AM stations, and William Bond, vice president and sales promotion director for the May Co., Cleveland. Despite an uncertain outlook for business in general, radio will become a "more attractive, more useful and more effective" ad medium for retailers in 1974, Mr. Bond said.

The radio and TV sessions didn't stop at painting a bright picture for broadcast use, but offered, as well, some hard advice on how to exploit the potential of both media. Using eight case studies of retail ad campaigns, Miss Smith demonstrated how to use radio to achieve such objectives as changing store image, at-

Let's get together. An effort to organize the country's regional radio-TV sales reps into one big cooperative selling venture has been started by President Leonard F. Auerbach of Regional Reps Corp., which he says represents some 200 radio and TV stations in Ohio, Indiana, Kentucky, West Virginia and upstate New York, with \$1.5 million in billings last year. Mr. Auerbach, operating from his company's corporate headquarters in St. Petersburg, Fla., has outlined a proposal in lengthy letters to some 60 regional reps. He reasons that even 10 or 20 strong ones working together, either in a single company or under a co-op umbrella, would be in a position to take on bigger stations as well as to boost sales, in effect offering "national" representation, and perhaps at the same time reap fringe benefits in terms of better rates for group insurance, retirement programs, etc., and perhaps in such areas as acquisition of syndicated programming for stations.

tracting co-op dollars, building midweek traffic and reaching a selective audience. John Lucas, advertising manager for J.C. Penney Co., offered the "donut principle" as the key to effective television commercial format. Establish pertinent store characteristics in a professionally produced "dough," he said. The dough provides continuity from commercial to commercial, while the retailer can plug specific showcase merchandise in the "hole" for individual commercials.

Mr. Nader, speaking Friday night (Feb. 8), urged retailers to band together with consumers to fight deteriorating product quality and high prices passed on from powerful manufacturers. "If retailers saw themselves as representatives of consumers, then you would see people stand up and fight, and stop the transfer of burdens to the consumer," he said.

Kansas kickback probe

State attorney general wants all media to tell who bought what in 1972 gubernatorial campaign

The Kansas attorney general has subpoenaed gubernatorial campaign-advertising information from all TV and radio stations, newspapers, billboard firms and printing companies in the state. Action is an attempt to find out if certain monies alleged to be kickbacks from architectural firms in return for state contracts, were pumped into the 1972 election campaign for the governorship.

Kansas Attorney General Vern Miller said 375 subpoenas were issued in connection with the Topeka grand jury's investigation of advertising and campaign practices of the election.

Attorney General Miller would not be more specific, but several Kansas broadcasters filled in some of the details. They said several of those charged in the grand jury's indictments were allegedly close to Kansas Governor Robert B. Docking and allegedly received some \$30,000 in kickbacks from architectural firms. They said the grand jury is trying to find out what happened to the \$30,000 by comparing what the governor claims he spent on the 1972 election and what the campaign-advertising records of the media show.

The subpoenas seek information on gubernatorial campaign ads that ran between June 1, 1972 and Nov. 30, 1972.

Several Kansas broadcasters surveyed last week said they would comply.

BIAS comes to radio

Data Communications Corp. this week will unveil a radio version of its Broadcast Industry Automation System at a three-day "Future 74-75" seminar at its Memphis headquarters.

The BIAS system for television is a computerized method of handling traffic, accounting and billing functions. It currently has 50 subscribers, all of whom will attend the Memphis seminar, Feb. 18-20. Featured speaker during the meeting will be FCC Commissioner Benjamin Hooks.

Cablecasting

NCTA fears sports blackout blow from FCC

Association sees possible ruling by commission to protect major and minor league teams in areas served by cable operators

The cable industry is being primed for a battle against an FCC proposal that allegedly would virtually preclude systems' authority to import sports events shown on distant television stations.

Leading the campaign is the National Cable Television Association, which claims that the ramifications of the pending FCC rulemaking proposal (Docket 19417) would be "disastrous" to the industry. The association, which fears that commission consideration of the proposal is imminent, is now devoting about 40% of its professional staff to an extensive lobbying effort against it. Although, according to FCC sources, the plan has yet to be submitted to the commissioners, NCTA officials are vowing to fight it at the commission and, if necessary, in the courts.

The commission's proposal—which has been pending for some two years but only recently attracted serious attention as the agency began to delve into its backlog of major cable issues—would prohibit cable systems from importing any professional game when a local professional team in the same sport (either major or minor league) is playing at home. The rule, which would not come into play if the affected imported game is already scheduled to be telecast on the local TV station, would be applicable to all cable systems located within the grade B contour of a television station.

Hypothetically, according to NCTA General Counsel Stuart Feldstein, the proposed rule could work as follows: In Scranton, Pa., which with no local independent TV stations is regarded as one of the nation's most desirable cable markets, the local cable system is permitted by FCC rules to import distant independent TV signals from both New York and Philadelphia. Currently, that system can carry such desirable sports telecasts as the New York Mets (from WOR-TV) and New York Yankees (from WPIX-TV). Scranton, however, has nine minor league baseball teams in the vicinity. Under the proposed rule, the distant sports telecasts would have to be blacked out by the cable system if any of those area teams plays at home on the same day. NCTA is reflecting the concern of the cable industry that, in many major markets, the promise of sports events brought in from another city is one of the few selling points an operator has in his efforts to obtain new subscribers or hold onto the ones he has.

Accordingly, NCTA is presently lobbying against the proposal, both in Congress and at the commission. It is committing between six and 10 of its profes-

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sional personnel (out of a professional staff of 22) to the campaign. It has also urged the association membership to make a large-scale grass roots effort against the measure. The campaign so far has attracted the formal concern of at least four legislators—Senators Richard Schweiker (R-Pa.) and Clifford Case (R-N.J.) and Representatives Joseph McDade (R-Pa.) and Fred Rooney (D-Pa.). All four have written FCC Chairman Dean Burch about the matter.

And the association is making it clear that it will not stop at the commission if the agency elects to implement the proposal. "I don't think there's any question," said NCTA President David Foster, "that there would be a court fight on this matter. The consequences are just too drastic to accept."

NCTA has been doing some homework in order to back up such statements. A study prepared by the association and distributed in Washington last week painted several gloomy pictures of how the commission proposals would work in various markets. In all cases, the study asserted, the result would be the same for the cable operators: They would "lose a substantial portion of their imported sports programming."

In Scranton, for example, the study claims that, with the proposed rule, the system would be denied up to 80% of the imported programming available to it—not limited to sports presentations. Between 35% and 60% of the imported programs are already precluded, the study claims, due the existing commission rules regarding syndication exclusivity. Those requirements prohibit the local cable operator from importing programs for which local television licensees hold exclusive rights in the market. Another 15% would have to be blacked out because of the sports rule, the study claims.

In the Boston market, the study continues, more than 60% of the programming that could be imported from New York independent TV's is currently denied local cable systems by the exclusivity rules. The sports blackout rule would add another 20%, the study maintains.

The NCTA study asserts that the ramifications would be equally severe for small market cable operators. For example, the Hornell, N.Y., system now carries 181 Yankee and Mets games from New York stations on 119 dates. Since there are six minor league baseball teams in the area, the study notes, the proposed sports rule

"wipes out virtually all of these TV games."

NCTA concludes: "The proposed rule gives the sports leagues [which the association claims would be the primary beneficiaries of the rule] more than they need, goes contrary to existing TV practices, disrupts established viewing patterns and cuts another vital hunk out of major market distant signal importation which is already marginal."

NCTA officials last week emphasized that the concerted lobbying effort is essential because, based on contacts the association has made with the commission, action on the proposed rule could come at any time. BROADCASTING's check with commission sources failed to confirm that, however. One high level staffer maintained that the proposal in question is but one of several alternatives open to the agency, and that no action would be taken on any of them for several weeks. He noted that last week's cable deliberations by the commission were limited to the antisiphoning issue, and that the absence of Chairman Burch this week (to be vacationing in Arizona) will preclude immediate consideration of the matter.

According to the staff source, four operations are now in the offing—none of which has been formally presented to the commissioners. They are the FCC rulemaking proposal: an NCTA proposal whereby systems would be prohibited only from carrying home games of the local team (if the local TV station doesn't have access to them); a provision of the initial cable copyright bill (S-1361) introduced by Senator John McClellan (D-Ark.) (which would deny cable systems access to any professional sports program which the local television station does not have the right to carry); and a proposed amendment to the copyright bill advanced by Senator Hugh Scott (R-Pa.). The last would prevent systems within 75 miles of a major league team from importing games of the same sport whether the team is at home or not; it would also prohibit systems within 25 miles of a minor league team from importing same-sport games on days when the team is at home (BROADCASTING, Feb. 4).

For the moment, the commission appears to have an open mind on the subject. One commissioner, identified by cable sources as being in favor of the sports blackout provision, claimed: "I am not committed on any of this stuff. Nobody is. We haven't discussed it."

Small cables are jumping NCTA's pole-rate ship

CATA, claiming \$1 fee hike would financially cripple its members, sets off on independent course

The controversy over the National Cable Television Association's current pole-attachment negotiations continued to grow last week with a new force—representing nearly 300 independent cable operators—lining up against the association's stance on the issue.

In a statement critical of NCTA's current posture in its pole negotiations with AT&T and General Telephone, Community Antenna Television Association President Kyle Moore announced that his group was dissociating itself from the NCTA position. He said that the \$1 pole-rate increase that NCTA's board of directors has tentatively endorsed (BROADCASTING, Jan. 29, et seq.) is too high for CATA's members (which include cable systems of 3,500 subscribers or less not affiliated with a major multiple-system operator). Mr. Moore stated that "there has got to be an end to this enforced cost spiral which the small CATV system operator is facing."

Mr. Moore's action followed by several weeks a strongly worded statement by Teleprompter Corp. President Bill Bresnan that his firm does not recognize the NCTA negotiating team and will not abide by any settlement it may make with the phone interests. Although it was not possible to specify the number of cable operators that have expressed support of Mr. Bresnan's position, some sources estimate that the number encompasses some 30% of the entire industry.

The extent of the opposition has apparently caused NCTA to evaluate its posture on this issue with utmost caution. "It may very well be," NCTA President David Foster told BROADCASTING last week, "that the upshot of this is that we will have to advise the FCC that we cannot carry on the negotiations." For the time being, however, NCTA remains committed to the negotiations with the phone companies, which were implemented last August at the commission's request. Mr. Foster said he expects further meetings with the phone interests within a month. He maintained that NCTA is continuing to act in accordance with the FCC's mandate that the pole controversy be resolved internally, and that the associations' conduct is geared toward what it considers to be the best interests of the entire industry.

Regarding Mr. Moore's statement, Mr. Foster declined extensive comment. "I don't think that I want to comment on a release which obviously has the intention to upset the negotiations and the intent of the commission," he said.

Another NCTA source was more vocal. Repeating the association's position that a rate increase is inevitable, he claimed that small operators would be

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particularly harmed in the absence of a negotiated settlement. "They don't have a legal leg to stand on," he maintained. "If they think for one minute that the commission won't approve a rate rise, they're kidding themselves." Systems would be in an even more precarious position were they to refuse to pay any rate increase that could arise from the current proceeding, the source asserted. "They (the phone companies) could attach the operator's trucks, his tower, his headend and his mother-in-law," he ventured.

Mr. Moore, contacted by BROADCASTING last week, professed a different opinion. "I think somebody has to take a stand on this issue," he said. "My feeling is the commission should stay out of the negotiations. Perhaps we would be better off if we negotiated on a local level."

Mr. Moore's formal statement hinged extensively on that belief. Expressing the fear that smaller telephone companies (with which most CATA members deal) would adopt the rate increase expected to be implemented by General and AT&T, Mr. Moore claimed that the present rates commanded by those smaller firms "truly reflect the local economic conditions of pole attachments."

Mr. Moore referred to a study CATA conducted several months earlier which concluded that an average CATA-member system (with about 850 subscribers) has a yearly gross income of \$6,239. The proposed \$1 pole-rental increase—which would be implemented gradually over a period of four years—would decrease that system's earnings by 15.48%, he asserted. Among other detriments, Mr. Moore claimed, the resulting monetary setback would hinder small operators in their efforts to comply with FCC technical performance requirements.

"Sooner or later," Mr. Moore said, "the FCC and everyone else concerned has got to recognize that a man with 250-850, or even 1,850 CATV subscribers just is not in the same league financially as the big, new, public money market systems which NCTA represents."

"Unless this comes to a halt, and soon, the small rural CATV systems are going to face drastic cutbacks in service and perhaps even financial disaster," he said.

Cable Briefs

Going up. UA-Columbia Cablevision, Westport, Conn., is increasing rates for 44,000 of firm's total 165,000 subscribers, bringing in additional revenues of \$500,000 yearly. Increases affect UA-Columbia systems serving Brookhaven, N.Y., and San Angelo, Laredo and Mt. Pleasant, all Texas.

Trying again. Over year ago Columbia, Mo., voters turned down referendum to establish municipally owned cable system, which was victory for National Cable Television Association. Now city is moving again toward cable decision, this time to establish operation controlled by private entrepreneur. Nonprofit Mitre Corp.; McLean, Va., has drafted cable ordinance for city and mailed to

Beating bushes. The National Association of Theater Owners' push against pay cable is now covering all levels of government with the argument that the FCC has proved insensitive to the theaters' position and that other jurisdictions must move in. NATO is lobbying Congress to take over the setting of cable policy. All state NATO chapters are working for state cable regulation, and local representatives are testifying at numerous city cable proceedings, urging local regulation of pay-cable rates and services. Before FCC it has been pushing antisiphoning issue.

25 largest cable firms as introduction to bid for franchise. Ordinance still needs city council and voter approval.

New SOP. FCC dispensed with cable television regulation that required petitions, applications and related pleadings be accompanied by affidavits. Instead, certificate of service (statement to effect that document to which it is affixed has been mailed or delivered to listed persons on given day) will be substituted. Commission said adoption of new regulation will remove "unnecessary and useless burden" on parties to cable proceedings.

Grassroots activity. Wayne township, Ohio, trustees awarded 15-year franchise to Continental Cablevision Inc. Lower Heidelberg, Ohio, supervisors granted

nonexclusive franchise to Berks TV Cable Co. Dover, N.J., council voted to award franchise to Clear Television Cable Corp., Berkely township, N.J. West Orange, N.J., approved ordinance awarding franchise to Suburban Cablevision. Whitehall, Ohio, authorized Coaxial Communications Inc. to construct cable system there. Hamlin, Tex., city council permitted Cable Electronics Inc. to raise subscriber rates from \$5.95 to \$6.50 per month. Sidney, N.Y., subscribers on Sidney Video Co. system were notified of \$1 rate hike, to \$5.50. Pulaski, Va., town council authorized Pulaski Cable TV Co. to increase fees from \$4.95 to \$6. Cobb county, Ga., county commission granted franchise to Cobb-Cherokee Communications Inc. Mount Morris, N.J., township board awarded franchise to Mount Morris Cable Co. Berne, Ind., Triad Cablevision, subsidiary of Triad Stations Inc., Marshall, Mich., has requested franchise from city council. Sausalito, Calif., Martin's Community Antenna System was granted \$1.50 monthly rate increase, bringing subscriber fee to \$6.50. Ames, Iowa, city council set March 12 for public referendum on its award of franchise to Ames Cablevision Inc.

State aid. New York State Commission on Cable Television announced experimental project designed to aid municipalities in choosing cable services appropriate for individual needs. Program, made possible by grant from U.S. Department of Housing and Urban Development



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opment, will be conducted in New York towns of Lysander, Van Buren and Baldwinsville, which have proposed a joint cable franchise.

Recycling is the word in NCTA long-range convention planning

Meetings for next 10 years will be confined to Chicago, New Orleans and Dallas convention centers

The National Cable Television Association will be keeping its annual convention simple over the next decade. According to information released by the association last week, only three cities will host the yearly gathering through 1983. Also gone—after this year's April meeting in Chicago—is the concept of holding the convention in a large hotel.

According to the NCTA list, the convention schedule over the next 10 years breaks down as follows: 1974, Chicago's Conrad Hilton, April 13-17; 1975, New Orleans, April 4-7; 1976, Dallas, April 17-22; 1978, New Orleans, dates to be announced; 1979, Chicago, April 22-25 or April 29-May 1; 1980, Dallas, dates to be announced; 1981, Chicago, April 26-29; 1982, New Orleans, to be announced; 1983, Chicago, April 17-21. After this year, the Chicago conventions will be held in the McCormick Place convention center. All New Orleans meetings will be

at the Rivergate convention center; Dallas gatherings will be at the Dallas convention center.

Gone from the schedule is Washington, which traditionally has been an NCTA meeting place every four years. The 1975 meeting was moved from there due to inadequate facilities. Las Vegas had been tentatively chosen as the 1976 site, but the NCTA board of directors voted to abandon that plan at its meeting last month, largely due to the California cable association's dissatisfaction with that city at its convention last November.

NCTA counterattacks in pay cable dispute

It sends government officials booklet arguing against stand attributed to TV, theaters

The National Cable Television Association has issued a 16-page booklet entitled "Pay Cablecasting and Consumer Choice" as its first printed answer to the National Association of Broadcasters' recent newspaper ads opposing the siphoning of programs from broadcast to cable.

"Pay cable should be encouraged," asserts the booklet, which was prepared by NCTA Public Affairs Director Robert Stengel. Its benefits, which, according to the document, include an increase in programming options and a shot in the arm for the film industry, will permit con-

sumers "to express a choice in what they see."

The booklet asserts that the broadcast industry (which says it netted \$100 million more in 1972 than the cable industry grossed) "continues its dire predictions of financial ruin" at the hands of pay cable. "These cries of ruin," it claims, "are reminiscent of the prophecy of doom which has always accompanied technological innovation." The TV networks, it claims, have "succeeded splendidly" in presenting mass-appeal programming. But in the process, it says, "the consumer has been viewed as a number, not as an individual with specific interests, tastes and programming desires." Pay cable, on the other hand, "is a medium of choice," the booklet proclaims.

The publication also takes a crack at theater owners who have been fighting the development of pay cable at both the state and federal level. It asserts that more than 60 million Americans do not go to the movies and that more than 70% of the current theater-goers are under the age of 30. "Yet," it says, "many millions of Americans would like to view good films uninterrupted by commercials in the safety and convenience of their home. Pay cablecasting is providing just that service."

NCTA is directing the publication specifically at legislators and other government officials in its initial offering—which included a press run of 3,000 copies. Sources said, however, that a substantially larger press run is planned.

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Headed for test: confidentiality of journalists' telephone records

Question is whether government, in search of sources of leaks, can secretly get AT&T files

Federal officials concerned about leaks of information to newsmen have been trying to track leaks to their sources through the telephone records of reporters and news organizations. Over the last several years, federal law-enforcement officials have subpoenaed the records of at least four news organizations and four reporters. Now a Washington-based reporters' group is preparing to sue AT&T to prevent the government from obtaining reporters' telephone records without their knowledge.

The Reporters Committee for Freedom of the Press two weeks ago obtained from AT&T copies of reporters' and news agencies' telephone records that were made available over the past five years to law-enforcement officials. The committee had specifically asked about the records of some two dozen newspapers, networks and editorial reporters.

However, AT&T refused a second request, made at the same time, to notify journalists and news organizations whenever such records are demanded by government agencies so that those whose records are involved could seek to oppose the government's effort to obtain them. AT&T said it felt compelled by law to turn over the records without delay. But it also indicated it would welcome a judicial determination of the question.

And that is what the reporters' committee suit will seek. The suit will be based on the First and Fourth Amendments—those guaranteeing freedom of speech and press and guarding against unlawful search and seizure.

A second suit appeared to be shaping up as a result of the Internal Revenue Service's subpoenaing 2,500 long-distance calls made from the *New York Times*'s Washington bureau. IRS obtained the records in an investigation of reports one of its employees leaked tax information to a *Times* reporter. *Times* lawyers wired IRS Commissioner Donald C. Alexander requesting return of the records and warning that a suit will be started if the request is not honored.

The *Times* Washington bureau was one of the organizations previously listed as among those whose telephone records had been turned over to federal officials. Others are the Washington bureaus of the *St. Louis Post-Dispatch* and the *Knight Newspapers* and the office of columnist Jack Anderson. The four reporters named are David Rosenbaum of the *Times*, Richard Dudman of the *Post-Dispatch*, Jack Anderson and Les Whitten, of Mr. Anderson's staff.

In for Traynor. Stanley H. Fuld, former New York State chief judge, will succeed Roger J. Traynor as chairman of National News Council. Mr. Traynor, former California chief justice, resigned chairmanship of six-month-old organization to accept visiting professorship of legal science at Cambridge University for 1974-75 academic



Fuld

year. Mr. Fuld, 70, retired in December as chief judge after record 27-year service on New York Court of Appeals. He joined New York law firm of Kaye, Scholer, Fierman, Hays and Handler as special counsel.

New issues show. In its first venture into television, Times Publishing Co., St. Petersburg, plans to offer weekly, half-hour series, *Looking Ahead*, discussion of vital national issues based on material in *Congressional Quarterly*. Times Co. owns *Quarterly* and *St. Petersburg Times*, and has formed Semit Corp. to produce and distribute new TV series. First two episodes will be on problems of postal service and on obscenity in America.

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Mind discussion series will appear monthly on WPIX(TV) New York and will be rebroadcast by Public Broadcasting Service. It will feature Richard D. Heffner, communications consultant and educator, in moderator/producer role he had when series was on WNBC-TV New York in late 1950's.

Consumer reporting. National Press Club, Washington, announces first annual awards for excellence in consumer-affairs reporting. Competition, sponsored by Montgomery Ward retail chain, is open to both print and broadcast journalists. Prizes of \$1,000 will be awarded in four broadcast categories, one for continuing series and one for one-time only programs in both radio and television. Entries, which are required to have been prepared for general dissemination and not internal use, must be post-marked by March 31. *National Press Club, National Press building, Washington 20004.*

More monitors

A new organization, The Connecticut Committee for Fairness to the Presidency, is mobilizing volunteers to monitor newspapers and the broadcast media for what it calls blatant "negative" news about the nation's highest office.

Joseph Raines, the founder of the committee, based in Cheshire, Conn.,



Go-between. In the "Front Page" era it was newspapers that kidnapers contacted to publicize their demands. In recent years it has been radio and/or TV stations culminating in the last few weeks with the Patricia Hearst abduction. Her captors, of the radical Symbionese Liberation Army, have been communicating with her parents and the public through KPFA(FM) Berkeley, Calif., one of the Pacifica Foundation stations. The SLA contacted the Berkeley station twice last week with written messages and a recording of Miss Hearst's voice and a demand that her father, publisher Randolph Hearst, feed the California poor. Above, KPFA News Director Paul Fischer reads on the air and to newsmen in the studio the first of two letters received from the Symbionese group.

Pacifica stations generally are liberal and at least non-, if not anti-, establishment in their news and public-affairs programming. All are listener supported.

said he is not concerned about criticism of the President per se—only that which "hammers" away at the point.

Mr. Raines, who said he formerly worked in the marketing and acquisition field for a number of companies, said

some members of the organization will begin by monitoring the TV and radio networks, Connecticut stations and national and local newspapers for "negative reports of issues relating to the presidency." He indicated media in other

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states may eventually be monitored. Broadcasters and publishers found engaging in such reporting, he said, will be requested by the committee to present issues fairly. "I would hope it would never be necessary to contact the FCC," he added.

They did it

The loser in a special congressional election in Pennsylvania blames the media for his defeat. "I certainly feel the national news media interfered with this election," said Republican Harry M. Fox at a post-election news conference. He referred to news accounts which pointed to the election as a barometer of post-Watergate voter backlash against the Republicans. "They kept bringing it up all the time, that Watergate was going to be involved here . . . perhaps some voters were influenced," he said. Mr. Fox lost the election 60,550 to 60,329 and has called for a recount.

NLRB denies NABET attempt to represent KNXT writers

The National Labor Relations Board has dismissed a petition by the National Association of Broadcast Employees & Technicians seeking to hold an election to admit to the union newswriters and continuity writers employed at CBS's KNXT-TV Los Angeles.

CBS had argued that the proposed NABET unit would be inappropriate because those KNXT employes have been included in a broader collective bargaining unit represented by Writers Guild of America. That unit includes news and continuity writers at CBS's TV and radio stations in New York, Chicago, Philadelphia and Los Angeles.

In announcing its decision, the NLRB said it was "reluctant to disturb such an established multistation bargaining unit."

A way to get opinion from public for news

The University of Missouri's noncommercial KBIA-FM Columbia is using what it considers a method superior to man-on-the-street interviews in gauging public opinion on local, state, and national issues.

The station uses a "public affairs jury"—citizen volunteers culled from voter registration lists. Demographic data (including ward and precinct, sex, year registered, age, occupation and voting frequency) was compiled on each citizen in the sample and stored in the university's computer. An initial questionnaire asked questions on national and local issues and also sought additional demographic data (education, party affiliation, race) and other information. About 60% (284) of those contacted agreed to participate on the jury. Using that data base, it was possible for KBIA-FM to quickly determine how all Republicans or Democrats, men or women or those in different age groups and occupations felt on any given issue.

KBIA-FM has used the jury concept to help build news and public-affairs programming.

Equipment & Engineering

Console products. Broadcast Electronics Inc. has come out with line of nine new Spotmaster audio consoles. It consists of one four-channel and two five-channel monophonic consoles, two five-channel stereo units, two eight-channel headphone driver amplifiers and cue amplifiers with internal cue speaker. 8810 Brookville Road, Silver Spring, Md. 20910. (301) 588-4983.

Translator series. There's new line of VHF and UHF translators in ten models—from 1 w to 1 kw—from Acrodyne Industries Inc. T-200 series employs single intermediate frequency conversion scheme for both single and multi-hop translator installations. 21 Commerce Drive, Montgomeryville, Pa. 18936. (215) 368-2600.

Korean contract. Continental Electronics Manufacturing Co., Dallas, has received \$2,281,315 contract from Republic of Korea, to provide three Continental transmitters for Korean Broadcasting System, Seoul. Order calls for two 250-kw MF transmitters, combined for 500 kw operation, and one 250-kw short-wave transmitter. Continental will also provide associated antenna system, combiner, studio-transmitter program and communications links and installation.

Lower-cost camera. New models of its IVC-500A color TV camera, priced for closed-circuit and cable as well as broadcast applications, are available from International Video Corp. Prices range from under \$22,000. Previous models began at \$32,000. As options, IVC has added encoders, tubes, lenses, cable and enhancement. 990 Almanor Avenue, Sunnyvale, Calif. 94086.

Electronic components. New products from Ampere Electronic Corp.: two high-voltage, variable vacuum capacitors (CVC10/1K and CVC08/2C) priced at \$398 each; line of VHF amplifier modules containing internal matching networks for broadband applications (BGY22, BGY23 and BGY24), priced from \$22 to \$28 each, and RF power transistor (BLW 60) for VHF mobile transmitter applications, priced from \$26 to \$40, depending on volume. 230 Duffy Avenue, Hicksville, N.Y. 11802. (516) 931-6200.

FM transmitter. LPB Inc.'s FM 10 is 10-w transmitter designed for educational broadcasters. Price, including separate power supply module for bottom-of-rack mounting, is \$1,095. Unit is ready for stereo, requiring only addition of matching SG 1D stereo generator (\$1,295). 520 Lincoln Highway, Frazer, Pa. 19355.

Recorder care. Nortronics Co. has two new recording accessories: QM-202 professional head demagnetizer (\$15.90) and QM-211 professional bulk eraser (\$25.90). 8101 Tenth Avenue North, Minneapolis 55427. (612) 545-0401.



Third of a mile, straight up. The telecommunications division of EML Limited, Hayes, Middlesex, England, has been awarded a \$2.8 million contract to equip the new Canadian National observation and communications tower in Toronto with TV and FM transmitters. The transmitters will be mounted above the main concrete tower, over 1,500 feet up, in the 300-foot needle section of the structure. The 1,805-foot Canadian National tower, when completed, will be the world's tallest self-supporting structure, according to its builders. The transmitters will have to be encased in a plastic enclosure to protect them from high winds and low Canadian temperatures.



Yes, Mr. Mayor, that button. Philadelphia Mayor Frank L. Rizzo (center) reaches for the switch that made Taft Broadcasting's WTAF-TV Philadelphia the most powerful broadcasting station in the country, according to the company. Currently, it is broadcasting with 5,000 kilowatts of power, with the first FCC authorization to utilize an omnidirectional pattern (*Broadcasting*, Feb. 11). The turn-on ceremony took place Feb. 8 with Mayor Rizzo, Neil Vander Dussen (l), division vice president, RCA Broadcast Systems which supplied the new transmitter, and Robert C. Wiegand (r), general manager of WTAF-TV, in attendance.

Can't tell the PD's without a scorecard

On the heels of disappointing ratings at the end of '73, program directors at ABC and RKO's top-40 stations take the heat in widespread job shifts

Since the first of the year, top-40 program directors have been shuffled among some of the nation's largest contemporary groups like so many linebackers the week before the National Football League trading deadline. And because there is usually one reason for replacing a programmer—ratings trouble—these wholesale changes say much about rock radio. What they say is that the mighty, too, can fall.

Both the ABC contemporary stations and RKO General's five rock stations, as groups, took some of their first lumps in the ratings last year. For several of the stations—especially ABC's KQV(AM) Pittsburgh and RKO's WXLO(FM) New York—the blows have been debilitating, if not mortal. And so, at those stations, as well as at several others, new programmers have been installed. It is hoped that this new front line will be able to regain some of the lost ground by the time April-May rating sweeps begin. "All major [groups] are trying to reach some measure of stability," as one newly transplanted programmer put it.

Bob Harper left KQV last fall to assume the program directorship of WKBW(AM) Buffalo, N.Y. Two weeks ago, after a three-month search, ABC replaced him with Mel Phillips, former programmer for RKO's WRKO(AM) Boston and WXLO. Mr. Phillips takes over a station that has lost almost 60% of its total audience (Monday-Sunday, 6 a.m.-midnight, total survey area, 12 years and over—according to Arbitron Radio) between October-November rating books in 1972 and 1973. Its teen-age audience had dropped by 85%. Most of this attrition was due to

the emergence of a new top-40 station in Pittsburgh which presented KQV with its first head-on competition, WKTQ(AM), promotionally known as 13Q (BROADCASTING, April 23, 1973).

An NBC-owned talk operation this time last year, "13Q," now owned by Heftel Broadcasting, has risen from the depths of Pittsburgh's radio rankings to become the number-two station there, behind KDKA(AM). Mr. Phillips's greatest hopes for KQV must lie in the knowledge that this year Heftel will not be spending anything near the \$250,000 it used initially to promote 13Q. Without the big cash giveaways (and programmers from many other markets were complaining about "buying an audience" with cash in 1973), KQV may have a chance to regain its footing.

(But even if mega-money contests are beginning to go out of vogue, the war of call letters is on. KQV is now calling itself "14K.")

Mel Phillips had left the RKO group last summer in a shuffle which saw, in less than two weeks, the exit of three out of five of the group's contemporary program directors and the group's programming vice president, Bill Drake (BROADCASTING, June 25, July 2, 1973). Al Brady then replaced Mr. Phillips at WXLO but last month he also left RKO. "I don't quite know if I quit or I was fired," Mr. Brady said sheepishly. But administrative differences between himself and Paul Drew, who replaced Mr. Drake at RKO, were the crux of the problem, he said. Mr. Brady has now moved to WNBC(AM) New York to assist program director Pat Whitley. Mr. Brady saw the changes as major groups reforming for an assault on the April-May rating books. "There is an intense pressure to get numbers up, and now," he said.

Then Paul Drew killed two birds with one stone by replacing Al Brady at WXLO with Jerry Clifton, program director of Bartell's WDRQ(FM) Detroit. Mr. Drew went to the competition for his WXLO replacement. Mr. Drew, aside from his position as national program director for RKO, consults CKLW(AM) Windsor, Ont., a large factor in the Detroit market.

But the big news at RKO came two weeks ago when Mr. Drew moved Jerry Peterson, who had been programing

Tracking the 'Playlist.' There is still, as there was last week, much standing pat on this week's chart. *You're Sixteen* by Ringo, *The Way We Were* by Barbra Streisand and *Love's Theme* by the Love Unlimited Orchestra repeat their one-two-three performances of last week. *Rock On* (eight) by David Essex and former Temptation Eddie Kendricks's *Boogie Down* (10) break top 10 this week. Elton John continues to string out his run of hits with *Bennie and the Jets* (33) ("Breaking In," Feb. 11) breaking top 40. Also entering the top 40 for the first time are Moceadades' *Touch the Wind* (35 and bolted), Dickie Goodman's *Energy Crisis '74* (37) and B.B. King's *I Like to Live the Love* (40). Charlie Rich now has three songs on the "Playlist"—*Most Beautiful Girl* drops to number 22 as *A Very Special Love Song* (59) on Epic Records and *There Won't Be Anymore* (62) on RCA come on this week with bolts. *Hooked on a Feeling* (44) by Blue Suede, a remake of the four-year-old B.J. Thomas number, the rocking *Lord's Prayer* (49) by Sister Janet Mead and Gladys Knight's *The Best Things That Ever Happened to Me* (54) are all bolted in their first week. Also new are Glenn Campbell's *Houston* (70), Elvis Presley's *I've Got a Thing About My Baby* (71), yodeler Lou Christie's *Beyond the Blue Horizon* (73) and Bill Amesbury's *Virginia* (75) on ex-Buddah President Neil Bogart's new label, Casablanca.

WRKO since Mr. Drew was named national programmer, to KHJ(AM) Los Angeles. While at WRKO, Mr. Peterson upped the station's total audience by about 6% and the share of audience from 9.2 to 10.8. He has also been doing work at other RKO stations. Al Brady said that Mr. Peterson had "implemented a change of format" at WXLO several weeks ago, which may have played a part in Mr. Brady's departure, though he would not confirm that. During the same period Mr. Peterson was at WRKO, KHJ's ratings slipped 6%, a 17% drop in teens alone through 1973. (Sean Conrad is the immediate past programmer of KHJ and is expected to announce a program consultancy agreement with station-owner Gene Chenault shortly.)

Paul Kirby, program director of WCFL(AM) Chicago, has been named to replace Mr. Peterson in Boston. In its own way, WCFL played more than a small role in another of this month's major changes, John Gehron going to WLS(AM) Chicago. During the last year, WLS has lost 6% of its audience, while WCFL has hiked its audience by 24% (although not all at the expense of WLS). Since Mike McCormick left WLS's program directorship last year, the station has been without someone whom ABC considered permanent. John Gehron, formerly programing oldies station WCBS-FM New York, has now been brought in on a permanent basis.

continues on page 70

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The Broadcasting Playlist™ Feb 18

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	You're Sixteen (2:50) Ringo Star—Apple	1	3	1	1
2	2	The Way We Were (3:29) Barbra Streisand—Columbia	2	2	3	2
3	3	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	3	1	2	4
6	4	Seasons in the Sun (3:24) Terry Jacks—Bell	4	4	4	3
7	5	Let Me Be There (3:00) Olivia Newton-John—MCA	5	7	6	10
4	6	The Joker (3:36) Steve Miller Band—Capitol	6	5	5	7
5	7	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	7	6	7	5
18	▲ 8	Rock On (3:13) David Essex—Columbia	11	8	8	6
12	9	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	9	10	10	8
14	10	Boogie Down (3:30) Eddie Kendricks—Tamia	15	9	9	9
8	11	Show and Tell (3:28) AJ Wilson—Rocky Road	8	12	11	19
15	12	Spiders & Snakes (3:03) Jim Stafford—MGM	10	11	12	14
13	13	Dark Lady (3:26) Cher—MCA	12	14	13	13
10	14	Never Never Gonna Give You Up (3:58) Barry White—20th Century	13	16	14	16
16	15	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	17	15	16	12
17	16	Last Time I Saw Him (2:45) Diana Ross—Motown	16	13	19	17
11	17	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	14	18	17	18
21	18	Jungle Boogie (3:08) Kool and the Gang—Delite	18	17	18	15
22	19	Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	24	22	15	11
24	20	Come and Get Your Love (3:30) Redbone—Epic	20	20	20	21
26	21	Jet (2:48) Paul McCartney & Wings—Apple	23	25	21	20
9	22	The Most Beautiful Girl (2:42) Charlie Rich—Epic	19	19	23	31
25	23	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	21	23	22	22
20	24	Leave Me Alone (RUBY RED DRESS) (3:26) Helen Reddy—Capitol	22	21	31	25
27	25	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	25	24	25	24
23	26	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	27	26	27	23
37	▲ 27	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	31	31	24	26
34	28	Love Song (2:50) Anne Murray—Capitol	26	28	29	35
19	29	Living for the City (3:12) Stevie Wonder—Tamia	29	29	26	29
39	30	Sunshine (3:18) John Denver—RCA	33	27	30	30
31	31	Midnight Rider (3:22) Gregg Allman—Capricorn	32	30	28	27
36	32	My Sweet Lady (2:40) Cliff De Young—MCA	28	35	32	34
42	33	Bennie and the Jets (5:00) Elton John—MCA	30	33	33	33
29	34	Jim Dandy (2:38) Black Oak Arkansas—Atco	37	34	34	32
45	▲ 35	Touch the Wind (3:12) Mocedades—Tara	34	32	37	37
32	36	One Tin Soldier (3:14) Coven—MGM	35	37	36	36
44	37	Energy Crisis '74 (2:00) Dickie Goodman—Rainy Wednesday	39	38	38	38
40	38	Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	47	41	35	28
30	39	I Shall Sing (3:26) Art Garfunkel—Columbia	36	44	39	41
47	40	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	40	36	42	40

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
41	41		I Love (2:06) Tom T. Hall—Mercury	38	40	40	43
35	42		Rockin' Roll Baby (3:15) Stylistics—Avco	42	39	43	39
48	43		Mighty Love (3:14) Spinners—Atlantic	44	42	41	42
—	▲ 44		Hooked on a Feeling (2:54) Blue Swede—EMI	43	46	44	44
46	45		Americans (3:48) Byron MacGregor—Westbound	41	43	45	50
51	46		W O L D (3:56) Harry Chapin—Elektra	46	45	49	45
59	▲ 47		Baby Come Closer (3:20) Smokey Robinson—Tamia	49	47	50	46
57	48		Star (2:58) Stealers Wheel—A&M	48	50	48	47
—	▲ 49		The Lord's Prayer (2:59) Sister Janet Mead—A&M	50	48	52	48
28	50		Me and My Brother (3:30) War—United Artists	51	57	47	51
49	51		Top of the World (2:56) Carpenters—A&M	45	66	46	66
55	52		Last Kiss (2:31) Wednesday—Sussex	54	53	53	52
54	53		Jessica (4:00) Allman Brothers—Capricorn	53	51	55	56
—	▲ 54		The Best Thing That Ever Happened to Me Gladys Knight & the Pips—Buddah	61	49	56	49
33	55		Goodbye Yellow Brick Road (3:13) Elton John—MCA	52	58	51	54
72	▲ 56		Tell Me a Lie Sammi Jo—MGM South	60	52	54	57
50	57		Can This Be Real (3:17) Natural Four—Cunton	59	54	58	53
53	58		You're So Unique (3:18) Billy Preston—A&M	56	55	57	55
—	▲ 59		A Very Special Love Song (2:44) Charlie Rich—Epic	63	56	62	58
66	60		Daddy What If (2:39) Bobby Bare—RCA	62	59	60	65
63	61		In the Mood (2:35) Bette Midler—Atlantic	57	62	59	60
—	▲ 62		There Won't Be Anymore (2:22) Charlie Rich—RCA	55	61	64	74
65	63		Let Me Get to Know You (2:52) Paul Anka—Fame	64	60	67	61
58	64		Joy (4:35) Issac Hayes—Enterprise	58	72	63	71
67	65		She's Gone (3:24) Daryl Hall & John Oates—Atlantic	67	68	65	59
69	66		This Is Your Song (3:12) Don Goodwin—Silver Blue	70	64	69	63
38	67		Hello It's Me (3:27) Todd Rundgren—Bearsville	65	72	61	73
—	68		Photograph (3:59) Ringo Starr—Apple	66	74	66	76
71	69		I Just Can't Get You Out of My Mind (3:42) Four Tops—ABC/Dunhill	72	67	72	69
—	70		Houston (3:20) Glen Campbell—Capitol	71	63	73	*
—	71		I've Got a Thing About You Baby (2:20) Elvis Presley—RCA	68	70	70	*
75	72		Try (Try to Fall in Love) (2:59) Cooker—Scepter	*	69	*	*
—	73		Beyond the Blue Horizon (3:30) Lou Christie—Three Brothers	75	65	*	75
73	74		Last Kiss (2:25) J. Frank Wilson & the Cavaliers—Virgo	69	*	*	*
—	75		Virginia (2:30) Bill Amesbury—Casablanca	*	*	*	64

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (26), Americans (45), Baby Come Closer (47), Bennie and the Jets (33), The Best Thing That Ever Happened to Me (54), Beyond the Blue Horizon (73), Boogie Down (10), Can This Be Real (57), Come and Get Your Love (20), Daddy What If (60), Dark Lady (13), Doo Doo Doo Doo Doo (Heartbreaker) (19), Energy Crisis '74 (37), Goodbye Yellow Brick Road (55), Hello It's Me (67), Hooked on a Feeling (44), Houston (70), I Just Can't Get You Out of My Mind (69), I Like to Live the Love (40), I Love (41), I Shall Sing (39), I've Got a Thing About You Baby (71), I've Got to Use My Imagination (9), In the Mood (61), Jessica (53), Jet (21), Jim Dandy (34), The Joker (6), Joy (64), Jungle Boogie (18), Last Kiss (52), Last Time I Saw Him (16), Let Me Get to Know You (63), Living for the City (29), The Lord's Prayer (49), Love Song (28), Love's Theme (3), Me and My Brother (50), Midnight Rider (31), Mighty Love (43), Mockingbird (23), The Most Beautiful Girl (22), My Sweet Lady (32), Never Never Gonna Give You Up (14), One Tin Soldier (36), Photograph (68), Put Your Hands Together (25), Rock On (8), Rock & Roll Hootchie Koo (27), Rockin' Roll Baby (42), Seasons in the Sun (4), She's Gone (65), Show and Tell (11), Smokin' in the Boys Room (7), Spiders & Snakes (12), Star (48), Sunshine (30), Teenage Lament '74 (38), Tell Me a Lie (56), There Won't Be Anymore (62), This Is Your Song (66), Time in a Bottle (17), Top of the World (51), Touch the Wind (35), Try (Try to Fall in Love) (72), Until You Come Back to Me (15), A Very Special Love Song (59), Virginia (75), W O L D (46), The Way We Were (2), You're Sixteen (1), You're So Unique (58).

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One of the interesting sidelights to the Gehron appointment is that ABC, a company with years worth of AM contemporary radio expertise, has chosen FM talent for top-40 WLS. And WCFL appointed Gary Price, program director of progressive rocker WDAI(FM) Chicago, to replace Paul Kirby. And Sean Conrad, whom Jerry Peterson replaces at KHJ, was a programmer at WDAI before going to Los Angeles last summer.

For WLS, KHJ, WRKO and WXLO (KQV is the exception), the ratings problem they have faced is not one of head-to-head competition. Rather it has been the headache of what Jerry Peterson calls "seepage, losing audience to five or six other stations. And those kinds of losses are a bitch to get back," he says. John Gehron, who began at WLS last month, says that the one thing all the stations involved there have in common is that "they were losing ground or could not be turned around and rating positions improved."

For the most part, all the replacements of the last month have been quite young. All are under 30 and programming stations in the top-10 markets. "It's hard to find program directors who can operate as individuals," Mr. Peterson said—"someone who'll go out on a limb. Most groups have some kind of consultant looking over them and the program directors are just figureheads. I'm no figurehead," he said.

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

- APPLE OF MY EYE, Badfinger (Apple).
- BICYCLE MORNING, Billy Sans (Atco).
- ECSTASY, Raspberries (Capitol).
- GET THAT GASOLINE BLUES, NRBQ (Kama Sutra).
- I MISS YOU, Dells (Cadet).
- LET IT RIDE, Bachman-Turner Overdrive (Mercury).
- LIFE IS A SONG WORTH SINGING, Johnny Mathis (Columbia).
- LOOKIN' FOR A LOVE, Bobby Womack (United Artists).
- MIDNIGHT AT THE OASIS, Maria Muldaur (Reprise).
- MUSIC EYES, Heartsfield (Mercury).
- MUST BE LOVE, James Gang (Atco).
- ON A NIGHT LIKE THIS, Bob Dylan (Asylum).
- ONCE YOU UNDERSTAND, Think (Laurie).
- RAISED ON ROBBERY, Joni Mitchell (Asylum).
- SHE'S MY LADY, Charlie Ross (Big Tree).
- STAR BABY, Guess Who (RCA).
- TAKE GOOD CARE OF HER, Elvis Presley (RCA).
- TUBULAR BELLS, Mike Oldfield (Virgin).
- YOU WON'T FIND ANOTHER FOOL LIKE ME, New Seekers (MGM/South).

Music Briefs

Be my guest ■ KSan(FM) San Francisco celebrated 10th anniversary of Beatles' music with 12 hours of it. Station cut

back commercial loan from eight to four commercial minutes per hour "to facilitate taping for those who want a complete Beatles diskography," according to Tom Donahue, general manager. Program was called *Beatles A to Z* (records were aired in alphabetical order) and ran Feb. 3, date 10 years ago that Capitol Records released *I Want to Hold Your Hand*.

Music purchase. WNA Music, Seattle, has purchased music-syndication business of International Good Music, Bellingham, Wash., for about \$450,000. WNA Music, also in music syndication, is owned by Wally Nelskog. Mr. Nelskog owns KIXI-AM-FM Seattle and KORD-AM-FM Pasco, both Washington, and KXYX-FM San Diego, as well as WNA Video, Seattle, video-cassette duplicating facility. Sale excludes IGM's automation-equipment manufacturing business, which may be sold to another party.

Watch out, Americans. Not-so-sincere reply to Gordon Sinclair's *Americans* is getting some air play in its first weeks of release. Spoof is called *A European (Speaks Up for the U.S.)* by Guido Sarducci on A&M Records. ("The stock market has been going down more and more and not one European country has sent even a get-well card. . . .") Progressive rock stations are prominent among those stations airing single. A&M reports sales order of 26,000 in Buffalo, N.Y., market alone last week.

Breaking In



Muldaur

Midnight at the Oasis—Maria Muldaur (Reprise) ■ The 70's now have their own version of *The Sheik of Araby*, but this time with a female in the lead: a young, former jugband singer from Greenwich Village named Maria Rosa Domenica D'Amato Muldaur. The difference extends to the lyrics, too: "Midnight at the oasis; sing your camel to bed" begins the number, and "You won't need no camel, honey, when I take you for a ride" closes it.

David Nichtern's jerky melody taxes Ms. Muldaur's vocal chords, but her general élan compensates for the irritation of hearing her strain for power and volume. The only puzzle, if there is one, is why Reprise chose *Midnight* as the single from this first solo album when

the LP provides other numbers more obviously attractive—primarily Appalachian folk ballads.

Currently it is on KJR(AM) and KOL(AM), both Seattle, WCOL(AM) Columbus, Ohio, WIUN(AM) Atlanta, WDRG(AM) Hartford and KDKA(AM) Pittsburgh.



BeeGees

Mr. Natural—BeeGees (RSO Records) ■ This single is not about cartoonist R. Crumb's legendary, hip philosopher. Instead, it is about being in tune with a natural order—being in touch with oneself—a credo Mr. Crumb's Mr. Natural might agree with, but only in his pervasively round-about manner.

"A love that is lost can never be found again," the BeeGees contend. And though the singer "tries [to be] Mr. Natural" and accept that fact, it still hurts.

The BeeGees have in the past been successful in melding out-of-context or overly specific subjects with a lush musical product. The material is dense and at times surrealist, and from past experience, will take a while to settle in on listeners. BeeGees records are traditionally slow going onto playlists, but just as slow coming off. *Mr. Natural*, if it realizes its potential, could be around for weeks to come.

Those playing it last week include WLCY(AM) St. Petersburg, Fla.; WSAV(AM) Savannah, Ga.; WAEB(AM) Allentown, Pa., and WMAL-FM Washington.

Let It Ride—Bachman-Turner Overdrive (Mercury) ■ Though the name of the band is a new one, the personnel of Bachman-Turner Overdrive have been known musically to top-40 listeners for some time. They are former members of the Guess Who, a Canadian group with a string of hits from *American Woman* to *Share the Land*. BTO made its first dent in the radio marketplace last year with *Blue Collar*, a mid-chart record that hung around for quite a while. From the group's second LP, *Let It Ride* seems to promise wider exposure and acceptance.

The record borrows heavily on the Guess Who formula: tight vocal harmony, acoustic guitar snatches and a weighty electric guitar lead. All in all, it makes for an unobtrusive sound with little work for the listener. It's the stuff

all-demographic hits are made of.

Those stations playing *Let It Ride* last week included: WCOL(AM) Columbus, Ohio; WBBQ(AM) Augusta, Ga.; KJR(AM) Seattle; CKLW(AM) Windsor, Ont.; WBSR(AM) Pensacola, Fla.; WFRC(AM) Athens, Ga., and KAAV(AM) Little Rock, Ark.

Help Me—Joni Mitchell (*Asylum Records*)'s *Raised on Robbery* was only the iceberg tip of Joni Mitchell's *Court and Spark* album, which, according to *Asylum*, is selling one-and-a-half times as fast as Bob Dylan's new release, *Planet Waves*. *Help Me*, sliding onto the airwaves in the current generated by *Raised on Robbery*, is still "new" Joni Mitchell, but softer and less reliant on her newly acquired back-up group than its predecessor.

Help Me—and the whole of the album *Court and Spark*, for that matter—are one more extension of a body of Mitchell songs about the tension between the desire for independence and the desire for love. With this record, that dichot-



Mitchell

omy seems more straining and taxing than ever before. "We love our lovin'," the new song says, "but not like we love our freedom."

Currently, *Raised on Robbery*, which has done little better than mid-chart, is still the Joni Mitchell most stations are playing. It will take several more weeks for *Help Me* to be heard nationally. So far, WIXY(AM) Cleveland; WIP(AM) Philadelphia; WBZ(AM) Boston; WORC(AM) Worcester and WEIM(AM) Fitchburg, both Massachusetts; WMC-FM Memphis and WNBC(AM) New York are currently programming the record.

Finance

CBS shows record year

CBS Inc. posted record net sales, income and earnings per share in 1973, according to a joint announcement last week by William S. Paley, chairman, and Arthur R. Taylor, president. They reported that income from continuing operations in 1973 climbed 14% to \$94,564,000 on net sales of \$1,555,200,000, an 11% increase over 1972. Operating earnings per share in 1973 rose to \$3.32 from \$2.88 in 1972.

The figures for income from continuing operations included neither a gain on the sale of the New York Yankees nor a loss related to writing off CBS's minority interest in the Klingbeil Co., a condominium construction company. The combined effect of these actions was a non-recurring loss of \$1,601,000 or five cents per share, thus reducing net earnings per share to \$3.27.

The 1973 fourth-quarter operating results also marked record highs for CBS, with income growing by 4% to \$30,422,000 on net sales of \$466,613,000, a 12% gain over 1972.

Mr. Paley and Mr. Taylor said "1973 was the finest year in CBS history," and observed that the company "now has enjoyed 11 consecutive quarters of improvement in sales and operating earnings over comparable year-earlier periods."

They said the CBS/Broadcast Group showed substantial growth in sales and net income, with both figures setting records. They also cited improvements in sales and earnings from the CBS/Columbia Group and the CBS/Publishing Group.

For the period ended Dec. 31:

	1973	1972
Earned per share*	\$ 3.27	\$ 2.88
Net sales	1,555,200,000	1,403,184,000
Net income*	92,963,000	82,866,000

*Includes gain in 1973 on sale of New York Yankees and loss related to writeoff of minority interest in the Klingbeil Co.

Going private

McCaffrey & McCall Inc., New York, which went public in 1969, has announced plans to make a tender offer to its shareholders for all or substantially all of its shares. The agency declined to give rea-

sons for the action pending issuance of the formal tender offer, which will be made after 1973 operating results are announced, probably this week.

David McCall, president of the agency, said earnings will be substantially higher than in 1972 and in the range of \$2.20 to \$2.30 per share, with book value at \$9.20 to \$9.30 per share. He added that the offering price will be at or about the book value of the shares.

The agency issued 185,000 shares to the public in 1969, leaving Mr. McCall and James McCaffrey, former chairman who retired last year, 87,587 shares each. The stock has been quoted recently in the \$5-per-share range on the over-the-counter market.

FCC lifts ceiling on Comsat investments in satellite subsidiary

Communications Satellite Corp. has been authorized by the FCC to invest up to \$200 million in Comsat General, its domestic satellite subsidiary, without seeking further commission approval.

On Jan. 9 the commission had authorized Comsat General to be substituted for Comsat as the operating interest in applications to build and operate four communications satellites (to be used as part of AT&T's domestic satellite system) and two telemetry tracking and control stations. The FCC conditioned the authorization on Comsat General operating as a separate, financially qualified entity. And, it authorized Comsat to invest up to \$100 million in Comsat General.

But Comsat told the commission it would need \$200 million by the end of 1975 to carry out the satellite programs. It said it would transfer \$50 million in non-cash assets to Comsat General—in addition to \$100 million in cash—but said another \$50 million would be necessary over the next two years.

The commission authorized the additional funds, provided the investment is made by July 1, 1976. But it said before any investment over \$150 million was made in Comsat General, Comsat would have to satisfy the Common Carrier Bureau that the increase would not impinge on its ability to meet its obligations to the satellite system.

Broadcasting's index of 140 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Feb. 13	Closing Wed. Feb. 6	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Broadcasting											
ABC	ABC	N	22 7/8	22 7/8	-	.00	34 1/4	20	9	16,584	379,359
CAPITAL CITIES COMM.	CCR	N	30 1/4	30 1/2	- 1/4	-.81	62 1/2	29	12	7,074	213,988
CBS	CBS	N	28 7/8	28 1/8	+ 3/4	+ 2.66	52	24 7/8	9	28,315	817,595
CONCERT NETWORK**		O	5/8			.00	5/8	1/4		2,200	1,375
COX	COX	N	15 5/8	16 5/8	- 1	- 6.01	40 1/4	13 3/8	8	5,831	91,109
FEDERATED MEDIA*		O	5 1/2	5 1/4	+ 1/4	+ 4.76	5 1/2	2	18	820	4,510
GROSS TELECASTING	GGG	A	13 1/8	12 5/8	+ 1/2	+ 3.96	18 3/8	10	8	800	10,500
LIN	LINB	O	4	4 1/4	- 1/4	- 5.88	14 3/4	3 1/4	4	2,296	9,184
MOONEY	MOON	O	3 5/8	3 3/8	+ 1/4	+ 7.40	10 1/4	2 1/4	10	385	1,395
PACIFIC & SOUTHERN	PSOU	O	4 1/2	4 3/4	- 1/4	- 5.26	13 3/4	4 1/2	64	1,751	7,879
RAHALL	RAHL	O	5	5 1/2	- 1/2	- 9.09	12 1/4	2 3/4	8	1,297	6,485
SCRIPPS-HOWARD	SCRP	O	15 3/4	15 1/4	+ 1/2	+ 3.27	21 1/4	14 3/8	7	2,589	40,776
STARR	S8G	M	7 1/2	8 5/8	- 1 1/8	- 13.04	24 1/2	7	6	1,069	8,017

	Stock symbol	Exch.	Closing Wed. Feb. 13	Closing Wed. Feb. 6	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
STORER	S8K	N	13 7/8	13	+ 7/8	+ 6.73	44	12	7	4,751	65,920	
TAFT	TFB	N	17 7/8	19	- 1 1/8	- 5.92	58 5/8	15 1/2	7	4,219	75,414	
WOODS COMM.		D	3/8	3/8		.00	1 5/8	1/4	3	292	109	
Broadcasting with other major interests										TOTAL	80,273	1,733,615
ADAMS-RUSSELL	AAR	A	2	2 1/4	- 1/4	- 11.11	5 3/8	2	5	1,259	2,518	
AVCO	AV	N	6 5/8	7 5/8	- 1	- 13.11	16	6 3/8	3	11,482	76,068	
BARTELL MEDIA	BMC	A	1 3/4	2 1/8	- 3/8	- 17.64	3 1/2	1	5	2,257	3,949	
JOHN BLAIR	BJ	N	6 3/8	5 3/4	+ 5/8	+ 10.86	13	4 7/8	5	2,403	15,319	
CAMPTOWN INDUSTRIES	O		3/8	3/8		.00	2	1/4	5	1,138	426	
CHRIS-CRAFT	CCN	N	3 1/4	3 1/8	+ 1/8	+ 4.00	6 5/8	2	12	4,162	13,526	
COMBINED COMM.	CCA	A	10 3/8	10 1/8	+ 1/4	+ 2.46	44	10 1/8	7	3,274	33,967	
COWLES	CWL	N	5 3/4	5 7/8	- 1/8	- 2.12	9 5/8	4 3/4	12	3,969	22,821	
OUN & BRADSTREET	ONB	N	30 1/8	30 1/2	- 3/8	- 1.22	42	30	21	26,305	792,438	
FAIRCHILD INDUSTRIES	FEN	N	5 1/4	5 1/2	- 1/4	- 4.54	13 3/8	4	48	4,550	23,887	
FUQUA	FOA	N	7 1/4	7 3/4	- 1/2	- 6.45	20 3/8	6 3/4	3	8,560	62,060	
GENERAL TIRE	GY	N	14 3/8	15 7/8	- 1 1/2	- 9.44	28 3/4	12	4	20,679	297,260	
GLOBETROTTER	GLBTA	D	4 1/8	4 3/8	- 1/4	- 5.71	8 1/8	1 7/8	5	2,759	11,380	
GRAY COMMUNICATIONS	O					.00	12 7/8	9	7	475	4,512	
HARTE-HANKS	HHN	N	8 3/8	9 1/4	- 7/8	- 9.45	29 1/4	7	7	4,337	36,322	
JEFFERSON-PILOT	JP	N	29 3/4	32 1/2	- 2 3/4	- 8.46	40 7/8	27	13	24,082	716,439	
KAISER INDUSTRIES	KI	A	7 1/2	7 3/4	- 1/4	- 3.22	9 3/8	4	6	27,487	206,152	
KANSAS STATE NETWORK	KSN	O	3 1/4	3 3/8	- 1/8	- 3.70	6 1/8	3 1/4	6	1,741	5,658	
KINGSTIP	KTP	A	4 5/8	6 1/8	- 1 1/2	- 24.48	14 1/4	4 1/4	4	1,154	5,337	
LAMB COMMUNICATIONS	P			1 1/2		.00	2 5/8	1 1/2	30	475	712	
LEE ENTERPRISES	LNT	A	12 1/4	12 3/4	- 1/2	- 3.92	25	9 7/8	9	3,352	41,062	
LIBERTY	LC	N	14 1/8	13 3/4	+ 3/8	+ 2.72	23 7/8	13 3/8	7	6,631	93,662	
MCGRAW-HILL	MHP	N	6 7/8	7 1/4	- 3/8	- 5.17	16 7/8	6 3/8	7	23,525	161,734	
MEDIA GENERAL	MEG	A	21 1/8	22 1/2	- 1 3/8	- 6.11	43 1/2	20 3/4	8	3,546	74,909	
MEROITH	MDP	N	11	10 1/4	+ 3/4	+ 7.31	20 1/2	8 3/8	6	2,887	31,757	
METROMEDIA	MET	N	8 1/4	8 1/4		.00	32 1/4	7	5	6,493	53,567	
MULTIMEDIA	MMED	O	11 1/2	11 1/2		.00	30 1/4	11 1/2	8	4,388	50,462	
OUTLET CO.	OTU	N	8 7/8	9 1/8	- 1/4	- 2.73	17 5/8	8	5	1,379	12,238	
POST CORP.	POST	D	9 1/4	9 1/2	- 1/4	- 2.63	17	8	4	893	8,260	
PSA	PSA	N	8	8		.00	21 7/8	6 1/8	12	3,768	30,144	
REEVES TELECOM	RBT	A	1 1/2	1 1/2		.00	3 1/4	1 1/4	9	2,376	3,564	
RIDDER PUBLICATIONS	RPI	N	12	12		.00	29 7/8	11 3/8	8	8,312	99,744	
ROLLINS	RPL	N	16 1/8	16 5/8	- 1/2	- 3.00	36 1/2	14 1/4	14	13,305	214,543	
RUST CRAFT	RUS	A	8 1/8	8	+ 1/8	+ 1.56	33 3/4	7 1/2	5	2,366	19,223	
SAN JUAN RACING	SJR	N	12	12 1/4	- 1/4	- 2.04	23 3/4	12	10	2,367	28,404	
SCHERING-PLOUGH	SGP	N	63 3/4	66 1/4	- 2 1/2	- 3.77	87 5/8	62 1/2	33	52,590	3,352,612	
SONDERLING	SOB	A	8 1/2	8 7/8	- 3/8	- 4.22	16 3/8	6 3/8	5	816	6,936	
TECHNICAL OPERATIONS	TO	A	5 1/4	5 3/8	- 1/8	- 2.32	13 1/2	4	6	1,376	7,224	
TIMES MIRROR CO.	TMC	N	14 3/8	13 7/8	+ 1/2	+ 3.60	25 7/8	13 7/8	9	31,145	447,709	
TURNER COMM.	O		3	3		.00	6	3	7	1,486	4,458	
WASHINGTON POST CO.	WPD	A	16 1/2	16 1/4	+ 1/4	+ 1.53	37	15 3/4	6	4,749	78,358	
WOMETCO	WOM	N	8 7/8	9 1/4	- 3/8	- 4.05	19 3/8	7 7/8	7	6,295	55,868	
Cablecasting										TOTAL	336,593	7,207,189
AMECO**	ACO	O	1/4	1/4		.00	3	1/8		1,200	300	
AMER. ELECT. LABS**	AELBA	O	1 3/4	1 1/2	+ 1/4	+ 16.66	3 5/8	1		1,672	2,926	
AMERICAN TV & COMM.	AMTV	O	14	14 3/4	- 3/4	- 5.08	39	7 1/4	48	3,056	42,784	
ATHENA COMM.**	O		3/4	5/8	+ 1/8	+ 20.00	5 1/2	3/8		2,126	1,594	
BURNUP & SIMS	BSIM	O	15 1/8	17 1/2	- 2 3/8	- 13.57	34 3/4	15 1/8	19	7,692	116,341	
CABLECOM-GENERAL**	CCG	A	3 1/4	3 1/4		.00	8 7/8	1 3/4		1,121	3,643	
CABLE FUNDING CORP.+	CFUN	O	5 5/8	5 7/8	- 1/4	- 4.25	9 3/4	4 1/2		1,233	6,935	
CABLE INFORMATION**	O		3/4	3/4		.00	2 1/2	3/4		663	497	
CITIZENS FINANCIAL	CPN	A	3 7/8	3 7/8		.00	9 1/2	2 3/8	12	2,390	9,261	
COMCAST	O		1 3/4	2	- 1/4	- 12.50	5 3/8	1 1/2	7	1,705	2,983	
COMMUNICATIONS PROP.	COMU	O	2 1/2	2 7/8	- 3/8	- 13.04	9 3/4	2 1/8	13	4,435	11,087	
COX CABLE	CXC	A	9 7/8	9 3/4	+ 1/8	+ 1.28	31 3/4	7 3/4	19	3,560	35,155	
ENTRON	ENT	O	5/8	5/8		.00	9 1/4	1/4	4	1,358	848	
GENERAL INSTRUMENT	GRI	N	13 3/4	14 5/8	- 7/8	- 5.98	29 1/2	12 1/4	8	6,792	93,390	
GENERAL TELEVISION*	O		1 1/2	1 1/2		.00	4 1/2	1 1/4	75	1,000	1,500	
HERITAGE COMM.**	O		6	6		.00	17 1/2	4 3/4		345	2,070	
LVO CABLE	LVOC	O	3 5/8	3 7/8	- 1/4	- 6.45	11 1/4	2 3/4	16	1,879	6,811	
SCIENTIFIC-ATLANTA	SFA	A	8 1/2	7 7/8	+ 5/8	+ 7.93	15 3/8	6 1/4	10	917	7,794	
TELE-COMMUNICATIONS	TCOM	O	3 7/8	4 1/8	- 1/4	- 6.06	21	2 5/8	16	4,619	17,898	
TELEPROMPTER	TP	N	5 1/8	5 1/4	- 1/8	- 2.38	34 1/2	3 3/4	30	16,482	84,470	
TIME INC.	TL	N	34 1/4	34 7/8	- 5/8	- 1.79	63 1/4	25 3/4	8	10,380	355,515	
TOCOM	TOCM	O	3 1/8	3 1/2	- 3/8	- 10.71	12 1/8	2 3/4	7	634	1,981	
UA-COLUMBIA CABLE	UACC	O	4 1/2	4 3/4	- 1/4	- 5.26	15	3 3/4	9	1,794	8,073	
VIACOM	VIA	N	5 7/8	6 1/8	- 1/4	- 4.08	20	4 5/8	10	3,851	22,624	
VIKOA	VIK	A	3	3 1/8	- 1/8	- 4.00	9 1/8	1 3/4	100	2,591	7,773	
Programming										TOTAL	83,495	844,253
COLUMBIA PICTURES**	CPS	N	3 3/4	4 1/8	- 3/8	- 9.09	9 7/8	2 1/4		6,335	23,756	
DISNEY	DIS	N	39 3/4	42 1/8	- 2 3/8	- 5.63	123 7/8	37	24	29,174	1,159,666	
FILMWAYS	FHW	A	5 3/8	5 3/4	- 3/8	- 6.52	5 3/4	2 1/8	9	1,801	9,680	
GULF + WESTERN	GW	N	24	24 7/8	- 7/8	- 3.51	35 3/4	21 3/8	5	13,945	334,680	
MCA	MCA	N	20 7/8	21 7/8	- 1	- 4.57	34 1/4	18 1/2	7	8,380	174,932	
MGM	MGM	N	12 5/8	12 1/4	+ 3/8	+ 3.06	24	7 5/8	36	5,918	74,714	
TELE-TAPE**	O		1/4	1/2	- 1/4	- 50.00	1 3/4	1/4		2,190	547	
TELETRONICS INTL.	O		4 1/4	4 1/8	+ 1/8	+ 3.03	10 1/2	2 1/2	9	943	4,007	
TRANSAMERICA	TA	N	9 5/8	6 1/8	+ 3 1/2	+ 57.14	17 5/8	6 1/8	8	66,561	640,649	
20TH CENTURY-FOX	TF	N	5 7/8	5 7/8		.00	12 3/8	5	6	8,557	50,272	
WALTER READE**	WALT	O	1/2	1/2		.00	1 3/8	1/8		2,203	1,101	
WARNER	WCI	N	14 3/4	15 1/8	- 3/8	- 2.47	39 1/8	9	6	17,064	251,694	
WRATHER	WCO	A	6 1/4	6 1/2	- 1/4	- 3.84	16 5/8	3 7/8	48	2,229	13,931	
TOTAL										165,300	2,739,629	

Stock symbol	Exch.	Closing Wed. Feb. 13	Closing Wed. Feb. 6	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
						High	Low			
Service										
88DO INC.	O	13 1/8	11 7/8	+ 1 1/4	+ 10.52	17 7/8	10	6	2,513	32,983
COMSAT	CO	N 32 1/2	34 3/8	- 1 7/8	- 5.45	64 1/2	32 1/2	10	10,000	325,000
CREATIVE MANAGEMENT	CMA	A 6	5 5/8	+ 3/8	+ 6.66	9 1/2	3	7	1,016	6,096
DOYLE DANE BERNBACH	DOYL	O 10 1/4	11 1/4	- 1	- 8.88	23 1/2	8 1/2	5	1,834	18,798
ELKINS INSTITUTE**	ELKN	O			.00	1 1/4	1/2		1,897	1,185
FOOTE CONE & BELDING	FCB	N 9 1/8	9 1/4	- 1/8	- 1.35	13 3/8	8 1/8	7	2,129	19,427
GREY ADVERTISING	GREY	D 7 1/2	7 5/8	- 1/8	- 1.63	17 1/4	7 1/2	4	1,263	9,472
INTERPUBLIC GROUP	IPG	N 10 3/4	11	- 1/4	- 2.27	25 3/8	9 3/4	3	2,464	26,488
MARVIN JOSEPHSON	MRVN	D 7 3/4	7 3/4		.00	18 1/2	6 3/4	6	957	7,416
MCCAFFREY & MCCALL	O	8 5/8	5 1/4	+ 3 3/8	+ 64.28	10 3/4	5	4	585	5,045
MCI COMMUNICATIONS+	MCIC	O 4 3/8	4 3/4	- 3/8	- 7.89	8 7/8	3 3/4		12,825	56,109
MOVIELAB**	MOV	A 3/4	3/4		.00	1 7/8	1/2		1,407	1,055
MPO VIDEOTRONICS**	MPO	A 2 3/8	2 3/4	- 3/8	- 13.63	4 7/8	2		540	1,282
NEEDHAM, HARPER	NDHMA	O 5 1/2	6	- 1/2	- 8.33	26 1/4	5	3	917	5,043
A. C. NIELSEN	NIEL8	O 20 1/2	19 3/4	+ 3/4	+ 3.79	40 1/2	19 3/4	18	10,598	217,259
OGILVY & MATHER	OGIL	O 12 3/4	15 1/2	- 2 3/4	- 17.74	32 1/2	12 3/4	5	1,777	22,656
PKL CO.	PKL	O 1 1/4	1 1/8	+ 1/8	+ 11.11	3	1/4	2	818	1,022
J. WALTER THOMPSON	JWT	N 11	11		.00	24 3/4	8 1/4	5	2,625	28,875
UNIVERSAL COMM.*	O		3/4		.00	12 1/2	1/2	1	715	536
WELLS, RICH, GREENE	WRG	N 8 3/4	8 3/4		.00	21 1/8	7 1/2	4	1,623	14,201
TOTAL									58,503	799,948
Electronics										
ADMIRAL	ADL	N 12 1/4	12	+ 1/4	+ 2.08	18	7 1/4	6	5,863	71,821
AMPEX	APX	N 4	3 7/8	+ 1/8	+ 3.22	6 7/8	3 1/8	10	10,878	43,512
CCA ELECTRONICS	CCAE	O			.00	3	7/8	1	881	770
COHU, INC.	COH	A 3 3/8	3 1/2	- 1/8	- 3.57	7 7/8	2 5/8	6	1,542	5,204
COLLINS RADIO	CRI	N 24 3/4	24 3/4		.00	25 7/8	15 1/4	17	2,968	73,458
COMPUTER EQUIPMENT	CEC	A 1 5/8	1 5/8		.00	2 7/8	1 3/8	10	2,372	3,854
CONRAC	CAX	N 14 1/2	14	+ 1/2	+ 3.57	31 7/8	13 1/4	7	1,261	18,284
GENERAL ELECTRIC	GE	N 53 7/8	56 1/2	- 2 5/8	- 4.64	75 7/8	53 7/8	17	182,348	9,823,998
GRASS VALLEY GROUP	GVG	A 10 3/8	10 1/2	- 1/8	- 1.19	16	5 1/2	13	1,501	15,572
HARRIS-INTERTYPE	HI	N 28 1/4	28 1/4		.00	49 1/4	24 1/2	10	6,223	175,799
INTERNATIONAL VIDEO	IVCP	O 6	7 1/2	- 1 1/2	- 20.00	14 3/4	3 3/4	15	2,741	16,446
MAGNAVOX	MAG	N 8	8 3/8	- 3/8	- 4.47	29 5/8	6 1/4	17	17,806	142,448
3M	MMM	N 71 1/4	74 1/8	- 2 7/8	- 3.87	91 5/8	71 1/4	28	113,054	8,055,097
MOTOROLA	MOT	N 42 5/8	42	+ 5/8	+ 1.48	68 3/4	41 1/4	15	27,740	1,182,417
OAK INDUSTRIES	OEN	N 9 3/4	9 3/4		.00	20 1/2	9 1/2	4	1,639	15,980
RCA	RCA	N 18 5/8	19 1/4	- 5/8	- 3.24	39 1/8	16 1/2	8	74,515	1,387,841
RSC INDUSTRIES	RSC	A 1 1/2	1 1/2		.00	2 1/2	1 1/8	9	3,458	5,187
SONY CORP	SNE	N 25 1/4	25 3/8	- 1/8	- .49	57 1/4	21 1/4	19	66,250	1,672,812
TEKTRONIX	TEK	N 34 5/8	35	- 3/8	- 1.07	56 5/8	29 7/8	15	8,179	283,197
TELEIMATION**	TIMT	O 2 3/4	2 3/4		.00	4 3/4	1 1/2		1,050	2,887
TELEPRO INDUSTRIES	O				.00	6	1/4	38	475	2,850
VARIAN ASSOCIATES	VAR	N 10 3/8	10 7/8	- 1/2	- 4.59	19 1/2	9 5/8	11	6,920	71,795
WESTINGHOUSE	WX	N 21 1/8	22 7/8	- 1 3/4	- 7.65	47 3/8	21 1/8	10	88,595	1,871,569
ZENITH	ZE	N 28	27 5/8	+ 3/8	+ 1.35	56	25	9	18,888	528,864
TOTAL									647,147	25,471,662
GRAND TOTAL									1,371,311	38,796,296

Standard & Poor's Industrial Average

101.23 103.98 -2.73

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

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

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

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

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Avco Corp.	year 11/30	670,461,000	+ 10.4%	29,652,000 ¹	- 31.3%	1.13	607,009,000	43,188,000	2.30
Capital Cities Communications Inc.	year 12/31	127,498,000	+ 7.6%	20,146,000	+ 18.4%	2.61	118,488,000	17,015,000	2.21
Columbia Pictures Industries Inc.	6 mo. 12/29	126,309,000	+ 10.4%	535,000 ²	*	.07	114,418,000	(10,607,000)	#
Cowles Communications Inc.	year 12/31	8,745,000	+ 12.0%	2,036,000	+ 26.8%	.51	7,807,000	1,605,000	.40
Harte-Hanks Newspapers Inc.	year 12/31	83,212,149	+ 19.6%	13,709,696	+287.5%	3.16	69,547,212	4,768,882	1.20
Jafferson-Pilot Corp. ³	year 12/31	74,606,716	+ 15.0%	52,340,316	+ 17.1%	2.17	64,843,540	44,698,261	1.86
Kingstip Inc.	3 mo. 12/31	6,134,708	+ 19.0%	147,763	- 58.8%	.13	5,152,545	359,330	.31
Times Mirror Co.	year 12/31	706,100,000	+ 15.5%	54,900,000	+ 30.7%	1.63	611,100,000	42,000,000	1.25
Viacom International Inc. ⁴	year 12/29	31,295,000	+ 33.5%	2,390,000	+ 14.7%	.62	23,433,000	2,083,000	.54
Washington Post Co. ⁵	year 12/30	246,949,000	+ 13.4%	13,334,000	+ 37.0%	2.80	217,844,000	9,732,000 ⁶	2.02

* Percent change is too great to provide a meaningful figure.

Per-share figure not given.

¹ Before write-off of \$48 million in investment and costs associated with Cartridge Television Inc.

² Before provision for estimated \$3.6-million loss on disposition of company's hotel closed-circuit programing division.

³ Radio, television and publishing had revenues of \$30,640,069 and net income of \$2,467,451 in 1973; revenues of \$27,091,815 and net income of \$1,647,204 in 1972.

⁴ Cable television revenues were \$16,811,000 in 1973; \$10,807,000 in 1972.

⁵ Broadcasting revenues were \$27,335,000 in 1973; \$24,258,000 in 1972. Broadcasting operating income was \$5,996,000 in 1973; \$5,924,000 in 1972.

⁶ After extraordinary loss of \$283,000, or six cents per share, from sales of *Art News* magazine.

Coming in Broadcasting

The Story of CATV

as it stands in 1974—two years after issuance of the FCC rules that are its present charter—will be told in the three issues revolving around the annual convention of the National Cable Television Association. The first, on April 15, will spotlight exhibits in the NCTA marketplace. The second, on April 22, will concentrate on CATV's most demanding issues. The third, on April 29, will report the industry's own view of itself, as it unfolds during the Chicago convention.

April 15

April 22

April 29

Telestatus-

Latest snapshot of the

ARB tabulates new highs in number of TV homes equipped with cable, color, UHF, multi-set

Every year, the American Research Bureau takes a look at television "households" and breaks out market-by-market figures on how many of those households have color sets, how many have cable, how many have more than one set and how many have UHF. And each year, the penetration figures for each of these categories increases. For 1973: color pene-

tration was up from 54% of TV households the year before to 65% last year; CATV was up from 10% to 12%; multi-set homes, up from 43% to 44%, and UHF, up from 84% to 86%.

Comparison with year-ago figures shows a total increase in U.S. TV households of 1.3 million for a new high of 66,575,000.

Color penetration, according to the ARB figures, is greatest in Fort Myers, Fla., Las Vegas and the Sacramento-Stockton, Calif., markets with 76% each.

ADI ESTIMATES

Market name	Total TV households	CATV		Color		Multiset		UHF	
		TV HH	%	TV HH	%	TV HH	%	TV HH	%
A									
Abilena-Sweetwater, Tex.	95,90	45,400	47	63,700	66	27,600	29	74,200	77
Albany, Ga.	90,100	17,900	20	53,000	59	30,100	33	63,700	70
Albany-Schenectady-Troy, N.Y.	405,300	51,100	13	242,200	60	185,000	46	343,300	84
Albuquerque, N.M.	204,100	17,500	9	111,800	55	61,100	30	161,400	79
Alexandria, La.	61,400	17,300	28	36,700	60	24,000	39	44,600	72
Alexandria, Minn.	82,500	22,900	28	43,000	52	17,400	21	58,400	70
Amarillo, Tex.	142,100	49,500	35	102,900	72	50,900	36	113,600	80
Anniston, Ala.	31,200	11,300	36	20,100	64	11,100	36	29,700	95
Ardmore-Ada, Okla.	48,600	11,600	24	26,600	55	12,400	26	36,600	75
Atlanta	751,100	66,800	9	480,000	64	325,100	43	671,700	89
Augusta, Ga.	153,700	14,200	9	93,700	61	62,700	41	116,400	75
Austin, Tex.	145,800	25,400	17	91,600	63	54,600	37	137,900	94
B									
Bakersfield, Calif.	90,000	47,900	53	66,100	73	32,400	36	86,700	96
Baltimore	717,800	7,100	1	415,700	58	431,000	60	639,100	89
Bangor, Me.	97,300	7,600	8	53,800	55	28,500	29	71,700	73
Baton Rouge	160,500	4,500	3	108,400	68	68,500	43	146,200	91
Beaumont-Port Arthur, Tex.	134,600	19,400	14	92,900	69	56,000	42	106,700	79
Bellingham, Wash.	28,100	10,700	38	17,700	63	6,500	23	20,000	71
Billings, Mont.	63,400	21,500	34	39,700	63	17,700	28	49,700	78
Biloxi-Gulfport-Pascagoula, Miss.	42,200	14,700	35	28,500	68	16,400	39	35,300	83
Binghamton, N.Y.	139,000	71,700	52	93,300	67	42,500	31	130,100	93
Birmingham, Ala.	371,300	25,700	7	213,400	57	148,400	40	331,600	89
Bluefield-Beckley-Oak Hill, W.Va.	117,700	51,100	43	64,600	55	34,400	29	83,500	70
Boise, Idaho	99,300	5,600	6	60,100	61	24,700	25	75,700	76
Boston (Manchester, Worcester)	1,632,400	106,400	7	1,015,400	62	792,300	49	1,456,000	89
Bristol, Va.-Kingsport-Johnson City, Tenn. (Hazard, Ky)	205,000	48,300	24	102,900	50	60,400	29	167,900	81
Buffalo, N.Y.	565,900	67,800	12	368,600	65	270,100	48	496,600	87
Burlington, Vt.-Plattsburgh, N.Y.	163,800	55,600	34	83,000	51	55,000	34	138,800	84
C									
Casper-Riverton, Wyo.	35,800	14,900	42	23,000	64	11,900	33	24,700	68
Cedar Rapids-Waterloo (Dubuque), Iowa	271,900	20,300	7	181,200	67	103,800	38	220,300	81
Charleston, S.C.	135,800	2,300	2	79,500	59	63,300	47	105,200	77
Charleston-Huntington, W.Va.	393,200	114,200	29	217,100	55	115,500	29	321,900	81
Charlotte (Hickory), N.C.	472,500	37,500	8	285,800	60	191,600	41	423,000	89
Chattanooga	245,800	17,500	7	160,200	65	89,600	36	197,100	80
Cheyenne, Wyo.	53,000	18,700	35	37,600	71	17,400	33	43,600	82
Chicago	2,736,800	55,900	2	1,742,400	64	1,483,700	54	2,556,500	93
Chico-Redding, Calif.	84,100	33,500	40	50,300	60	19,300	23	69,100	82
Cincinnati	606,400	14,700	2	406,200	67	308,800	51	546,400	90
Clarkburg-Weston, W.Va.	65,700	32,600	50	32,200	49	20,300	31	49,800	75
Cleveland (Akron, Canton), Ohio	1,294,800	129,200	10	895,300	69	665,800	51	1,204,600	93
Colorado Springs-Pueblo, Colo.	155,100	34,800	22	110,800	71	62,500	40	125,300	80
Columbia, S.C.	183,400	5,400	3	100,600	62	71,700	44	149,300	91
Columbia-Jefferson City, Mo.	125,300	23,400	19	65,500	52	38,000	30	101,100	80
Columbus, Ga.	157,300	27,600	18	89,000	57	60,500	38	137,800	87
Columbus, Miss.	62,900	16,000	25	32,700	52	13,100	21	41,500	66
Columbus, Ohio	493,500	43,100	9	363,300	74	190,900	39	435,400	88
Corpus Christi, Tex.	137,700	17,800	13	89,000	65	44,400	32	118,800	86
D									
Dallas-Fort Worth	1,024,300	66,000	6	715,100	70	472,200	46	917,100	89
Davenport, Iowa-Rock Island-Moline, Ill./Quad City	281,100	26,100	9	195,200	69	128,100	46	239,000	85

television marketplace

Fort Wayne, Ind., and Odessa-Midland, Tex. are close behind with 75%. Thirty-two other markets fall into the 70-74% penetration range.

The figures show that 51 markets have UHF penetration of 90% or more, with Fresno, Calif., leading the list at 99%. Madison, Wis., and Rockford, Ill. follow with 98% figures, while Fort Myers, Fla., Springfield-Decatur-Champaign, Ill., and Wilkes-Barre-Scranton, Pa. show 97%.

Nineteen markets have cable penetration rates of 50% or more, with El Cen-

tro, Calif.-Yuma, Ariz., leading the list with 76%. Following are Flagstaff, Ariz. (73%), Palm Springs, Calif. (67%), and Elmira, N.Y. and Santa Barbara-Santa Maria, Calif. (66% each). Las Vegas, a leader in color and multi-set penetration, is the only market without cable.

There are 13 markets in which half or more of the homes are multi-set equipped. Baltimore and Las Vegas are first with 60% figures; Philadelphia is next with 57%.

ADI ESTIMATES

Market name	Total TV households	CATV		Color		Multiset		UHF	
		TV HH	%	TV HH	%	TV HH	%	TV HH	%
Dayton, Ohio	414,300	37,100	9	272,900	68	184,200	44	380,100	91
Denver	582,700	24,500	4	383,400	68	230,400	41	461,000	81
Des Moines (Fort Dodge), Iowa	304,300	13,500	4	195,700	64	89,600	29	235,400	77
Detroit	1,525,500	12,300	1	1,035,300	68	827,400	54	1,422,100	93
Duluth, Minn.-Superior, Wis.	84,000	17,400	21	48,700	58	29,600	35	69,100	82
El Centro, Calif.-Yuma, Ariz.	40,100	30,600	76	25,600	64	13,900	35	30,300	75
Elmira, N.Y.	71,700	47,300	66	43,200	60	23,700	33	67,300	93
El Paso	146,700	23,500	16	97,000	66	70,900	48	113,200	77
Erie, Pa.	120,100	23,900	20	79,900	67	43,700	36	115,000	95
Eugene, Ore.	116,500	44,700	38	75,000	64	40,500	35	92,900	79
Eureka, Calif.	41,100	8,300	20	25,600	62	12,100	29	31,800	76
Evansville, Ind.	194,500	13,800	7	116,400	60	75,600	39	185,000	95
Fargo, N.D.	187,700	16,500	10	99,700	59	46,100	29	116,100	69
Farmington, N.M.	14,000	6,500	46	10,100	72	3,400	24	10,400	74
Flagstaff, Ariz.	12,900	9,400	73	8,800	68	4,300	34	9,700	75
Flint-Saginaw-Bay City	363,000	42,300	12	259,100	71	161,900	45	336,300	93
Florence, S.C.	71,600	16,500	23	38,900	54	22,500	31	52,500	73
Fort Myers, Fla.	64,400	34,200	53	48,600	76	28,300	44	62,900	97
Fort Smith (Fayetteville), Ark.	87,700	33,700	38	48,400	55	24,100	27	73,900	84
Fort Wayne	196,600	5,900	3	147,100	75	79,800	41	190,200	96
Fresno (Tulare), Calif.	256,700	21,500	8	175,800	68	84,100	33	254,100	99
Gainesville, Fla.	32,900	19,100	58	18,300	55	11,800	35	30,400	92
Grand Junction, Colo.	31,900	11,500	38	19,100	60	8,600	27	23,300	73
Grand Rapids-Kalamazoo (Battle Creek), Mich.	429,300	35,700	8	267,900	62	170,900	40	355,700	82
Great Falls, Mont.	49,200	14,900	30	35,500	72	14,500	30	39,400	80
Green Bay, Wis.	266,100	18,800	7	211,300	74	109,300	38	235,000	82
Greensboro-Winston-Salem-High Point, N.C.	357,700	20,000	8	210,700	59	132,400	37	279,000	78
Greenville-New Bern-Washington, N.C.	231,500	8,400	4	128,100	55	82,000	35	169,000	73
Greenville-Spartanburg, S.C.-Asheville, N.C.	426,400	26,800	6	241,000	57	156,300	37	324,100	76
Greenwood-Greenville, Miss.	37,300	13,000	35	20,900	58	8,800	24	27,200	72
Harrisburg-York-Lancaster-Lebanon, Pa.	385,900	149,200	39	272,600	71	180,300	47	366,100	95
Harrisonburg, Va.	35,200	7,500	21	16,400	47	9,200	26	26,300	74
Hartford-New Haven, Conn.	620,000	3,500	1	394,400	64	287,500	46	574,700	92
Helena, Mont.	11,100	4,600	41	7,600	68	1,900	17	9,400	85
Honolulu	216,800	19,800	9	158,100	73	83,900	39	185,400	85
Houston	812,300	25,200	3	579,400	71	362,800	45	764,800	94
Huntsville-Decatur-Florence, Ala.	163,600	68,300	42	96,600	59	56,200	34	157,100	96
Idaho Falls-Pocatello, Idaho	59,100	15,700	27	39,400	67	16,200	27	45,600	77
Indianapolis (Lafayette, Ind.)	737,200	83,200	11	518,000	70	276,100	37	627,500	85
Jackson, Miss.	215,500	25,300	12	119,500	55	74,100	34	180,100	83
Jackson, Tenn.	42,000	12,000	29	21,100	50	9,000	21	24,600	58
Jacksonville, Fla.	276,500	30,100	11	172,300	62	122,900	44	255,800	91

Coming
in
Broadcasting

The Story of UHF

as it stands in 1974—ten years after the Congress of the United States passed a law insisting that all television sets be equipped to receive the ultra high frequencies. Our object: to cram the story of one medium's lifetime into one issue's special report. It will be a story of success and of failure, of hopes high and hopes dashed, and — most of all — of those hardy survivors who damned the odds to make a medium.

May 20

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ADI ESTIMATES

Market name	Total TV households	CATV		Color		Multiset		UHF		
		TV HH	%	TV HH	%	TV HH	%	TV HH	%	
Johnstown-Altoona, Pa.	288,300	147,100	55	189,000	63	82,200	31	218,100	81	
Jonesboro, Ark.	36,500	8,100	22	19,900	54	7,400	20	24,800	68	
Joplin, Mo.-Pittsburg, Kan.	141,300	28,100	20	81,700	58	37,700	27	114,900	81	
K										
Kansas City, Mo.-Kan.	616,700	29,200	5	402,800	65	299,400	49	546,200	88	
Knoxville, Tenn.	299,000	29,600	10	158,900	52	114,300	38	248,100	83	
L										
La Crosse-Eau Claire, Wis.	129,100	38,500	30	77,400	80	37,900	29	105,800	82	
Lafayette, La.	133,600	13,700	10	77,100	58	50,900	38	110,600	82	
Lake Charles, La.	46,600	5,500	12	32,200	69	14,600	31	36,000	77	
Lansing, Mich.	177,400	18,800	11	117,800	66	83,300	47	155,000	87	
Laredo, Tex.	19,900	13,000	65	9,400	47	5,900	30	13,300	66	
Las Vegas	102,900	—	—	78,600	76	81,500	60	92,700	90	
Laural-Hattiesburg, Miss.	63,600	13,100	21	36,000	57	18,600	29	42,600	66	
Lexington, Ky.	169,500	24,900	15	88,400	52	63,300	37	155,100	91	
Lima, Ohio	34,200	19,600	57	24,600	72	13,100	38	33,100	96	
Lincoln-Hastings-Kearny, Nebr.	218,500	26,100	12	140,200	84	68,700	31	167,600	76	
Little Rock, Ark.	331,600	15,000	5	200,000	60	102,900	31	252,200	76	
Los Angeles	3,428,800	267,900	8	2,547,400	74	1,647,000	48	3,057,600	89	
Louisville, Ky.	441,200	28,400	6	253,000	57	170,800	39	408,500	92	
Lubbock, Tex.	107,900	19,900	18	75,800	70	33,200	31	99,200	92	
M										
Macon, Ga.	112,800	36,900	33	69,200	61	44,500	40	99,700	88	
Madison, Wis.	149,100	3,400	2	98,800	66	52,500	35	146,500	98	
Mankato, Minn.	38,800	17,700	46	23,800	61	11,500	30	30,900	79	
Marquette, Mich.	42,600	20,300	48	23,700	56	12,900	30	32,000	75	
McAllen-Brownsville, Tex.	86,000	25,700	30	50,300	59	27,500	32	60,800	70	
Medford, Ore.	77,200	25,800	33	47,200	61	22,000	29	58,800	76	
Memphis	491,800	34,000	7	279,900	57	194,000	39	368,200	75	
Meridian, Miss.	66,600	13,700	21	33,600	51	12,600	19	51,900	78	
Miami (Fl. Lauderdale)	787,200	18,800	2	567,900	74	415,900	54	677,100	88	
Miles City-Glendive, Mont.	7,300	4,000	55	4,500	61	1,100	16	5,400	74	
Milwaukee	597,900	13,400	2	406,900	68	312,200	52	557,100	93	
Minneapolis-St. Paul	861,000	25,200	3	529,200	61	342,000	40	649,500	75	
Minot-Dismock-Dickinson, N.D.	114,100	7,800	7	59,500	52	26,500	23	76,800	67	
Missouri-suite, incl. Mobile, Ala.	82,700	32,400	39	54,100	65	22,400	27	65,100	78	
Pensacola, Fla.	288,500	35,900	12	188,200	65	106,700	37	213,400	74	
Monroe, La.-El Dorado, Ark.	155,700	25,000	16	85,700	55	41,000	26	104,600	67	
Montgomery, Ala.	142,100	12,900	9	77,900	55	42,300	30	120,000	84	
N										
Nashville (Bowling Green, Tenn.)	509,300	33,000	6	290,100	57	202,000	40	381,600	74	
New Orleans (Houma, La.)	450,000	10,200	2	276,300	61	217,900	48	410,200	91	
New York	6,184,000	311,700	5	3,492,500	56	3,360,900	54	4,942,000	79	
Norfolk-Portsmouth-Newport News-Hampton, Va.	378,400	5,400	1	226,600	60	196,800	52	335,000	88	
North Platte, Neb.	16,900	3,600	21	12,400	73	5,400	32	13,900	82	
O										
Odessa-Midland, Tex.	101,600	42,900	42	75,900	75	37,100	36	81,800	80	
Oklahoma City	428,300	39,600	9	284,900	67	156,200	36	339,600	70	
Omaha	296,800	6,000	2	207,400	70	116,100	39	236,500	79	
Orlando-Daytona Beach, Fla.	373,200	79,000	21	253,900	68	166,100	45	319,800	85	
Ottumwa, Iowa-Kirkville, Mo.	28,900	5,500	19	15,600	54	7,000	24	19,700	68	
P										
Paducah, Ky.-Cape Girardeau, Mo.	262,600	26,600	10	135,800	52	79,800	30	196,200	74	
Harrisburg, Ill.	33,000	22,200	67	23,900	72	10,000	30	29,800	90	
Palm Springs, Calif.	36,600	9,200	25	22,500	61	10,800	30	27,800	76	
Panama City, Fla.	29,600	17,100	58	16,900	57	6,400	22	27,100	91	
Parkersburg, W.Va.	6,600	700	11	3,200	48	1,500	22	4,300	65	
Pemba, N.D.	184,300	8,500	5	134,100	73	74,300	40	174,800	94	
Peoria, Ill.	2,226,300	333,900	15	1,469,100	66	1,279,800	57	2,111,500	94	
Philadelphia (Wildwood, N.J.)	434,200	19,700	5	310,400	71	208,700	48	379,400	87	
Phoenix	1,082,600	249,500	23	673,800	62	526,700	49	891,600	82	
Pittsburgh	581,400	70,400	12	394,300	68	207,100	36	475,800	81	
Portland (Salem, Ore.)	250,400	37,800	15	147,200	59	103,000	41	201,800	80	
Portland-Potland Spring, Me.	26,200	10,100	39	14,700	56	9,400	36	19,400	74	
Presque Isle, Me.	570,100	2,600	—	371,600	65	279,500	49	502,700	88	
Q										
Quincy, Ill.-Hannibal, Mo.	130,000	29,300	23	74,000	57	35,300	27	102,400	78	
R										
Raleigh-Durham, N.C.	299,500	32,600	11	184,100	61	129,200	43	251,700	84	
Rapid City, S.D.	58,000	18,000	31	38,200	66	15,800	27	45,300	78	
Reno	77,300	25,200	33	54,500	71	26,000	34	65,900	85	
Richmond (Charlottesville), Va.	336,100	35,700	11	181,700	54	146,100	43	272,700	81	

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ADI ESTIMATES

Market name	Total TV households		CATV		Color		Multiset		UHF	
	TV HH	%	TV HH	%	TV HH	%	TV HH	%	TV HH	%
Roanoke-Lynchburg, Va.	287,200	31,200	11	155,200	54	89,400	31	224,700	78	
Rochester, N.Y.	310,300	9,400	3	204,600	66	171,700	55	273,700	88	
Rochester-Austin, Minn.-Mason City, Iowa	123,900	17,600	14	79,100	64	40,300	33	96,300	77	
Rockford, Ill.	158,800	21,600	14	117,200	74	70,200	44	155,700	98	
Roswell, N.M.	30,000	13,400	45	18,900	63	10,800	36	22,400	74	

S

Sacramento-Stockton (Modesto), Calif.	587,000	106,400	18	444,700	76	219,600	37	520,900	88
St. Joseph, Mo.	49,700	14,100	28	27,000	54	15,800	32	36,400	73
St. Louis	927,000	14,800	2	554,800	60	406,400	44	796,700	86
Salinas-Monterey/San Jose, Calif.	164,000	82,500	50	105,900	65	61,100	37	143,600	87
Salisbury, Md.	59,900	27,500	46	33,300	56	20,600	34	56,200	93
Salt Lake City	367,700	21,500	6	247,300	67	131,300	36	285,300	77
San Angelo, Tex.	24,100	15,000	62	15,500	64	6,000	25	18,000	74
San Antonio, Tex.	366,600	24,200	7	225,200	61	124,000	34	313,300	85
San Diego	474,200	129,700	27	346,000	73	217,900	46	433,900	91
San Francisco	1,558,400	311,800	20	1,041,200	67	677,800	43	1,369,800	87
Santa Barbara-Santa Maria, Calif.	86,700	56,800	66	62,300	72	30,900	36	68,300	78
Savannah, Ga.	109,100	14,900	14	64,500	59	46,500	43	98,300	90
Seattle-Tacoma	748,800	148,500	20	518,400	69	266,200	38	585,500	78
Shreveport, La.-Texarkana, Ark.	317,100	20,000	6	188,900	60	119,800	38	240,600	75
Sioux City, Iowa	144,800	6,700	5	92,000	64	40,800	28	127,300	87
Sioux Falls-Mitchell, S.D.	182,500	13,200	7	103,100	56	46,900	26	126,000	69
South Bend-Elkhart, Ind.	197,000	7,200	4	136,300	69	88,800	45	188,600	95
Spokane, Wash.	234,100	46,400	20	155,900	67	87,300	29	177,200	75
Springfield, Mass.	208,500	21,200	10	138,000	66	101,100	48	201,200	96
Springfield, Mo.	193,300	18,500	10	104,400	54	49,900	26	158,600	82
Springfield-Decatur-Champaign, Ill.	258,100	48,500	19	174,200	67	87,400	34	252,500	97
Syracuse, N.Y.	304,400	43,400	14	200,500	66	146,700	48	268,700	88

T

Tallahassee, Fla.	103,600	27,700	27	56,600	55	33,200	32	71,800	69
Tampa-St. Petersburg (Sarasota), Fla.	702,100	88,300	10	486,000	69	337,500	48	644,000	91
Terre Haute, Ind.	146,000	29,800	20	92,500	63	57,500	39	119,300	81
Toledo, Ohio	344,200	59,300	17	221,500	64	150,400	44	319,000	92
Topeka, Kan.	125,300	28,400	23	75,600	60	43,000	34	107,500	85
Traverse City-Cadillac, Mich.	115,900	34,400	30	68,700	59	37,000	32	93,800	80
Tucson, Ariz.	167,300	17,400	10	106,100	63	66,600	40	132,800	79
Tulsa, Okla.	329,500	18,200	6	211,200	64	107,100	32	254,100	77
Tupelo, Miss.	25,700	8,300	32	14,000	54	6,200	24	19,500	76
Tuscaloosa, Ala.	33,900	10,500	31	20,800	61	9,300	28	30,800	90
Twin Falls, Idaho	37,000	21,200	57	21,800	59	6,000	16	29,300	79
Tyler, Tex.	80,300	33,400	42	42,300	53	27,600	34	62,600	78

U

Utica, N.Y.	95,600	46,700	49	57,600	60	38,800	41	81,300	85
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W

Waco-Temple, Tex.	149,300	54,200	36	89,900	60	38,200	26	118,200	79
Washington, D.C. (Hagerstown, Md.)	1,223,800	90,400	7	783,800	64	625,200	51	1,128,700	92
Watertown-Carthage, N.Y.	66,600	25,200	38	43,300	65	16,800	25	54,300	81
Wausau-Rhinelander, Wis.	116,600	12,100	10	72,400	62	36,300	31	87,000	74
West Palm Beach (Fl. Pierce-Vero Beach), Fla.	188,600	42,200	22	138,500	73	87,600	46	160,300	85
Wheeling, W.Va.-Steubenville, Ohio	159,000	63,200	40	102,400	64	55,600	35	131,700	82
Wichita-Hutchinson, Kan.	354,600	47,700	13	234,500	66	115,800	33	267,900	75
Wichita Falls, Tex.-Lawton, Okla.	148,000	39,700	27	98,400	66	57,500	39	119,100	80
Wilkes-Barre-Scranton, Pa.	391,800	175,800	45	279,600	71	142,200	36	381,300	97
Wilmington, Del.	103,500	16,100	16	51,300	50	34,700	34	65,900	63

Y

Yakima, Wash.	121,000	42,700	35	87,200	72	29,600	24	118,500	96
Youngstown, Ohio	206,900	6,000	3	152,000	73	99,300	48	199,600	96

Z

Zanesville, Ohio	24,900	13,500	54	17,700	71	10,000	40	23,900	95
U.S. Totals	66,575,000	7,688,100	12	42,610,200	64	29,310,700	44	57,134,800	86

Viewing estimates for the home stations of the following non-ADI markets are reported in the television market reports for the ADI markets, noted in parentheses, in which each of these is located. Therefore, no CATV, color, multiset or UHF estimates are shown here for these non-ADI markets:

Akron, Ohio (Cleveland)
Anderson, S.C. (Greenville-Spartanburg-Asheville)
Battle Creek (Grand Rapids-Kalamazoo)
Bowling Green (Nashville)
Canton (Cleveland)
Charlottesville (Richmond)
Dubuque (Cedar Rapids-Waterloo)
Fayetteville (Fort Smith)
Fort Dodge (Des Moines)
Fort Lauderdale (Miami)
Fort Pierce-Vero Beach (West Palm Beach)

Hagerstown (Washington, D.C.)
Hazard (Bristol-Kingsport-Johnson City)
Hickory (Charlotte)
Houma (New Orleans)
Lafayette, Ind. (Indianapolis)
Manchester (Boston)
Modesto (Sacramento-Stockton)
Salem (Portland, Ore.)
Sarasota (Tampa-St. Petersburg)
Tuljare (Fresno)
Wildwood (Philadelphia)
Worcester (Boston)

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Media



Rice



Jacobsen

Crawford P. Rice, VP and general manager, KHTV(TV) Houston, named VP and general manager, KTNT-TV Seattle-Tacoma, Wash. ("Closed Circuit," Feb. 4). **Gene R. Jacobsen**, assistant general manager and operations manager, KHTV, named general manager. He is succeeded by **Harry M. Apel**, formerly general sales manager. All appointments effective March 1. WKY Television System, owner of KHTV, acquired KTNT-TV three weeks ago (BROADCASTING, Feb. 4).



Gold

Daniel E. Gold, senior VP for staff and administration, Post-Newsweek Stations, Washington, appointed senior VP and general manager, WTIC-TV Hartford, Conn. ("Closed Circuit," Feb. 4). Call letters will be changed to WFSB-TV when Post-Newsweek completes acquisition of station, March 8 (BROADCASTING, Feb. 4).

Mark Cohen, VP-associate director, business analysis and planning, ABC Television, appointed VP in charge of planning and development. **Albert Rubin**, director-business analysis and planning, named VP. **Seymour Amlen**, VP and director, program and primary research, ABC Television, appointed VP-audience research services, and **Marvin Mord**, director of audience measurements, named VP-audience analysis and primary research.

Tom Johnson, former executive vice president of Texas Broadcasting Corp. (Lyndon Johnson family stations), Austin, and now executive editor of *Dallas Times Herald*, named among "America's 10 Outstanding Young Men for 1974" by U.S. Junior Chamber of Commerce.

Arnold Labaton, director of operations, Public Broadcasting Service, Washington, appointed director, New York City's Municipal Broadcasting System, which operates WNYC-AM-FM-TV. He succeeds **Sheldon Hoffman**, named manager of news, WNBC-TV New York (BROADCASTING, Dec. 3, 1973).

James C. Hagerty, ABC Inc. VP, reported recuperating from stroke suffered in late January. Mr. Hagerty, 64, who as news secretary to President Eisenhower was credited with opening presidential news conferences to TV coverage, is patient at Lawrence hospital, Bronxville, N.Y.

Steven Feldman, computer - systems analyst, NBC, New York, appointed manager, information services, replacing **E. Theodore Nygreen**, who earlier was appointed director of NBC's owned station computer systems.

E. Grey Hodges, managing director, Jefferson Productions, Charlotte, N.C., named VP. **Larry M. Harding**, editorial board chairman, named corporate VP, Jefferson-Pilot Broadcasting.



McCauley

Richard P. McCauley, director of station relations, ABC Radio, named director of affiliate affairs. He fills position vacant since last October when **Robert O. Mahlman** was named VP and general manager of ABC Radio (BROADCASTING, Nov. 5, 1973).

George Dorrington, with sales staff, WMT-TV Cedar Rapids, Iowa, joins National Association of Broadcasters as code subscription manager in station relations department in Washington, effective March 1.

Jeff Davidson, general manager, WLKY-TV Louisville, Ky., elected president. **William A. Campbell**, general sales manager, **John Dorkin**, program director, **Paul Kelly**, chief engineer, and **Delores Roehm**, controller, elected VP's.



Pike

Sid Pike, station manager of WTCG-TV Atlanta, named VP of television operations of licensee Turner Communications Corp. there. In addition to WTCG, Turner owns WGOW(AM) Chattanooga, Tenn., WMBR(AM) Jacksonville, Fla., and WTMA-AM-FM, Charleston, S.C.

Jeffrey Poll, general sales manager, WIFJ(FM) Philadelphia, named general manager, succeeding **Dan Lerner** who resigns.

Jerry A. Hughes, general manager, WNNO(AM) Wisconsin Dells, Wis., named general manager, WAGO(AM) Oshkosh, Wis.

Richard Lynn Farr, manager, KHIG-FM Paragould, Ark., named general manager, KFIN(FM) Jonesboro, Ark.

Ron Beckey, station manager, WSTU(AM) Stuart, Fla., named VP and general manager.

S. Donald Urban, director of government services, Hanna-Barbera Productions, Hollywood, named director of personnel of parent, Taft Broadcasting Corp., Cincinnati.

Alan F. Timpson, administrator-financial analysis, WNBC-TV New York, named business manager, NBC-owned WKYC-TV Cleveland.

Gladys Christman, promotion and publicity coordinator, KFI(AM) Los Angeles, named promotion manager.

Gene A. Davis, creative director, WNEW(AM) New York, named advertising and promotion manager, WTOP-AM-TV Washington.

Gordon Sclar, assistant in promotion department, WOKR-TV Rochester, N.Y., appointed promotion manager.

Ulysses W. Boykin, assistant to the president, WGPR-FM-TV Detroit, named VP for public relations and public affairs.

Keith D. Coughey, news and public affairs director, WUDO(AM) Lewisburg, Pa., named promotion manager, WLYH(TV) Lebanon-Lancaster, Pa.

Broadcast Advertising

Dick Peterson, supervisor of TV syndication, Campbell-Ewald, Detroit, named manager of sales, NBC Radio Network there.

William Breen, director of new sales, ABC-TV, and **Charles C. Allen**, director of sales administration, named VP's.

Richard M. Gary, local sales manager, KFAC-AM-FM Los Angeles, named general sales manager.

Michael Trager, western sales manager, KNBC(TV) Los Angeles, and **Stan Levy**, with sales staff WNBC-TV New York, appointed national sales manager and local sales manager, respectively, of WNBC-TV.

Carl J. Haterius, sales manager, WAQY-FM East Longmeadow, Mass., joins WMAS(AM)-WVHY(FM) Springfield, Mass., as sales manager.

Jerry Marcus, local sales manager, KTTV-TV Los Angeles, named VP.

Al Tanksley, news director, WHOO(AM) Orlando, Fla., named local-regional sales manager, WSPA-TV Spartanburg, S.C.

Paul Molloy Jr., sales director, WLTD(AM) Evanston, Ill., named sales manager, WEAW(AM) there.

John Hokom, with sales staff, KABC-TV Los Angeles, named sales manager, KHJ(AM) there.

Programing

Squire D. Rushnell, VP, program services, ABC Owned Television Stations, named VP, children's programs, ABC Entertainment, succeeding **Brandon Stoddard**, who was appointed VP for movies for television, ABC Entertainment (BROADCASTING, Feb. 11). **Michael Brockman**, director of daytime programs, ABC Entertainment, East Coast, named director of daytime programs.

Jayne E. Boyd, program director, WVTU-TV Milwaukee, named program manager, WKYC-TV Cleveland.

Dick Berris, supervisor of technical music requirements for Screen Gems, named to direct newly created combined music department for Screen Gems and Columbia Pictures in Burbank, Calif. He will handle music for TV and motion picture production.

Tony Raven, formerly with KFMB(AM) San Diego, joins KLOL-FM Houston as program director.

Tim McDonald, director of advertising and promotion, WCVB-TV Boston, named assistant program director, WTTG-TV Washington.

Lloyd Bethune, partner in commercial production firm, Eggers-Bethune/Petersen, New York, joins The Petersen Co. there as VP. Eggers-Bethune/Petersen, now defunct, was East Coast associate of The Petersen Co.

Frank Bannister, sportscaster, Mutual Black Network, joins National Black Network, New York, as sports director.

Keith P. James, operations manager, CHED(AM) Edmonton, Alberta, Canada, named program director of CKXL(AM) Calgary, Alberta.

James L. Sorensen, formerly with WMIR(AM) Lake Geneva, Wis., named program director, WRJN(AM) Racine, Wis.

Jamie McWilliams, sports reporter, WBNS(AM) Columbus, Ohio, named sports director, WSPA-TV Spartanburg, S.C.

Broadcast Journalism

Frank Gorin, reporter, KPIX(TV) San Francisco; **Ann Taylor**, reporter, WTOP-TV Washington, and **Don Alexander**, anchorman WCBN(AM) New York, named correspondents, NBC News, New York.

Larry Miller, news director, KCSR(AM) Chadron, Neb., named news director, KLRN-TV San Antonio, Tex.

Pamela Mason Bush, director of public affairs, Massachusetts Department of Public Welfare, named editorial director, WNAC-TV Boston.

Rod Fritz, news director, WSUN(AM) St. Petersburg, Fla., joins WCVR(AM) Washington-WFMY(FM) Blairston, both New Jersey, in same position.

Maralee Jane Beck, weathercaster, WTTG-TV Washington, joins WMAL-TV there as anchorperson for noon news.

Steve Jacobs, with the news staff, wowo(AM) Fort Wayne, Ind., named news director, WQTY(AM)-WFMI-FM Montgomery, Ala. He replaces **Steve Michaels**, who joins sales staff of WQTY-WFMI-FM.

Samuel Topp, WCKY(AM) Cincinnati, joins WTOP(AM) Washington, as newscaster. Both are Post-Newsweek stations.

Ty Flint, with news staff, KVI(AM) Seattle, joins news staff, KEX(AM) Portland, Ore. Both are Golden West stations.

Wayne Bennett, formerly with WCAV(AM) Cayce, S.C., named news director of WHOO-AM-FM, Orlando, Fla.

Tom Beaver, assistant to vice chancellor of student affairs, University of Kansas, Lawrence, joins WCCO-TV Minneapolis-St. Paul as reporter.

Linda Shen, reporter, KPIX(TV) San Francisco, named consumer action line reporter. **Rita Trevino**, from KLRN-TV Austin, Tex., named KPIX reporter.

Allied Fields

Roger D. Rice, VP and general manager, KTVU(TV) Oakland, Calif., appointed to State Department Joint Committee on United States-Japan Cultural and Educational Cooperation.



Johnson

Mal Johnson, director of community affairs, Cox Broadcasting, Atlanta, begins two-month trip to six African nations under auspices of State Department's Short Term Assistance Grant. Mrs. Johnson will lecture on communications and community relations and conduct workshops in radio and TV. In Le Sotho, South Africa, she will help officials plan school of communications at country's university.

Lois Siegel Schwartz, formerly partner in communications law firm, Haley, Bader and Potts, Washington, opens her own office there. She will specialize in communications law.

Equipment & Engineering

Edward L. Shuey, regional manager of broadcast sales, Telemation Corp., Washington, joins Collins Radio broadcast division, Rosslyn, Va., as district manager.

Gary Schmidt, chief engineer, WGPR-FM-TV Detroit, named VP for engineering.

George St. Andre, chief engineer, now defunct WHDH-TV Boston, joins WJAR-TV Providence, R.I., in same position.

Charles F. Mulvey, formerly with Varian Instrument Division of Varian Associates, named chief engineer, WNYS-TV Syracuse, N.Y.

Cable

R. Anthony Smith, formerly executive VP and general manager, FCB Cablevision, named VP-finance, Cable Media Corp., Los Angeles. Cable Media owns Rochester, N.Y., CATV system; is building second in Alton, Ill., area, and holds franchise for downtown Seattle.

Deaths



Whitney

George A. Whitney, 66, VP-radio, PSA Inc., San Diego, died Feb. 4 of heart attack at his La Jolla, Calif., home, Native of San Francisco, Mr. Whitney in his youth was band leader, in 1932 becoming music director of KFRC(AM) in that city where he worked with Meredith Willson on shows originating there, and later in Los Angeles, for NBC radio network. In 1937 he joined sales staff of KFI(AM) Los Angeles, later becoming general manager of KFI-AM-TV and of KHJ-TV there. He was general manager of KFMB-AM-TV San Diego from 1953 until 1969 when he took over management of PSA's four FM radio stations. Survivors include his wife, Georgia, one daughter and two sons.



Hamilton

and two brothers.

Susanne F. Hamilton, 68, wife of Ray V. Hamilton, and co-owner with him of Hamilton-Landis & Associates, Washington-headquartered media brokerage firm, died Feb. 8 at Doctors hospital, there, following heart attack. Survivors also include one sister

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As compiled by BROADCASTING Feb. 4 through Feb. 8 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

■ Craighead, Ark.—Arkansas Educational Television Commission. Seeks UHF ch. 19 (500-506 mhz); ERP 890 kw vis., 178 kw aur. HAAT 1220 ft.; ant. height above ground 1145 ft. (proposed satellite of KETS(TV) Little Rock, Ark. P.O. address 350 South Donaghey, Conway, Ark. 72032. Estimated construction cost \$1 million; first year operating cost \$55,600; revenue none. Geographic coordinates 35° 54' 14" north lat.; 90° 46' 39" west long. Type trans. RCA TTU-60B. Type ant. RCA TFU-36(L). Legal counsel Pierson, Bail & Dowd, Washington; consulting engineer Jansky & Bailey, Washington. Principals: Evelyn Pierce Hammons is chairman and Lee Reaves is director of Arkansas Educational Television Commission. Ann. Feb. 1.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, set procedural dates; scheduled further prehearing conference for Feb. 22 (Docs. 18845-9). Action Jan. 30.

■ Administrative Law Judge Thomas B. Fitzpatrick in Corpus Christi, Tex. (U-Anchor Broadcasting and Telecorpus Inc.), TV proceeding, denied petition by Telecorpus seeking to amend its application to permit withdrawal of two of its stockholder officers, in view of petitioner's failure to meet requirement that it would not gain comparatively from grant of amendment filed after hearing designation (Docs. 19915-6). Action Feb. 6.

Other action

■ Review board in Corpus Christi, Tex., TV proceeding, granted motion by Telecorpus Inc. for extension of time through March 15 to file oppositions to petition to add issues by U-Anchor Broadcasting in proceeding involving their competing applications for new UHF on ch. 28 at Corpus Christi (Docs. 19915-16). Action Feb. 6.

Existing TV stations

Final actions

■ WCOV-TV Montgomery, Ala.—Broadcast Bureau granted license covering changes; ERP 550 kw (vis.); 110 kw (aur.) (BLCT-2256). Action Jan. 30.

■ *KCET(TV) Los Angeles—FCC, in response to request by Community Television of Southern California, licensee of KCET(TV), waived cable television cross-ownership rules to permit Community board member Berle Adams to remain on Community's board of directors. Mr. Adams was recently elected to board of directors of Teleprompter Corp. Action Feb. 6.

■ KUDO(TV) San Francisco—Broadcast Bureau granted mod of license covering change in studio location to Radio Road, Mt. San Bruno, approximately 2 miles south of San Francisco (BMLCT-771). Action Jan. 30.

■ WSB-TV Atlanta—Broadcast Bureau granted CP to change type of trans. at old trans.-ant. location (BPCT-4678); granted CP to change type trans. at old main trans.-ant. location (BPCT-4679). Action Jan. 30.

■ KSTP-TV St. Paul—FCC denied application by John L. Scherer Jr. for review of ruling by complaints and compliance division that no further action was warranted on his complaint that KSTP-TV had violated fairness doctrine by refusing to provide reasonable opportunity for anti-Vietnam war viewpoints. Mr. Scherer had complained that KSTP-TV had broadcast spot announcements by Vietnam Veterans for a Just Peace as public service announcements, but failed to honor request for equal time for presentation of contrasting views. Action Feb. 6.

■ WVIZ-TV Cleveland—Broadcast Bureau granted requested authority to operate trans. by remote control from 4300 Brookpark Road, Cleveland (BRCTV-58). Action Jan. 30.

■ WPVI-TV Philadelphia—Broadcast Bureau granted CP to change type trans. (BPCT-4680). Action Jan. 30.

■ WHWC-TV Coifax, Wis.—Broadcast Bureau granted requested authority to operate trans. by remote control from South Broadway, Menomonie, Wis. (BRCTV-57). Action Jan. 30.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Lansing, Mich. (Gross Telecasting Inc.), inquiry into affairs of WJIM-AM-FM-TV, designated Administrative Law Judge Thomas H. Fitzpatrick to serve as presiding judge who is authorized to require witnesses to testify and produce evidence according to hearing order of Jan. 30. Action Feb. 6.

■ Chief Administrative Law Judge Arthur A. Gladstone in Eau Claire, Wis. (WEAU Inc.), TV proceeding, designated Administrative Law Judge Herbert Sharfman to serve as presiding judge; scheduled prehearing conference for March 5 in Washington; scheduled hearing for April 15 in Eau Claire (Doc. 19927). Action Jan. 28.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Western to amend its application to show certain changes in corporate officials and acquisition of additional business interests (Docs. 19519, 19581). Action Jan. 30.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted motion by WPIX Inc. to amend its application to reflect current ownership information and date concerned with parent organizations (Docs. 18711-2). Action Jan. 25.

■ Chief, Office of Opinions and Review, in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, granted petitions filed Dec. 6 and Dec. 13 by RKO General to amend application to report recent developments in certain civil trade regulation litigation and media interests of applicant, and accepted amendments (Docs. 16679-80). Action Feb. 6.

Fine

■ WCJB-TV Gainesville, Fla.—FCC denied application by Minshall Broadcasting Co., licensee, for remission or mitigation of \$1,000 forfeiture. In action released Nov. 5, 1973, commission found Minshall liable for forfeiture for repeated failure to comply with sponsorship identification requirements. Action Feb. 6.

Call letter actions

■ KCOO-TV Aberdeen, S.D.—Granted KABY-TV.

■ KSOO-TV Sioux Falls, S.D.—Granted KSFY-TV.

New AM stations

Applications

■ Bayou Vista, La.—Teche Broadcasting Corp. Seeks 1170 khz, 250 w-D. P.O. address 205 Freret Street, Morgan City, La. 70380. Estimated construction cost \$27,206; first-year operating cost \$40,584; revenue \$60,000. Principal: Paul J. Cook (100%). Mr. Cook was news director of KMRC-AM-FM Morgan City, La. Ann. Jan. 31.

■ Wabasha, Minn.—Obed S. Borgen. Seeks 1190 khz, 1 kw-D. P.O. address 1710 11th Avenue, Rochester, Minn. 55901. Estimated construction cost \$35,850; first-year operating cost \$72,000; revenue \$75,000. Principal: Mr. Borgen (100%) owns KFLL-AM-FM Preston, Minn. He also has interest in WMIN(AM) Maplewood, Minn.; WAGO(AM) Oshkosh, Wis. and pending application for new FM in Hampton, Iowa. Ann. Jan. 31.

■ Atlantic City, N.J.—Better Broadcasting of Atlantic City. Seeks 1490 khz, 1 kw-D. P.O. address 4106 Port Rae Lane, Fairfax, Va. 22030. Estimated construction cost \$77,688; first-year operating cost \$136,000; revenue \$150,000. Principals: Abraham Hoffermand and Sheldon C. Hoffermand (each 50%). Abraham Hoffermand practices law in Philadelphia and Sheldon C. Hoffermand is attorney in Washington. Ann. Jan. 31.

Initial decision

■ Centreville, Va.—Administration Law Judge Ernest Nash, in initial decision, proposed denial of application of Centreville Broadcasting Co. for new class II AM on 1000 khz at Centreville (Doc. 18888). Judge Nash concluded that applicant had failed to establish that Centreville is community within meaning of commission's rules. Action Feb. 6.

Actions on motions

■ Administration Law Judge John H. Conlin in Banning and Yucaipa, both California (Bud's Broadcasting Co. et al.), AM proceeding, on motion of Broadcast Bureau, extended to Feb. 15 time to file proposed findings and conclusions and March 1 for reply findings (Docs. 19778, 19780-81). Action Feb. 1.

■ Administrative Law Judge Chester F. Naumowicz Jr. in San Juan, Rio Grande, Isabel Segunda and Vieques, all Puerto Rico (Cavallaro Broadcasting Corp., et al.), AM proceeding, scheduled hearing for June 4 and further conference for May 22 with

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hearing to be governed by procedures on record (Docs. 19897-19901). Action Feb. 6.

■ Administrative Law Judge Herbert Sharfman in Milton, Fla. (Jimmie H. Howell, et al.), AM proceeding, granted petition by H. Byrd Mapoles, tr/as Mapoles Broadcasting Co., to amend his application to increase valuation of assets and liabilities of Mr. Mapoles, and accepted amendment (Docs. 19882-85). Action Feb. 4.

■ Administrative Law Judge Herbert Sharfman in Milton, Fla. (Jimmie H. Howell, et al.), AM proceeding, granted petition by Radio Santa Rosa Inc. to amend its application by furnishing current information on business experience of its stockholders, and accepted amendment; Santa Rosa will not be allowed to use amendment to its advantage in comparison (Doc. 19882-84). Action Feb. 6.

Call letter action

■ J. Lee and Dinah L. Dittert, Bellville, Tex.—Granted KACO.

Existing AM stations

Applications

■ KQXI Arvada, Colo.—Seeks CP to change trans. site, main studio and remote control point to 2700 South Platte River Drive, Englewood, Colo. Ann. Feb. 7.

■ KGMB Honolulu—Seeks CP for an aux. site at 1701 Ala Wai Boulevard, Honolulu. Ann. Feb. 7.

■ WFPR Hammond, La.—Seeks CP to change trans., main studio and remote control site to Ward Line Road, 3.7 miles northwest of center of Hammond; increase ant. height to 320 ft. and install series limiting resistor. Ann. Feb. 7.

■ WMPC Lapeer, Mich.—Seeks CP to move trans. site to approximately 1790 North Lapeer Street, Lapeer. Ann. Feb. 7.

■ WVMF Biloxi, Miss.—Seeks CP to change trans. site to 5.7 miles northeast of Biloxi City Hall, near Biloxi; change hours of operation to U, with 1 kw, 5 kw-LS. DA-2. Ann. Feb. 7.

■ KLFJ Springfield, Mo.—Seeks mod. of CP (BP-18,321) to change trans. site to Wabash Avenue, just south of Grand Avenue, Springfield, and change studio and remote control site to Landers Building, 149 Park Central Square, Springfield. Ann. Feb. 8.

■ WWRL New York—Seeks CP to make changes in daytime MEOV's. Ann. Feb. 7.

■ KFDR Grand Coulee, Wash.—Seeks CP to change frequency to 1600 khz, change hours of operation to U and increase power to 5 kw, 5 kw-LS, DA-N. Ann. Feb. 7.

Final actions

■ KEZY Anaheim, Calif.—Broadcast Bureau granted CP to change ant. trans. site to 500 feet southeast of intersection of Orangethorpe and Lakeview Avenue, Anaheim; conditions (BP-19568). Action Jan. 30.

■ WROD Daytona Beach, Fla.—Broadcast Bureau granted CP to increase tower height to 294 feet and utilize top section of guy wire for top loading (BP-19569). Action Jan. 30.

■ WQIK Jacksonville, Fla.—Broadcast Bureau granted CP to delete pattern and use daytime pattern during CH; condition (BP-19567). Action Jan. 30.

■ WSNT Sandersville, Ga.—FCC denied request by citizens group for order directing licensee of WSNT to reimburse group for legal expenses incurred in action opposing WSNT license renewal (Doc. 19167). In denying request of Richard Turner, individually and as agent for Black Youth Club of Sandersville and Southern Christian Leadership Conference, for order directing WSNT to reimburse group for legal expenses, commission said that Communications Act contained no authorization for FCC to order licensee to pay expenses of petitioner to deny. Action Jan. 30.

■ WKIK Leonardtown, Md.—FCC denied petition by Key Broadcasting Corp., licensee of WPTX Lexington Park, Md., for reconsideration of grant of application by Sound Media Inc., for full time operation by daytime-only WKIK. Sound Media and Key Broadcasting are presently involved in comparative hearing (Doc. 19410) for new FM to operate on ch. 249A in their respective communities. Action Feb. 6.

■ WLRC Whitehall, Mich.—Broadcast Bureau granted CP to increase tower height to 430 ft. and make changes in ant. system; trans. and studio site redesignated as Blank Road and White Lake Drive, Whitehall (BP-19565). Action Jan. 30.

■ WLIB New York—FCC granted request by Inner City Broadcasting Corp., licensee, to increase interim pre-sunrise operating power from 50 w to 100 w. Action Feb. 6.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Stamford, Conn. (Western Connecticut Broadcasting Co. [WSTC] and Radio Stamford Inc.), AM proceeding, scheduled hearing for April 23, and certain

other procedural dates; hearing dates on comparative and on additional issues, if any, will be set at conclusion of this phase of proceeding (Docs. 19872-73). In separate order, for reasons and with limitations indicated, granted in part and denied in all respects Radio Stamford's motions for production of documents and directed parties to reach agreement on time and place to produce requested material (Docs. 19872-3). Action Feb. 5.

■ Administrative Law Judge Reuben Lozner in Moundsboro, W. Va. (Miracle Valley Broadcasting Co. [WEIF]), AM proceeding, in accordance with agreement of counsel and ruling of presiding judge at hearing conference, ordered that affidavit of Betty M. Paolucci, sworn to on Jan. 24, is received in evidence and record heretofore reopened is closed (Doc. 19794). Action Jan. 28.

■ Administrative Law Judge Forest L. McClennan in Goldsboro, N.C. (Southern Radio and Television Corp.), renewal of licenses for WFCM(AM) and WOKN(FM). On own motion with agreement of all parties, postponed hearing from Feb. 20 to April 17 (Docs. 19857-8). Action Feb. 5.

■ Administrative Law Judge Ernest Nash in Raleigh, N.C. (WLE Inc. [WLE]), AM proceeding, set certain procedural dates; scheduled hearing for July 23 (Doc. 19908). Action Jan. 30.

■ Administrative Law Judge Chester F. Naumowicz in Beaufort, S.C. (Sea Island Broadcasting Corp. of South Carolina [WSIB]), granted motion by Sea Island and extended certain procedural dates (Doc. 19886). Action Jan. 30.

■ Chief, Office of Opinions and Review, in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM-FM proceeding, granted petition to amend application filed by Star Stations of Indiana, Central States Broadcasting Inc. and Star Broadcasting Inc. on Dec. 3, and petition to amend application filed by Indianapolis Broadcasting Inc. on Jan. 21, and accepted amendments (Docs. 19122-25). Action Feb. 6.

Other actions

■ Review board in Mobile, Ala., AM proceeding, granted petition by WGOK Inc., licensee of WGOK Mobile, to dismiss application for modification of facilities, and dismissed application with prejudice (Docs. 17555-58). Action Feb. 1.

■ Review board in Stamford, Conn., AM proceeding, granted motion by Radio Stamford Inc. for extension of time through March 4 to file oppositions to motion to add issues by Western Connecticut Broadcasting Co. (Docs. 19872-73). Proceeding involves mutually exclusive applications of Western Connecticut for renewal of license for WSTC Stamford, and Radio Stamford for new station on same facilities in Stamford. Action Feb. 6.

■ Review board in Stamford, Conn., AM proceeding, in separate actions, granted motion by Radio Stamford Inc. for extension of time through Feb. 8 in which to file oppositions to motion to add issues filed by Western Connecticut Broadcasting Co., and granted motion by Western for extension of time through March 4 in which to file oppositions to petition to add issues filed by Radio Stamford. Proceeding involves applications of Western for renewal of license of WSTC Stamford and Radio Stamford for new AM at Stamford (Docs. 19872-3). Action Jan. 31.

■ FCC modified daylight saving time order of Dec. 18, 1973, which permitted certain daytime stations ineligible for presunrise service authorizations to operate one hour before sunrise with power of 50 w, to include stations holding, or eligible for, PSA's of less than 50 w. Action Feb. 6.

Fines

■ WDXR Paducah, Ky.—Chief, Broadcast Bureau, notified WDXR Inc., licensee, that it has incurred apparent liability of \$2,000 for failure to observe provisions of rules prohibiting broadcast of lottery information. Action Feb. 5.

■ WSSO Starkville, Miss.—FCC ordered Starkville Broadcasting Co., licensee, to forfeit \$1,000 for repeated violation of rules by failing to properly identify sponsors of paid political messages broadcast during period April 4 to April 20, 1973. Action Jan. 30.

■ WLYC New York—Chief, Broadcast Bureau, ordered Alpha Broadcasting Co., licensee, to pay \$500 for failure to observe terms of license and rules by operating with its daytime power beginning at 7 a.m. EST instead of from 7:30 a.m. EST as specified in license. Action Feb. 7.

■ WLWL Rockingham, N.C.—Chief, Broadcast Bureau, ordered Sandhills Broadcasting Co., licensee, to pay \$1,500 for violation of rules and license by operating station during time of CH operation with daytime power and during time of daytime operation with CH power. Action Feb. 7.

■ WKCW Warrenton, Va.—Chief, Broadcast Bureau, ordered WKTF Inc., licensee of WKCW, to pay \$2,000 for violation of rules by operating during daytime hours with power more than 5% above authorized kw and operating during presunrise periods with power in excess of authorized 500 w in violation of terms of license and PSA. Action Feb. 7.

■ KCVL Colville, Wash.—FCC ordered Colville Broadcasting Co., licensee, to forfeit \$1,000 for repeated violation of rules and terms of station authorization by operating with power in excess of that authorized during presunrise hours on four days in October 1971. Action Feb. 6.

Call letter actions

■ KERG Eugene, Ore.—Granted KBDF.
■ KMCO Conroe, Tex.—Granted KIKR.

New FM stations

Applications

■ Bishop, Calif.—Inyo-Mono Broadcasting Co. Seeks 100.7 mhz, 5 kw, HAAT 842 ft. P.O. address 157 Short Street, Bishop 93514. Estimated construction cost \$6,000; first-year operating cost \$18,000; revenue \$24,000. Principals: Roy William Mayhugh (100%). Mr. Mayhugh is manager of resort motel and record-sound equipment store in Bishop. Ann. Jan. 24.

■ Sullivan, Ill.—Spencer & Freeland Broadcasting. Seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address R.R. 2, Rockville, Ind. 57872. Estimated construction cost \$50,462; first-year operating cost \$38,160; revenue \$120,000. Principals: R. Keith Spencer and Michael R. Freeland (each 50%). Mr. Spencer is engineer with WLWI-TV Indianapolis. Mr. Freeland owns WFWL(AM) Camden, Tenn., and WNOI-FM Flora, Ill. He also has interest in WKTA-FM McKenzie, Tenn., and WBAR(AM) Bartow, Fla. Ann. Jan. 25.

■ Salina, Kan.—Salina Broadcasting Inc. Seeks 93.7 mhz, 10 kw, HAAT 510 ft. P.O. address 625 Stuart Building, Lincoln, Neb. 68508. Estimated construction cost \$140,500; first-year operating cost \$44,600; revenue \$50,000. Principals: James Stuart (83.47%) et al. Mr. Stuart also owns KFOR(AM)-KHKS(FM) Lincoln, KRG(AM) Grand Island, both Nebraska; KSAL(AM) Salina and KMNS(AM) Sioux City, Iowa. Ann. Jan. 25.

■ Fairmont, W. Va.—Broadcast Enterprises Inc. Seeks 97.9 mhz, 50 kw, HAAT 421 ft. P.O. address Fairmont Motor Hotel, Fairmont 26554. Estimated construction cost \$75,000; first-year operating cost \$36,000; revenue unknown. Principals: John P. Carr (100%). Mr. Carr also owns WMMN(AM) Fairmont and WDNE(AM) Elkins, both West Virginia. Ann. Jan. 25.

Final actions

■ Goulds, Fla.—FCC denied application by Resort Broadcasting Co. for review of review board decision released June 26, 1973, granting application

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Summary of broadcasting

According to the FCC, as of Dec. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	4	17	4,395	53	4,448
Commercial FM	2,438	0	64	2,502	131	2,633
Commercial TV-VHF	506	1	6	513	7	520
Commercial TV-UHF	189	0	3	192	38	243
Total commercial TV	695	1	9	705	45	763
Educational FM	611	0	22	633	94	727
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	128	0	14	142	0	143
Total educational TV	216	0	17	233	4	239

* Special temporary authorization.

of Fine Arts Broadcasting Co. for new FM on ch. 252 (98.3 mhz) at Goulets, Fla., and denying Resort's competing application for channel at Leisure City, Fla. (Docs. 18956, 18958). Action Feb. 6.

■ Lake Providence, La.—Lake Providence Broadcasting Service Inc. Broadcast Bureau granted 92.7 mhz, 3 kw. HAAT 143 ft. (BPH-8491). P.O. address Box 170, Lexington, Tenn. 38351. Estimated construction cost \$8,450; first-year operating cost \$3,600; revenue \$15,000. Principal: Bendell L. Enochs president (100%). Mr. Enochs is owner of KLPL(AM) Lake Providence. He has interest in WDXL-AM-FM Lexington, Tenn. (14.6%); WBOL(AM) Bolivar, Tenn. (25%), and WACY(AM) Kissimmee, Fla. (15.5%). He also has 33 1/3% interest in pending application for assignment of license of WDAX(AM) McRae, Ga. Action Feb. 1.

■ Winona, Miss.—Southern Electronics Co. FCC granted 96.7 mhz, 1 kw. HAAT 164 ft. (BPH-8378). P.O. address Radio Station WONA, Winona 38967. Estimated construction cost \$20,860; first-year operating cost \$9,620; revenue \$18,000. Southern Electronics is licensee of WONA(AM) Winona. Principals: Robert E. Evans, president, et al. Action Feb. 6.

■ Marietta, Ohio.—Marietta College. Broadcast Bureau granted 88.3 mhz, 9.2 kw. HAAT 207 ft. (BPED-1617). P.O. address Andrews Hall, 211 Fifth Street, Marietta 45750. Estimated construction cost \$28,463; first-year operating cost \$6,460; revenue none. Principals: Frank E. Duddy Jr., president of college, et al. Action Jan. 31.

■ Stillwater, Okla.—Stillwater Educational Broadcasting Organization. Broadcast Bureau granted 90.9 mhz (BPED-1653). P.O. address 1224 North Husband, Stillwater 74074. Estimated construction cost \$97,000; first-year operating cost \$130,000; revenue none. Principals: Anthony Bradley, sponsor. Mr. Bradley is Stillwater teacher and former production and operations manager, *KOSU-FM Stillwater. Action Jan. 29.

■ Centralia, Wash.—Centralia Community College. Broadcast Bureau granted 91.3 mhz, 10 w. HAAT 62 ft. (BPED-1652). P.O. address Locust and Oak, Centralia 98531. Estimated construction cost \$2,405; first-year operating cost not given; revenue none. Principals Kellis A. Hamilton is dean of instruction, Centralia Community College. Action Jan. 29.

Actions on motions

■ Administrative Law Judge John H. Conlin in Santa Paula and Fillmore, both California (Jerry Lawrence, et al.), FM proceeding, granted in part motion by Broadcast Bureau and postponed prehearing conference presently scheduled for Jan. 29 until March 5 (Docs. 19865-8). Action Jan. 28.

■ Administrative Law Judge John H. Conlin in Winchester, Ky. (WWKY Inc. and Clark Communications Co.), FM proceeding, scheduled additional proposed findings and conclusions due by Feb. 28 and replies by March 11, closed record (Docs. 19748-9). Action Feb. 6.

■ Administrative Law Judge John H. Conlin in Winchester, Ky. (WWKY Inc. and Clark Communications Co.), FM proceeding, granted petition by Clark to amend application (Docs. 19748-9). Action Jan. 28.

■ Administrative Law Judge Lenore G. Ehrig on dates shown: in Bloomington, Ind. (Henderson Broadcasting Co., et al.), FM proceeding, granted motion by Bloomington and extended dates for exchange of exhibits, notification of witnesses for cross-examination and commencement of hearing for Feb. 11, 18 and 27, respectively (Docs. 19813-4-5). Action Jan. 25.

■ Administrative Law Judge Jay A. Kyle in Cabo Rojo and Hormigueros, both Puerto Rico (David Ortiz Radio Corp. and Southwestern Broadcasting Corp.), FM proceeding, rescheduled prehearing conference from Feb. 20 to March 6 (Docs. 19920-1). Action Jan. 31.

■ Administrative Law Judge Ernest Nash in Newark, N.J. (Cosmopolitan Broadcasting Corp.), FM proceeding, granted petition by Broadcast Bureau and extended from Jan. 28 to March 29 date for filing proposed findings of fact and conclusions and

from Feb. 11 to date to be set after proposed findings have been filed for filing reply findings (Doc. 19657). Action Jan. 25.

■ Administrative Law Judge James F. Tierney in Elgin and Glen Ellyn, both Illinois (Board of Education, Union School District #46, et al.), educational FM proceeding, on request of all applicants cancelled all procedural dates to permit parties to pursue on-going efforts to resolve designated issues without necessity of hearing; set March 4 as date for reporting results of efforts (Docs. 19820-2). Action Jan. 31.

Other actions

■ Review board in Glenwood Springs, Colo., FM proceeding, dismissed request by Glenwood Broadcasting Inc., for extension of time in which to file exceptions to initial decision by Administrative Law Judge Byron E. Harrison (released Jan. 8) proposing grant of application of Colorado West Broadcasting Inc. for new FM on ch. 224 (92.7 mhz) at Glenwood Springs and denial of competing application by Glenwood Broadcasting (Docs. 19588-89). Action Feb. 1.

■ Review board in West Palm Beach, Fla., FM proceeding, granted request by Broadcast Bureau to withdraw its petition to add misrepresentation issues against Marshall W. Rowland, and dismissed petition to add issues in proceeding involving competing applications of Guy S. Erway, Sandpiper Broadcasting Co. and Mr. Rowland for new FM at West Palm Beach (Docs. 19601-2, 19604). Action Jan. 31.

Rulemaking petitions

■ Lebanon, Mo.—Dalton C. Wright seeks amendment of FM table of assignments to assign ch. 224A to Eldon, Mo. (RM-2309). Ann. Feb. 4.

■ Crete, Neb.—Airways Broadcast Services Inc. seeks amendment of FM table of assignments to assign ch. 280A to Crete (RM-2310). Ann. Feb. 4.

■ Mayville, N.D.—KMAV Inc. seeks amendment of FM table of assignments by assigning ch. 269A to Mayville (RM-2301) Ann. Feb. 4.

■ Albany, Ore.—Linn-Benton Broadcasters Inc. seeks amendment of FM table of assignments by assigning ch. 296A to Albany and deleting ch. 296A from Toledo, both Oregon (RM-2308). Ann. Feb. 4.

■ Hurricane, W. Va.—Putnam Broadcasting Co. seeks amendment of FM table of assignments to assign ch. 292A to Hurricane (RM-2311). Ann. Feb. 4.

Rulemaking action

■ Weatherford, Okla.—Chief, Broadcast Bureau, proposed amendment of FM table of assignments by assigning class C ch. 247 to Weatherford in notice of proposed rulemaking (Doc. 19930). KWEY Inc., licensee of KWEY(AM) Weatherford, requested assignment. Action Jan. 31.

Call letter applications

■ *Connecticut College Broadcast Association, New London, Conn.—Seeks *WCNI(FM).

■ Seashore Broadcasting Co., Orleans, Mass.—Seeks WVLC-FM.

■ KCAP Broadcasters Inc., Helena, Mont.—Seeks KCAP-FM.

■ Clinton County Broadcasting Corp., Wilmington, Ohio—Seeks WDHK(FM).

■ Mullins & Marion Broadcasting Co., Mullins, S.C.—Seeks WCIG(FM).

■ Perkins Broadcasting Co., Union City, Tenn.—Seeks WALR-FM.

Call letter actions

■ Connor Broadcasting Co., Bethany Beach, Del.—Granted WWTR-FM.

■ *Florida Institute of Technology, Melbourne, Fla.—Granted *WFIT(FM).

■ Booneville Broadcasting Co., Booneville, Miss.—Granted WBIP-FM.

■ Watkins Investment Co., Greenfield, Mo.—Granted KRFG(FM).

Existing FM stations

Final actions

■ KRFM(FM) Phoenix—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 96 kw; ant. height 1570 ft. (BPH-8755). Action Jan. 30.

■ WINZ-FM Miami Beach, Fla.—Broadcast Bureau granted mod. of license covering change in studio and remote control locations to 100 Biscayne Building; 100 Biscayne Boulevard, Miami (BMLH-482). Action Jan. 30.

■ *KRSW-FM Pipestone, Minn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz for noncommercial FM station (BSCA-1313). Action Jan. 30.

■ WOSM(FM) Ocean Springs, Miss.—Broadcast Bureau granted CP to install new trans. and new ant.; add circular polarization; ant. height 300 ft.; ERP 3 kw (BPH-8751). Action Jan. 30.

■ WFMR(FM) Newark, N.J.—Broadcast Bureau granted CP to install new aux. trans. and ant. at main trans. location to be operated on 94.7 mhz (ch. 234); ERP 20 kw; ant. height 540 ft.; remote control permitted (BPH-8756). Action Jan. 30.

■ WMMS(FM) Cleveland—Broadcast Bureau granted CP to install new ant. and change transmission line; condition (BPH-8754). Action Jan. 30.

■ KPFT(FM) Houston—Broadcast Bureau granted CP to redescribe trans. location to 2905 Frink Road, Houston; install new trans.; ERP 97 kw (BPED-1747). Action Jan. 30.

Call letter applications

■ KPOI-FM Honolulu—Seeks KHSS(FM).

■ WGNR(FM) Oneonta, N.Y.—Seeks WSRK(FM).

■ WBHT-FM Brownsville, Tenn.—Seeks WTBG-FM.

Call letter actions

■ KCBM(FM) Chico, Calif.—Granted KFMF(FM).

■ KMHI(FM) Wailuku, Maui, Hawaii—Granted KAIO(FM).

■ WDBQ-FM Dubuque, Iowa—Granted KJWI(FM).

■ WNRG-FM Grundy, Va.—Granted WMJD(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA's when appropriate for following stations: *KSUI(FM) Iowa City; *KTSR(FM) Kansas City and *KUMR(FM) Rolla, both Missouri; *KHKE(FM) Cedar Falls, *KWAR(FM) Waverly and *KWMR(FM) Cedar Rapids, all Iowa; *KWMU(FM) St. Louis, *KXCV(FM) Maryville, Mo.; *WOI-FM, Ames, Iowa; KYOK(AM) Houston; WAIK(AM) Galesburg, Ill.; WCSV(AM) Crossville, Tenn.; WGFA-AM-FM Watska, Ill.; WGIG-FM Brunswick, Ga.; WIRO(AM) Ironton, Ohio; WSEK(FM) Somerset, Ky.; WMOA(AM) Marietta, Ohio; WWSO(AM) Monticello, Fla.; WUGN(FM) Auburn, Mich.; KSLQ(FM) St. Louis; KSOA(AM) Ava. KSWM-AM-FM Aurora, KSNV(FM) Joplin and KTCB(AM) Malden, all Missouri; KTFC(FM) Sioux City and KTOF(FM) Cedar Rapids, both Iowa; KTUI(AM) Sullivan, KTXR(FM) Springfield and KUKU(AM) Willow Springs, all Missouri; KWMT-FM Fort Dodge, Iowa; KWOC(AM) Poplar Bluff, KWPM-AM-FM West Plains, KWRE(AM) Warrenton and KWTO-FM Springfield, all Missouri; KXEL-AM-FM Waterloo, Iowa; KYRO(AM) Potosi and WDAF-FM Kansas City, both Missouri; WDBQ-AM-FM Dubuque, Iowa WHB(AM) Kansas City, Mo.; WHO(AM) Des Moines, Iowa; WMBH(AM) Joplin, Mo.; WOI(AM) Ames and WSUI(AM) Iowa City, both Iowa; KDMO(AM) Carthage and KDRO(AM) Sedalia, both Mo.; KDSN-AM-FM Denison, Iowa; KESM-AM-FM El Dorado Springs, KFAI(AM) Fulton, KFBD-AM-FM Waynesville, KFEQ(AM) St. Joseph, KFMO(AM) Flat River, KFRU(AM) Columbia and KFVS(AM) Cape Girardeau, all Missouri; KGLO(AM) Mason City, Iowa; KHAD(AM) Desoto, Mo.; KICD-AM-FM Spencer, KILR-FM Estherville, KIMI(FM) Keokuk, KIOA(AM) Des Moines, KIWA-AM-FM Sheldon and KJAN-AM-FM Atlantic, all Iowa; KJCF(AM) Festus, Mo.; KLEM(AM) Lemars, Iowa; KLEX(AM) Lexington, Mo.; KLFM(FM) Ames and KLGA-FM Algona, both Iowa; KLLD(AM) Poplar Bluff and KALM(AM) Thayer, both Missouri; KASI(AM) Ames and KBAB(AM) Indianola, both Iowa; KBK(FM) Lexington, KBEO(FM) Kansas City and KBI(AM) Liberty, all Missouri; KBIZ(AM) Ottumwa, Iowa; KBLR(AM) Bolivar, Miss.; KBOE(AM) Oskaloosa, Iowa; KBTN(AM) Neosho, Mo.; KBUR-AM-FM Burlington and KCFI(AM) Cedar Falls, both Iowa; KCFM(FM) St. Louis; KCII(AM) Washington and KCIM-FM Carroll, both Iowa; KCMO(AM) Kansas City, KLPW-AM-FM Union and KLWT(AM) Lebanon, all Missouri; KLYF(FM) Des Moines, KMA(AM) Shenandoah and KMAQ-AM-FM Maquoketa, all Iowa; KMAM(AM) Butler and KMIS(AM) Portageville, both Missouri; KMNS(AM) Sioux City, Iowa; KMPL-FM Sikeston, Mo.; KNEI-AM-FM Waukon, Iowa; KNEM(AM) Nevada, Mo.; KNWS-AM-FM Waterloo and KCRG(AM) Cedar Rapids, both

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Modification of CP's, all stations

*KZIQ(AM) Ridgecrest, Calif.—Broadcast Bureau granted mod. of CP to decrease ant. height to 183 ft. and change to slant excited (BMP-13733); granted mod. of CP to extend completion date to June 5 (BMP-13734). Action Jan. 30.

*KKEA(FM) Hilo, Hawaii—Broadcast Bureau granted mod. of CP to change trans. location to north slope of Mauna Loa, 25 miles southwest of Hilo; install new trans. and new ant.; make changes in ant. system; ERP 100 kw; ant. height 630 ft.; remote control permitted (BMPH-13979). Action Jan. 30.

*WFIA-FM Louisville, Ky.—Broadcast Bureau granted mod. of CP to extend time to June 21 (BMPH-13971). Action Jan. 30.

*WGRG-FM Pittsfield, Mass.—Broadcast Bureau granted mod. of CP to change trans. and ant.; change transmission line (BMPH-13980). Action Jan. 30.

*KTTIS-FM Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to July 1 (BMPH-13,970). Action Jan. 31.

*WJBI(FM) Clarksdale, Miss.—Broadcast Bureau granted mod. of CP to operate studio location from trans. site at Mogolla Street, Clarksdale; change trans. and ant.; change transmission line; ant. height 200 ft. (BMPH-13981). Action Jan. 30.

*KBMS(FM) Billings, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to June 1 (BMPH-13,918). Action Jan. 31.

*WSPS(FM) Concord, N.H.—Broadcast Bureau granted mod. of CP to extend completion date to July 5 (BMPED-1,062). Action Jan. 31.

*KENW(TV) Portales, N. Mex.—Broadcast Bureau granted mod. of CP to extend completion date to July 30 (BMPET-811). Action Jan. 30.

*WCAD-FM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1 (BMPH-13,975). Action Jan. 31.

*WIPR-FM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to change trans. and ant.; change transmission line; (BMPED-1064). Action Jan. 30.

*WOTB(FM) Middletown, R.I.—Broadcast Bureau granted mod. of CP to extend completion date to July 25 (BMPH-13,974). Action Jan. 31.

Other action, all services

*FCC, in response to request by Maryland's State Lottery Commission for exception to regulation against broadcast of certain lottery information, ruled that announcements relating solely to informing Maryland residents of unclaimed prize money which will revert to state if not claimed by winners within one year from drawing, would not constitute direct promotion of lottery and so would not be prohibited broadcast program material. Action Feb. 6.

Ownership changes

Applications

*WKMK(AM) Blountstown, Fla.—Seeks assignment of license from Bailey Broadcasting Co. to Calhoun Broadcasting Corp. for \$60,000. Seller: W. L. Bailey (100%). Buyers: Richard H. Tate (40%), Marcus O. and Robert R. Pender (each 30%). Mr. Tate is announcer with WTYS(AM) Marianna, Fla. Messrs. Pender own peanut processing plant in Greenwood, Fla. Ann. Jan. 24.

*KLIZ-AM-FM Brainerd, Minn.—Seeks transfer of control of Brainerd Broadcasting Co. from E. Thomas O'Brien, et al. (100% before, none after) to Earl R. Johnsen (none before, 100% after). Consideration: \$238,354. Principal: Mr. Johnsen (100%) is general manager of KLIZ-AM-FM. Ann. Jan. 24.

*KVXQ(AM)-KIDA(FM) Moorhead, Minn.—Seeks assignment of license from Central Minnesota Television Co. to Valley Communications Corp. for \$325,000. Sellers: Thomas K. Barnstable, chairman, et al. (100%). Central Minnesota also owns KCMT-AM-FM Alexandria and KMNT(AM) Walker, both Minnesota. Buyers: Richard K., Robert B., and Michael B. Herbst (each 33.33%). Herbst brothers own department store in Fargo, N.D., and several other business interests in that area. Ann. Jan. 31.

*WBHN(AM) Bryson City, N.C.—Seeks assignment of license from Swain County Broadcasting to Ron Broadcasting Inc. for \$60,000. Seller: Betty Hill Montgomery, conservator (100%). Buyers: Robert O. Noel (78.57%), J. Ardell Sink (20.47%), et al. Mr. Noel is broker with Chapman Co., Atlanta. Mr. Sink has interest in WKYK(AM) Burnsville, WCLS(AM) Cherryville and WIOZ-FM Southern Pines, all North Carolina and WKRR(AM) Pickens, S.C. Ann. Jan. 31.

Actions

*KFSD-FM San Diego—Broadcast Bureau granted assignment of license from Time-Life Broadcast Inc. to Lotus Communications Corp. for \$275,000 (BALH-1889). Sellers: Barry Zorthian, president, et al. (100%). Time-Life Broadcasting also has interest in WOTV(TV) Grand Rapids, Mich. Buyers: Howard A. Kalmenson, president, et al. (100%). Lotus Communications also owns KENO(AM) Las Vegas, KONE(AM) Reno, both Nevada; KOXR(AM) Oxnard, Calif.; KRUX(AM) Glendale and KTKT(AM) Tucson, both Arizona. Action Feb. 1.

*WCOF-AM-FM Immokalee, Fla.—Broadcast Bureau granted assignments of license from Carl Richard Buckner to Jerome Broadcasting Corp. for \$117,000 (BAL-8022). Seller: Mr. Buckner (100%). Buyers: Conrad Jerome Jones Jr. (60%), Charles Weissinger and Christopher S. Sapp (each 20%). Mr. Jones owns lumber and hardware business in Immokalee. Mr. Sapp is attorney at Immokalee and Mr. Weissinger is salesman for agricultural packing firm. Action Jan. 31.

*WLTA-FM Atlanta—Broadcast Bureau granted assignment of license from Atlanta FM Broadcasters to Susquehanna Broadcasting Co. for \$2.5 million (BALH-1905). Sellers: Eathel Holley, president, et al. (100%). Mr. Holley also owns WNEA(AM) Newman, Ga. Buyers: Louis J. Appell Jr., Helen P. Appell, George N. Appell and Helen A. Norton (together 100% as trustees of Louis J. Appell residuary trust). Susquehanna Broadcasting also owns WQBA(AM) Miami and WKIS(AM) Orlando, both Florida; WFMS(FM) Indianapolis; WGBB(AM) Freeport, N.Y.; WHLO(AM) Akron, WHLQ(FM) Canton, WLOA(FM) Cincinnati and WLQR(FM) Toledo, all Ohio; WARM(AM) Scranton and WSBA-AM-FM-TV York, both Pennsylvania; and WICE(AM) Providence, R.I. Action Jan. 31.

*KNUI(AM) Kahului, Hawaii—Broadcast Bureau granted assignment of license from Qualitron Aero Inc. to Broadcasting Consulting Services Inc. for \$315,525 (BAL 7967). Sellers: E. G. Panissidi, president, et al. (100%). Qualitron Aero is division of subsidiary of Tenneco Inc. large conglomerate with no other broadcasting interests. Buyers: Harwell V. Shepard (100%). Mr. Shepard is consulting engineer (semi-retired) for Broadcasting Consulting Services. Action Jan. 31.

*WDLR(AM) Delaware, Ohio—Broadcast Bureau granted assignment of license from Delaware-Marysville Broadcasting Service Inc. to Radio Delaware Inc. for \$245,000 (BAL-7999). Sellers: Robert V. Doll, William C. Clay, Robert Spradlin, et al. (100%). Group also has interest in WMST-AM-FM Mt. Sterling and WFKY(AM)-WKYW(FM) Frankfort, both Kentucky, and WTRF-AM-FM Greensburg, Ind. Buyers: James N. and Sylvia N. Shaheen (together 60%) et al. Mr. Shaheen is vice president and general manager of WNB(AM)-WUIT(FM) Binghamton, N.Y. Action Jan. 31.

*WRSJ-AM-FM San Juan, Puerto Rico—FCC granted assignment of license from Radio San Juan Inc. to P.H. Broadcasting Corp. Consideration: \$950,000. Sellers: Radio San Juan, through subsidiary TeleSanJuan, owns WTSJ(TV) San Juan, and is permittee of WMGZ(TV) Mayaguez and WPSJ(TV) Ponce, all Puerto Rico. Buyers: Miriam and Paul Hernandez Jr. (together 100%). Mr. Hernandez owns and Mrs. Hernandez is officer in Paul's Alfombras Inc., carpet firm, in Puerto Rico. Action Feb. 6.

*WQVA(AM) Quantico, Va.—Broadcast Bureau granted assignment of license from WQVA Inc. to Happy Broadcasting Corp. for \$60,000 (BAL-8034). Sellers: Harold H. Hersch, president, et al. (100%). Mr. Hersch has interest in WPRW(AM) Manassas, Va. and WISZ-AM-FM Glen Burnie, Md. Buyers: Raymond Woolfenden, Jesse G. Whitfield, et al. (100%). Group is applicant for assignment of WSRA(AM) Milton, Fla. pending before commission. Action Jan. 31.

Cable

Applications

Following operators of cable television systems have requested certificates of compliance, FCC announced Feb. 4 (stations listed are TV signals proposed for carriage):

- * Birmingham Cable Communications Inc., 360 South Monroe Street, Denver 80209 proposes for Birmingham, Ala. (CAC-3516), WBRC-TV, WBIQ, WAPI-TV and WBMG, all Birmingham, Ala.; WTCG and WHAE-TV, both Atlanta, WRIP-TV Chattanooga; WAIQ Montgomery, Ala.; WJSP-TV Columbus, Ga.; and WFSU-TV Tallahassee, Fla.
- * Saginaw Cable TV Co., 720 North Bates Street, Saginaw, Mich. 48602 proposes for Buena Vista Charter (CAC-3522), and Spaulding (CAC-3523), both Michigan, WEYJ-TV Saginaw, WNEM-TV Bay City, WJRT-TV Flint, WUCM-TV University Center and WKBD-TV Detroit, all Michigan, and CKLW-TV Windsor, Ont.
- * Red Springs Cablevision Co., St. Pauls Cablevision Co. and Raeford Cable TV Co., all 2120 South Ash Street, Denver 80207 proposes for Red Springs, St. Pauls and Raeford (CAC-3542-44), all North Carolina, to delete WUNJ-TV Wilmington, N.C. and add WUNC-TV Chapel Hill, N.C.
- * Ultra Com of Blanchester Inc., 333 West Clinton Street, Wilmington, Ohio 45177 proposes for Blanchester, Ohio (CAC-2694), to delete WSWO-TV Springfield, Ohio and add WCVN Covington, Ky.
- * Barnesville Cable TV Corp., 40 North Park Avenue, Lisbon, Ohio 44432 proposes for Bethesda (CAC-3524), and Belmont (CAC-3525), both Ohio, WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, WQED and WPGH-TV, all Pittsburgh; WOUC-TV Cambridge and WJAN Canton, both Ohio.
- * Clear View Cable TV Inc., 29 North State Street, Sutherlin, Ore. 97479 proposes for Oakland, Ore. (CAC-3519), KPIC Roseburg, KOBI, KMED-TV and KSYS, all Medford, KEZI-TV and KVAL-TV, both Eugene, KOIN-TV and KPVT, both Portland and KOAC-TV Corvallis, all Oregon.
- * TV Cable of Seagraves, Box 1346, Seminole, Tex. 79359 proposes for Seagraves, Tex. (CAC-3518), to add KXTX-TV Dallas and KTVT Fort Worth.
- * Bauce Cable Associates, 9 Campbell Street, Luray, Va. 22835 proposes for New Market, Va. (CAC-3521), WSWA-TV Harrisonburg and WVIR-TV Charlottesville, both Virginia; WTOP-TV and WTTG, both Washington and WVPT Staunton, Va.
- * Warner Cable of Williamsburg, 75 Rockefeller Plaza, New York 10019 proposes for York county, Virginia (CAC-3263), to delete WXEX-TV Petersburg, WTVR-TV and WWBT-TV, both Richmond, both Virginia.
- * Total Television, 1014 Franklin Street, Vancouver, Wash. 98660, Vancouver (CAC-3520), requests certification of existing operations.

Final actions

- * Effingham, Ill.—FCC authorized Cable TV Service Co. to add the following signals to its cable system at Effingham: WGN-TV and WFLD-TV, both Chicago (CAC-218). Objection by Midwest Television Inc., licensee of WCIA Champaign, Ill., was denied. Action Feb. 6.
- * Springfield, Leland Grove, Southern View, Jerome and Grandview, all Illinois—FCC authorized First Illinois Cable TV Inc. to add KPLR-TV St. Louis and WGN-TV Chicago to its existing systems, all of which are within Springfield-Champaign-Decatur-Jacksonville television market (CAC-167-171). Action Feb. 6.
- * Bangor, Me.—FCC waived cross-ownership section of rules to permit Diversified Communications Inc., parent corporation of Community Broadcasting Service, licensee of WABI-TV Bangor, to acquire cable television systems at Jay, Livermore Falls, Dixfield and Peru, all Maine. Action Feb. 6.
- * Seward, Neb.—FCC authorized T-V Transmission Inc. to add KMBA-TV Kansas City, Mo., and KWGN-TV Denver, to its existing cable system, located within Lincoln-Hastings-Kearney, Neb., major television market (CAC-2589). Opposition by City of Seward was denied. Action Feb. 6.
- * North Kingsville, Ohio—FCC authorized TeleMedia Co. of Lake Erie to carry following signals on its proposed cable TV system at North Kingsville, located within the Erie, Pa., smaller television market: WICU-TV WJET-TV WSEE and WQLN, all Erie, Pa.; WKYC-TV, WEWS, WJW-TV and WKBF-TV, all Cleveland; WUAB Lorain, WFMJ-TV and WKBN-TV, both Youngstown, both Ohio; CPFL-TV London, CHCH-TV Hamilton and CKCO-TV Kitchener, all Ontario (CAC-1656). Action Feb. 6.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

RADIO

Help Wanted Management

Assistant to the president of broadcasting group. Sales, research and promotion minded person needed to fill vacancy caused by movement of former assistant to station manager. If you have received your degree in the last five years and have some sales experience, you may be the one we are looking for. \$20,000 income plus incentive. Send resume to Box B-71, BROADCASTING.

Vice president/general manager. Profitable Michigan AM/FM station in competitive market. Billing approximately \$600,000 per year. Salespeople with management potential will be considered. Ownership possibilities. \$24,000 salary, excellent bonus arrangement, automobile, life and health insurance and country club membership. Submit confidential resume to Owner. Box B-72, BROADCASTING.

Top 10 market local sales manager. Solid opportunity for experienced account executive to grow with expanding four station group. Applicants from medium markets invited. \$30,000 to \$35,000. Send resume to Executive Vice President. Confidential. Box B-73, BROADCASTING.

Management trainee to replace individual who joined us right out of college and has moved to sales manager's position with one of our stations. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters Degree and/or some sales experience helpful. Starting salary is \$15,000 to \$18,000. Send resume to Box B-74, BROADCASTING.

Group owned Chicago radio station has immediate opening for ambitious, young account executive ready to move up to a large market. Internal promotion made position available. Income range \$30 to \$35K depending on performance. Send resume to Box B-75, BROADCASTING.

Assistant corporate director of marketing. Major group. College graduate who desires management. Must have local sales experience. \$30,000 plus profit sharing. Submit resume to Box B-76, BROADCASTING.

25% ownership available to ambitious, young radio executive seeking equity participation. Best FM facility in fast growing Midwest city of approximately 400,000 population. If you have sales experience and are ready to run your own show, send resume to Box B-77, BROADCASTING.

Radio sales manager. Rare opportunity for ambitious account executive ready for sales management. Well-known top 50 market station with excellent demographics. Attractive location 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 please send complete resume to President. All replies answered. Box B-78, BROADCASTING.

Midwest AM and FM top 100 market is looking for an experienced program manager. Background in rock format is desired. Excellent opportunity for "rock" DJ who is ready to move up to program manager position. Equal Opportunity Employer. Box B-154, BROADCASTING.

Sales-oriented GM with management experience required. Superb salary, fringe benefits. Write: Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Computer System Consultants. Interesting job for persons with 3 to 5 years broadcast operations experience. Ability to interface with station personnel at all levels. College background essential. Degree Broadcasting or Education preferred, must be assertive, self-motivated, and a shirtsleeve professional. Will be responsible for system implementation and training at home office and at station location; approximately sixty percent travel. Send resume or call Bruce Massie, Compunet, Inc., 747 East Green Street, Pasadena, CA 91101.

Wanted—Sales Manager: Are you ready to make a move as sales manager with potential for resident manager into the Washington, D.C. market? Must be well trained and oriented in local, regional and national radio sales with tested ability to build aggressive sales force. Must have proven track record and reside in South-East. Send complete resume to Thoms Radio-TV Enterprises, 75 Scenic Highway, Asheville, NC 28804.

Help Wanted Sales

Salesperson to sell radio time. Small Market, California. Box B-101, BROADCASTING.

California daytimer seeks experienced salesperson, preferably RAB trained. Good account list, salary, bonuses, incentives, Box A-246, BROADCASTING.

Good guarantee plus commission and sales training for salesperson or programmer wanting sales. Interview required. Midwest background only. Box B-33, BROADCASTING.

Picture Yourself in Southern California. Picture yourself with KEZY, Orange County, California's No. 1 station—No. 1 in ARB, Pulse, Hooper, NRR—No. 1 in results to advertisers. Picture yourself with all the selling help you can get. Complete creative department, including a sales promotion director, a marketing director, a sound creative director, sales secretaries. All to help you sell more. Plus, printed material, client mailings, slide presentations. Picture yourself in an all new lifestyle with lucrative commission structure, profit sharing, expenses, insurance, hospitalization. If you like what you see, call now 714-776-1191, Barry B. Shanman, Sales Manager.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, TX 75601

New Mexico. Good opportunity for solid salesperson in one of the state's best radio markets. Great station, great staff. Call Ray Stephens, KGAK, Gallup. 505-863-4444.

Central Florida FM station needs experienced salesperson to develop into management. We offer the best commission—draw—bonus arrangement in the industry. 25% Comm. Enjoy Disney World and all of Central Florida. Do you qualify? WJGM, Box 799, Leesburg, FL 32748. 904-787-2790.

Experienced salesperson needed for Evansville, Indiana market. Draw, Commission and Car Allowance. Excellent Fringe Benefits. Contact WROZ Radio, Evansville, IN, 812-422-4171.

Negotiable Five-Figure guarantee for experienced salesperson ready to become sales manager. Send full particulars to General Manager, WTWA, Box 591, Thomson, GA 30824.

Small Market Radio Chain needs time salesperson with capabilities of advancing to General Manager in immediate future. Write Bill Vogel, Vogel Communications, P.O. Box 1439, Murfreesboro, TN 37130.

Sales Manager, top resort area, Long Island. Excellent growth opportunity with young, rising FM-Stereo group. Please send resume and current earnings to Box 322, Long Island, NY 11960.

Help Wanted Announcers

Morning Personality a real communicator. Top rated Eastern MOR. TV work available. Send resume to Box A-231, BROADCASTING.

Pennsylvania small market has new owner, new image. Need three announcers who can double in news or production. Send resume, Box B-34, BROADCASTING.

Jocks, Top 40, production, news and resume. New English language AM. Sunny San Juan, Puerto Rico. Write Box B-52, BROADCASTING.

Contemporary station looking for jock with strong production and first. No screamers . . . send resume and production samples to Box B-64, BROADCASTING.

New England rocker wants you! Join a stable organization and be a top jock in this medium market. Minimum two years experience necessary. If you're looking for a place to grow, send your resume now. An E.O.E. Box B-103, BROADCASTING.

Midwest market gold station looking for adult personality with big voice. For afternoon drive. Slot opening soon. No beginners. Send resume, photo, requirements to Box B-106, BROADCASTING.

SKW Contemporary New England Station wants experienced, imaginative, creative PD. Box B-137, BROADCASTING.

Staff Announcer needed by leading adult music station. Continuous music format. Good wages, stability, new facilities & equipment. Equal Opportunity Employer. Box B-162, BROADCASTING.

WEPP, Pittsburgh, is accepting audition tapes of pro voiced talent for future openings. 107 6th St., Pittsburgh, PA 15222.

Help Wanted Announcers Continued

Experienced announcers for interesting professional small market station. Applicants from area preferred. EOE. WINI, Murphysboro, IL, 618-684-2128.

Immediate Opening for personality announcer for good small market AM station soon to go fulltime. All applicants considered totally without regard to sex, race, color, creed or national origin. Send tape and resume to WKIK, Box 346, Leonardtown, MD 20650.

If you can handle top-rated, adult MOR format, have several years experience, are interested in moving up to a fine midwest major station, I'm looking for you. Send tape and resume to William J. Struyk, Program Director, WOOD AM/FM, 120 College, S.E., Grand Rapids, MI 49502.

5 kw Top 40 Rocker needs evening personality. Some experience required. Rush resume, tape to: Don Alexander, WOTT. Box 29A, Watertown, NY.

Jock who wants to sell, needed for both at profitable, contemporary FM in midwest market of 150,000. State Capital—Good Company. Box 3166, Springfield, IL 62708.

Help Wanted Technical

West Coast phraque progressive FM rock and roll radio needs you. Immediate opening for first phone assistant engineer. Heavy studio and transmitter maintenance, light production, excellent pay. Equal opportunity employer. Reply Box B-12B, BROADCASTING.

Chief Engineer, Midwest. AM-FM Stereo with automation. Immediate opening for experienced person. Opportunity for growth. EOE. Send resume to Box B-167, BROADCASTING.

Broadcast Equipment Sales—CCA Electronics Corporation has an opening for an aggressive young engineer with AM & FM experience preferably at the chief engineer or technical director levels. The successful applicant should be prepared to assume a responsible position in administrative home office sales. Salary commensurate with experience. Send resume to Clarence Beverage, CCA Electronics Corp., 716 Jersey Avenue, Gloucester City, NJ 08030, 609-456-1716.

Move up to beautiful Door County, Wisconsin. Experienced Chief Engineer needed to handle AM, FM, SCA and do general maintenance at studio and transmitters. Call: Ed Allen, Jr., 414-743-4411.

Nashville Stereo FM needs engineer. Air experience helpful. 615-824-7177. No collect calls. Equal opportunity employer.

Help Wanted News

California daytimer has immediate opening for experienced news reporter, who can really dig, write and present news on the air. Box A-247, BROADCASTING.

Need person to work news and sales. Small market Maryland station. Prefer individual with first ticket. Box A-250, BROADCASTING.

Three seasons of California League Baseball PBP. Want to make jump to higher classification. Box B-141, BROADCASTING.

Medium market station needs full timer as newperson and for airshift. Send resume. Equal Opportunity Employer. Box B-163, BROADCASTING.

Major Market Sports/Talk. We wanted Howard Cosell but he's not available. Therefore, if you are astute and can handle 3 hours of daily drive-time sports calls and commentary send resume and salary requirements to Box B-179, BROADCASTING.

Aggressive Area news operation needs good writing and delivery. Send tape and complete resume. KLSS & KSMN, Box 1446, Mason City, IA 50401.

Wish to work hard for an exceptional radio company? Aggressive, able to dig and love news? Send tape and resume to Al Kahn, WAGR, P.O. Box 1056, Lumberton, NC.

WFUN in Miami has an immediate opening for an experienced, aggressive newperson. Writing ability and news sense just as important as delivery. Send tape and resume to: News Director, WFUN, 6101 Sunset Drive, Miami, 33143. An equal opportunity employer.

Help Wanted News Continued

To Write, Gather, Edit and deliver major afternoon-evening newscast. Good voice and delivery required. Applicant must have several years of recent on-air news experience. Third phone not necessary now but will be required later. Salary open, an equal opportunity employer. Contact Les Smith, WVCC Radio, P.O. Box 1516N, Coral Gables, FL 33134.

News person with opportunity to advance to News Director. Permanent position in Beautiful upper mid-west city of 30,000 AM and FM Network Affiliate. Strong on local news. Must have good delivery. Experienced Newspeople only! Mr. Charles, 507-452-2867.

Help Wanted Progaming Production, Others

Rocket City of America—Full time CW station has immediate opening for experienced production manager-air personality that is willing to relocate and become a part of our growing community. Excellent earnings for person with exceptional qualifications. Contact Carl Swafford, PD, WBHP, P.O. Box 547, Huntsville, AL 35804, 205-534-3521.

WIEL, Elizabethtown, KY, a successful medium-market, contemporary MOR station, needs a take-charge Program Director now. Experienced, good references. Able to pull board shift. Send tape, resume, references to Bill Walters, GM, WIEL, P.O. Box L, Elizabethtown, KY 42701.

Situations Wanted Management

Need more sales. Professional broadcaster with radio-direct sales experience. Heavy local sales. Welcomes challenges/responsibility. Box B-65, BROADCASTING.

High-powered sales executive—problem-solving professional with proven success formula that works. Highly successful in sales and management. Box B-67, BROADCASTING.

28 years sales and management. Nineteen selling manager. Small and medium markets. Box B-93, BROADCASTING.

In three years I have taken the number four station in this market of 200 thousand and made it number one and almost doubled billing. However, the owners don't believe in monetary rewards for success. If you need an eleven year broadcast veteran who manages, programs, sells and does an air show, I'm ready to talk. Prefer southwest but will consider any offer. Box B-120, BROADCASTING.

General Manager with 13 years experience, programming, sales and management. Self-starter, proven record. Can inspire and motivate people. Looking for challenge. Box B-132, BROADCASTING.

I want to manage your small market station. South, Southwest, West. Strong sales background. Creative thinker. Dependable. Soft sell approach that creates trust and wears well with clients. Looking for a future! Reply to Box B-140, BROADCASTING.

Experienced broadcaster, successful management background, has \$25,000 to invest for part ownership, or partnership in acquisition of radio station. Currently in New England. Prefer East. Box B-148, BROADCASTING.

Relax! I'll help you in management and sales in So. Florida. Will answer all replies. Box B-151, BROADCASTING.

Experienced, responsible broadcaster—Desires challenging position. Sales or General Management, News, Administration. Willing to relocate anywhere. Have credentials, track record. Community involved and knowledgeable F.C.C. Rules. Good voice. Call: 618-548-4641, or Write Box B-171, BROADCASTING.

Sales Manager at well known major market FM'er wants GM position. All markets considered. With current station five years. Nine years experience. B.S. Degree R-TV All phases. Knowledge of FCC Rules. Box B-175, BROADCASTING.

Experienced Manager with good track record looking for small market management. Stable, family and home owner. Prefer small resort community in New Mexico or Colorado, but will consider all offers including part ownership. Let's talk. 806-665-4842.

Here is an experienced young pro seeking a station to (re)italize. Experienced in rural, medium and major markets. Ready to increase your sales, economize your operation and build your ratings thru superior salesmanship and programming. Good track record. Strong on community relations. M.L., Box 1278, Colton, CA 92324.

Situations Wanted Sales

Someone is looking for a dependable, money-making salesman with a proven track record. Let's get together! Box B-116, BROADCASTING.

Cry no more. Experienced G.M./S.M. wants So. Florida. Box B-152, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

7 years small to medium markets. 4 months no work. Non deep voice, 30, just married, 1st, desire just pay, instructional criticism, station or chain advancement. No swinging doors please. Box B-83, BROADCASTING.

Minnesota or surrounding areas. Young man experienced, mature. Currently have top ratings. Top 40-MOR. Good news, first phone, single, no hangups. Excellent references. Box B-97, BROADCASTING.

Experienced jock, MO, college grad, 23, 3rd endorsed. Good news, production. Breeds excitement. Relocation no problem to stable, no nonsense station. 314 783-6125 or Box B-107, BROADCASTING.

First phone, 23, single, good references. Prefer country or easy listening in southeast. Good news delivery. Box B-117, BROADCASTING.

Just about to get out of Army. Looking for medium market rock, M-O-R or country that's not afraid of personality. Have third endorsed, college degree, experience, both radio and TV. Available mid-March. Box B-119, BROADCASTING.

Contemporary MOR Personality with Topical Wit, imagination, tight board. Want stable organization. Good pay, excellent potential. Box B-155, BROADCASTING.

Experienced sports announcer, excellent play-by-play. Box B-158, BROADCASTING.

All around, imaginative announcer. Good voice. Three years experience, some college, third phone, speech, acting background. Box B-165, BROADCASTING.

Southern Market, Black, 1st Phone, Top 40, M.O.R., News . . . 5 years. Exempt, married, call Penny 1-5-609-921-8550 (Ext. 282).

Personality Jock-of-all-Trades: Creative copy, sharp production (to match wit), perceptive MD vast musical savvy. Dedicated, dependable! Relocate. 3rd endorsed. 516-665-1024. Gary Damon, 22 West Lane, Bayshore, NY 11706.

Experienced young announcer, third endorsed, three years in play-by-play, news and board work. Hard worker. Available Feb. 26. Pat Chambers, 816-429-4010 before 5 p.m.

3rd endorsed. Experienced. Tight board, good production. Any format, any shift. Good reader, college grad. Currently employed but want change. Call Ken Bator, 313-293-1172, or write 31292 Schoenherr, Warren, MI 48093.

Announcer: 23 yrs. exp. Will accept any station that plays half-way decent music. Diorio, 207 Elliot, Bretleboro, VT.

First phone: married, conscientious. Prefer East Coast or Midwest. Experienced Top 40, MOR, production. Write Mark Chenoweth, 8 Russell Road, Hampton Bays, NY 11946 or 516-728-2110.

Give me lifel I've been at this automated station seven months too long! Tight board. Clean production. Lower Michigan, Ohio, Indiana. I'm ready! Tim Gwozdz, 206 N. Center, Gaylord, MI 49735. 517-732-9729.

First, with experience. Desires Top 40/Rock position. Prefer Western U.S. Willing to learn. Dave Claspill, 1014 High St., Fredericktown, MO 63645. 314-783-3103. After 5 p.m. CDT.

Tight production, contemporary in small to medium market, third endorsed, excellent references, resume, tape upon request. Jim Worsley, 44 Walter Avenue, Hicksville, L.I., NY 11717.

Summer swing. Ivy grad, law student. Five years pro experience. Fill daytimer's, vacation holes. AM, FM announcing, news. Low salary acceptable. Anywhere. 207-772-0813.

Available: Black, first phone, experience. Tech, d.j., and production man. Contact 314-726-0914.

Disc jockey, experienced, dependable, versatile, creative. MC experience. Wesley Morgan, 408-A Hancock St., Brooklyn, NY 11216. 212-574-9315 or 443-1367.

DJ, Announcer, 3rd endorsed. CSB grad. Creative, mature, willing to work hard. Full, part time. N.J., Pa. area preferred. Call Mike collect after 6 p.m., 201-545-9770.

Situations Wanted Announcers Continued

Beautiful music EZ. Washington, D.C. announcer desires permanent move to New England AM-FM. Salary secondary to right offer. Third endorsed. Top references. Resume, news, commercial tape. Phone 301 320-4664.

Six years experience. Looking for production position with some air time. Top 40 or MOR. Not opposed to all night shift at right station. Just received Associate Engineering Degree. First phone, 26, married. Dick Houser, 1210 St. Ann Street, Owensboro, KY 42301.

Cookin' Top 40 PD-DJ, 5 1/2 years experience, seeking DJ gig with large or medium market rocker. All-night alright. Prefer south. Call 717-762-9191 between 3-5 p.m. Ask for Ken.

Sports minded, year's experience all phases broadcasting. Play-by-play; tight board, any format. Prefer west of Mississippi. College grad, 3rd endorsed. Dick Genet, Box 433, Clifton, AZ 602 864-9982.

First phone cooker looking for stable organization. Available immediately. Go anywhere. Three years experience. Call Dan 607 797-1398.

Creative DJ-talker. Employed, top-forty, middle market. Good voice, smooth, fast board; 3rd endorsed. Background includes sales, music, production. Intelligent, co-operative self-starter. Aircheck available. Steve Darwin, 133-07 231 St., Laurelton, NY; 212-527-0378 or 212-740-2278.

1974 MOR Morning man. A real beauty, this one, with power in the AM drive time and big numbers up front. All the extras: phones, voices, sincerity. So if you're in the major market for a bright, creative 29-year-old, he's got what you're looking for. Call this number: 202-783-8492.

Experienced announcer, creative, humorous, hard working, dedicated, will relocate. Bob Berry, 140 Danube—Apt. C, Fairfield, OH 513-874-2372.

20 years experience in all phases seeks news directorship at medium station. Good digger, presenter, researcher, writer, commentary, editorials, talk shows. Call after one, CDT. 1-512-937-7087. I can make you number one.

Mature Radio Veteran desires 5-day variety, adult music, night show. 1st phone, light maintenance. Responsible. Smith, 305-886-4869. Orlando.

Three Years Top-40. All times. Past year PD in medium market. Production. First Phone. Versatile. Seeking announcing in medium or major. Eddie 316-227-2868.

Looking for good Medium Contemporary or Rock Station. Dedicated, hard-working, 2 years experience at 5,000 watt. Small market. Neil Hatch, 602-524-3994, 524-6490 or Box 430 Holbrook, AZ 86025.

Talented Top 40 Cooker. 2 years experience, college grad, 3rd. Seeks small-medium rocker or contemporary 301-653-1716.

Aggressive Jock, 24 years old, three years experience, five years college. Progressive format only. Live in Detroit area, willing to relocate. Call collect Bryan James, 1-313-851-4765.

Licensed Top 40 Personality seeking afternoon drive slot in a large medium or medium size market with real pro's. Call 502-684-5993 or write 702 Shelborn Dr., Owensboro, KY, 42301.

Situations Wanted Technical

First phone, AM-FM-TV. 28 years experience. Well versed on solid state, desires maintenance. Box B-131, BROADCASTING.

Engineer, seeking position as chief or assistant chief in radio or television. Fifteen years experience in all phases of communications. Currently available. Box B-144, BROADCASTING.

Chief Engineer. Proofs, maintenance, directionals. Daytimer preferred, no hoard. Call Walt MacTommany. 305-390-3161.

Situations Wanted News

Medium market news director wants to be back on the street. Former statehouse reporter, wire service experience, MA in communication. Box B-82, BROADCASTING.

Young, energetic. Working D.C. Journalist with broadcast experience, seeks reporting spot in Washington-Baltimore area. M.S. Columbia Journalism. Box B-153, BROADCASTING.

Experienced Personality/Sportscaster. Major Market, MOR announcer and major university, play by play man with TV experience. Married. Looking for stable position in either or both. Box B-166, BROADCASTING.

Situations Wanted News Continued

Experienced medium market news director. Reputation for establishing operation that's the one to beat. Wants medium market post or writer-reporter, majors. West, southwest preferred. Box B-180, BROADCASTING.

Energetic Newsmen, May 1974 Broadcasting graduate. Voice, delivery, and writing ability excellent. College and commercial station news experience. Would prefer New England area. Keep me in mind! John Hadley, 1-717-374-9308.

Imagination; altruism tempered with constructive realism, fresh concepts, new ideas. Young, Box 1642, Studio City, CA 91604. 1-213-766-7421.

Sportscaster/Newsman, 25 years old, B.A., M.A., commercial experience for both high school and college play-by-play and color. Nationally-published writer. Looking to relocate and travel. Radio or TV. Resume, tape available. Contact Jack Connors, 816-747-2576.

Love of the media, intended dedication to, and willingness to do a job has this 1973 Notre Dame grad seeking first news job. Assistant news director student station, responsible. Mark Derringer, 716 634-4817. 75 Morningside Lane, Buffalo, NY 14221.

Professionally trained beginner seeks position in news or public affairs. M.A. in English—former English teacher. Broadcasting school grad with third endorsed. Will relocate. Roger Moyer, 349 Franklin Street, Quakertown, PA, 215-536-6089.

Situations Wanted Programing, Production, Others

Creative "modern country" programmer presently employed in large, competitive market seeks new challenge. Proven track record and top references. All offers considered! Write Box B-57, BROADCASTING.

Major market air personality with successful programming experience and excellent references. Seeks major or medium market rock programming gig. Take charge PD with working knowledge of budgets, FCC rules, and administration. Heavy in research and strong community image. Reply Box B-90, BROADCASTING.

After six years as broadcast meteorologist and sales representative for middle market Eastern Station, want to return as air personality but would like to program the music. Ability to forecast weather on independent basis an asset but management background best qualification. Award winning football play-by-play, news director, talk show and sales background past 15 years. Want Northern climate, Upper Plains, Minnesota, Wisconsin, Upper New England and will consider Southern Canada. Ad-lib commercial, excellent. Currently paid talent for each spot done daily. Salary commensurate with area. If you are looking for a mature, experienced, management-type person I am your man. Box B-126, BROADCASTING.

All-round radio-TV pro available. Solid program director, administrator. Excellent interviewer, talk show host, communicator. Creative copy, production. Background includes station management. Presently highly successful in sales, but want back in broadcasting. Ed Spiegel, 501 Bensen, Landing, NJ 07850.

Experienced PD available medium market preferred. Active small acceptable. Top 40—MOR—Cross Country can relocate easily, all areas considered. Some TV. Top references. 505-873-1328. PD, 2329 Foothill Dr. SW, Albuquerque, NM 87105.

Creative Modern Country Programmer presently employed at Number One Country Station in 17 station market of over 500,000 seeks New Challenge. Let's talk about getting together! Call Ed Metoyer, 602-887-6182.

TELEVISION

Help Wanted Management

Sales manager: Chicago Television Station seeks experienced Sales Manager who can sell, close, and run a sales force. Send full particulars, including salary requirements. Replies will be kept confidential. Our employees know of this ad. Box B-139, BROADCASTING.

Fast growing group owner seeking two general managers. One experienced in small or medium market, and one seasoned assistant general manager or station manager ready to move to general manager. Both should submit documented proof of successful past experience on the job plus evidence that you have a trained replacement on your staff. Please send picture with application. An equal opportunity employer. Box B-164, BROADCASTING.

Business Manager "Group" needs television business manager. Accounting degree plus managerial experience and expertise on basic requirements. Reply Box B-174, BROADCASTING.

Help Wanted Announcer

Sportscaster. Ten years major market radio. Want TV anchor or No. 2. Available now. Box B-142, BROADCASTING.

Help Wanted Technical

New England area—require one TV transmitter technician, comfortable mountain-top duty. Also one studio technician. Full color plant, latest equipment. Experience preferred, others considered. Excellent fringe benefits. Send complete resume and salary requirements. Equal opportunity affirmative action employer. Box B-114, BROADCASTING.

Tired of snow? We need a good, management oriented Chief Engineer in Gulf Coast resort city where weather and fishing is good year round. Excellent station and equipment. Send complete resume to Box B-135, BROADCASTING.

Versatile chief engineer for small market network UHF station. Excellent pay for hard worker. Rural New England area. Box B-143, BROADCASTING.

Chief Engineer for Network affiliated UHF in Southeast—with heavy production schedule. RCA equipped. Must be strong on maintenance. Equal opportunity employer. Send resume and salary requirement to Box B-170, BROADCASTING.

Wanted: Production-minded engineer with strong base in maintenance. Must have education in computer logic, and be prepared to travel. \$12,000 to 15,000 salary plus profit sharing in new mobile business. Send photo. Write Box B-173, BROADCASTING.

WDEF AM-FM-TV, Chattanooga, TN. Has immediate opening for chief engineer. Need person capable of taking full responsibility for quality operations of number 1 radio and TV stations in market. Good opportunity and benefits with group broadcaster. If interested send resume and salary requirements to Wm. M. Dunaway, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. An equal opportunity employer.

Engineer for university instructional studios. Maintain monochrome TV, small FM. Salary to \$13,000. Affirmative action, equal opportunity employer. 517 774-3852.

Experienced first phone transmitter and studio technicians for 2 new Idaho (hunt, fish, ski) VHF's. Send resume to Dir. of Engineering, Box 87, Nampa, ID 83651.

Help Wanted News

News and public affairs producer for Northeastern state Public Television Network. To produce nightly live news and public affairs half-hour, and supervise team of reporters. 3/4 years experience, plus 3/4 years journalism experience (either print or media) required. Salary open. Box B-6, BROADCASTING.

Strong Weekend Anchor Person also capable of handling general assignment. Send resume, salary requirements, picture, to: Box B-161, BROADCASTING.

News Editor/Assignment Editor. Supervise over all news cast. Look, develop story ideas, assign reporters. Call Ms. Purcell at 714-232-2114 so that news director Ray Wilson can call you back from KFMB-TV, San Diego.

Action reporter. Journalism background. Someone who can solve community problems. Some action related media experience desired but not mandatory. Must be able to sto in and take over. Send all information to Robert McMullen, WFRV-TV, Box 1128, Green Bay WI 54305.

Reporter/Photographer. Send pic, resume, and VTR to News Director, Box 470, Rockford, IL 61105.

Texas TV station looking for weathercaster/news-person. Meteorology degree not necessary, just great air appearance and a lot of common sense. Excellent climate and security. Call News Director, 512-968-3131.

Help Wanted Programing, Production, Others

South Fla. station now accepting applications for photographers. Journalistic background and 1 yr. minimum of 16mm TV newfilm experience required. Equal Opportunity Employer. Send resume to Box B-37, BROADCASTING.

Promotion manager for PBS station in southeast. Creative, energetic, experienced in publications, advertising, copywriting, on-air, PR, development, and supervision. Send resume, references, and salary requirements. Box B-121, BROADCASTING.

Director for Midwest Color Production Studio, Industrial and Commercial. Must have commercial and switching experience. Good salary, benefits. Box B-136, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Promotion & Advertising Mgr. Top 40 network affiliate. Seeking knowledgeable and experienced Promotion and Advertising Manager. Must be able to produce the best on-air promotion campaigns. Should also be knowledgeable in print and sales service. Equal opportunity employer. Send letter and resume immediately to Box B-149, BROADCASTING.

Art Director for public television station. Must be well qualified experienced and strong in graphic design. Send resume and portfolio to WNED-TV, 184 Barton St., Buffalo, NY 14213.

Art director for Northeast State Public Television Network. Responsible for station visual image, production of television graphics, set design and design of related print materials. Commercial art background needed. Experience in photography valuable. Salary open. Send resume and salary requirements to New Hampshire Network, Box Z, Durham, NH 03824, c/o David H. Paige.

Situations Wanted Management

Currently news director, midwest top 20 market, net affiliate. Corporate budget cuts cause desire to move elsewhere. Seven years previous experience—all facets TV news with major New York TV (network) news departments. Looking for news director, executive producer, producer slot in top 15 markets. Salary not important, but a challenge and firm station commitment to news is. Write Box B-61, BROADCASTING.

TV production manager/executive producer ready to roll again. Been vacationing in Florida. Experienced with all agency and broadcast operations in active VHF medium market. Box B-110, BROADCASTING.

Desire relocation. Twenty years experience in television. Worked with station, group, nat'l rep., program sales, et al. Consider any position and location. Box B-129, BROADCASTING.

Situations Wanted Announcers

Weather-caster, announcer Washington, D.C. fifteen years. Desires permanent move to medium, small eastern market. Salary secondary to right offer. Top industry references, resume, VTR. Phone 301 320-4664.

Situations Wanted Technical

Combo—strong technical (2½ years), stronger production (7 years, + on-air), strongest communicating with people (27 years), VN vet (AFRTS) BSBr, AS, BL(EL) Tech. Qualified, stable. Willing to travel; want to move. 813 971-3969. Box B-111, BROADCASTING.

Three years experienced studio engineer, switcher/director, first phone. Box B-125, BROADCASTING.

Engineer First Class. William J. Whitecavage, 87-26 92nd Street, Woodhaven, NY 11421.

First phone, experienced studio engineer, switching, loading tapes, loading films, edit tapes and films. Seeking permanence. Call Mike, 213-386-2278.

Situations Wanted News

Young, aggressive newsmen desires top-notch station he can grow with. If you want youth, dedication, and professionalism rolled into one, I'm your man. Can shoot own 16mm photography, write, edit, and do standup—professionally. Box B-29, BROADCASTING.

Meteorologist: BS degree in Meteorology, 7 years forecasting experience, severe weather radar qualified. Other weather experience includes tropical storm recon & weather modification. Have worked with two TV Meteorologists. Age 30, available Apr 1, resume and references. Box B-81, BROADCASTING.

Feature reporter/photographer, air experience. Four years television, newspaper. BS Journalism, 23, married. References, resume, tape. Box B-87, BROADCASTING.

Newsmen, sportscaster available now. PBP all sports. Great knowledge. Resume, audio, VTR available. Box B-94, BROADCASTING.

Meteorological Personality: A good solid weather-cast doesn't have to be boring . . . mine isn't. 33 years old and ready to move up. Box B-133, BROADCASTING.

What I write and commit to film reflects a multimedia mind. Trace my progression from frustrated comic to student of social sciences, advocate of reasoned rhetoric and conscientious objector to that which makes me too safe, too stifled and self-satisfied to evoke the appropriate response to the challenge you have waiting for me. Currently anchoring. Box B-134, BROADCASTING.

Dependable, versatile PRO. News/Sports. 11 years experience. Top references. Box B-150, BROADCASTING.

Situations Wanted News Continued

Versatile, fully qualified and experienced. Radio/TV news reporter, anchor man. TV talk show host seeks challenging position. Small medium market. Relocate anywhere. Responsible and mature. Excellent voice and health. Call 618-548-4641 or Write: Box B-172, BROADCASTING.

Anchorman—Experienced in reporting, writing, performing. Preparing and delivering editorials. Interviews, talkshow moderator. Box B-177, BROADCASTING.

Young woman, broadcast-journalism graduate ready for first break as reporter-producer. Have newspaper, radio and some TV experience. 513-434-2493.

Young Newsman - Photographer, wants to learn. Aggressive and hard working. Mass communications degree. Capitol Experience. Call 904-878-3489 after 6 p.m.

Challenge me, to anchor/report for you. Persistent, aggressive, six years anchor, investigative reporter, news director, talk host in radio-TV. Good looks, personable delivery, relocate anywhere. M.W., 1209 Mulford, Evanston, IL 60201.

Situations Wanted Programing, Production, Others

CATV Station Engineer wants broadcast studio position with promise. Color experience. 3rd endorsed, working on 1st phone. Resumes. Box B-49, BROADCASTING.

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Help Wanted Management

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Director of Sales
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Profile

Chicago-centered: a way of life (and work) for Harry Trigg

Harry D. Trigg is a pioneer of Chicago television, with a career stretching back to 1950 at NBC when the network was originating such popular programs as *Hawkins Falls*, *Ding Dong School*, *Quiz Kids* and *Garroway At Large* from the Middle America metropolis.

After 24 years, Mr. Trigg is still in Chicago and still associated with NBC—for the past 13 years as program manager of its owned station, WMAQ-TV. Though the city no longer is a primary origination center for network programming, Mr. Trigg oversees a domain that has produced many prize-winning series and specials accentuating community issues and problems.

In a business where mobility is the rule, Mr. Trigg is the exception. Explaining his 24-year association with one network, he says he prefers to be anchored in Chicago and with NBC. He talks of the numerous professional and personal associations he has built up over the years and the leeway to produce programs attuned to the needs of his station's area. "I like Chicago; it's a big small town," he says matter-of-factly.

Mr. Trigg is a medium-sized, solidly built man of 46 with an understated manner that borders on the distant. He will be thrust into the limelight this week when, as president of the National Association of Television Program Executives, he will serve as the pivotal figure at the organization's 11th annual conference in Los Angeles. He'll be no show-stopper, colleagues say, but once he sheds a characteristic reserve, he will display a natural warmth, graciousness and penchant for dry humor.

"Sometimes Harry makes a remark that goes over your head for a few seconds," an associate said, "but when you get it, it's invariably clever." He's particularly effective during business meetings and is known for the dry quip that lightens the tone of tense sessions.

Mr. Trigg's affinity for the communications-entertainment world dates back to his childhood years in Ottumwa, Iowa. He used to haunt the local movie houses to see the films of the 1930's and 1940's, and he attended stage presentations whenever they were scheduled there. It's understandable that he would major in theater arts at the Art Institute of Chicago, allied with the prestigious Goodman Theater.

Armed with a bachelor of fine arts degree, Mr. Trigg worked briefly in 1950 as a freelance stage director in the Chicago area. Later that year he began his tenure with NBC. His initial assignment was as a studio coordinator and he pro-



Harry Davis Trigg—program manager, WMAQ-TV Chicago, and president, National Association of Television Program Executives; b. July 11, 1927, Ottumwa, Iowa; B.F.A. in theater arts, Art Institute of Chicago, 1950; freelance stage director, 1950; has worked continuously with NBC in Chicago and its owned station, WMAQ-TV, since 1950 as studio coordinator, associate producer, producer; present post, 1961; member, Chicago Chapter, National Academy of Television Arts and Sciences; m. Yolanda Fischers of Chicago, July 5, 1952; son—Christopher Stuart, 6.

gressed to associate director on the *Colgate Comedy Hour* and to program supervisor in Chicago for NBC-TV's *Today*, *Home*, *Tonight* and *Wide Wide World*.

His brisk, efficient manner and his innovative suggestions on programming did not escape the gaze of NBC executives. "I consider him one of the best-schooled persons in all aspects of broadcasting, particularly in programming," says Robert Lemon, once general manager of WMAQ-TV and now president of the NBC Radio Division. Mr. Lemon, who supervised Mr. Trigg during his move up the programming ladder to the WMAQ-TV program manager post in 1961, adds: "He seems quiet and aloof until you get to know him and then you find him warm and friendly. He has a good rapport with all workers at the station and they tend to lean on him. He is not only a dedicated broadcast professional, but a human being who has become involved with various community service projects in the Chicago area."

As a network-owned outlet the station has a limited amount of time for locally produced efforts, and accordingly concentrates on entertainment, public affairs series and specials slanted toward the Chicago area. These productions have accumulated a string of awards, including numerous local Emmys and five NATPE awards.

One particular community service project Mr. Trigg instituted at WMAQ-TV intertwined his personal and professional life. "Six years ago we adopted a boy, Christopher," he recounts. "It led my wife and me to think there were other people in the area who wanted children." A year and a half ago, the station began a segment on its weekly *Sunday in Chicago* series to spotlight children available for adoption. That project was responsible for placing more than 50 children, according to Mr. Trigg.

Mr. Trigg also works at his craft through outside organizations such as the Chicago chapter of the National Academy of Television Arts and Sciences and NATPE. He has been an officer in both groups.

Even his hobbies are integrally related to the communications business. Mr. Trigg is still a theater and movie buff. He has a large collection of motion picture and theater books, particularly those dealing with history and biography. And he moonlights as a writer, occasionally publishing articles on movie trivia for the *Chicago Daily News* and specialized magazines. His other main interest is photography, and true to his love of city life, his favorite photo subjects deal with life in Chicago and its environs.

But leisure time activities will be left behind as NATPE convenes in Los Angeles this week. Mr. Trigg is pleased but not surprised that the NATPE convention has grown to become a primary programming forum for all segments of the television industry. He observes that in recent years advertising agencies, station representatives and group station operations have attended the conferences in increasing numbers to maintain closer liaison with TV stations and program syndicators.

Understandably enough, as the program chieftain of an NBC-owned station, Mr. Trigg is not favorably disposed toward the FCC's prime-time-access rule—a subject certain to be aired at the NATPE convention.

However, Mr. Trigg is quick to add, "We realize the rule is there, and we have to live with it." There are divergent views on that question within NATPE itself, he notes, commenting "It is stimulating to have within one organization different factions with different points of view. I think they have mutual respect for one another and that's why the chemistry is good."

Editorials

Taking the first

The American Bar Association's House of Delegates may have done journalism a service by voting to endorse no form of newsmen's-privilege legislation (*Broadcasting*, Feb. 11). This gives everybody involved in the issue a chance to rethink the consequences of any of the bills that are still under serious consideration.

This publication originally believed that a bill conferring immunity against enforced disclosure of sources or information was the appropriate legislative response to the Supreme Court's Caldwell decision, which limited newsmen's rights. That, it seemed, would be no more than a contemporary affirmation of the First Amendment.

It became apparent, however, that no bill could be had without exceptions that would alter confidentiality to suit this or that legal requirement or presumed higher good. With reluctance, *Broadcasting* endorsed a bill reported out by Chairman Robert W. Kastenmeier (D-Wis.) and his House Judiciary Subcommittee No. 3 in June 1973. That bill contained only limited exceptions to immunity.

Since then, the discussions in both Senate and House have concentrated on the definition of exceptions to immunity. The Congress is merely groping toward a codification of law that the First Amendment explicitly proscribes. On the present course, any legislative action would probably be unconstitutional under review by a court with a decent understanding of the freedom of the press.

This publication is now persuaded that the wisest course is to abandon the effort to forge a legislative shield. Let the First Amendment stand as the primary word, and take the chance courts will reaffirm its primacy.

Real reform

Broadcasters may take some comfort in noting that the Senate Rules Committee has voted out a campaign-reform bill that imposes no special burdens on broadcasters. The custom of recent years has been to write some kind of television or radio gouge into any legislation that pretends to clean up the business of running for office.

It was in that tradition that, as reported here a week ago, Senator Robert P. Griffin (R-Mich.) tried to get a form of "voters' time" inserted in the Rules Committee bill. He was rebuffed. In the same week, however, Representative Lionel Van Deerlin (D-Calif.) predicted that the legislative pressure for free air time would be revived if tax check-offs such as those proposed in the Senate bill fail to produce enough contributions.

At this point nobody on Capitol Hill is talking about a legislative move that would free more broadcast time for intelligent presentation of political candidates than any form of federally regulated access is likely to produce. Nobody is talking about repeal of Section 315, the equal-time law, which eliminates editorial judgment from allocations of time and thus makes every candidate, no matter how futureless, eligible for anything the serious contenders get.

Section 315, of course, favors incumbents who are in the limelight throughout their terms of office and usually better financed than their less-known challengers in election campaigns. It is that condition that explains why the equal-time provision has endured since it was written into the first Radio Act in 1927. If the Congress is at last serious about true reform, it could make a mark on history now by scrapping that repressive section.

My, how the money rolls in

The President has asked the Congress to boost the FCC's budget by \$4.9 million in fiscal 1975. If recent history is a guide, Congress will hand out the money and then some.

The FCC, as licensees are painfully aware, pays its own way by charging fees for the services it performs, usually sluggishly. When the budget goes up, so can fee scales, as they are doing now to meet expenditures under last year's budget. By this device, fiscal irresponsibility is not only perpetuated; it is encouraged.

The FCC charged the Washington Post Co. \$683,500 to approve its acquisition of WTIC-TV Hartford, Conn. (*Broadcasting*, Feb. 11), and the Post had to wait almost a year for the FCC to act, despite total absence of opposition.

But then it's hard to get service anywhere.

The great American novel

Is there anything wrong with requiring noncommercial broadcasting stations to ascertain the needs of their communities as do their commercial counterparts?

By their very nature these outlets were intended to serve local audiences with programing that supplemented the offerings of the competitively licensed stations. It is their reason for being, the reason they were handed licenses on channels reserved for their use.

Nowadays, these stations, for the most part, are neither public nor noncommercial. Instead of supplementing commercial stations, they compete. There isn't anything wrong with competition when it is fair and free. That isn't always the case when programs are "underwritten" by advertisers who get their trademarks displayed in air credits.

But that is not to say that we disagree with the public broadcasters' complaints that the FCC requirements on implementation of the ascertainment primers go too far. We think they go too far for commercial broadcasters too.

No station, public, private, commercial or noncommercial, can survive if it fails to provide genuine service.

For the conventional, commercial stations, the ratings tell the story along with sale of product. For the noncommercial outlets, the response is reflected in the support the stations get through subscriptions to logs, contributions and by "feel" of jobs well done. Commercial or public, the marketplace, not the tonnage of local ascertainment surveys, provides the answers.



Drawn for *Broadcasting* by Sid Hix

"No wonder there's never a cop around when you need one. . . you're all on TV."

JAYCEES HONOR PITTSBURGH BROADCASTER



PITTSBURGH JAYCEES

411 SEVENTH AVENUE, PITTSBURGH, PENNSYLVANIA 15219 · PHONE 391-2258

Mr. Leonard A. Swanson
Vice President & General Manager
WIIIC-TV
341 Rising Main Avenue
Pittsburgh, Pennsylvania 15214

Dear Mr. Swanson:

It is my pleasure and honor to inform you that you have been chosen to receive the David L. Lawrence Award which is annually given to the person or organization who best promotes the city and keeps alive the image of Pittsburgh as the Renaissance City.

You might be interested in knowing that you are the only individual broadcaster ever to receive this award.

Your efforts to ignite a second renaissance could not be of more critical significance to our community than at the present time when many are quick to write the obituary of that first successful effort fostered by David L. Lawrence and Richard K. Mellon.

The Pittsburgh Jaycees, share the pride that WIIIC-TV and the Cox Broadcasting Corporation must certainly hold for you.

Sincerely,

Mark Bibro
President
Pittsburgh Jaycees

service to humanity is the best work of life ...

The 2nd Annual POLICE SURGEON Report:



The doctor is going great guns again this year. "Police Surgeon" has been a prime-time success story for the last two years, and now we're moving into the third successful year!

Facts

86% coverage of U. S. TV homes
Seen on 135 stations and in prime time on 118 of these
Carried on NBC's five O & O stations
In 49 of the first 50 markets
In 80 of the first 100 markets
Outranks 63% of all nighttime network shows in women 18-49 comp**
Reaches 7,546,000 homes, up 21% from last year*
Reaches 3,444,000 women 18-49, up 15% from last year*
Averages .46 per household among women 18-49*
Beats big game-show competition in two out of three cases among women 18-49*

*Source: Nov. 1973 NSI **Source: NTI and NSI Nov. 1973

Stars Sam Groom brings proven appeal with previous "Police Surgeon" success. Plus motion pictures, other nighttime TV and daytime TV.

Co-star Larry Mann appears in "The Sting," "Oklahoma Crude," "Heat of the Night" and other favorite motion pictures and television programs.



Guest Stars Episodes feature such guests as:

Martin Sheen, Michael Ansara, Susan Strasberg, Keenan Wynn, Frank Gorshin, Anjanette Comer, Ralph Meeker, Skye Aubrey, William Shatner, Nina Foch, Leslie Nielsen, Michael Callan, Paul Burke, Edward Nelson, Nehemiah Persoff, George Chakiris, William Windom, William Mulligan, Donald Pleasence, Dean Stockwell, Edward Binns, and Mitch Vogel.

Producers

A team of seasoned professionals produces "Police Surgeon"—headed by Wilton Schiller (producer of "Ben Casey," "Mannix," "The Fugitive") as Executive Producer. And Chester Krumholz (writer for "Mannix," "Run For Your Life," "The Virginian," "The Fugitive" and co-creator of "The Bold Ones" and "McMillan and Wife") as producer.

Quality

Network quality production is a "Police Surgeon" hallmark. Filmed in Eastman Color, the show is distributed in high-band videotape.

Colgate backing

The Colgate-Palmolive Company will continue to provide heavy promotional backing such as: Paid local newspaper advertising. Personalized station slides. Videotape promos for each episode. Magazine and newspaper promotion kits. Merchandising support such as a national consumer promotion of "Police Surgeon" Home & Auto Emergency First Aid Kits.

Ratings

North, south, east and west, "Police Surgeon" ratings are not only strong but in the coverage area, there was an average INCREASE of 15% over last year.

And in some areas, the numbers all but went through the roof. For example:

City	Household Rating	Share
Pittsburgh	25	44
Minneapolis	20	35
Atlanta	17	47
Cincinnati	19	44
Birmingham	19	39
Charleston-Huntington	29	55
Wilkes-Barre-Scranton	19	44
Orlando	23	37
Flint-Saginaw	28	49
Spokane	20	37

Source: Nov. 1973 NSI

Next year

"Police Surgeon" could be a money-maker in your prime-time schedule. Come visit us at the NATPE Convention, February 17 through 20, in the Colgate-Palmolive Winners Circle Suite at the Hotel Century Plaza, Los Angeles.

For further information, write or phone:
Mr. Joel Segal, Senior VP, Network & Syndicated TV
Ted Bates & Company
1515 Broadway, New York, N. Y. 10036
(212) 869-3131