

How broadcasting covered wild week in Washington  
The Whitehead era at OTP to end next month

# Broadcasting Aug 12

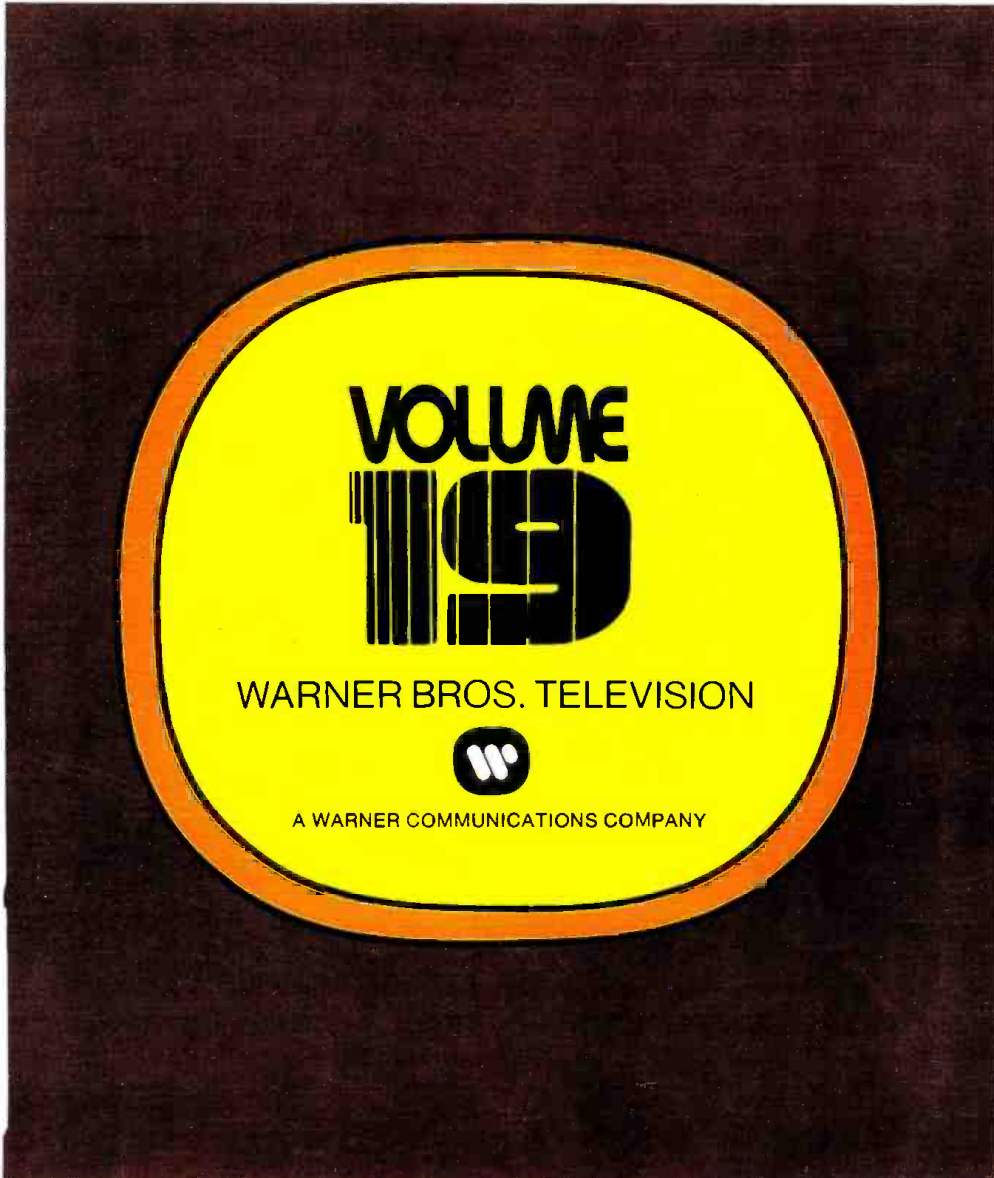
The newswweekly of broadcasting and allied arts

Our 43d Year 1974

Aug. 12, 1974

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# FOR 1 OUT OF 3 AMERICANS, THERE'S NO SUCH THING AS A “PLACE CALLED HOME.”

## **Storer stations are concerned and are doing something about it.**

In spite of the fact that our economy topped the trillion-dollar mark, today one-third of America is still considered ill-housed.

Included are 21 million “working poor” who remain in poverty because of substandard incomes.

Squalid housing breeds a horde of problems. It drives adults to despair—and children into the streets. It sows the seeds of crime and violence. Drug abuse. Civil unrest. Sickness.

To solve many community problems, Storer radio and television stations believe, you have to start at home. Which explains why an important share of their editorials and specials are devoted to improving housing.

In Cleveland, for example, WJW-TV aired editorials supporting urban homesteading. This program allows citizens to buy an

inner-city home at low cost if they promise to refurbish and live in the home for a number of years, thus revitalizing blighted areas.

Generally homeowners pay higher taxes when they improve their property. WJBK-TV in Detroit has fought for a plan permitting home improvements up to \$4,000 without increasing assessed valuation. The aim: to encourage inner-city and low-income residents to rehabilitate and preserve their dwellings.

In another related effort, WJBK-TV learned of a despicable racket involving victims of serious house fires. Inflated repair orders and padded insurance claims were bilking Detroiters least able to afford it. Using a night scope sound camera, WJBK-TV news crews filmed unscrupulous contractors and insurance adjusters pressuring the victims. WJBK-TV's series “The Fire Conspiracy” also coincided with an arson investigation. Result: two weeks

later, indictments were issued by the local prosecutor.

And this is typical of Storer stations in city after city. WSPD-TV in Toledo, for instance, aired a 30-minute report on the Council of Government's “Fair Share Housing Plan” that allocates low and middle income housing to the suburbs. And in Milwaukee, WITI-TV has backed the use of some 1,200 empty rooms in state college dorms to house elderly citizens in need of decent housing.

We look at it very simply: The more effective we are for our communities, the more effective we are for our advertisers, and the more effective we are for ourselves. Everybody wins.

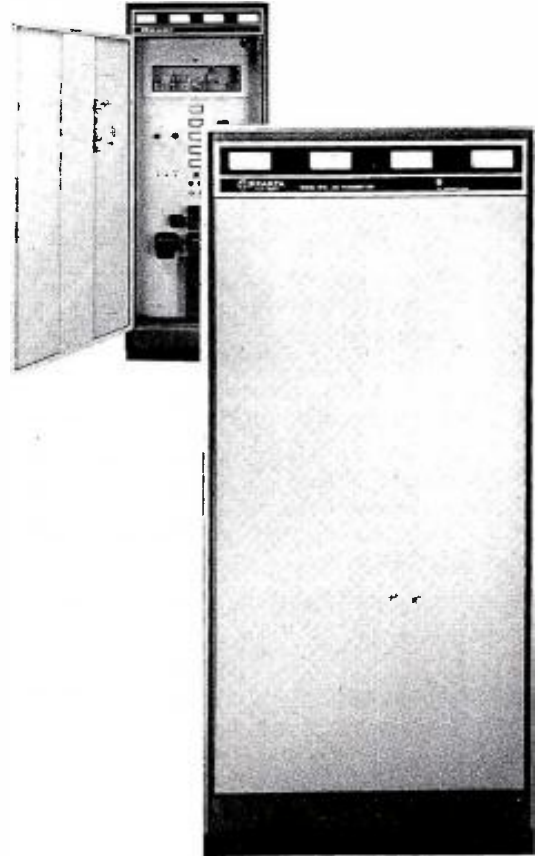
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STATIONS**  
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WJW Cleveland / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo

the Bauer 707 was 'just right' in its day

## THE SPARTA 701B IS 'JUST RIGHT' TODAY!



In the tradition of the most successful broadcast transmitter in history, the Bauer 707, now comes the SPARTA 701B:

**THE NEW MODEL 701B SPARTA/1kw AM TRANSMITTER IS THE ONLY ONE MANUFACTURED TODAY WITH EVERY ONE OF THESE 'JUST RIGHT' FEATURES AS STANDARD EQUIPMENT!**

- All solid state, right up to the finals
- 125% positive modulation
- Tally light overload indicators
- New long-lived 4-500 tubes

Plus these and other time-tested SPARTA/Bauer 'just right' quality features; oil filled modulation transformer, built-in dummy load, vacuum capacitor final tank tuning.

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## Closed Circuit®

**Final tally.** Complete billings estimates for two weeks within which television networks covered House Judiciary Committee's impeachment deliberations indicate at least \$4.5 million to \$5 million in network commercials were pre-empted by that coverage, which totaled about 46 hours. First figure is amount by which networks' total billings declined in those two weeks from levels they had reached just before hearings started, according to estimates compiled by Broadcast Advertisers Reports. Second figure is decline in day parts most affected by hearings coverage. Both figures could be low: Some pre-empted commercials may have been recouped through make-goods later in second week.

**Out of sight.** Reason for sudden disappearance of Dean Burch from scene in closing turbulence of Nixon administration—in contrast with his previous prominence as presidential counselor—is now disclosed. He urged President to resign before tidal wave of Republican defections. President didn't listen to advice.

Long-time protege of Senator Barry Goldwater (R-Ariz.), who months ago counseled Mr. Nixon to confess error, Mr. Burch finally concluded resignation was Mr. Nixon's only way out. Mr. Burch's future is unknown, though as former FCC chairman, he is considered likely prospect to remain in Washington with law firm.

**Money trouble.** FCC accountants are experiencing anxious moments after Senate last week voted to return commission's fiscal 1975 budget appropriation to subcommittee. Commission, in midst of preparing 1976 budget request (it's expected to be approximately \$50 million), now worries that it will be unable to meet Sept. 8 deadline for submission to Office of Management and Budget. Appropriations Subcommittee had earlier voted out 1975 appropriation identical to House-approved version—\$46,847,137—but Senate vote was delayed after Subcommittee Chairman William Proxmire (D-Wis.) made last-minute motion to cut total for FCC and other related allocations by 3%. Move angered parent committee chairman, John McClellan (D-Ark.), forced return to subcommittee.

Delay could create further problems. In addition to straight appropriation, House elected to give commission \$300,000 (\$250,000 of which would come in reduction of rent to General Services Administration) to create 25 new positions. Status of that windfall is now unclear. Further, blanket Civil Service cutbacks this year (40,000 federal employees must go), observers estimate, will cost commission 40 staffers. Thus, even if additional money arrives, agency will be short 15 personnel, probably to be taken from "nonbacklog areas."

**News doctor.** In what's said to be first such move in station rep field, Katz Television has hired full-time news consultant to aid stations in sharpening their news operations. Resident consultant is Robert M. Hoyt, whose 21 years in news include stints as news director of WNEW-TV New York, where he helped install solidly rated *10 O'clock News*; executive producer of high-rated *Eyewitness News* on WABC-TV New York; assignments on space shots, political coverage and

other special events at ABC News and news director of KWTW(TV) Oklahoma City. At Katz his unit's services include audience-attitude and station-image surveys and consultancy on wide range of news problems from formats to newsroom design, personnel, sets and graphics. Services are available to Katz stations for fee, may eventually be offered to others.

**Easier road.** Though way to license renewal relief is by no means clear, at least one obstruction was removed with elimination of impeachment trial that had threatened to tie up Senate. At week's end Senate Communications Subcommittee still had no request for referral of renewal bill to Antitrust Subcommittee headed by Senator Philip Hart (D-Mich.), who was under intense pressure from labor and liberals to stall things (see page 19). When Communications Subcommittee closed record last week, 108 witnesses had been heard. Traditional congressional Labor Day recess is tentatively set for Aug. 23-Sept. 4.

Among last-minute written insertions in record of renewal hearings was letter from International Brotherhood of Electrical Workers urging Senator John Pastore (D-R.I.), Communications Subcommittee chairman, to proceed with legislation "as expeditiously as possible" and expressing hope that bill not be delayed by "other committees."

**Access business.** Brisk spot selling is reported in prime-time periods released from television network scheduling by appellate court's stay of FCC's liberalization of access rule (*Broadcasting*, June 24). Reps say many markets are close to sold-out condition. One reports substantial sales even in smaller markets, though rule applies solely to network affiliates in top 50.

**Roll 'em.** New network series scheduled for introduction this fall but dropped when changes in FCC's access rule were deferred were considered automatic front-runners for eventual scheduling in any case. But at least half now seem doubly guaranteed. Both of NBC-TV's, *Sunshine* and *Second Start*, are in production on 12 episodes to add to pilot in each case. CBS-TV's *We'll Get By* is continuing in production and its *Love Nest* is awaiting word (option extends to November). ABC-TV's *Everything Money Can't Buy* and *Fireman's Ball* are not in production and in fact have not been completely cast (though name of *Fireman's Ball* has been changed to *Where's the Fire?*). Those going ahead with production can be introduced in midseason if necessary or launched in 1975-1976—or perhaps be given hot-weather try-outs next summer.

**Second look.** National Association of Broadcasters' executive committee has decided to defer action on proposal to hold national seminar next year on children's television and to compile bibliography of research on impact of TV on young. Proposal was made by special NAB committee headed by Robert Gordon of WCPO-TV Cincinnati (*Broadcasting*, Aug. 5). Both projects were seen by executive committee as too ambitious for snap judgment. Wilson Wearn, Multimedia stations, and Walter Bartlett, Avco Broadcasting, chairman and vice chairman, respectively, of NAB television board, were asked to explore projects with committee in more depth.

## Top of the Week

**Foresight.** *In the twilight of Richard Nixon's presidency, networks hasten to prepare for yet another round of unprecedented coverage. Having concluded that President's resignation could be in the cards sometime beforehand, ABC, CBS and NBC stood ready with pre-packaged material. In week's most profound anticlimax, House of Representatives and Senate committee resolve to permit broadcast access to impeachment proceedings—which, in light of subsequent development, will never occur.* Page 17.

**Undecided.** *Senator Philip Hart has yet to respond to request from colleague on Antitrust Subcommittee, Edward Kennedy, to have renewal bill referred from Communications.* Page 19.

**Fair play.** *Mutual feels radio services of AP and UPI are networks in true sense of word, asks FCC to give them that status in true sense of agency's rules.* Page 18.

**Speaking out (again).** *Senator Proxmire continues his one-man campaign against fairness doctrine with on-the-record barb at FCC's new fairness report. Doctrine contravenes First Amendment, he maintains, and should be deposed.* Page 19.

**Adieu.** *OTP's Clay T. Whitehead says goodbye to federal service. His resignation is effective Sept. 15, after which he seems headed for academic career. As parting legacy, Mr. Whitehead offers some new thoughts on concept of citizen access, proposes broadcast time be sold on nondiscriminatory basis.* Page 20.

**Funding CPB.** *Public broadcasting's pursuit of long-range federal appropriation gets off to less than dramatic start as Senator Pastore, medium's chief proponent in Congress, warns of rocky road ahead for proposed legislation.* Page 21.

**Due process.** *Washington appellate court scolds FCC for attempting to keep challenger to RKO's KHJ-TV Los Angeles out of court. It paves way for judicial review of eight-year-old channel 9 proceeding.* Page 22.

**Prelude.** *Kenyon & Eckhardt study prophesizes a series of major upheavals in present framework of mass media within next decade. But despite revolutions, it concludes, broadcast facilities will endure and prosper.* Page 25.

**Troublesome.** *"Trouble light" that could have shockingly fatal effect on its purchasers is under attack by new federal consumer products agency. It asks court to force purveyors to give public warning—through TV commercials.* Page 25.

**Yawn.** *Those has-been's and never-were's who presently constitute National Football League aren't proving much of a television attraction, ratings say. Accordingly, networks contemplate pulling plug.* Page 28.

**Summer stars.** *Success of Tony Orlando on CBS's summer scene virtually assures program's future as second-season offering. Mac Davis also shines on NBC-TV.* Page 28.

**Trying again.** *FCC, citing need for further airing of issues, re-opens pay cable proceeding for comment, oral argument—with some new regulatory proposals.* Page 31.

**Man with a mission.** *There were many things Russell Karp wanted to do with his career, and running Teleprompter Corp. wasn't one of them. But, as company's new president, he's glad he lost the argument.* Page 49.

## Record TV audience attends Nixon resignation

Up to 110 million persons watched some or all of President Nixon's resignation address on TV Thursday night — almost certainly record for single quarter-hour. And up to 130 million watched portions of full evening of special coverage three networks devoted to it. These estimates were offered Friday by network researchers. Closest parallel they could recall was 125 million estimated to have watched some parts of 31-hour coverage of first moon-landing mission in 1969.

Only ratings available indicated that in Los Angeles President Nixon's speech, carried on all seven VHF stations and at least one UHF, had close to 100% share of TV audience; in New York, on five commercial V's, it had 96%. On three network-owned stations alone it had 54.6 Nielsen rating and 85 share in New York, 57.2 rating and 86 share in Los Angeles. Viewing levels in general were said to be about 36% above normal in New York, little more than that in Los Angeles.

Radio audience for speech was estimated at 40 million persons.

After two days' intensive coverage of presidential transition, news departments returned control of nation's sets to networks and stations last Friday (Aug. 9) after covering President Nixon's departure from Washington and President Ford's inauguration. However, programing is expected to be interrupted today (Aug. 12) by live coverage and analysis of Mr. Ford's address to Congress. Network news staffs, concentrated in Washington since last Wednesday (Aug. 7), remained there.

Prizes for network news' comprehensive treatment of last week's highly charged events go to ABC for most hours of special coverage, to CBS for highest overall ratings (based on Nielsen New York and Los Angeles overnights), and to NBC for most money sacrificed in TV's quasi-marathon reporting of White House crisis. NBC-TV altered original plan to bar commercials only from 8:45-10 p.m. (EDT) last Thursday (Aug. 8)—time surrounding Richard Nixon's address—and made last-minute decision to wipe out all commercials from 8:45 until 2 a.m. Friday (Aug. 9), when special coverage stopped. For that decision, network lost some \$900,000 in ad revenues, reliable sources estimated. NBC-TV extended *Today* show 1½ hours (to 10:30 a.m.) next morning (Aug. 9), but re-instated commercials. Special coverage resumed at 11:30 and, as with all networks, ended at 12:30 after analysis of Mr. Ford's inauguration.

Affiliates for most part appeared to be getting normal complement of local and national spots into breaks in network coverage.

ABC's special coverage started up again Aug. 9 at 9 a.m. (network has no morning news program) and ran through 12:30. ABC's resignation coverage had ended at 2 a.m. that day. Network provided commercials (regularly scheduled and special order) throughout 9½-hour special. Sources reported advertisers buying unscheduled time included Coca-Cola (McCann-Erickson), Briston-Myers (house agency) and Warner-Lambert (JWT). Policy is for advertisers on pre-empted shows to get first crack at carrying special reports. All networks broke at 11 p.m. (EDT) for half-hour local station news.

CBS resumed resignation special at 11:30 Aug. 8, but broke off at midnight for network movie—which outrated ABC's and NBC's continuing news specials. CBS network also changed previously announced commercial policy (page 17) and carried network ads except immediately before and after Mr. Nixon's speech. On Friday, CBS carried Nixon farewell from 10-10:30 and Ford inaugural from 11:30-12:30.

Network newscasts whipped around O&Os with alacrity, and wound up with 90% live reportage of last Thursday's events. Little canned footage, long shelved for such occasion, was used until Friday night (Aug. 9) when networks had indicated telecasting of prime time special documentaries on Mr. Nixon and Mr. Ford.



**Performance vs. promise.** Richard M. Nixon last Friday morning opened last speech as President with slur at media. Few hours later Gerald R. Ford called first news conference as President to declare policy of frank dealing with press.

In farewell address to cabinet, staff and families before leaving White House, Mr. Nixon's first words, delivered with sarcastic emphasis after long ovation, were these: "Let the record show that this is one of those spontaneous things we always arrange whenever the President speaks." After short, mirthless laugh, he added: "And it will be so reported in the press."

Mr. Ford, making short appearance before White House news corps early that afternoon, announced his would be "an open, candid administration . . . I can't change my nature after 61 years." He told correspondents he hoped to continue "the same rapport and friendship we've had in the past." Another profession of his intention to conduct open administration came in short speech he made on national networks after taking oath at noon. He said he would go before people often for "a little straight talk among friends."

First appointee to new White House staff was Jerry F. terHorst, Washington bureau chief of Detroit News (which owns WWJ-AM-FM-TV Detroit), as press secretary, replacing Ronald Zeigler. Mr. terHorst is popular among Washington press corps,

was once president of local chapter of Sigma Delta Chi and has been active in National Press Club affairs. Mr. Zeigler had no news experience before he became Mr. Nixon's spokesman. An experienced broadcast journalist, J.W. (Bill) Roberts, joined Mr. Ford's staff as assistant press secretary last December and presumably will stay on with President. Mr. Roberts was formerly Washington bureau chief of Time-Life stations, which became McGraw-Hill stations, and served term as president of Radio Television News Directors Association.

During Senate confirmation hearings on his vice-presidential appointment last December Mr. Ford was asked whether he would feel "responsibility" to hold regular news conferences if he ever acceded to Presidency. "I certainly do," he replied. "I think my friends in the House radio, television and writing press galleries will attest to the fact that I do it regularly and have done it, and it would be my intention to do it in the future."

Michigan broadcasters have long maintained cordial relations with Mr. Ford, who has been champion of less rather than more regulation. On such matters as media crossownership he has expressed misgivings only when abuses are evidenced. As conservative, he has privately criticized some network broadcasts for what he saw as liberal slant ("Closed Circuit," Oct. 22, 1973), but never with vehemence of Nixon coterie.

### CBS payola report something less than expose

Allegations of payola to radio stations — in form of money, security payments and drugs — and organized crime infiltration of recording companies was part of CBS News's one-hour documentary investigation into music industry corruption, *The Trouble With Rock*, telecast at 6 p.m. (EDT) last night (Aug. 11).

Ironically, CBS Records, part of CBS Inc., was main target, since ongoing grand jury investigations of record industry derive largely from CBS's firing last year of two top executives for alleged misuse of company funds. Neither executive, former CBS Records President Clive Davis, and his assistant, David Wynshaw, would speak to documentary producers; however, program pointed to Mr. Wynshaw's connections with syndicated crime boss Pat Falcone, convicted heroine-smuggler, in "a scheme to bilk the company."

Broadcast offered views of several record company executives, including Warner's president Joe Smith, that "payola" and drug-related extortions have no place in record company policy. But it also showed unidentified "ex-CBS employe" saying: "When I would buy dope...I would just write it up on my expense account." Such drugs, presumably obtained through organized crime sources in exchange for illegal payments (cash, or exchangeable record albums), were either for payola to radio stations or to entertain recording artists, documentary stated.

Program quoted "high CBS Records official" asserting "no evidence of wrongdoing" on part of company employes. But show's narrator, CBS newsman David Culhane, said "CBS News... has found evidence of the use of CBS Records funds by some employes for illegal purposes," such as embezzlement, drugs and syndicated crime-related activities.

CBS corporate chiefs were not aware of wrong doing, documentary concludes, and "problem at CBS Records is by no means the only, or most serious, example of organized crime involvement in the music industry."

Record Industry Association of America, whose representatives had seen transcript, responded Friday (Aug. 9) with statement saying special's "broad-brush, sweeping allegations ... taint the innocent along with those few who may be guilty. This is terribly unfair." Association, whose members produce 85% of U.S. record and tape product, called attention to "comprehensive action program" adopted year ago, said practices of "overwhelming majority" in radio and music industries were "honest, moral, law-abiding."

### Hooks calls for black visibility in TV

Evangelical FCC Commissioner Benjamin L. Hooks castigated TV networks for failing to cover black events and brought audience of black broadcasters attending 19th annual convention of National Association of Television and Radio Artists in Los Angeles to their feet when he thundered: "Then we are obligated to change things." He was talking about news standards and was bitter at lack of TV network coverage of such events as dedication of statue of Dr. Mary Bethune in Washington, dinner honoring distinguished black by National Association for the Advancement of Colored People, black congressional caucus meeting. But, he said, TV networks found time to cover two black desperadoes who, with hostages, were holed up in U.S. Courthouse in Washington.

Commissioner made basically same argument on previous day in Washington at testimonial for former Howard University dean, Tony Brown. Expressing fear that white people,

because of segregated living patterns, gather their whole concept of blacks through TV, Mr. Hooks urged blacks to "learn how to use the tube." Chief obstacle to blacks gaining more network coverage, he said, was attitude by those in high positions that they alone should decide what is news.

Mr. Hooks did have praise for TV's coverage of civil rights movement "that showed beatings, arrests, water hoses." "Without it," he said, "we never would have succeeded."

Employment was one of principal topics at NATRA convention last week. Mr. Hooks noted that blacks in broadcasting numbered 11.9% of all employed at end of 1973. But Darrow Dillingham, RKO General, stressed that rate of black employment is leveling off. And earlier, point was made by Felicia Jeeter, news reporter on KNBC(TV) Los Angeles, that hiring of black women in TV is "window dressing...once they have that black face on the air, they promptly close the door again."

## In Brief

**Far apart.** House last Thursday passed long-awaited amendments (H.R. 16090) to 1971 Federal Election Campaign Act. Attempt at reconciling differences between them and Senate version (S. 3044) will take place "in a week or so," sources say. Both bills would repeal current regulations limiting candidate media expenditures although they impose limits on over-all campaign expenditure. Differences over other portions are so great, one source reports, that stalemate is possible. Whether to give House and Senate candidates matching federal funds and make-up of enforcement body are counted among major disagreements.

**Not this week.** Copyright bill (S. 1361), shelved since July 29, has been delayed further by "routine" request of Senator Sam Ervin (D-N.C.). He opposes performance royalty (Section 114). Hold will last until at least Aug. 19.

**Stop.** Manufacture, sale and distribution of defective "trouble light" (see page 25) was ordered halted by Washington federal court Friday (Aug. 9). Firms have week to meet with Consumer Products Safety Commission, will have to show cause Monday (Aug. 19) why Commission's other demands (including paid network advertising) should not be approved, if solution is not found.

**Help from the Hill.** Senator Howard Baker (R-Tenn.) has interceded with FCC in support of petition by WTVK-TV Knoxville, Tenn., to move from channel 26 to dropped-in channel 8 (*Broadcasting*, June 24). Senator, who is senior minority member of Communications Subcommittee, wrote FCC Chairman Richard E. Wiley that operations of WTVK-TV on UHF against two VHF's was unfair to residents of Knoxville and of Huntsville, Tenn., senator's home town, which is 50 miles away and unable to get WTVK-TV's signal.

**Decision day.** Stockholders of Washington Star Communications Corp., owner of Evening Star Stations and *Washington Star-News*, will meet Sept. 10 to consider bid of Houston businessman Joe L. Allbritton to purchase about 37% of firm. Mr. Allbritton's proposed \$25 million transaction (*Broadcasting*, April 15, July 22) would still require FCC approval.

**Moving.** It's reported that Office of Telecommunications Policy's proposed cable television bill - stalled in Office of

Management and Budget clearinghouse - has received sudden push with elevation of Gerald Ford to Presidency. President Ford's Committee on the Right to Privacy several weeks ago recommended enactment of bill's anti-intrusion provision (*Broadcasting*, Aug. 5), development now regarded as catalyst for entire legislation. Observers expect transmittal to Congress "shortly."

**WBLs(FM) sale in jeopardy.** Sale of WBLs(FM) New York by Harry, Sylvia and Morris Novik to owners of WLIB(AM) New York for \$1.35 million, although approved by FCC, was reported last week to be endangered: National Black Network, New York, which was to have acquired substantial interest in black-owned Inner City Broadcasting Co., licensee of WLIB, through \$550,000 convertible subordinate debenture (*Broadcasting*, June 10), was said to have withdrawn from deal. NBN official said, however, that it had "not completely" pulled out and that "negotiations are continuing." Inner City, which acquired WLIB from Novik interests earlier, presumably has until Oct. 15 - scheduled closing date - to get squared away on financing.

**Cliffhanger.** Board of directors of Pacific & Southern Broadcasting Co., formerly solidly against proposed merger of P&S with Combined Communications Corp., were reported late last week to be divided on issue, due to be voted on by stockholders of both companies today (Aug. 12). Company official said there had been no change since P&S President John S. Tyler announced Aug. 1 that three directors who together own about 24% of outstanding P&S stock had reversed positions and plan to vote for merger. Four directors still against were said to own about 10.9%.

**Late Fates.** *Bruce Hoenic*, VP and associate director of media, Kenyon & Eckhardt, New York, named VP and manager of media operations. *Edward B. Gradinger*, director of business affairs, ABC-TV New York, named VP-East Coast operations, Columbia Pictures Television. *Jack B. Chapman*, president-general manager, KGAK(AM) Gallup, N.M., named to National Association of Broadcasters radio board, succeeding *Sidney King*, KVOC(AM) Casper, Wyo., resigned. *Len Hensel*, VP-general manager, WSM-AM-FM Nashville, Tenn.; *Bruce Johnson*, president-radio, RKO General Inc., Los Angeles; *Don Jones*, president, KFIZ(AM) Fond du Lac, Wis., and president of Public Service Broadcasters, and *Gaill T. Keeble*, VP-general manager, KITT(FM) San Diego, appointed to NAB Radio Information Office Committee. *Richard C. Block*, senior VP, Kaiser Broadcasting, named to succeed *George Comte* of WTMJ-AM-FM-TV Milwaukee as NAB representative on board of Broadcast Rating Council. For earlier reports, see "Fates & Fortunes," page 35.

## Headliners

**Clark Pollock**, VP-operations, Nationwide Communications Inc., group station owner based in Columbus, Ohio, elected VP-general manager. He succeeds **Jack G. Thayer**, who joined NBC last Monday (Aug. 5) as president, NBC Radio division (*Broadcasting*, July 15), and was elected last week to additional post of executive VP, NBC. Mr. Pollock joined NCI in 1957 as program director of what was then KVTV-TV Sioux City, Iowa, then owned by NCI. He moved to Columbus headquarters as director of operations in 1966 and was elected VP-operations in October that year.

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# How big can we make our children's world?

Our children's world is as big as their imaginations, as big as what they see and hear. But in many important ways it's only as big as we make it for them. We have the power to limit the size of our children's world or the power to open it up. To let them explore. To let our children share in what the world is all about.

When we open our children's world there will be no place on earth, no idea, no human activity to which they cannot become exposed. Through experience, through literature and television, through knowledge they will become part of the world. To understand it, to enjoy it. To cope with it. To help make it better.

Television can play an important role in expanding our children's vision as it offers them more and more of the world. It can happen when those of us in television want it to happen. It is happening now with increasing frequency. Beginning in October, it will happen for children every week through a series of "Rainbow Sundae" specials called "Over 7."

## "Rainbow Sundae" Specials

"Over 7" is part of the "Rainbow Sundae" series which started on the ABC Owned Television Stations last year. It was a great series. But dipping a toe in the water is easy. So is basking in the glory of enthusiastic reviews. What we did to keep our commitment last year was last year. We want you to know about this year.

"Rainbow Sundae" is back. This year the series has been broadened and strengthened. Part of "Rainbow Sundae" will be special programs conceived and produced by both the ABC Owned Television Stations and the finest outside production companies. And part of it will be "Over 7." It's something very unique in television. It's important. It's fun. It's interesting and informative. It's our way of keeping our commitment this year. To help open the world for children.

## "OVER 7" opens the world.

"Over 7" is a television magazine, an accumulation of experiences from all over the world, that will be seen in prime-access time on the five ABC Owned Television Stations in New York, Los Angeles, Chicago, San Francisco and Detroit beginning this October. There will be twenty, half hour programs, each designed to broaden the horizons of children and their families.

Here's just a sampling.

"Over 7" is a mini film festival featuring the work of serious young filmmakers from all over the country.

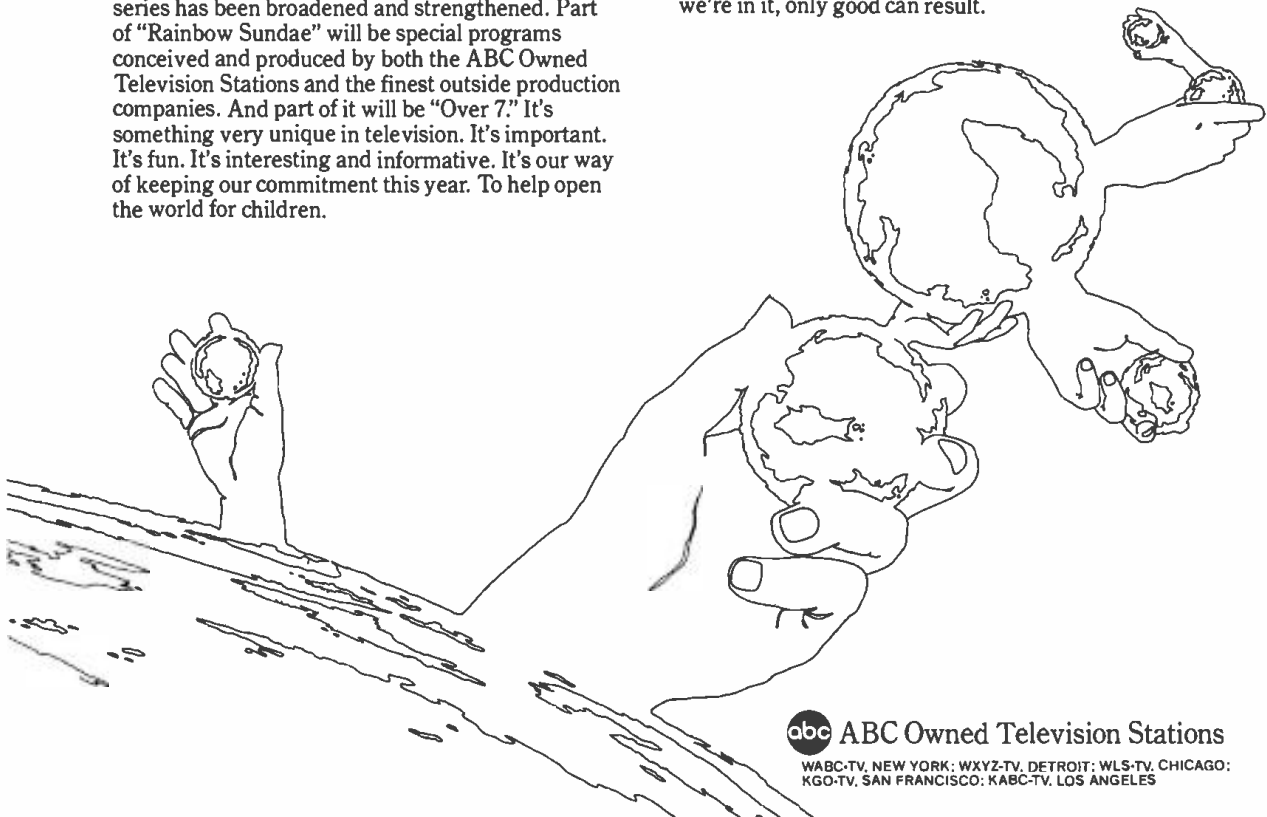
"Over 7" is animated riddles, knock knock jokes and elephant jokes to make us laugh.

"Over 7" is a young girl training to be an olympic swimmer... a piglet who's learned how to bow, walk on a leash and beg for a cookie at a dog obedience school... a young boy who works the rodeo circuit as a clown... and the life of a Congressional Page, going to school at six in the morning, then going to work.

"Over 7" is a teenager working in a big city hospital.

"Over 7" is the exciting life of a sixteen year old bush pilot flying the wilds of Alaska.

Each week, beginning in October, "Over 7" will feature three major segments as well as shorter pieces. Each week a magazine for children will be created by putting together the world. And each week, for one half hour, that world will be brought to all of us. The world will be opened up. And once we're in it, only good can result.



**abc** ABC Owned Television Stations

WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO;  
KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES

# Monday Memo®

A broadcast advertising commentary from Peter A. Berla, vice president, Keenan & McLaughlin, New York

## Olin uses TV splash to reach pool owners

Network television is only for selling high-volume, mass-distributed products. Right? Not always.

On the surface, an advertising agency recommending television as the sole medium for a product that can be bought by only 5% of the population could be accused of insanity. And a client who accepted this approach could at least be labeled as naive.

But the fact that there are situations where the broad scope of television can be utilized for a select audience on a cost-effective basis has been demonstrated by the Olin Corp. campaign for its HTH dry chlorine swimming-pool sanitizer, aimed at swimming-pool owners. The entire media budget for this product for the past few years has been put into television—50% network and 50% spot—with excellent results.

The decision for such a move illustrates the new directions that can evolve when an agency gets intimately immersed in a company's marketing situation, rather than merely creating ads to sell the virtues of the product. Moreover, Olin's marketing problem was not even immediate sales, because it was selling all the HTH it could make. But there were some clouds on the horizon.

Swimming pools are a growth market. The chemicals needed to maintain the purity and cleanliness of these pools are a \$100-million business, expanding at an annual rate of about 10%.

Olin's HTH had for many years enjoyed a leadership position in this area. But would it be maintained in the face of increasing competition and relatively low awareness of brands—especially among new pool owners? Would plans for expanded production be supported by a growth in the share of market?

The advertising strategy recommended by Keenan & McLaughlin was developed from careful consideration of several market factors. Olin research pointed up that swimming-pool owners usually buy their season's needs in chemicals in a single purchase, during April or May; most dealers do not recommend specific brands to customers, and HTH would have to face a growing number of competing regional products.

To deal effectively with all these factors, we determined that the advertising effort, which involves an annual advertising and promotion budget of nearly \$3 million, would have to accomplish multiple goals. It would have to influence buying decisions at a particular point in time. It should serve as a strong merchandising tool for the Olin sales force to motivate dealers to stock and recommend HTH. And it should create a brand



Peter A. Berla joined Keenan & McLaughlin in 1973. He was named to his present post in June of this year. In addition to his involvement with Olin, he works with K&M's other clients, including Ciba-Geigy, Alfa-Romeo, Blair Laboratories, Savage Arms, Sandler & Worth and Vita Food Products. He has broad experience in media planning, having previously served at Vitt Media, Carl Ally, Ogilvy & Mather and Benton & Bowles.

awareness that would assure not only a continued volume growth for the product, but lead to a greater share of market.

It is our practice at Keenan & McLaughlin to integrate media analyses with the marketing planning and creative aspects of an advertising program. In this case, we became convinced that television was the most efficient way to achieve the desired impact on pool owners, even though it would involve a large audience "waste" factor. Costs of this effort, as against other media, appeared justified in view of the concentration on the six-to-eight-week buying period. Television not only would give an instant coverage of pool owners when they were making their buying decisions, but would also offer the best means for building visual appeal for HTH. We recommended that the entire media budget go into television.

Such a proposal would be rejected by some clients as too experimental or chancy. But Sid Shaer, Olin's general advertising manager, and Bob Rhoades, advertising manager, pool chemicals, saw its potential and accepted the plan.

We are now entering our third year of "Olin Presents Beautiful Water" television commercials. Each year Olin has

increased production of HTH and has successfully maintained a sold-out position. An even bigger expansion of production is now in progress in a move toward a larger share of market, and we believe the advertising program has created the momentum for success.

From the beginning, we have placed emphasis on program selection for these commercials, which show people enjoying swimming pools with sparkling clear water and carry the message that HTH dry chlorine gives three-way control of germs, algae and odors with the greatest economy. The aim, of course, has been to make sure that, in the process of depending on what is basically an unselective media, we are getting through to the targeted audience. And we have been able to develop a nice degree of sophistication in this regard.

Not only were we able to make an initially superior network television buy for HTH, but with the close working relationship that comes from skilled professionals working together at client, agency and network level, we were able to exploit and build the buy significantly. For example, the client was able to effect two last-minute changes in the network schedule which increased audience, improved demographics and became more merchandisable.

Initially, we determined which television programs are preferred by pool owners through consumer study. Almost anyone can make some valid assumptions, but will not likely uncover the type of information that led to participation in such programs as *All in the Family*. Our post-buy analyses have demonstrated that, for the relatively small budget involved in terms of television exposure, we are reaching an overwhelming majority of all pool owners, at exactly the moment we want.

The actual cost-per-thousand figures turned out to be more economical than the estimates made, while household reach numbers exceeded target values.

Pool owners became more consciously aware of a product category historically given scant attention, and many expressed to dealers their preference for HTH.

The demographics of the swimming pool market are now under constant review by Olin, and will be a valuable aid to future advertising effectiveness. For example, while above-ground and in-ground pools—both of which require hygiene maintenance—are closely divided along lines of family income, owner preference in television programming is not nearly as divergent.

Through a concentrated television effort, delivering a convincing sales story to audiences on a network and local market basis, Olin is counting on HTH to continue its domination of this field.

# Open Mike.

## Testimonials

**EDITOR:** I cannot let Clair McCollough's retirement from active daily management in broadcasting pass without paying him a tribute that I feel both professionally and personally.

With determination and good humor, Clair shepherded the industry and the National Association of Broadcasters through the endless problems that beset us, but he always kept us moving forward. He has contributed immensely to broadcasting and helped a lot of people along the way. His contribution to a stronger, more effective NAB is well known.

Among his many distinctions, he served as member and chairman of the NAB board of directors, member of the three-man policy committee that ran NAB in the interim between Presidents Fellows and Collins, he was chairman of the NAB building committee and, of course, he is a recipient of the industry's Distinguished Service Award. He has been a thoughtful counselor over the years and many will continue to call upon him in his present position of senior wise man.—*Vincent T. Wasilewski, president, National Association of Broadcasters, Washington.*

**EDITOR:** You have captured the words priceless in your editorial of July 29, "Sprightly elder statesman."

Clair McCollough has contributed so much to this industry, as you so justly point out. We know he was truly one of the fathers of the Television Bureau of Advertising. His policies have helped those of us privileged to serve TVB to advance television economically as the strongest force in American life.

Thanks to you for documenting Clair's activities, and thanks to Clair for those activities.—*Norman E. Cash, president, TVB, New York.*

## Twelve million missing

**EDITOR:** To generalize, as Dick McHugh does ("Monday Memo," July 8) that all Americans thrive on mediocrity in television does a gross injustice to large numbers of American viewers, to the television broadcasters who serve them and to many careful, responsible advertisers as well. I speak, as Mr. McHugh does, from a "coign of vantage," having been administrator of the NBC Opera Company for three years.

"Less than a 15 share [is] nobody?" 'Tain't funny, McHugh! A 14 share these days in prime time represents roughly 12 million somebodies. Is an audience of that size worth the time, attention and expense which goes into the production of top quality TV programs to serve it? Twelve million concert-goers would fill New York's Avery Fisher Hall, at six evening

performances and two matinees a week, for better than 11½ years.

In his haste to make a case for mass audience appeal, Dick McHugh unnecessarily minimizes free commercial television's magnificent audience achievements in the cultural and informational areas. An increasing number of advertisers at all levels is backing this achievement.—*Louis B. Ames, manager, station services, Television Information Office, New York.*

## The Gunn 'Profile'

**EDITOR:** Thank you very much for the July 22 "Profile." [Assistant Editor] Don Richard did a fine—indeed, a most kind—job.

With many thanks and deep appreciation for your work in what must be not only the oldest but also the most important and valuable service to the broadcaster.—*Hartford Gunn, president, Public Broadcasting Service, Washington.*

## Too tired to write?

**EDITOR:** Regarding your "Closed Circuit" report on the high rating of news in your July 29 issue—you've got to be kidding. There are no mystifying phenomena about why the highest rated news shows are on Wednesday or Thursday. The diaries began on Wednesday and the respondents are still fresh on Wednesday and Thursday. If you've ever kept a diary, you know how tiring it can be. Accordingly, by the end of the diary week, people just don't bother to put down all the shows they watch.

If you are still interested in mystifying phenomena, you'll find that Monday and Tuesday are the lowest rated news period in almost every market.—*Marvin Reuben, general manager, WDAM-TV Hattiesburg, Miss.*

(A similar theory was advanced by Harvey Gersin, director of research and development, ABC News, except that he thought Tuesday, the last day of the diary week, would probably rank third, behind Wednesday and Thursday. Arbitron officials, however, tended to discount both theories. They said they had no evidence to prove or disprove them but that examination of two reports taken at random from the metered service Arbitron formerly conducted in New York, one in 1967 and one in 1969, showed set usage was higher on Wednesday and Thursday in both cases, and that other factors, such as superior lead-in programs, might also be involved.)

## The FTC and the CBA

**EDITOR:** The July 22 issue of BROADCASTING reports the reaction of some California broadcasters to my remarks at the California Broadcasters Association meeting in Monterey on July 16.

The proposed letter [to broadcasters] does not, as the article implied, simply request help "in supplying transcripts of advertising copy for selected periods during the year." While it asks whether the broadcasters can provide us with written commercial copy, it also asks each station what the difficulties might be in

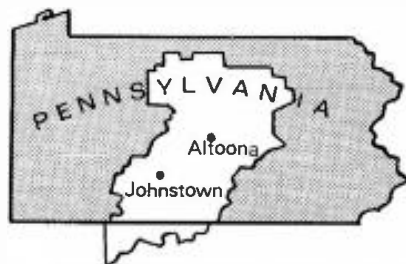
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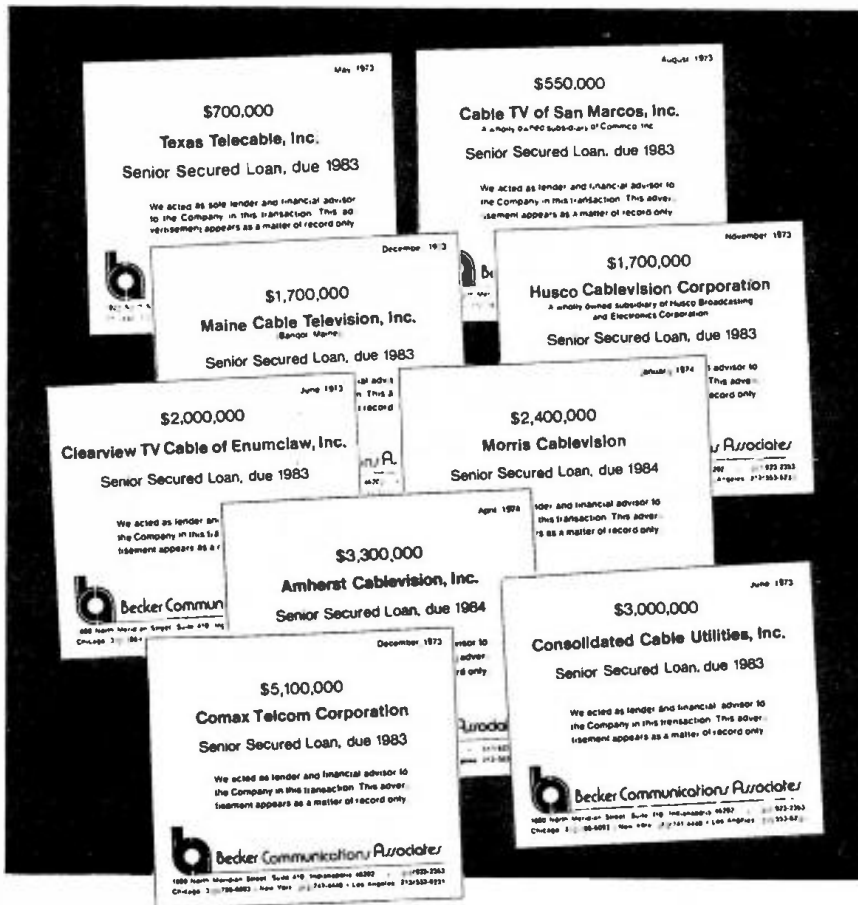
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doing so. One of the prime purposes of the letter is to determine, as to each radio and television station, the form in which advertising material is maintained. The letter then also asks the broadcasters to indicate whether various monitoring methods, depending on their voluntary cooperation, would present any unreasonable burdens. If the responses to the letter indicate that any particular approach to the problem presents an unreasonable burden, the San Francisco regional office would, as I stated at the conference, avoid that approach.

The article states that some of the broadcasters were "aghast" that we had "failed to confer, even informally, with the broadcasters before drafting the letter of inquiry." At the risk of seeming flippant, it seems to me that this reaction must have shut some eyes to what was happening at the conference: The proposed letter was being discussed, before being sent out, with every broadcaster who wished to discuss it.

In conclusion, the main point I would like to emphasize to your readers is this: It is our purpose to develop a regional advertising radio and television monitoring program which protects the public interest against false and deceptive advertising as well as possible, while imposing the least burden upon the broadcasters and eliminating any unnecessary discriminations that result from an inadequately planned monitoring program.—Harrison J. Sheppard, assistant regional director, Federal Trade Commission, San Francisco regional office

## WYDE wide world of sports

EDITOR: "It's a Whole New Football Game" (BROADCASTING, July 22) omits details about the World Football League's most successful franchise in terms of fan acceptance and team capability.

The Birmingham Americans, playing all home games at Legion Field had 54,000 and 62,000 paid fans respectively at the first two home games, and, after the first three games, are undefeated.

All 20 games are being broadcast over our WYDE(AM) Birmingham, under the terms of a one-year agreement, and are fully sponsored.—Wynn Alby, assistant to the executive vice president, Screen Gems Radio Stations, Birmingham, Ala.

(The formation of the highly successful Birmingham Americans Radio Network with 36 affiliates was subsequently reported in BROADCASTING Aug. 5, based on a July 26 report from WJOF(AM) Athens, Ala., which described itself as the network's originator. However, at the time of the writing of the special report, July 10, the Birmingham club said that no radio or television contract had been arranged.)

## They were there

EDITOR: National Public Radio was omitted from your list of radio networks covering the House Judiciary impeachment inquiry. NPR provided its 169 stations across the nation with live, gavel-to-gavel coverage of the hearings.

Such coverage of congressional activities is characteristic of NPR. In a little over three years of existence, this public radio network has transmitted live more than 750 hours of congressional hearings.—Lee C. Frischknecht, president, National Public Radio, Washington.

# Datebook

■ Indicates new or revised listing.

## This week

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

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

**Aug. 12-16**—American Bar Association annual meeting. Sheraton-Waikiki hotel, Honolulu.

**Aug. 15-16**—Arkansas Broadcasters Association summer convention. Speakers: William B. Ray, chief, FCC complaints and compliance division and Harold Krelstein, chairman, NAB radio board, president, Plough Broadcasting Co., Memphis.

## Also in August

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

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

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

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

## September

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

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

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

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

**Sept. 15**—Ohio State Awards competition deadline, for education, informational and public affairs broadcasting. Contact: The Ohio State Awards, 2400 Olen-tangy River Road, Columbus, Ohio 43210.

**Sept. 15-17**—Nebraska Broadcasters Association annual convention. Speakers: Thomas Rosch, director, Consumer Protection Bureau, FTC; Earl Stanley, Washington communications attorney, Holiday Inn, Columbus.

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

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

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

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

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

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

**Sept. 22-24**—National Cable Television Association marketing workshop. Fairmont hotel, New Orleans.

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

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

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

**Sept. 24-27**—CBS Radio affiliates convention. Speaker: FCC Chairman Richard E. Wiley, Arizona Biltmore hotel, Phoenix.

**Sept. 27-28**—Massachusetts Broadcasters Association fall convention. Williams Inn, Williamstown, Mass.

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

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

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

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

## October

**Oct. 2-4**—Tennessee Association of Broadcasters annual convention. Airport Hilton hotel, Nashville.

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

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

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

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

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

**Oct. 7-8**—Mutual Advertising Agency Network national meeting. Chase Park Plaza, St. Louis.

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

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

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

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

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

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

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

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

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

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

**Oct. 18-20**—American Women in Radio and Television west central area conference. Lincoln Hilton, Lincoln, Neb.

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

**Oct. 22**—Central Canada Broadcasters' Association convention. Bonaventure hotel, Montreal.

**Oct. 21-23**—NAB fall conference. Waldorf-Astoria hotel, New York City.

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

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

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

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

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Oct. 27-29—NAB fall conference. Hyatt Regency hotel, Atlanta.

Oct. 29-31—Institute of Electrical and Electronics Engineers annual northeast electronics research and engineering meeting. John B. Hynes Veterans Auditorium, Boston.

Oct. 29-31—NAB fall conference. Hyatt-Regency O'Hare hotel, Chicago.

### November

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

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

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

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

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

Nov. 13-15—NAB fall conference. Fairmont hotel, Dallas.

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

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

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

Nov. 17-19—NAB fall conference. Brown Palace hotel, Denver.

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

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

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

Nov. 19-21—NAB fall conference. Sands hotel, Las Vegas.

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

### Major meeting dates in 1974-75

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

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

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

Oct. 21-23—NAB fall conference. Waldorf-Astoria hotel, New York City.

Oct. 27-29—NAB fall conference. Hyatt Regency hotel, Atlanta.

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

Oct. 29-31—NAB fall conference. Hyatt O'Hare hotel, Chicago.

Nov. 13-15—NAB fall conference. Fairmont hotel, Dallas.

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

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

Nov. 17-19—NAB fall conference. Brown Palace, Denver.

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

Nov. 19-21—NAB fall conference. Sands hotel, Las Vegas.

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

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

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

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

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



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## ARB RATING SUMMARY—SRP CLIENTS

April/May 1974

This is the best ARB rating sweep in the history of SRP's syndicated Beautiful Music format.

The following SRP client station rankings are based on **Persons 12+, 6 a.m.-Mid., M-S, Total Area Av. ¼ Hr. and/or Metro Share for all AM and FM radio stations in each market:**

		<u>Overall Position AM or FM</u>			<u>Overall Position AM or FM</u>
Albuquerque	KOB-FM	2	Las Vegas	KORK-FM	4
Appleton	WROE	5	Lincoln	KLIN-FM	3
Atlanta	WPCH	2	Los Angeles	KJOI	5
Baltimore	WLIF	2	Miami	WLYF	1
Binghamton	WQYT	4	Milwaukee	WEZW	2
Boston	WJIB	5	New Orleans	WBYU	4
Buffalo	WBNY	3	Oklahoma City	KKNG	3
Cedar Rapids	WMT-FM	3	Omaha	KEZO	4
Charleston	WPXI	4	Orlando	WDBO-FM	1
Charlotte	WBT-FM	3	Pensacola	WMEZ	1
Chicago	WLAK	6	Peoria	WSWT	4
Cincinnati	WWEZ	4	Philadelphia	WWSH	3
Colorado Springs	KRDO-FM	2	Phoenix	KRFM	3
Columbus	WBNS-FM	4	Pittsburgh	WSHH	2
Dallas	KOAX	3	Raleigh	WYYD	3
Denver	KLIR	3	Rockford	WROK-FM	4
Des Moines	KLYF	3	Sacramento	KEWT	1
Detroit	WWJ-FM	5	San Antonio	KQXT	3
Fresno	KKNU	3	Syracuse	WEZG	3
Grand Rapids	WOOD-FM	1	Topeka	KSWT	3
Hartford	WKSS	2	Trenton	WWSH	1
Houston	KYND	3	Tulsa	KWEN	5
Huntington	WHEZ	3	West Palm Beach	WEAT-FM	1
Indianapolis	WXTZ	5	Wichita	KBRA	4
Jackson	WLIN	5	Youngstown	WKBN-FM	1

There are: **8** overall **NUMBER ONE** stations  
**7** overall **SECOND**  
**17** in **THIRD** position  
**10** in **FOURTH** and  
**7** ranking **FIFTH**  
among all AM or FM stations in each market.

For a detailed report, please write or call Jim Schulke, Phil Stout or Jim Schlichting.



## Broadcast Journalism

# U.S. and world eyewitnesses to transfer of power in Washington

**Broadcast journalism meets onrush of events as Nixon administration falls and Ford takes office as President**

The broadcast media that had played so large a role in Richard Nixon's public career were with him to the last.

Then, hardly skipping a beat, they picked up the Presidency of Gerald Ford.

As weeks go in broadcast journalism, last week was a blur. It began with Monday's White House announcement that Mr. Nixon would release three transcripts of conversations from the period immediately after the Watergate break-in of June 1972. By nightfall the train that would lead to Mr. Nixon's resignation announcement on Thursday (Aug. 8) was in motion. Bulletin built upon bulletin until, at noon Thursday, President Nixon asked for radio and television time to address the nation that night. After that it was a crescendo that carried through the formal relinquishing of office and the swearing in of the new President on Friday.

The swift events of last week did not catch broadcasters unprepared.

ABC News had been readying for such an emergency "for the past year," and by last Wednesday (Aug. 7) had looked up "one hour's worth of material" on the expected presidential resignation, a spokesman said. In the can were reports on Vice President Gerald Ford, possible vice presidential candidates should Mr. Ford become President, reflections on Mr. Nixon's past political life and accounts of the "key events leading to resignation." ABC News special events sources said they were "prepared to go on with hours" of resignation-related coverage.

At CBS News, one source called the atmosphere "wild." The *Evening News* anchorman, Walter Cronkite, on vacation last week, flew back to New York Wednesday "in the event something dramatic happens." (CBS's Eric Sevareid was another called back from vacation, as was ABC's Howard K. Smith.)

NBC News also was readying a special on resignation last week, relying on a store of previously shot footage. The *Today* show staff was alerted for a return to Washington in the event of a turnover in government.

By Thursday (Aug. 8) network news department had mobilized their special events unit producers and were waiting for a White House request for television time. "It feels like the calm before the storm," one ABC newsman remarked. The request came just before noon, the President asking for time on all networks beginning at 9 p.m.

The three commercial TV networks immediately implemented plans for continuous coverage after their evening newscasts Thursday. Public broadcasting—with coverage to be supplied by the National Public Affairs Center for Television—was set to carry Mr. Nixon's address at 9 and continue with special reports for at least three hours. ABC's reporting was to include a 90-minute review of events from 7:30 to 9 p.m. It and the other two commercial networks announced they would provide special reports into the morning hours.

The atmosphere in the TV news departments was furiously active. "I've never seen it so busy around here," it was said at NBC News. "It looks like it did the day Wallace was shot," said a CBS newsman. ABC News opened its offices to the press at 6 p.m. Thursday, an unprecedented move.

CBS News executive special events producer Russ Bensley and *Evening News* executive producer Paul Greenberg arrived in Washington late Thursday to begin that network's special programming. News sources said there would be only one feed of the "Cronkite News" at 7 p.m., followed by two hours of live reports from Washington. After Mr. Nixon's



**Step one.** It was last Dec. 6 that Gerald Ford was sworn in as Vice President to succeed Spiro Agnew. Here he was congratulated after the ceremony by the man who appointed him, knowingly or not, to succeed to the Presidency when the appointer became a casualty eight months later.

on's remarks, CBS was to resume continuous live reportage after the address, but to break at 11 p.m. for local newscasts; the network would pick up again at 11:30 to go on "far into the morning—as long as we have to" with more special reports. CBS canceled all network commercials after its evening newscasts.

NBC announced it would run no commercials between 8:45 and 10 p.m. Thursday while that network provided continuous coverage of the presidential developments. NBC News had been breaking into network programming every hour with bulletins on the anticipated resignation. After its nightly news, NBC began continuous coverage, all anchored by John Chancellor. It, too, broke for local news at 11.

The heads of the three television networks and their news division presidents were in Washington Wednesday and Thursday for a prearranged meeting with congressional leaders on the subject of live coverage of the then-anticipated impeachment debates. They stayed on, instead, to cover the new turn of events.

(The movement toward open broadcast coverage of impeachment proceedings continued up to the time it became clear the President would resign. The House Rules Committee had approved such coverage on Tuesday, the full House the next day—by a vote of 385-25. The Senate Rules Committee passed a similar resolution Wednesday, by an 8-1 vote.)

Amid the turmoil and the tragedy of last week there was temper, too. The media—and particularly NBC and ABC—were singled out for a blast from Senator Barry Goldwater (R-Ariz.), who railed against television's "unholy ability to lie." He took issue with an NBC comment (in the senator's version) that "I visited the White House last night [Tuesday] and was denied admission." "And today," he said, "Bob Clark, an ABC commentator, said that I told him that President Nixon was going to resign. This is lie number two."

NBC said it had reported only that the senator had sought a meeting with the President, and that none had been arranged; it said it stood by its report. ABC broadcast an apology after rechecking its sources and finding that the report of a presidential resignation did not track back to Senator Goldwater, but to another congressional source.

The incident was transitory but illustrative of the tensions that had grown between the media and the country's politicians during the two Watergate years. At one point, Senator Goldwater turned to the press galleries in the Senate to exclaim: "You're a rotten bunch."



**Different story.** A select group of broadcasters who met and were photographed with President Nixon on June 22, 1972 (see above), came away thinking him congenial to their aspirations and sympathetic to their problems (*Broadcasting*, June 26, 1972). But it turned out last week that the President thought otherwise and criticized Herbert Klein, then director of White House communications, for his arrangement and conduct of the meeting.

Last week's disclosures came in one of three transcripts of presidential conversations with H. R. Haldeman, then White House chief of staff, on June 23, 1972, the day after Mr. Nixon's conference with the broadcasting executives. The transcripts contained revelations of Mr. Nixon's complicity in the Watergate cover-up.

According to accounts of the time from broadcasters who attended the 1972 meeting, the President promised to support legislation to provide license-renewal relief and expressed disapproval of extremes in advertising regulation. The President was said to have avoided mention of network news, which the administration had criticized as biased toward the left, though one broadcaster volunteered criticism of CBS.

Another version came last week from fragments in Mr. Nixon's conversation the next day with Mr. Haldeman, as reported in the transcript (P for President; H for Haldeman):

*P (unintelligible) I spend an hour—whatever it was—45 minutes*

*or so with television executives (unintelligible) all in and outs (unintelligible). "Look, we have no right to ask the President anything (unintelligible) biased." (unintelligible) says I'm going to raise hell with the networks. And look, you've just not got to let Klein ever set up a meeting again. He just doesn't have his head screwed on. You know what I mean. He just opens it up and sits there with eggs on his face. He's just not our guy at all, is he?*

*H No.*

*P Absolutely, totally, unorganized.*

*H He's a very nice guy.*

*P People love him, but damn is he unorganized.*

Later in the same transcript Mr. Nixon said of Mr. Klein: "He just sort of blubbers around. I don't know how he does TV so well."

After last week's release of the transcripts, Mr. Klein, now vice president for corporate relations of Metromedia, was quoted by the *New York Times* as being "surprised and hurt." The *Washington Post* quoted him as saying that the President must have been influenced by other aides, especially Charles Colson, "who were seeking power at my expense." In the *Post* account, he added that others in the White House, including the President and Mr. Haldeman, wanted him to take a harder line with the television networks than he thought was wise.

## MBS petitions FCC to put AP and UPI radio services under regulation as networks

The Mutual Broadcasting System last week asked the FCC to declare AP Radio and UPI Audio to be networks, subject to FCC regulation, as are MBS, CBS, NBC and the four radio networks of ABC. Officials of both AP and UPI immediately denied they were networks under FCC rules.

AP Radio, a new service of the Associated Press, has announced its intention to begin operation Oct. 1. UPI Audio, a service of United Press International, has been in operation 15 years.

The Mutual petition to the FCC said that AP Radio and UPI Audio ought to be subject to FCC network rules that would prevent either from affiliating with more than one station in a given market for simultaneous broadcast of its programs, would require affiliated stations of both to file network agreements with the FCC for public inspection and would

restrict network-affiliate contracts to two-year duration.

Mutual charged that UPI Audio contracts with stations were for five-year terms.

Peter S. Willett, vice president in charge of broadcast services for UPI, said UPI Audio neither sells advertising nor requires its station clients to clear its newscasts, and therefore "we do neither of the things that the FCC's rule is designed to prevent." UPI Audio, he noted, feeds news and news programming that stations may use, or not use, in their own local newscasts, and the only material it provides that is apt to be carried simultaneously by two or more stations in a market is live coverage of such events as the House Judiciary Committee's impeachment deliberations and presidential speeches.

"I don't think this is the kind of thing the FCC is trying to stop," Mr. Willett asserted, adding that as a service network rather than a commercial network "we were able to carry the Judiciary Committee's sessions, which Mutual could not because it would have lost its commercials."

UPI Audio currently has approximately 750 station clients.

A spokesman for AP said that "AP Radio is not a network, does not sell advertising and by law must make its service available to all." "By law" re-

ferred to a 1945 Supreme Court ruling that AP may not refuse to sell its service to more than one newspaper or station in a market. The spokesman said 127 stations have signed to start with AP Radio when it commences operations Oct. 1 and that others have signed to start at later dates.

C. Edward Little, MBS president, issued a statement asserting: "If the commission is to insure a multitude of news sources to the public, it is vital that all existing news networks continue their visibility and steps be taken to prevent a monopolization of news dissemination in this country." He was not immediately available for amplification.

The MBS petition asserted that both AP Radio and UPI Audio had been described as "networks" in their own promotion. The formation of AP Radio was announced last May 31 (*BROADCASTING*, June 3). Both AP Radio and UPI Audio are organized to provide regularly scheduled live news program feeds.

MBS also saw distinctions between the news-wire services that AP and UPI have traditionally offered and the sound services they propose or provide. "It must be borne in mind," said the MBS petition, "that with the creation of AP Radio Network and UPI Audio Network no longer does the licensee have complete editorial control of the news furnished

by AP and UPI as he does when he obtains the same through a wire service." A wire service "comes by ticker into the licensee's premises where he can rewrite, edit, change or reject," said MBS.

## Proxmire pushes harder to quash fairness doctrine

**Senator criticizes FCC's report, says broadcasters could do better job without federal finger in programing, asks same rights that press enjoys**

Senator William Proxmire (D-Wis.), continued his crusade to repeal the fairness doctrine with an article inserted in the *Congressional Record* last Monday (Aug. 2) attacking the FCC's "Fairness Report" of last month (BROADCASTING, July 8, 1).

The senator said the fairness doctrine violates the First Amendment, which says Congress shall make no law abridging free speech or free press.

"The First Amendment tells Congress to keep its hands off of these freedoms—to do nothing," Senator Proxmire said. "How can something prohibited be systematized, be arranged methodically? How can there be a 'different approach' to No? . . . How can freedom be maintained by putting conditions on freedom?" He criticized the FCC, saying it did not deal adequately with this paradox in its report.

The senator's intention is to strike down any statutes that permit government intrusion in broadcast programing. He would, for example, delete all of Section 315 from the Communications Act, but, he said in an interview, "the 'unfairness doctrine' is the guts of it."

Ultimately, perhaps by the end of summer, Senator Proxmire intends to submit legislation repealing the fairness doctrine. Repeal language would be fairly simple to draft, but the senator is first considering what impact the measure would have on licensing.

"The licensing of broadcasting is an abridgement [of free press]," he said. "When licensing is predicated on that which is broadcast, that, I believe, is manifestly a diminution of those freedoms."

He said further: "It is absolutely clear that there must be regulations to keep one broadcaster from interfering with the signal of another. And that is the proper role of government. But that is a technical, an engineering problem, which has nothing to do whatsoever with programing."

Under Senator Proxmire's scheme, license renewal would no longer hinge on a licensee's performance in light of public interest. Performance would not be an issue at all.

Then the question becomes: How should the FCC decide who gets the available frequencies? Senator Proxmire said he is not yet sure, but he mentioned some ideas he has listened to. Maybe all existing broadcast systems should be

grandfathered and new ones auctioned, for example. Maybe the government should start over and sell all the frequencies to the highest bidders. Or perhaps every station should be put up for sale automatically every 10, 20 or 30 years. These are thoughts that Senator Proxmire mentions, at this stage, to spark some public reaction.

At the just concluded license renewal hearings (BROADCASTING, Aug. 5), many minority spokesmen, especially blacks, said they need the petition to deny at renewal time to help them gain access to programing on their local stations. Obviously, Senator Proxmire's plan would remove that weapon, but the senator indicated in an interview that no harm would be done to minority groups as a result.

In fact, the senator said, there is a good chance that access to programing would improve. He bases that expectation on his observation of the print media, which he says have vastly improved in news balance and variety of opinions. He cited the *Chicago Tribune* as an example of a newspaper that used to be considered "bigoted and one-sided" but is far more balanced now.

The senator indicated broadcasters will likely be more willing to bargain with people who have complaints and willing to tackle controversial issues that they now shy away from, if the "constraint" of the fairness doctrine is removed.

Senator Proxmire said he wants the same treatment for broadcasters as the newspapers receive. "Why not license newspapers too?" he asked, by way of mocking what he sees as a double standard.

In his *Congressional Record* article, he said radio and television stations are not scarce in contrast to daily newspapers. In fact, he said radio and TV stations are five times more numerous. He charged that the FCC ignored that fact when it asserted in its report that scarcity of signals is a reason for continuing the fairness doctrine.

He said further that "listeners and viewers have access to more competitive voices than do readers of daily newspapers."

Mr. Proxmire also criticized the FCC for "brushing off" in its report the potential capacity of cable television to "bring scores of channels into most American homes."

"It can be seen that the FCC has refused to look at the facts. There is no scarcity of broadcast facilities," he concluded.

Even if Senator Proxmire introduces a bill to repeal the fairness doctrine this summer, he does not expect it to be taken up in the Senate this session. But he plans to continue to make speeches and to pepper the *Congressional Record* as he has been doing with letters and newspaper clippings in support of this cause.

"My interest in repealing the fairness doctrine is not to carry water for broadcasters, many of whom have very profitable businesses," he said. "My interest is seeing that the citizens of our country have the full protection of the First Amendment."

## No word from Hart on referral of renewal bill

**Antitrust Subcommittee chairman discusses matter with Pastore, but no action is taken**

Although under a "great deal of pressure" to ask for the license-renewal legislation's referral to the Senate Judiciary Committee, Senate Antitrust and Monopoly Subcommittee Chairman Philip Hart (D-Mich.) had not decided on a course of action at midweek last week—nor was an action anticipated before the week's end.

It was revealed the week before that Senator Edward Kennedy (D-Mass.), a member of Mr. Hart's subcommittee, had asked Senator Hart to request referral in a letter dated July 17 (BROADCASTING, Aug. 5). According to a Hart staffer, more pressure has come from Senator John Tunney (D-Calif.), from public interest groups and from labor people—about 40 letters in all.

Because many of the letter writers have registered objections to the House-passed license-renewal bill (H.R. 12993) now before the Senate Communications Subcommittee, it is assumed they want the bill referred in hopes it will not re-emerge before the end of this session.

At issue is a section of the House version that would prohibit the FCC from considering media crossownership at renewal time—unless the FCC has already adopted rules forbidding crossownership. Said Senator Kennedy in his letter to Senator Hart: "This legislation holds significant implications for regulatory enforcement of antitrust considerations in the broadcast industry."

"There is an antitrust question," the Hart aide said, and that being the case the senator would be "in a difficult position" if he said no to the pleas for referral.

There may be no need, of course, to even consider referral of the bill, if the controversial section is deleted in the Commerce Committee's mark-up session, which was unscheduled at midweek. Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, which just concluded lengthy hearings on the bill, said he and Senator Hart had talked about referral, but refused to reveal what his recommendation will be. Mr. Pastore has said throughout the hearings that he is not committed to the House's renewal bill.

Although he has not taken a final position, Senator Hart would just as soon scrap the entire bill, the aide said, because most of the changes which are favorable to broadcasters are unnecessary. "It's not that we're antibroadcasting at all," the aide said, adding that the renewal process as it currently works does not jeopardize the broadcasters' licenses. The process should be left alone, in the opinion of the Michigan Democrat.

If Senator Pastore agrees to let the bill go, he is certain to ask that a time limit, such as 30 days, be specified. Even so, a

Commerce Committee minority aide said his staff would oppose referral "in the strongest terms possible." Senator Hart, a Commerce Committee member, should raise any objections to the crossownership section in Commerce Committee markup, he argued. And if that does not happen, the issue should be reconciled through amendments on the Senate floor.

Although the renewal hearings concluded the week before last, the hearing record was left open until last Wednesday for additional written comments on the license-renewal proposals. Among the 15 to 20 additional insertions were some letters from broadcasters to congressmen in support of the House's version (H.R. 12993), and some replies from stations which wanted to defend themselves against allegations made against them in the testimony of some of the hearing witnesses.

Additional insertions to the record also included one each from ABC and NBC, both in support of the House-passed renewal bill. NBC said in its statement that the bill advances the public interest through its provisions for on-going ascertainment and lends stability to the industry by extending the license term. ABC said basically the same, but registered stronger objections to problems NBC termed "minor." ABC said the provision for "good-faith negotiations" between broadcasters and the public would escalate disputes at renewal time. The wording instead should be "good-faith discussions," ABC said. ABC further objected to including community "views" in the ascertainment procedure.

## Whitehead will leave OTP in mid-September

**Formal resignation went to Nixon last week; Eger acting head of agency**

Clay T. Whitehead, director of the Office of Telecommunications Policy, officially ended his four-year tenure in the Nixon administration last week. In an Aug. 6 letter to President Nixon, Mr. Whitehead tendered his resignation from OTP, effective Sept. 15.

There was no official word last week on Mr. Whitehead's future plans. It was understood, however, that the 35-year-old former Rand Corp. scholar has held negotiations with both the Massachusetts Institute of Technology and the Harvard Institute of Politics regarding his joining the academic staffs of both institutions. Spokesmen at both Harvard and MIT confirmed that such discussions had taken place but denied that final appointments had been made. A source close to the OTP director, however, disclosed that reports to the effect that Mr. Whitehead would be working with the two Cambridge, Mass., institutions are "probably correct." In addition, Mr. Whitehead will be devoting time to the completion of a book on telecommunications.

John Eger, an aide to former FCC

Chairman Dean Burch during the latter's time at the commission and OTP's deputy director since last spring, will assume the title of acting OTP director upon Mr. Whitehead's formal departure Sept. 15. Mr. Eger was understood to have assumed responsibility for the day-to-day administration of the office last week, with Mr. Whitehead resolving to spend much of his remaining time with OTP at home attending to personal affairs. With the political situation in Washington, it was unclear whether Mr. Eger can be expected to receive a formal appointment to the top OTP post. Vice President Gerald Ford, whose rise to the presidency was considered an inevitability last week, had spoken highly of Mr. Eger in swearing him in to the deputy directorship last April.

OTP declined last week to make Mr. Whitehead's letter of resignation public and Mr. Whitehead could not be reached for comment. An OTP spokesman, however, stated that it was "a positive letter" in which "no mention of the President's problems" was made. Mr. Whitehead has recently been reported as being dismayed by the evolution of the Watergate affair.

Mr. Whitehead was confirmed by Congress as OTP's first director in July 1970. Although he has attracted recent praise for some OTP undertakings—notably the cabinet level report on cable television for which he was principally responsible—he has been vigorously attacked in the past as a conveyor of administration hostility toward the news media, and particularly the commercial TV networks.

OTP will likely be working with a bigger budget under Mr. Eger, thanks to congressional conferees. A joint House-Senate conference last week voted, as expected, to fix OTP's fiscal 1975 appropriation at \$8.45 million. The vote represents a compromise between House and Senate versions. The House had appropriated \$9.4 million for the office; the Senate two weeks ago voted out a \$7.5-million budget (BROADCASTING, Aug. 5). The compromise level is about \$1 million less than was requested, but \$2 million greater than last year's appropriation.

**Whitehead writes in review of book co-authored by Minow that access to broadcast advertising should be same as access to print advertising**

Outgoing Office of Telecommunications Policy Director Clay T. Whitehead has acquired the notion that television "must be made more responsive" to the growing number of individuals and groups demanding access to the airwaves. Accordingly, Mr. Whitehead has recommended that commercial time be sold to whoever can afford it. In the long run, Mr. Whitehead submitted, such an approach could ease political tensions with little discomfort to the licensee.

At a time when broadcasting's role in American politics is becoming more profound and the proponents of citizen access are becoming more vocal, Mr. Whitehead wrote in the *Yale Law Journal*, Congress should re-examine "whether, the



Whitehead

broadcaster should be required in selling his commercial time to accept all paid announcements without discrimination as to the speaker or the subject matter." Under his concept, Mr. Whitehead noted, so-called "editorial" ads "would stand on an equal footing with paid commercials and paid campaign advertisements. The broadcaster would sell advertising time exclusively on the basis of availability, the same way that newspapers and magazines sell advertising space. All persons able and willing to pay would have an equal opportunity to present their views on television."

The catalyst for Mr. Whitehead's observations was a new book, "Presidential Television," jointly authored by former FCC Chairman Newton N. Minow, John Bartlow Martin, journalist, and Lee M. Mitchell, attorney. The book, which proposes a four-step system for equalizing the amount of television exposure given to the executive and legislative branches of government, was reviewed by the OTP director in the article. While Mr. Whitehead took vigorous exception to all four of the authors' proposed solutions (which included the presentation of live coverage of at least four congressional sessions yearly, an automatic right of reply to presidential addresses for the opposition party during federal election campaigns and the regular telecasting of debates between major party spokesmen), he was particularly critical of their plan for the TV networks to provide simultaneous free time to all presidential candidates. This approach, Mr. Whitehead claimed, "completely ignores the question of allowing a private right of access"—which he said would enable interests other than Congress and the opposition party to attain television exposure and therefore present "a wider range of political opinions." Access, Mr. Whitehead asserted, "can either be given on an ad hoc basis to those groups powerful enough to command it legally"—a process with which he took exception—"or it can be sold on a nondiscriminatory basis. Only the latter proposal would be an improvement over the present system."

Mr. Whitehead cautioned that, in the case of paid political advertisements falling under his proposal, the fairness doctrine would have to be "explicitly exempted." Otherwise, he asserted, "the broadcaster might be forced to provide free time for replies during regular programming time."

## Pastore points out problems for CPB funding bill

At Senate hearings, he says allocation levels will run into trouble in the House

Despite a stream of witnesses clamoring for its enactment in some form, the indication after a long day of Senate hearings last week on the administration's long-range funding bill for public broadcasting is that the legislation faces an uphill climb.

What amounted to assurance of problems to come was offered, ironically, by the man regarded as public broadcasting's greatest admirer in Congress—Senator John Pastore (D-R.I.), whose Communications Subcommittee was host to the day's proceedings. While continually endorsing the spirit of the proposed five-year funding scheme and the higher allocations sought by the medium's leaders, Mr. Pastore on several occasions implored the officials to face what he regards as a reality in Congress. His colleagues, particularly in the House, Mr. Pastore noted, respond to the idea of long-term appropriations with a great deal of reservation. "I can understand the merits of this," the senator said at one point in the midst of testimony from Corporation for Public Broadcasting board member Joseph Hughes. "My only reservation is that if you go too high, you're going to create an adverse reaction which would be fatal."

The broadcasters, however, made clear their conviction that, considering the rising costs of running the noncommercial system, higher funds than the administration now seems willing to give will be necessary if the medium is to acquire the "needed incentive" to obtain money from other sources.

Mr. Hughes had come to elaborate on a new funding proposal submitted by industry officials for the first time last week. Previously, public broadcasting had been adamant in demanding a total five-year appropriation of \$750 million. Under the new industry proposal, clearly regarded as a compromise by the medium's leaders, CPB would receive a total of \$612 million over the five year period at the following levels: \$88 million in fiscal 1976; \$103 million in 1977, \$121 million in 1978, \$140 million in 1979 and \$160 million in 1980. The proposal, however, is still more than \$175 million in excess of the levels established in the pending bill (S. 3825), authored by the Office of Telecommunications Policy. In addition, both OTP's and public broadcasting's versions would have to conform to a matching-funds formula under which federal money would be disbursed at a level no greater than \$1 for every \$2.50 raised by the medium from nonfederal sources. The proposed funding totals would only constitute ceilings.

To OTP Director Clay T. Whitehead, the day's first witness, the present funding

levels contained in the bill are "adequate." Further, Mr. Whitehead said, the long-range funding effort has progressed to its current status only because the administration has recognized that the policies of CPB and the Public Broadcasting Service "now reflect the importance of a direct and real local station participation in programing decisions at the national level"—which, he indicated, was not the case in the past. Although Congress may amend the legislation to increase the recommended funding ceilings, Mr. Whitehead noted, he maintained that "it is prudent to establish conservative limits at the outset."

Senator Pastore appeared sympathetic with this assessment. Indeed, the senator seemed so concerned with the reaction of his colleagues to the OTP's funding scheme that he quizzed Mr. Whitehead and other witnesses about the possibility of establishing a "back-up" appropriation "in case we run against a buzz saw" with the OTP proposal. But Mr. Pastore had an idea of his own. He spoke of considering a "concurrent" appropriation in which CPB's annual funding level would be fixed at a specific level and would be altered in subsequent years only if Congress sought to change it.

The public broadcasting officials testifying (there were a total of 25, including eight from CPB, nine from PBS, one each from National Public Radio and the Association for Public Radio Stations, four from CPB's Advisory Council of National Organizations and two from the National Association of Educational Broadcasters) did not appear vexed by the prevailing skepticism. Indeed, when Mr. Pastore advised that it would perhaps

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A list of five nominations to fill existing vacancies on the Corporation for Public Broadcasting's board of directors was issued by the White House last week. It did not include Mrs. Nancy Chotiner, widow of former Nixon associate Murray Chotiner, who had previously been rumored to be a personal selection of the President, but did include three men familiar to communicators. Amos Hostetter, vice president of Continental Cablevision, Boston, and immediate past chairman of the National Cable Television Association, was one. So was John Pettit, the FCC's general counsel until March 1973 when he returned to the Washington law firm of Hamel, Park, McCable and Saunders. Joe Coors, Coors beer executive and principal owner of the TVN news service, was also nominated. The others: Lillie Herndon, national president of the Parent-Teachers Association, and Chicago banker Lucius Gregg. The announcement cast in doubt the matter of who the next CPB chairman will be. Vice Chairman Robert Benjamin, whom some had expected to be re-appointed, wasn't. (Mr. Pettit would replace him). Chairman James Killian, who has already said he would retire, would be replaced by Mr. Gregg.

be easier to obtain the medium's requested \$88 million 1976 appropriation in a one-year, rather than a five-year bill, PBS Chairman Ralph Rogers replied curtly: "I'll take the chance."

The bill received the support of several other nonindustry witnesses, although with a variety of conditions. FCC Commissioner Robert E. Lee, speaking for vacationing Chairman Richard Wiley, said the OTP legislation "represents a desirable and significant vehicle" for the medium's further development. Mr. Lee, however, said the funding ceilings should be left to congressional determination, and also lamented the absence of a provision for the funding of the Instructional Television Fixed Service.

Representative Clarence Brown (R-Ohio) also pledged support for the bill in the House, but expressed dismay that education has up to now been "too peripheral" a concern to CPB. Educational programing, which presently represents only 16% of the medium's expenditure, represents "a need that public broadcasting can no longer afford to ignore," Mr. Brown said.

Another omission in the bill posed a particular problem for the broadcasters testifying. In order to reach 90% of the total television audience, PBS President Hartford Gunn claimed, the medium needs \$260 million to build and equip new stations and improve existing facilities. Noting that the bill presently allocates nothing to the Office of Education's educational facilities program, which allocates federal money directly to stations, Mr. Gunn proposed that this be remedied with an initial matching-funds appropriation of \$40 million in 1976, rising by \$5 million each year to \$60 million in 1980.

Public broadcasting did not escape unscathed from the hearings. Four citizen-group representatives testifying assured that point. Of that number, the most vocal was James McCuller, of the Rochester, N.Y., National Black Media Coalition. Mr. McCuller claimed the bill should be re-written to require CPB to implement several internal and external campaigns for improved minority employment and programing. *Black Journal* executive producer Tony Brown, while supporting the bill in spirit, expressed similar reservations. CPB's allegedly discriminatory treatment of blacks, he said, "has proved that politics and good public broadcasting do not go together."

The National Organization for Women's Kathy Bonk, claiming a similar disregard by the medium in the employment of women, proposed that the bill be amended to instruct CPB to review the employment practices of public stations, and that it be required to annually report how it has attempted to develop programing "which shows women in a balanced variety of roles." Citizens Communication Center Director Frank Lloyd, who testified as a private citizen, made a similar point in recommending that the Pastore unit conduct a separate "oversight hearing" on "the specific issue of minorities and women in public broadcasting."

## KOA stations next to bargain with minority group

Denver outlets agree to step up ethnic-oriented programing, hiring

An agreement was reached last week between KOA-AM-FM-TV Denver and a coalition of minority groups, providing for minority oriented programs on the KOA stations, and the coalition's promise to withdraw its petition to deny license renewal.

The coalition, including the Colorado Committee on the Mass Media, the Spanish Surnamed, the National Organization for Women, Mass Media Task Force, and Sundiata Inc., secured specific provisions for programing devoted to their needs. The agreement calls for 12 annual TV specials plus weekly half-hour programs devoted to minorities. Special segments on the existing *Area Four* program are to be devoted to the needs of women and American Indians. Also, radio programs in interview formats will be devoted to the interests of the various minorities.

According to John Grugle, community affairs manager at the KOA stations, the programing change was "just an echo" of the position already taken by the stations and attached to their application for renewal several months earlier.

Mr. Grugle believes if the renewal case had gotten to the FCC, the petition for denial lodged by the coalition would probably have been thrown out. What prompted the changes was not a fear of losing their license, says Mr. Grugle, but a genuine need to gain community support. As he sees it, "the handwriting is on the wall" in regard to broadcasters' need to cooperate with community groups as witnessed by the widespread agreements of other stations to provide for minority-oriented programing.

The sizable chunk of time now redirected to special programing will pose a financial loss, but Mr. Grugle feels in the long run a positive relation between a station and its public will help gain advertising revenue. The programs planned will be of broad enough interest to entice a mass audience, Mr. Grugle contends, and advertisers may then be more likely to buy time from that station.

Also part of the agreement was a commitment by the stations to provide for recruitment, training and a review of hiring practices where minorities are concerned.

## FCC okays Stauffer buying and selling

FCC has granted the applications of Stauffer Publications Inc. for license renewal of KGNC-TV Amarillo, Tex. and for the assignment of that license to Cannan Communications Inc. for \$2.5 million. The contract provides for an additional payment to Stauffer of \$375,000 if within 10 years after the closing, station

revenues average at least \$1.5 million in any two consecutive years. If revenues average at least \$1,650,000 in any two consecutive years, Cannan would deliver an additional \$375,000. Buyers include D. A. Cannan and Darrold Cannan Jr. (together 95%), who formerly owned KDFX-TV Wichita Falls and KFDM-TV Beaumont, both Texas.

In a related action, the FCC approved the sale of KRNT-AM-FM Des Moines, Iowa, by Cowles Communications Inc. to Stauffer Publications Inc. for \$1.15 million. Stauffer Publications' holdings also include WIBW-AM-FM-TV Topeka, KSOK (AM) Arkansas City, both Kansas, and KGFF (AM) Shawnee, Okla.

## Landmark suffers setback at WTAR-TV

FCC orders another look into case to see if top-management change was in keeping with proposed renewal

An alleged failure to adequately report a change in station management has cost Landmark Communications Inc. a reopening of an FCC hearing in a challenge to renewal of its WTAR-TV Norfolk, Va. license.

The FCC last week ruled that Administrative Law Judge David Kraushaar should take another look at the lengthy case in which Hampton Roads Television Corp. is trying to unseat Landmark subsidiary WTAR Radio-TV Corp. as licensee.

The commission, at the urging of Hampton Roads, found that Landmark might not have completely complied with pertinent FCC rules and may have displayed a lack of candor in failing to report all the ramifications of the replacement of WTAR Radio-TV President Lee Coleman Kitchin. Mr. Kitchin was succeeded by William A. Geitz in April 1973—a month after Judge Kraushaar issued an initial decision recommending renewal of the station's license.

Hampton Roads maintained that the licensee knew of the impending management change well before it was officially reported to the commission (on April 27, 1973). It claimed the licensee's conduct constituted misrepresentation and grounds for dismissal of WTAR-TV's renewal application.

While the commission denied the existence of definite misrepresentation in the case, it said there is reason to doubt that the licensee had been totally candid in apprising the commission of the management situation at WTAR-TV. It noted that Judge Kraushaar's decision had been based, in part, on a favorable finding with respect to Mr. Kitchin's administration of the station and his numerous civic activities. Should Mr. Geitz prove to be inferior to Mr. Kitchin in this regard, the commission noted, the substance of Judge Kraushaar's findings could be significantly affected.

Accordingly, the commission instructed the judge to hold further hearings on the case to determine whether the licensee had been candid and if it had violated any rules in not fully explaining the change.

## Court gets KHJ-TV case moving again

Fidelity wins claim that FCC can't uphold final decision on contested RKO facility pending outcome of proceeding involving another RKO outlet

The U.S. Court of Appeals in Washington has paved the way for Fidelity Television Inc., applicant for the Los Angeles ch. 9 facilities now occupied by RKO General Inc.'s KHJ-TV, to seek judicial review of an FCC decision in which RKO was judged the preferable applicant in the proceeding.

The court's unanimous decision was an unusual one in that Fidelity was arguing that the commission's December 1973 decision to renew the KHJ-TV license should stand as a final order.

But such a representation from the party on the losing end of the commission's decision last year is understandable considering the history of the eight-year-old proceeding. Fidelity was originally judged the preferable applicant for channel 9 by an FCC administrative law judge only to see that decision reversed by the commission.

In its December decision, the commission ruled that RKO's license for KHJ-TV "is deemed to be granted" pending the outcome of another comparative proceeding in which RKO is trying to hang on to its license for WNAC-TV (ch. 7) Boston. The commission found that allegations of illegal reciprocal trade agreements between RKO and its parent firm, General Tire & Rubber Co.—a major issue in the Boston case—could have a bearing on the ultimate resolution of the KHJ-TV proceeding. For that reason, the commission ordered that KHJ-TV's license will not be officially renewed, nor Fidelity's application officially denied, until the Boston case is resolved.

Fidelity argued before the court that the commission's December order must be considered final. Otherwise, it contended, its chances of acquiring channel 9 would be placed in limbo while a decision in the Boston case—which could be several years off—is awaited. The comparative merits of the Los Angeles proceeding, on which the commission based its December decision, could be resolved now, Fidelity claimed.

The court agreed. The history of the Los Angeles case, it said, "is one of inordinate delay which has considerably tried this court's patience." If the commission intended its December order to constitute only an interim decision and therefore not subject to court review—as the commission had argued—"we are at a loss to decipher why the commission undertook such a thorough review of each applicant's qualifications," the court said.

"The commission's attempt at this late stage to hinder Fidelity's efforts to obtain judicial review on the ground that its order is not final," the court concluded, "is perturbing, to say the least."

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## Present and past haunt Foxes

License renewals for WGOE(AM) Richmond, Va., and WEYE(AM) Sanford, N.C., were proposed to be granted in an initial decision by an FCC administrative law judge, but both licensees are to be fined for rule violations. The proposal was a single action because former owners of WGOE are now principals in WEYE. WGOE Inc. (WGOE) was ordered to forfeit \$2,500 for violation of fraudulent-billing rules and technical violations. Crest Broadcasting Corp., (WEYE) was ordered to forfeit \$4,000 for technical violations. Judge David I. Kraushaar said that WGOE's problem mostly stemmed from the faulty operation of the former licensee, Dixie Broadcasting Corp. Therefore denial of license would not be appropriate, he explained. However, he added that the former principal owners of WGOE, Irwin and Stanley Fox, were now the present principals in Crest and he felt it proper that a penalty should be levied on WEYE.

## Changing Hands

### Announced

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

▪ KTRM-AM-FM Beaumont, Tex.: Sold by Dynamic Broadcasting Corp. to Central Broadcasting Corp. for \$800,000. Principals in seller are C. Ronald Rogers, Neal

Spelce, R. Miller Hicks, and J. Sam Winters, each of whom has 25% interest in KIKN(AM) Sinton, Tex. and KJOE(AM) Shreveport, La. Mr. Hicks also owns KIXL(AM) and KRMH(FM) Austin, Tex. Buyer, Central Broadcasting, of which Lester G. Spence is president, owns WKBY-AM-FM Richmond, WBAT(AM) Marion and WBIW(AM) Bedford, all Indiana. KTRM(AM) operates on 990 khz with 1 kw daytime; KTRM-FM is on 95.1 mhz with 3.1 kw and antenna 220 feet above average terrain.

▪ WIGS-AM-FM Gouverneur, N.Y.: Sold by Genkar Inc. to DeHart Broadcasting Corp. for \$200,000. Principal in seller is Ann D. Genthner. Principals in buyer are Mr. and Mrs. Robert W. Hartshorn. Mr. Hartshorn was former account executive at WILM(AM) Wilmington, Del. WIGS operates on 1230 khz with 1 kw daytime and 250 w at night. WIGS-FM is on 92.7 mhz with 3 kw and antenna 62 feet above average terrain.

▪ WZOW-FM Utica, N.Y.: Sold by Lawrence J. Horwin to WTLB Inc. for \$160,000. Mr. Horwin has no other broadcast interests. Principals in buyer are Paul A. Dunn and Edward J. Carey. Mr. Dunn is president and general manager and Mr. Carey is vice president and station manager of WTLB(AM) Utica. WZOW-FM is on 107.3 mhz with 3.6 kw and antenna 165 feet above average terrain. Broker: Blackburn and Co.

▪ KVKM(AM) Monahans, Tex.: Sold by Land of the Sun Broadcasters to Monahans Broadcasting Co. for \$130,000.

Principals in seller are Ross Rucker and Bertha Jeness. Principal in buyer is Bill Jamar who owns KBWD(AM) Brownwood, Tex. (see KQTY below). KVKM is full time on 1330 khz with 5 kw days and 1 kw nights. Broker: R. Miller Hicks.

▪ KQTY(AM) Borger, Tex.: Sold by Larry Dean Hickerson and partners to Bill Jamar, Fred Perry, and Ken Schulze for \$115,000. Mr. Jamar is owner of KBWD(AM) Brownwood, Tex.; Mr. Schulze is general manager of KBWD; and Mr. Perry is former general manager of KCRS(AM) Midland, Tex. KQTY is full time on 1490 khz with 250 w. Broker: R. Miller Hicks.

### Approved:

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 37):

▪ WKJG-TV Fort Wayne, Ind.: Sold by Federated Media Inc. to Thirty-Three Inc. for \$4 million. Principals in seller are Paul E. Van Hook, president, and John Dille Jr., chairman of board. Federated, which is publicly traded, has liquidated all other broadcast interests except WBNB-TV Charlotte Amalie, St. Thomas, Virgin Islands, sale of which is pending FCC approval. Principals in buyer are Anton Hulman Jr., president (73.1%); Joseph R. Cloutier, vice president (23%), and Henry P. Smith, director (3.9%), who also owns WTHI-AM-FM-TV Terre Haute, Ind. WKJG-TV, an NBC affiliate, operates on channel 33 with 263 kw visual, 49 kw aural, and antenna 770 feet above average terrain.

▪ KLXA-TV Fontana, Calif.: Sold by International Panorama TV (Angel Lerma Maler, 100%) to Trinity Broadcasting Network for \$1,266,419. Trinity is non-profit company, Paul F. Couch, president. KLXA-TV operates on channel 40 with 263 kw visual, 52.6 kw aural, and antenna 2,890 feet above average terrain.

▪ WLJM(FM) Gadsden, Ala.: Sold by Boman Broadcasting to Etowah Broadcasters for \$440,000. Principal in seller, which retains WJBY(AM) Gadsden, is Charles F. Boman, president. Principal in buyer is Charles Smithgall (100%). Mr. Smithgall has interests in WRNG(AM) Atlanta, several Georgia newspapers, and is president of cable system in Rome, Ga. WLJM operates on 103.7 mhz with 30 kw and antenna 530 feet above average terrain.

▪ WCEF-AM-FM Parkersburg, W.Va.: Sold by Franklin Broadcasting (C. E. Franklin, 100%) to Calvin E. Dailey Jr. for \$400,000. Mr. Dailey has been manager of WPAR(AM) Parkersburg. WCEF operates daytime on 1050 khz with 5 kw. WCEF-FM is on 99.3 mhz with 3 kw and antenna 210 feet above average terrain.

▪ WWUN(AM) Jackson, Miss.: Sold by WWUN Inc. (Lamar Simmons, president) to Radio One Inc. for \$400,000. Frank E. Holladay, president and principal of Radio One, also has interests in WOKK(AM) and WALT(FM) Meridian, WNSL-AM-FM Laurel and WVM(AM) and WQID(FM) Biloxi, all Mississippi, and WBIL(AM) Tuskegee, Ala. WWUN operates on 1590 khz with 5 kw daytime and 1 kw at night.

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## K&E researchers see a golden decade ahead for television, radio

**Changing life styles, different tastes in programing listed as plus factors; guaranteed CPM, less clutter, new role for reps expected on business side**

A study by Kenyon & Eckhardt, New York, depicts network and spot television as media that will continue to flourish in the next decade despite numerous problems and pressures.

The study, prepared for a major but unidentified K&E client, traces the changes in life styles among consumers in recent years, particularly women; describes the status of and developments within various media and makes projections of trends to emerge in the major media over the next 10 years.

The special report was put together by Herbert Zeltner, senior vice president and director of marketing services; Robert Lilley, vice president and media director, and Bruce Hoenig, vice president and manager of media operations.

Network TV, the study predicts, will continue to have audience pre-eminence as multiple-set ownership grows and reaches 90% by 1985. Audience growth will be abetted by the increase in leisure time and changing work schedules and school hours, according to the K&E specialists.

"The networks will have more available time to program as a result of a total or partial repeal of prime access and through the development of fringe time periods—both early and late—where programs like *Today*, *Tonight* and *Tomorrow* have been quite successful," the study forecasts.

"Programing will continue to develop slowly and reflect the social changes of the country . . . Programs like *In Concert* and *Midnight Special*, designed to reach a special target—young adults—will increase. And the increased use of satellites will provide increased live coverage of special foreign events."

K&E envisions a continued escalation in network TV costs and believes there will be some reduction in clutter and an increase in product protection due to pressures from advertisers and agencies. The agency brushes aside cable and pay TV as serious economic threats to network TV in the next decade.

Although TV networks deny they sell their programs on a guaranteed cost-per-thousand basis, the study singles this out as a recent development for sponsors advertising in prime time for 52 weeks.

Spot TV is portrayed as a medium that will grow but will change, with the computer revising the role of the national representative. With the computer linking stations directly with agencies, the rep is seen as moving into the role of market specialist, more attuned to the values and conditions existing in his region and becoming more directly involved with advertising agencies as dispenser of

a variety of economic and demographic data.

K&E projects there will be movement toward a guaranteed cost-per-thousand by stations. The agency predicts there will be an increase of specialized programs keyed to particular markets and offering opportunities to advertisers for special purchases. The study believes there will be improvement in the clutter picture on local TV stations with some agencies moving toward penalizing offenders.

Relative to its position today, the study is bullish on radio for the future. It traces the growth of radio from its decline in the 1950's to a new role in the 1960's as a mobile medium (outside the living room but ubiquitous in other parts of the house, outdoors and in autos). The factors contributing to radio's growth in the past eight years have been the increase in multiple-set ownership; the emergence of FM radio and the changing nature of the medium (ABC's four networks; specialized local radio programing, such as coverage of special events, rock concerts and news documentaries, and the formation of syndicated, reorganized and ethnic networks).

K&E sees continued growth over the next decade as FM listenership grows and radio continues its practice of aiming at certain target audiences (away-from-home groups, teen-agers and ethnic groups, the light television viewer and the working woman).

"We have a positive attitude toward radio," the study asserts. "Radio will

remain an up-to-date and constantly changing medium. There are always some less successful stations ready to try a new format—no matter how far out it may be."

As far as other major media are concerned, K&E is optimistic about the future of magazines, particularly the relevant publications with a clear focus, giving the advertiser the opportunity to reach specific groups based on demographics, lifestyles, product or service interests. Newspaper revenues are expected to increase, particularly for the suburban ones and the move toward automation and computerization will reduce costs.

## Government agency goes to court to force paid warning ads

**Defective light product warrants prime-time exposure, says consumer safety commission; retailers tried to reach compromise solution**

The U.S. Consumer Products Safety Commission last week went to federal court to seek an order requiring paid ads warning of the "imminent hazard" of fatal shock by a defective trouble light sold nationally for a year by various retailers (BROADCASTING, Aug. 5).

The product, a light bulb enclosed by a metal case and wire screen, bears no brand identification, and a graphic dem-

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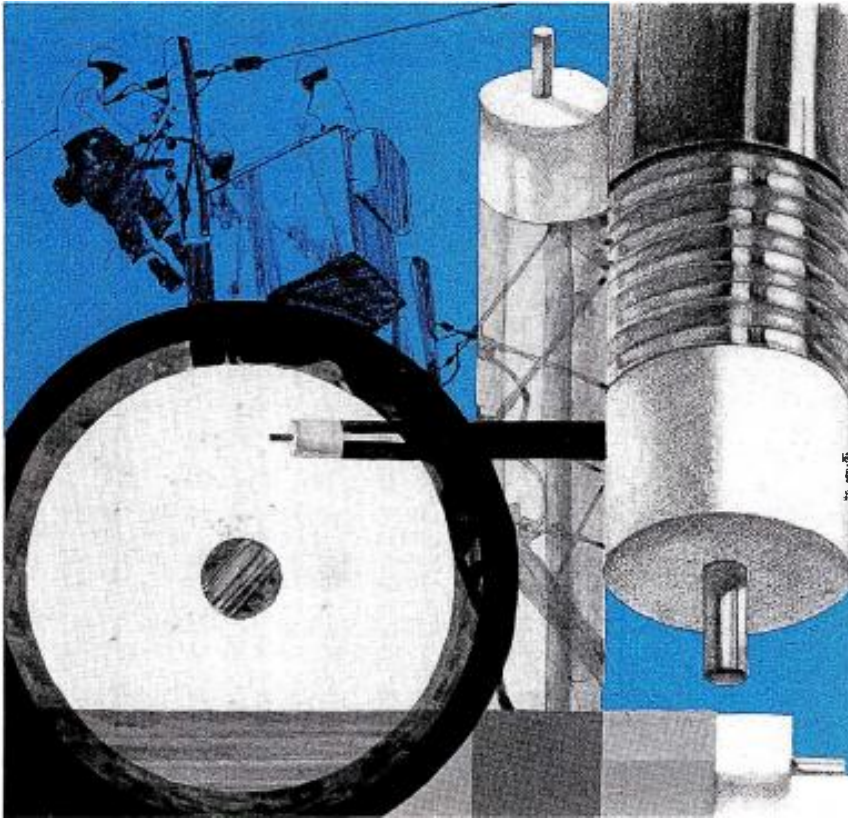
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onstration is necessary to warn consumers, the commission said.

An original offer by the maker, distributors and retailers to publicize a warning through a televised news conference was rejected. An extensive media kit was quickly circulated on behalf of the American Retail Federation, but was considered inadequate by the commission, which proposed its own—costlier—media package.

The retailers had agreed to "voluntary compliance" — sending 30-second film clips of a product demonstration by Commission Chairman Richard O. Simpson (filmed by three local network affiliates and a hired TVN crew); 30- and 60-second audio clips sent to 750 radio stations; photos and captions of the product and potential danger, sent to 900 newspapers (90% of national circulation).

But the commission's recommendation remained for 30-second TV spots in network prime time, simultaneously on all three networks for at least three evenings; and ads covering 85% of newspaper circulation. In both media, the copy, layout and production would be subject to the commission's approval. Cost of the proposed communications program was estimated at \$270,000 plus production costs for TV, \$32,000 for each day in newspapers, to be shared by the manufacturer, distributors and retailers.

While the Federal Trade Commission has in the past required corrective statements from advertisers, and the FCC has demanded public service announcements on cigarette use, this is the first time a government agency has sought to force the purchase of air time to warn consumers about a defective product.

### Business Briefs

**Rep appointments.** WLAC-AM-FM Nashville: Blair Radio, New York ■ KOSI-AM-FM Denver and WEAN(AM)-WPJB(FM) Providence, R.I.: Alan Torbet Associates, New York ■ WCOG(AM) Greensboro, N.C.; WEAM(AM) Arlington, Va., and WAAB(AM) Worcester, Mass.: Eastman Radio, New York.

**Million-dollar star.** More than \$1 million will be spent by weekly newspaper, *National Star*, on three-week September campaign on prime-time programs on three television networks. Newspaper recently completed 20-week campaign on network and spot TV costing about \$5 million to launch publication and attract subscribers. Agency is Ted Bates & Co., New York.

**New rep.** Chuck Dwyer, formerly general manager-general sales manager, KHJ-TV Los Angeles, has formed Dwyer Broadcast Sales and Service Co., sales rep, at 111 N. La Cienega Boulevard, Suite 108, Beverly Hills, Calif. 90211.

**Big GM buy.** General Motors Corp. (corporate), Detroit, will be full sponsor of *The Life of Jesus*, consisting of six one-hour episodes to be telecast in prime time over six consecutive weeks on NBC-TV in late March and early April of 1976. Series will be joint production of Associated Television Corp. Ltd. of London

and RAI of Italy. Programs will be presented without commercial interruptions. Agency: Campbell-Ewald, Detroit.

**Bic's blitz.** Bic Pen Corp., Milford, Conn., will begin its third and most extensive network TV campaign in 1974 for its Butans Lighter, investing \$1.3 million in prime and fringe programs on ABC, CBS and NBC for seven weeks, starting Sept. 16. Agency: Wells, Rich, Greene, New York.

**Wine romance.** Banfi Products Corp., Farmingdale, L.I., is launching \$1-million spot TV campaign, supplemented by spot radio effort in 15 major markets on behalf of Riunite, imported Italian wine. Copy theme: "Bring your wife or girl friend Riunite when you're late or had little argument." Agency is John Paul Itta Inc., New York.

**Against politicians paying.** Edmund G. Brown Jr., California secretary of state and Democratic candidate for governor, has urged state legislature to petition Congress to prohibit candidates for federal office and for governor of states from buying TV time. Mr. Brown said TV stations should provide free time. He made these suggestions to assembly committee on elections and reapportionment that is holding hearings on four bills that would provide public financing for state office seekers, as well as impose limitations on expenditures and contributions.

**Endorsement makes difference.** Chief of Complaints and Compliance Division of FCC Broadcast Bureau, has ruled purchase of time by Mississippi Republican Party to sponsor Vice President Gerald Ford speech would constitute expenditures on behalf of any candidate Vice President might endorse. Ruling further maintained that if candidates for federal elected office were endorsed, station carrying program could not make charges unless candidates certified payment of charges would not violate any limitations specified in Campaign Communications Reform Act. Ruling noted that Mississippi Republican Party said it an-

icipated Vice President would endorse Republican candidates for Congress. When asked by the party if this rule applied to sponsors that are corporations, the Broadcast Bureau responded that corporate contributions to political candidates are not part of FCC jurisdiction but come under purview Justice Department.

**Freebies sought.** J. Walter Thompson, New York, has prepared campaign for Saga Mink (Scandinavian Mink Association), calling for paid advertisements in national magazines including *Mademoiselle*, *Vogue*, *New Yorker* and *New York Magazine*. But for TV, JWT produced four-minute fact and fashion film that Saga is offering TV stations to be carried free of charge.

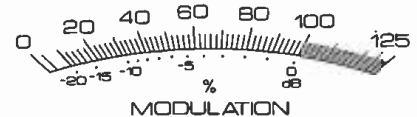
## Unknown finds TV way to Democrats' heart

**Ravenel mounts broadcast campaign in S. C. gubernatorial primary that's good enough to beat Dorn**

There's another broadcast media success story behind the victory of 37-year-old Charles (Pug) Ravenel in the Democratic gubernatorial primary race in South Carolina July 30. A virtual unknown three months ago, with no media experience, the Democrat's fresh face and engaging personality caught on through judicious use of television. By the July 16 primary, Mr. Ravenel led the list of seven candidates, then scored a run-off victory two weeks later against U.S. Representative William Jennings Bryan Dorn. He faces Republican James Edwards, a Charleston dentist, in the November general election.

Credit for the successful primary campaign is shared by the Barton-Blair-Cuer-ton advertising agency, independent producer David Sawyer, who specializes in political commercials, and media consultant David Rawle, Mr. Ravenel's

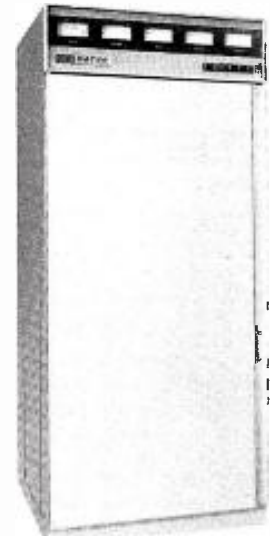
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## BAR reports television-network sales as of July 28

ABC \$363,535,700 (30.2%), CBS \$441,123,700 (36.6%), NBC \$400,285,400 (33.2%)

Day parts	Total minutes week ended July 28	Total dollars week ended July 28	minutes 1974 total	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	53	\$ 411,500	1,980	\$ 13,374,900	\$ 14,005,900
Monday-Friday 10 a.m.-6 p.m.	901	7,090,800	29,799	259,194,000	223,957,000
Saturday-Sunday Sign-on-6 p.m.	221	2,158,700	8,418	116,418,700	106,411,800
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,403,700	2,936	62,529,900	55,983,500
Sunday 6 p.m.-7:30 p.m.	11	133,200	420	9,310,600	9,461,000
Monday-Sunday 7:30 p.m.-11 p.m.	347	15,575,700	11,751	661,918,600	610,196,100
Monday-Sunday 11 p.m.-Sign-off	192	3,376,800	5,138	82,198,100	71,123,500
<b>Total</b>	<b>1,817</b>	<b>\$30,150,400</b>	<b>60,442</b>	<b>\$1,204,944,800</b>	<b>\$1,091,138,900</b>

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

former Harvard roommate and campaign staff volunteer.

Mr. Rawle's past experience with Corinthian Broadcasting Co. (at KHOU-TV Houston and as assistant to the president at the company's New York headquarters) and other political campaigns paid off in a "content and timebuying strategy" calculated to reach voters. "There was no magic," he asserts—good research by Peter D. Hart's Washington firm showed a high percentage of undecided voters, as many as 42% in one county, which went untapped by the opposition. Mr. Ravenel's campaign bypassed billboards, direct mail and newspaper coverage, concentrating on 13 TV stations for four weeks before the primary. Exclusive of production costs, \$175,000 went into the 30- and 60-second spots, placed heavily in prime time and five-minute programs in fringe time. Outside of "actuality" news reports, radio played a minor role in the campaign. Mr. Rawle notes use of "black radio only" in this and past political campaigning "to reach a clearly defined audience" and crucial voting bloc.

The TV spots differed from the oppositions' in content as well as placement. Mr. Ravenel was filmed talking directly to the camera on specific issues. Congressman Dorn relied on his already familiar image; spots showed people talking about him.

The final victory, by some 30,000 votes, "could not have been achieved through paid time alone," according to Mr. Rawle, who commended broadcast newsmen for professionalism in covering the primary.

## Hertz puts broadcast back in driver's seat

**Car-rental firm resumes advertising, puts 60% of budget in radio-TV**

Hertz Corp., New York, whose advertising has been stalled since last fall because of the fuel crisis, will ride again with a year-long advertising campaign of \$15 million, \$9 million of it in broadcast, starting next month.

A spokesman for Ted Bates & Co., New York, agency for Hertz, said last week the auto rental service had abandoned all advertising since last October except for a few print ads discussing the energy crunch. The new campaign will focus on the theme, "Your Hertz Car. One Less Thing to Worry About." To advance this message, the copy calls attention to "54 of the toughest new standards in the rent-a-car industry to help you get a clean, reliable car—fast—every time."

Raver Films Inc., New York, is now producing three 30-second TV commercials, each of which will show (through quick cuts) the 54 standards in Hertz customer service and car maintenance.

Approximately 13% of the \$9 million allocated to broadcast will be spent in network TV on CBS-TV's National Football League coverage. The remainder will be spent largely in spot TV in 21 major markets, with spot radio also used in these areas.

## Programming

### Anemic NFL Niensens cause network jitters

**First ratings confirm that no-names aren't exciting TV audiences; it's forerunner to selling problems**

With the National Football League beset by a players' strike, network sports executives were nervously looking at the first Niensens of the exhibition season last week as a clue to the ratings strength of the nine preseason prime-time contests they're due to carry, beginning Saturday, Aug. 17 (NBC-TV's coverage of Cincinnati at Atlanta).

CBS-TV's telecast of the Hall of Fame game (Saturday, July 27, 3-6 p.m., NYT) could manage only a 5.5 rating and 20 share compared to the 8.6 rating and 27 share the game chalked up last year on ABC. It was noted, however, the last two-thirds of the game competed directly with coverage of the House Judiciary Committee's impeachment hearings, which hit a 6.6 rating.

More ominous were the New York overnight ratings of two local telecasts on Saturday, Aug. 3. The game between the New York Giants and the Houston Oilers (WPIX-TV New York, 9 p.m.-midnight) averaged only a 3.3 rating (the Giants' first exhibition game in 1973 more than doubled that number), and the New York Jets-Denver Broncos contest (WNEW-TV New York, 10 p.m.-1 a.m.) also averaged a 3.3 rating.

Partly as a result of these low Niensens, James Spence, vice president for sports-program planning at ABC, said he was sticking to his original statement (BROADCASTING, July 29) that ABC may decide to cancel its three scheduled Monday-night NFL exhibitions (Aug. 19, Aug. 26 and Sept. 2).

Another industry source said that all three networks had hit a snag in trying to sell the unsold minutes that still remain on their exhibition telecasts. "Sponsors are not exactly running over their grandmothers to spend \$60,000 a minute for games involving rookies and free agents," he said.

However, an NFL spokesman said he fully expects the three networks to meet their preseason commitments. "If the ratings fall way below previous years, Commissioner Pete Rozelle is on record as favoring possible rebates to the networks," this spokesman said. He added that no specific formulas had been suggested, but they'd be hashed over as part of "our continuing good-faith negotiations" with ABC, CBS and NBC.

### Jacobs sees over-all gain in network shifts

**Forecaster sticks to CBS as winner, but sees many 'losers' weeded out**

Network changes in prime-time scheduling for next fall, caused by the appeals court order to the FCC to hold up on

access-rule changes (BROADCASTING, June 24) have prompted Herb Jacobs to take another look at his earlier assessment of the new season.

Mr. Jacobs, chairman of Telcom Associates and who for the last decade has been putting out detailed forecasts of the networks' schedules, said that the various shifts have not altered his basic conclusion that CBS will leave its two competitors in the dust during the 1974-75 season (BROADCASTING, May 27).

But now, he added, "all the networks actually improved their positions somewhat by getting rid of programs universally estimated to become losers," he said.

ABC has strengthened itself on Sunday, he continued, with the cancellation of a weak *Fireman's Ball*, the shifting of *The Odd Couple* to Thursday (an "improvement" over the show it's replacing, *Everything Money Can't Buy*, according to Mr. Jacobs) and the strategy of starting a half-hour later than the other two networks, thus "guarantee[ing]" the Sunday-night movie "a huge share-point total at 10:30-11 p.m.," when it will be free of competition from CBS and NBC.

CBS, which "had given up the ghost on Friday . . . by scheduling *Love Nest* and *We'll Get By* canceled them and became a definite contender again," particularly against NBC's *Sanford and Son* and ABC's *The Six Million Dollar Man*, "by shifting *Planet of the Apes* into the 8-9 p.m. slot," in the words of Mr. Jacobs.

Finally, NBC helped itself on Fridays, he said, by getting rid of "an hour-long headache" (the cancellation of *Sunshine*, 9-9:30 p.m., and *Second Start*, 9:30-10 p.m.) in favor of *The Rockford Files* (which moves from Sunday, 10-11 p.m.).

## Hits and misses in summer tryouts

**CBS-TV's 'Orlando and Dawn' ratings could mean second-season bid; 'Mac Davis' bright spot at NBC-TV**

Industry sources say a variety show starring Tony Orlando and Dawn is almost a shoo-in for a second-season berth on CBS-TV next January based on the huge ratings it harvested during a four-week summer tryout (Wednesday, 8-9 p.m., NYT; ended July 24).

The show averaged a 17.5 rating and a 39 share over the course of the month, climbing to a lofty 43 share on July 17.

*The Mac Davis Show* (Thursday, 8-9 p.m.), NBC's most serious summer candidate on the second-season tip sheets, has fluctuated somewhat in the Niensens, achieving its highest numbers (a 15.8 rating and 33 share on July 25) when it faced off against the House Judiciary Committee hearings instead of against *The Waltons*. In the most recent national overnights (Aug. 1), it hit its low of the season so far, an 11.8 rating and 27 share.

ABC has elected not to do any experimenting with new personalities this

summer (BROADCASTING, May 13). Its one summer concession to originality in prime-time—the unaired episodes of *The New Temperatures Rising* (Thursday, 8-8:30 p.m.)—has proved a bust in the ratings. (The show has finished a consistent third in its time period since the July 18 kickoff.)

With *Tony Orlando and Dawn* a certified hit, another summer variety series that CBS is high on for possible use next January—*The Hudson Brothers Show* (Wednesday, 8-9 p.m.)—won its time period the first time out (July 31) but the 13.1 rating and 31 share were considerably below the average chalked up by the Orlando and Dawn show, the previous tenant of that slot. The Hudsons have four more weeks to prove they can draw the kind of numbers that would make their show a reasonably safe risk for wintertime replacement duty.

The resuscitated *Your Hit Parade* (CBS, Friday, 8-8:30 p.m.) got its first Nielsen report card earlier this month (Aug. 2): the show managed to squeeze out a lowly 10.7 rating and 24 share, making very little headway against *Sanford and Son* reruns on NBC (16.1 rating and 36 share for Aug. 2).

As filler, NBC has been running a show called *Comedyworld* (Thursday, 10-11 p.m.), which, in seven outings to date, has mustered a mediocre 14.5 rating and 28 share. In addition, the 11 major-league baseball games (not counting the All-Star Game) NBC has aired in prime time (Monday, 8:15 p.m.-conclusion) have toted up an undistinguished 12.5 rating and 23 share.

## Program Briefs

**No again.** CBS-TV for second time, has been denied waiver of FCC's current prime-time access rule for presentation of two National Football League preseason games in addition to other network programs. Involved were Aug. 25 and Sept. 8 games, at 9 p.m., NYT, and 10 p.m., NYT, respectively, that would involve presentation at earlier times in two western time zones. Proposed telecast would have been permitted under prime-time rule modifications schedule to go into effect September 1974, but U.S. Court of Appeals decision has stayed changes until September 1975.

**No dispensation.** WBRE-TV Wilkes-Barre, Pa., top-50-market station, has been denied waiver of "off-network" restrictions of prime-time access rule by FCC. Commission, pointing to recent court order that stayed commission's modifications of prime-time access rule until September 1975, said no waivers should be granted in interim which go "significantly beyond" areas already being granted waivers. Present rule, adopted in 1970 prohibits network affiliates in top-50 markets to clear more than three prime-time hours a night for network or off-network programs.

**Rebuke.** Evening News Association, licensee of WWJ(AM) Detroit, has been admonished by FCC for violation of personal-attack rule, but \$1,000 for-

feiture has been rescinded. Charge stemmed from complaint by Professor Leonard W. Moss over broadcast accusing him of "promoting Russian form of government. . . ." Also questioned was WWJ's failure to properly notify Mr. Moss and provide him with particulars concerning broadcast. FCC ruled incident was not flagrant enough to warrant imposition of forfeiture, but was violation nonetheless and warranted warning to WWJ to comply more closely with rule in future.

**Six for Century.** Century National Sales, New York, announced 29% increase in sales during first half of 1974 as compared with same period last year, reports six new clients have brought subscriber list to 31 stations. They are WGN(AM)-WFMN(FM) Newburgh, N.Y., (adult album music); WMTQ(AM) Portland, Me., (adult album); KEEZ(FM) San Antonio, Tex., (good music); KZEL(FM) Eugene, Ore., (contemporary music) and KRDD(AM) El Paso, Tex. (adult album).

**Bengals' exhibitions.** WKRC-TV Cincinnati is telecasting three live and one tape-delayed preseason games of Cincinnati football Bengals. WLWT(TV) was incorrectly reported earlier as taking over exhibition rights (BROADCASTING, July 22). WLWT had carried games in past years. WKRC-TV telecasts, with Ron Harrison on play-by-play, are being picked up by WKEF-TV Dayton, Ohio, and WTVQ-TV Lexington, Ky., as are 20 programs of *Bengal Power*, pregame show with Mr. Harrison. In-game sponsor list includes Burger beer, Escue Pontiac, Barnhorn Realtors and Hudepohl beer.

**Moving soon.** Reeves/Teletape, representing recent consolidation of Teletape Corp. and Reeves Cinetel Inc., will switch its corporate headquarters to 708 Third Avenue, New York 10017 in early September. Reeves/Teletape provides facilities and services for producers of TV commercials and programs.

**Plus 40.** Independent Television Corp.'s syndicated action series, *The Protectors*, starring Robert Vaughn, has increased its line-up to 40 stations in last month. Among those signed to run it next fall are KHJ-TV Los Angeles, WJBK-TV Detroit, WBAP-TV Fort Worth, WCCO-TV Minneapolis and KIRO-TV Seattle.

**Sandy's magic number: 78.** Sandy Frank Film Syndication Inc., New York, reports sales on both its *Treasure Hunt* and *Name That Tune* half-hour series have reached 78. *Hunt* has been bought by 42 stations in top-50 markets and *Tune* in 45 of top 50, according to distributor.

**The changers.** MCA-TV will handle worldwide distribution of *Dateline Yesterday*, five half-hour dramas produced in Mexico by Miguel Aleman Jr. English-language films focus on "a critical juncture in the life of a great man or woman who changed human history." Included are episodes on Julius Caesar (played by Anthony Quinn) and Socrates (played by Edmond O'Brien).

**From mother country.** Broadcasting Foundation of America, New York, will distribute to U.S. radio stations 14 weekly

British programs covering "news analysis and background, public affairs, science, economics, sports, education, literature and the arts," all under umbrella title *BBC Topical Tapes*. Five of programs in series are 30 minutes; rest run 15 minutes or less.

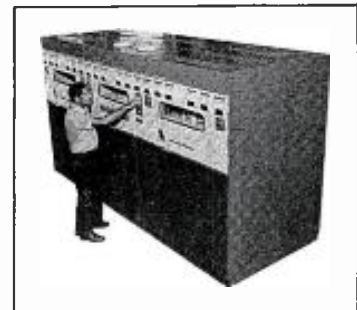
**Selling wildly.** Time-Life Films reports that second year of half-hour *Wild, Wild World of Animals* series has been sold in 68 markets, with station buyers including WABC-TV New York, KNXT(TV) Los Angeles, KDKA-TV Pittsburgh and WHAS-TV Louisville, Ky. First year of series was bought by 100 stations and Time-Life expects to surpass this figure.

**Bits of history.** WHC-TV Pittsburgh is tying bicentennial history lessons into its *Capt. Jim Show*, aimed at preschool audience. Host gives three-minute lesson that viewers may follow with "Picturepages" workbook distributed by Foodland supermarket chain (BROADCASTING, April 8). Bicentennial segments, featuring local and U.S. history, will be aired Fridays on weekday morning show.


**Things that go.** *Odyssey*, 260 90-second radio shows starring Vincent Price as narrator of strange and unusual subjects, has been placed in 185 markets since it was announced last April. Barter show (one of two 30-second commercials in program is used by Best Western Motels) is produced and distributed by Blanc Communications Corp., Beverly Hills, Calif., with goal of 200 markets for program.

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# The Broadcasting Playlist™ Aug 12

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	<b>Rock Your Baby</b> (3:14) George McCray—TK Records	1	1	2	1
3	2	2	<b>Annie's Song</b> (2:58) John Denver—RCA	2	6	5	2
5	3	3	<b>The Night Chicago Died</b> (3:30) Paper Lace—Mercury	3	2	3	3
2	4	4	<b>Rock the Boat</b> (3:05) Hues Corp.—RCA	4	4	1	6
4	5	5	<b>Don't Let the Sun Go Down on Me</b> (5:33) Elton John—MCA	5	3	4	5
6	6	6	<b>Feel Like Makin' Love</b> (2:55) Roberta Flack—Atlantic	6	5	6	4
16	7	7	<b>Taking Care of Business</b> (3:13) Bachman-Turner Overdrive—Mercury	7	7	7	7
7	8	8	<b>The Air that I Breathe</b> (3:33) Hollies—Epic	8	10	11	9
14	9	9	<b>(You're) Having My Baby</b> (2:32) Paul Anka—United Artists	10	9	13	12
22	▲10	10	<b>Tell Me Something Good</b> (3:30) Rufus—ABC/Dunhill	14	11	8	8
8	11	11	<b>Rikki Don't Lose that Number</b> (3:58) Steely Dan—ABC/Dunhill	9	14	9	14
10	12	12	<b>Side Show</b> (3:25) Blue Magic—Atco	13	8	10	11
12	13	13	<b>Waterloo</b> (2:46) Abba—Atlantic	12	12	12	10
19	14	14	<b>Please Come to Boston</b> (3:57) Dave Loggins—Epic	11	13	14	16
17	15	15	<b>Rock &amp; Roll Heaven</b> (3:23) Righteous Brothers—Haven	15	16	16	17
24	16	16	<b>I'm Leaving It (All) Up to You</b> (2:46) Donny & Marie Osmond—MGM	18	17	15	13
21	17	17	<b>Call on Me</b> (4:00) Chicago—Columbia	16	15	18	15
15	18	18	<b>Radar Love</b> (2:53) Golden Earrings—MCA	17	20	17	18
18	19	19	<b>Wild Thing</b> (2:56) Fancy—Big Tree	20	18	19	19
20	20	20	<b>Rock Me Gently</b> (3:28) Andy Kim—Capitol	19	21	20	21
13	21	21	<b>On and On</b> (3:20) Gladys Knight & the Pips—Buddah	21	19	22	20
30	22	22	<b>I Shot the Sheriff</b> (3:19) Eric Clapton—Atlantic	22	22	21	23
25	23	23	<b>Wildwood Weed</b> (2:40) Jim Stafford—MGM	23	23	24	24
33	24	24	<b>Can't Get Enough of Your Love</b> (3:15) Barry White—20th Century	24	24	27	25
34	25	25	<b>Hang On in There Baby</b> (3:23) Johnnie Bristol—MGM	28	25	23	26
31	26	26	<b>Nothing from Nothing</b> (2:40) Billy Preston—A&M	25	26	28	28
37	▲27	27	<b>It's Only Rock 'n Roll</b> (4:46) Rolling Stones—Rolling Stones	27	29	26	22
26	28	28	<b>Keep on Smiling</b> (3:25) Wet Willie—Capricorn	30	27	25	27
9	29	29	<b>Billy Don't Be a Hero</b> (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	26	28	29	30
11	30	30	<b>Sundown</b> (3:37) Gordon Lightfoot—Reprise	29	33	31	29
29	31	31	<b>Sure as I'm Sitting Here</b> (2:55) Three Dog Night—ABC/Dunhill	32	30	32	34
39	32	32	<b>Who Do You Think You Are</b> (2:59) Heywoods—ABC/Dunhill	33	32	30	35
32	33	33	<b>You Won't See Me</b> (3:07) Anne Murray—Capitol	31	34	33	36
50	▲34	34	<b>Then Came You</b> (3:53) Dionne Warwick/Spinners—Atlantic	35	31	37	31
27	35	35	<b>Band on the Run</b> (5:09) Paul McCartney & Wings—Apple	34	37	34	33
35	36	36	<b>Machine Gun</b> (2:45) Commodores—Motown	38	36	35	32
66	▲37	37	<b>Beach Baby</b> (3:02) First Class—U. K. Records	41	35	36	37
47	38	38	<b>One Hell of a Woman</b> (2:52) Mac Davis—Columbia	37	38	38	38
49	▲39	39	<b>You &amp; Me Against the World</b> (3:08) Helen Reddy—Capitol	36	39	41	44
61	▲40	40	<b>Another Saturday Night</b> (2:28) Cat Stevens—A&M	40	41	40	39
48	41	41	<b>Rub It In</b> (2:12) Billy "Crash" Craddock—ABC/Dunhill	39	42	39	43

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
58	▲42	42	<b>You Haven't Done Nothing</b> (3:20) Stevie Wonder—Motown	43	44	42	41
63	▲43	43	<b>Sweet Home Alabama</b> (3:20) Lynard Skynyrd—MCA	44	45	44	42
43	44	44	<b>Shinin' On</b> (3:23) Grand Funk—Capitol	46	43	46	40
46	45	45	<b>Clap for the Wolfman</b> (3:29) Guess Who—RCA	47	47	45	45
60	▲46	46	<b>Sugar Baby Love</b> (3:33) Rubettes—Polydor	45	48	43	49
41	47	47	<b>If You Talk in Your Sleep</b> (2:25) Elvis Presley—RCA	42	46	47	56
40	48	48	<b>Fish Ain't Bitin'</b> (3:36) Lamont Dozier—ABC/Dunhill	56	40	57	46
38	49	49	<b>Be Thankful (For What You Got)</b> (3:25) William DeVaughn—Roxbury	55	55	48	47
28	50	50	<b>If You Love Me (Let Me Know)</b> (3:12) Olivia Newton-John—MCA	48	57	51	50
67	▲51	51	<b>Eyes of Silver</b> (2:47) Doobie Brothers—Warner Brothers	54	51	52	48
70	▲52	52	<b>Rings</b> (3:24) Lobo—Big Tree	49	52	58	64
36	53	53	<b>LaGrange</b> (3:15) Z. Z. Top—London	50	61	53	58
44	54	54	<b>Finally Got Myself Together</b> (3:05) Impressions—Curtom	51	53	59	59
69	▲55	55	<b>Moonlight Special</b> Ray Stevens—Barnaby	53	58	56	57
23	56	56	<b>You Make Me Feel Brand New</b> (4:45) Stylistics—Avco	52	60	54	61
68	▲57	57	<b>The Bitch Is Back</b> (3:50) Elton John—MCA	66	56	50	54
—	▲58	58	<b>Door to Your Heart</b> Dramatics—Cadet	65	49	63	53
54	59	59	<b>Let's Put It All Together</b> (2:55) Stylistics—Avco	57	54	61	62
55	60	60	<b>Hollywood Swinging</b> (4:35) Kool and the Gang—Delite	62	67	55	51
—	▲61	61	<b>Earache, My Eye</b> (5:17) Cheech & Chong—A&M	69	66	49	63
62	62	62	<b>Happiness Is Just Around the Bend</b> Main Ingredient—RCA	72	50	66	55
—	▲63	63	<b>Free Man in Paris</b> (2:56) Joni Mitchell—Atlantic	60	64	62	52
—	▲64	64	<b>I Love You, I Honestly Do</b> (3:35) Olivia Newton-John—MCA	58	63	60	66
73	65	65	<b>Get Out of Denver</b> (2:38) Bob Seger—Reprise	68	59	65	60
—	▲66	66	<b>Sugarlump</b> (2:32) Leon Heywood—20th Century	61	62	64	67
52	67	67	<b>Come Monday</b> (3:07) Jimmy Buffett—ABC/Dunhill	59	65	72	79
59	68	68	<b>Just Don't Want to Be Lonely</b> (3:31) Main Ingredient—RCA	64	70	67	69
—	▲69	69	<b>Tin Man</b> (3:25) America—Warner Bros.	63	72	73	67
53	70	70	<b>Walk On</b> (2:39) Neil Young—Reprise	70	68	69	71
64	71	71	<b>Time for Livin'</b> (3:15) Sly and the Family Stone—Epic	67	69	70	72
—	▲72	72	<b>Second Avenue</b> (3:57) Tim Moore—Small	73	71	68	77
72	73	73	<b>All Shook Up</b> (3:48) Suzi Quatro—Bell	74	74	71	73
—	▲74	74	<b>I Love My Friend</b> (2:24) Charlie Rich—Epic	71	73	78	78
65	75	75	<b>If You Wanna Get to Heaven</b> (3:04) Ozark Mtn. Daredevils—A&M	75	81	79	74

**Alphabetical list** (with this week's over-all rank): The Air that I Breathe (8), All Shook Up (73), Annie's Song (2), Another Saturday Night (40), Band on the Run (35), Be Thankful (For What You Got) (49), Beach Baby (37), Billy Don't Be a Hero (29), The Bitch Is Back (57), Call on Me (17), Can't Get Enough of Your Love (24), Clap for the Wolfman (45), Come Monday (67), Don't Let the Sun Go Down on Me (5), Door to Your Heart (58), Earache, My Eye (61), Eyes of Silver (51), Feel Like Makin' Love (6), Finally Got Myself Together (54), Fish Ain't Bitin' (48), Free Man in Paris (63), Get Out of Denver (65), Hang On in There Baby (25), Happiness Is Just Around the Bend (62), (You're) Having My Baby (9), Hollywood Swinging (60), I Love My Friend (74), I Love You, I Honestly Do (64), I Shot the Sheriff (22), If You Love Me (Let Me Know) (50), If You Talk in Your Sleep (47), If You Wanna Get to Heaven (75), I'm Leaving It (All) Up to You (16), It's Only Rock 'n Roll (27), Just Don't Want to Be Lonely (68), Keep on Smiling (28), LaGrange (53), Let's Put It All Together (59), Machine Gun (36), Moonlight Special (55), The Night Chicago Died (3), Nothing from Nothing (26), On and On (21), One Hell of a Woman (38), Please Come to Boston (14), Radar Love (18), Rikki Don't Lose That Number (11), Rings (52), Rock Me Gently (20), Rock the Boat (4), Rock Your Baby (1), Rock & Roll Heaven (15), Rub It In (41), Second Avenue (72), Shinin' On (44), Side Show (12), Sugar Baby Love (46), Sugarlump (66), Sundown (30), Sure As I'm Sitting Here (31), Sweet Home Alabama (43), Taking Care of Business (7), Tell Me Something Good (10), Then Came You (34), Time for Livin' (71), Tin Man (69), Walk On (70), Waterloo (13), Who Do You Think You Are (32), Wild Thing (19), Wildwood Weed (23), You Haven't Done Nothing (42), You Make Me Feel Brand New (56), You Won't See Me (33), You & Me Against the World (39).

**I Love My Friend—Charlie Rich (Epic)**

■ The "Silver Fox" of country music now has another single on pop charts. He made it near the top of contemporary station playlists earlier this year with *Behind Closed Doors*; this week he breaks onto BROADCASTING's "Playlist" at 72.

*I Love My Friend* is not a true country crossover, however. It was only released late last month and is simultaneously making marks on both country and pop charts. In fact, it can almost not be called a country song at all. It, like many songs that span separate radio formats, is basically an MOR song. Billy Sherill produced *I Love My Friend* with lush strings throughout, while the old stand-by instrument of country music, the pedal steel guitar, is present on this song mostly out of respect for age.

Epic Records reported the following pop stations among those playing the new Charlie Rich last week: KILT(AM) Houston, WAKY(AM) Cleveland, WIP(AM) Philadelphia, WHYY(AM) Montgomery, Ala., and K TSA(AM) San Antonio, Tex.

**Never My Love—Blue Swede (EMI)** ■ In the mid-1960's, U.S. pop music became

**Tracking the 'Playlist.'**

The chart continues to be busy. This week it features 15 bolts, four of them riding on new songs. Top-bolted record is the Rolling Stones' new *It's Only Rock n' Roll*, which came on the "Playlist" last week at 37 and marches up to 27 this week. Also in its second week and bolted is Dionne Warwick and the Spinners' *Then Came You*, which made its first mark last week at 50 and now stands at 34. Moving up fast this week after several weeks kicking around the bottom of the chart is First Class's *Beach Baby* (37). Helen Reddy's *You and Me Against the World* is up to 40. Cat Stevens's re-do of the Sam Cooke tune, *Another Saturday Night*, continues strong in its second week also, moving from 61 to 40. Also bolted are Stevie Wonder's *You Haven't Done Nothing* (42), Lynard Skynyrd's *Sweet Home Alabama* (43), the Rubettes' *Sugar Baby Love* (46), the Doobies' *Eyes of Silver* (51), Ray Stevens's *Moonlight Special* (55), an Elton John album cut, *The Bitch Is Back* (57), and Lobo's *Rings* (52). Bolted and new are the Dramatics' *Door to Your Heart* (58), Cheech & Chong's glitter-rock spoof, *Earache, My Eye* (61), Joni Mitchell's new single, *Free Man in Paris* (63), and Olivia Newton-John's *I Love You, I Honestly Do* (64), which MCA released as a single after many stations played it as an album cut. Other records new to the "Playlist": Leon Heywood's *Sugarlump* (66), America's *Tin Man* (69), Tim Moore's *Second Avenue* (72) and Charlie Rich's country crossover, *I Love My Friend*.

host to the "British invasion," spearheaded by the Beatles and followed by numerous—and many now long-forgotten—English groups. The mid-1970's are now witness to a similar invasion, though on a much smaller scale, by groups from Sweden, of all places.

Blue Swede's *Hooked On a Feeling* was the first Scandinavian single to crack the American market, eventually making it to the top 10. That song is now falling on the charts, but well on the way up is *Waterloo*, by another Swedish group, Abba. Now Blue Swede is back with another single, this one a remake of a 1965 hit by the Association, *Never My Love*.

The original was a soft ballad. The Blue Swede version is uptempo soft rock, making it an entirely new song. It's also a quick song: This single is only 2:27 long.

The record has been out only since the first part of this month, but among the stations EMI reported on it last week: WPOP(AM) Hartford, Conn., WSB(AM) Atlanta, KJR(AM) Seattle and WIFE(AM) Indianapolis.

**Steppin' Out (Gonna Boogie Tonight)—**

*Tony Orlando and Dawn (Bell)* ■ Tony Orlando and his two female back-up vocalists are probably the hottest new group around. Since their first hit late last year, *Tie a Yellow Ribbon 'Round the Ole Oak Tree*, they have had another, *Sweet Gypsy Rose*, and they were on CBS-TV as a summer replacement show.

Bell pulled this new single, *Steppin' Out (Gonna Boogie Tonight)*, off the group's album, *New Ragtime Follies*, after stations began playing the cut. *Steppin' Out* is ragtime, in a loose sense, flavored with Dixieland.

Major-market stations went on the new Dawn single immediately. Among them, according to Bell Records, were WABC(AM) New York, WIXY(AM) Cleveland, WCAR(AM) Detroit and KJR(AM) Seattle.

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

- AMERICAN GIRLS, Rick Springfield (Columbia).
- FALLING IN LOVE, Souther, Hillman, Furay Band (Asylum).
- HANGIN' OUT, Hank Mancini (RCA).
- I SAW A MAN AND HE WAS DANCING WITH HIS WIFE, Cher (MCA).
- IT COULD HAVE BEEN ME, Sami Jo (MGM South).
- I'VE HAD IT, Fanny (Casablanca).
- KING FU, Curtis Mayfield (Curton).
- LITTLE BIT OF UNDERSTANDING, B. W. Stephenson (RCA).
- LOVE IS THE ANSWER, Van McCoy (Avco).
- MA, HE'S MAKING EYES AT ME, Lena Zavaroni (Staxx).
- THAT SONG IS DRIVING ME CRAZY, Tom T. Hall (Mercury).
- THIS HEART, Gene Redding (Haven).
- YOU CAN'T BE A BEACON, Donna Fargo (Famous).
- YOUR LITTLE TRUSTMAKER, Tymes (RCA).
- YOUR LOVE SONG, Elliot Lurie (EPIC).

**FCC decides it needs update on pay cable**

**Long-standing proceeding needs further input, commission says; oral argument set for late October**

After two years of deliberations on the issue, the FCC formally acknowledged last week that it needs more data before it can come to any conclusions on pay cablecasting. Accordingly, the agency invited comment on several proposed revisions to the present antisiphoning rule and scheduled a second oral argument on the subject for Oct. 23-25.

The commission's order, which was voted unanimously, offered few surprises. The crux of the document was reported a week ago (BROADCASTING, Aug. 5). It offered three proposals by which present rules pertaining to pay cable showings of feature films could be amended and two new approaches to the regulation of pay sports carriage.

At present, the film provision of the antisiphoning rules permits pay cable operators to present a film two years after its theatrical release; access is denied between the third and 10th year, and films 10 years old may be shown only on a monthly basis. Sports events that have been broadcast by conventional television in the cable community within the past two years are also denied to pay entrepreneurs.

The proposed film options include replacing the present 2-10 rule with a "3-9" provision, thus opening up two more years to pay showings. In addition, this concept would be augmented with a "wild-card" provision, in which the commission would permit pay operators to show a certain number of films that are more than three years old. A second option, referred to by commission officials as the "floating" rule, would discard the concept of regulating based on the age of the film. Instead, pay cable would have immediate access to the film and would be allowed to continue showing it for an unspecified amount of time, after which the film would be exclusively reserved for free broadcast television. The amount of time the pay entrepreneur would have access to the film under this approach would have to be determined in the forthcoming proceeding.

A third option was conceived by Commissioner Robert E. Lee. Under his approach, pay interests would have access to a film for a period of two years after its release. After the initial period, broadcasters and pay operators would be required to bid for the product; the winner would gain exclusive access to it for a year. Following that period, whichever interest did not prevail in the initial bidding would gain exclusive access for the next year. The cycle would repeat for a 10-year period.

In sports, the commission indicated that it is undecided as to whether pay

cable should be denied access to an event that has been substantially seen in the local community on free TV within the past two years, or whether it should simply permit pay operators to present a certain percentage of games of a particular sport that had not been shown on conventional TV. Under either option, the rules would change somewhat.

In the first proposal, the commission would abandon a number of game categories—home, away, regular and exhibition—it has previously used to determine whether pay cable should be given access to a particular event. In place of that approach, the commission would concentrate on a sport in general.

In the second proposal, the commission contemplates discarding the existing test of "substantial" free-TV exposure as an indicator of whether pay should have access to an event. Instead, pay would be permitted to present a percentage of events in a given sport not covered by free TV. Whether the percentage will remain constant or fluctuate in different situations must still be determined.

In addition to the major matters of revision, the commission has injected several new elements in the proceeding. It asked those filing comments to state whether the rules pertaining to over-the-air subscription television (which are presently the same as the pay cable requirements), should be revised to conform to any changes in the pay cable rules. It also asked whether cable systems should be required to notify the agency when it begins pay operations.

The most significant of the three additions, however, was a question as to whether broadcasters are intentionally attempting to keep programming from pay operators through "warehousing" (obtaining exclusivity on a film for the purpose of denying it to others), as has been alleged by the cable industry.

In an attempt to instill some uniformity in the October oral argument, the commission said it intends to restrict participation to individuals representing a "class of parties with generally the same interest or position." While it has not been determined exactly how this will be accomplished, Acting Cable Television Bureau Chief David Kinley suggested that certain blocks of time could be reserved for broadcasters, program

producers and distributors, sports and other concerned interests. The particular interest-group members could then decide among themselves how they preferred the time to be used.

Written comments in the new proceeding are due on Sept. 16; replies on Sept. 30. The commission said it does not anticipate granting time extensions. Those wishing to participate in the oral argument must notify the commission by Oct. 7.

## FCC, OTP stay on cable collision course

**Commission tells OMB it needs more time to digest proposal; major debate looms next month**

The FCC and the Office of Telecommunications Policy appear headed for a major confrontation on the future direction of cable television policy. But if there is to be one, it will not begin until September.

The FCC missed an Aug. 2 deadline for commenting on an administration clearance process on OTP's draft bill aimed at implementing the report of Cabinet Committee on Cable Television.

The commission, in a letter to the Office of Management and Budget, said it needed more time to study the matter, both because of the complexity of the problem and because the FCC had three new members (Commissioners James H. Quello, Abbott Washburn, and Glen O. Robinson), and said it would get back to the issue in September. Another problem which the letter did not mention was that the staff document analyzing the bill did not reach the commission until two weeks ago—a fact that annoyed the commissioners.

An OTP spokesman expressed hope that the OMB would not hold up referral of the bill to Congress until the FCC submits its comments. "We feel the FCC is not a part of the clearance process," he said. "The bill ought to go to Congress, where the debate will begin and the commission can express its views."

And OTP expects a "great debate" with the commission. The commission staff, in a memorandum covering a detailed analysis of the draft bill, referred to serious "philosophical" differences with

OTP on cable regulation. OTP feels that the issue is between the federal "de-regulatory" approach it says it is pushing, one in which local authorities would have greater control, and the "regulatory" approach it says the commission favors, one in which the federal government would take more power away from local jurisdictions. Basically, the bill divides jurisdiction over cable between the FCC and one level of nonfederal government—state, local or some other (BROADCASTING, May 20).

A commission staffer says it is premature to speculate on the role the commission would play in a debate since the commissioners have not yet focused on the question. Staff's comments were detailed, and did reflect policy problems with the proposal. "We felt the bill was too detailed for a statute," one official said. "We would lose the flexibility we have in rulemaking. And it did not deal in areas of concern to us, such as enforcement authority. . . . We also felt there was need for clarification of certain aspects." And the areas where the staff wanted clarification were those where differences with OTP were most likely—among them, review of franchising authority and a ban on local rate regulation of leased channels.

Among others commenting on the proposed bill was the Justice Department, which raised serious questions. It is concerned about the provision that would permit cable television-television cross-ownership during the period in which the proposal to separate ownership of system from content of most channels would not be in effect.

## Open-file requisite extended to cable

Cable systems are now subject to the same requirements for the maintenance of public-inspection files as their broadcast counterparts. The FCC, concluding an inquiry which began last February, said the new rules would become effective Sept. 16.

The commission, in deference to several parties filing comments on the issue, made several adjustments to its February proposal. It modified the proposed rule to specify that where the cable operator does not maintain a business office in a particular community served, the public file can be kept in another "accessible place" within that community. Also, the commission said operators will not be required to log all programs carried on the system, but an existing rule requiring major-market systems to log the programs in broadcast signals they began carrying after March 31, 1972, will be retained.

In an apparent effort to resolve a controversy involving cable operators' fears that the new recording requirements will result in undue intrusions by the public, the commission specified that systems will not be required to make copies of filed documents for investigating citizens. It added, however, that files must be made available for copying "at reasonable cost."

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
John Blair & Co. ....	6 mo. 6/30	41,982,000	+ 23.2%	952,000	- 44.3%	.40	34,087,000	1,374,000	.56
Foots, Cone & Belding .....	6 mo. 6/30	24,869,000	+ 5.6%	1,690,000	- 5.5%	.81	23,556,000	1,789,000	.84
Jefferson-Pilot .....	6 mo. 6/30	220,350,290	+ 9.9%	27,289,941	+ 14.4%	1.13	200,557,707	23,856,128	.99
J. Walter Thompson .....	6 mo. 6/30	393,000,000	- 5.7%	47,000	*	—	415,000,000	2,759,000	1.03
Lee Enterprises .....	9 mo. 6/30	6,500,495	+ 12.7%	4,047,818	+ 15.2%	1.21	5,768,817	3,513,787	1.05
MCA Inc. ....	6 mo. 6/30	305,652,000	+ 91.0%	25,287,000	+100.3%	3.01	160,066,000	12,566,000	1.50
Meredith Corp. ....	yr. 6/30	150,637,000	+ 4.0%	7,416,000	- 15.0%	2.47	140,573,000	8,527,000	2.22
Ogilvy & Mather International .....	6 mo. 6/30	241,244,000	+ 9.5%	2,220,881	+ 7.1%	1.23	220,560,000	2,072,494	1.14

\* Change too great to be meaningful.

## Fates & Fortunes®

### Media

**Howard Zwick**, general sales manager, KYA-AM-FM San Francisco, named acting general manager, following resignation of **Howard Kester** as VP-general manager.

**Jason Goldman**, 26-year Army veteran, one-time production chief, *The Big Picture*, and earlier commander of American Forces Radio and Television Service in Korea, named operations supervisor, non-commercial WPSX-TV University Park, Pa.

**Bernie Wilson**, general manager, KFBR-(AM) Nogales, Ariz., elected VP-general manager.

**Charles C. Styron**, controller, Triangle Broadcasting's WSJS(AM)-WTQR(FM) and Tele-cable of Winston-Salem, N.C., elected secretary-treasurer, Triangle Broadcasting Corp.

**Charles G. Conklin**, staff accountant, named accounting supervisor, broadcast division of Outlet Co., station group owner. **Joseph Obermeier**, business manager, WIND(AM) Chicago, joins Outlet's WJAR-AM-TV Providence, R.I., in same capacity.

**John R. Wilson**, radio and television financial departments, Rust Craft Broadcasting Co., joins Malrite Broadcasting Co., Cleveland, as controller. Both are group station owners.

**Issac L. Newkirk**, producer and public service news editor, WQXI-AM-FM Atlanta, named community relations director.

**Elizabeth Hayter**, manager of planning, WCAU-TV Philadelphia, named manager of broadcasting.

**Jane Martin**, weatherperson, WCHS-TV Charleston, W. Va., named assistant operations manager.

**Art Porter**, business manager, KPIX(TV) San Francisco, named executive VP, non-commercial KQED(TV) same city. He succeeds **Bernard Mayes**, retired (BROADCASTING, Aug. 5).

**Carlo Anneke**, national sales manager, KCOP(TV) Los Angeles, named general manager, WTAFTV Philadelphia. He succeeds **Robert Wiegand**, who became VP-general manager, WKRC-TV Cincinnati (BROADCASTING, July 8). **Dick Hasbrook** replaces Mr. Anneke at KCOP-TV.

### Broadcast Advertising

**Max Bonfield**, director of consumer research services, Young & Rubicam, New

York, and **Jan T. Linthorst-Homan**, associate director of product planning and development group, Y&R, New York, elected VP's, Y&R International Inc., New York. **Peter Georgescu**, senior VP, Y&R International, and management supervisor, Y&R, New York, named general manager of agency's office in Amsterdam, The Netherlands.

**Frank T. Kriegel**, president, Peoria Heights Bank, named director of financial services, The Media Bureau International, media buying service, Chicago.



Chambon

Hollywood-based firm (BROADCASTING, Aug. 5).

**Richard Trea**, VP-associate media director, D'Arcy-MacManus and Masius, joins Doubleday Book Clubs as director of media.

**Simon M. Kornblit**, VP and management supervisor, Doyle Dane Bernbach, New York agency, named senior VP.

**Robert Stevens**, senior VP and group supervisor, Gaynor & Ducas, New York, elected executive VP and general manager. **Thomas Murray** and **John Thomas**, senior VP's, Gaynor & Ducas, elected executive VP's.

**James R. Cassaday**, VP, Dodge/Cassaday & Associates, joins Lauer, Etzler & Wade, as VP. Both are Fort Wayne, Ind., agencies.

**David E. Scott**, media director, Handley & Miller, Indianapolis agency, named VP-administrative director. **Jerry A. McAfee**, account executive, First Federal Savings and Loan Association of Indianapolis, named H&M media director. **John J. Vena** joins H&M as assistant media

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director. **Clifton C. Ehinger**, accountant, Coopers and Lybrand, South Bend, Ind., joins agency as controller.

**Geoffrey Houghton**, account executive, Kircher, Helton & Collett, Dayton, Ohio advertising marketing agency, named VP.

**Gerald J. Voros**, senior VP, Ketchum, MacLeod & Grove, Pittsburgh, named associate corporate public relations director. He will have responsibility for agency's public relations activities in Pittsburgh, San Francisco, Los Angeles, Denver and Memphis. He is succeeded as head of Pittsburgh public relations by **Jacob L. Engle**, VP, Pittsburgh.

**Sue Ludwig**, media director, Anderson-McConnell-Oakner, Hollywood, elected VP.

**Wendy Stock**, general manager, RDR Associates. New York advertising, analysis and auditing company, named manager of research and sales development, WCBS(AM) New York.

**Jeff Klayman**, market research analyst, Auto Club of Missouri, joins KMOX-TV St. Louis as manager of sales research.

## Programing

**Jules North**, senior post-production editor for ABC Entertainment, named manager, video-tape post production, East Coast. He will be succeeded by **Vito Benvegna**, formerly post-production editor.

**Don McGuire**, formerly associate sports information director for the University of New Mexico, Albuquerque, named ABC Sports director of press information for NCAA football.

**Joseph Morris**, associate director of contracts, ABC Entertainment, named director, business affairs, East Coast, ABC Entertainment. He succeeds **Edward B. Gradinger** who resigned.

**Paul Freeman**, manager of film programs, NBC-TV Los Angeles, named manager, motion pictures for television.

**Tom Janis**, sports reporter, KSBW-TV Salinas, Calif., named sports director, KNTV(TV) San Jose, Calif.

**John Snyder**, assistant sports director,

**NBACA officers.** Seven regional vice presidents of newly formed National Broadcast Association for Community Affairs (*Broadcasting*, May 20) have been named. They are: **Robert Vanowski**, KCBS(AM) San Francisco, for region 1 (Far West); **Tom Sheely**, KELO-TV Sioux Falls, S.D., region 2 (Mountain); **Alma Newsum**, KHOU-TV Houston, region 3 (Southwest); **Rod Synnes**, WTMJ-AM-FM-TV Milwaukee, region 4 (Midwest); **Coy Davis**, WAGA-TV Atlanta, region 5 (South); **Ray Barish**, WSOC-TV Charlotte, N.C., region 6 (Middle Atlantic); **Murray Roberts**, WRFM(FM) New York, region 7 (Northeast).

**KWTV(TV)** Oklahoma City, named sports director, replacing **Ted Leitner**, named sports director, WFSB-TV Hartford, Conn.

**Woody Van Dyke**, Texas sportscaster, joins WXIA-TV Atlanta as sports director.

**Gus Bailey**, director of information services, WCPO-TV Cincinnati, joins WKRC-TV Cincinnati as program-operations manager.

**Rick Benjamin**, Boston University School of Public Communications graduate, joins WSCP(AM) Sandy Creek-Pulaski, N.Y., as program director.

**Bruce Holberg**, program director, wgso(AM)-WQUE(FM) New Orleans, joins WCBM(AM) Baltimore in same capacity.

**Robert L. Bratton**, director, wchs-TV Charleston, W. Va., named production manager.

**Judith Girard**, production manager, WPVI-TV Philadelphia, named program director, WBNG-TV Binghamton, N.Y.

**Deane C. Parkhurst**, manager, KCEZ(FM) Kansas City, Mo., named to newly created position of operations manager, KCEZ(FM) and KCMO(AM) Kansas City. Both are Meredith stations.

**Tom Krimmier**, program consultant, WRNO(FM) New Orleans, named program director, WQXI-FM Atlanta.

**Lemule B. Schofield**, programing and operations manager, KOTV(TV) Tulsa, Okla., named director of programing and operations, WRCB-TV Chattanooga.

**John Brooks**, sports director, KTOK(AM) Oklahoma City, joins Oklahoma News Network to do play-by-play of University of Oklahoma games on The Sooner Football Network.

**Linda Zimlicki**, on staff, MCA TV, New York, named assistant director of publicity and promotion.

**Ardon Albrecht**, executive in charge of production, Lutheran Television, St. Louis, relocated to Los Angeles.

**Marvin D. Sparks**, on Billy Graham Organization staff, named general manager, WFCJ(FM) Miamisburg, Ohio, non-commercial religious station. **Robert J. Derringer**, on WFCJ staff, promoted to assistant manager and program director.

## Broadcast Journalism

**Edward S. Bell**, news editor, WBZ-AM-FM-TV Boston, named news supervisor. He succeeds **Jack Pluntze**, named bureau chief of Group W's foreign news bureau (BROADCASTING, July 29).

**Paul Beavers**, news writer and producer at KNBC-TV Los Angeles, named manager, network news, in Los Angeles for NBC News.

**Sharon Lovejoy**, reporter/assignment editor at CBS News New York headquarters, named CBS News reporter, Chicago.

**Sheila Murphy**, reporter, WGR(AM) Buffalo, N.Y., named assistant news director. **Brad Casey** joins staff as reporter, news editor and **Ellen Gorbaty** joins as night news producer.

**Harry S. Chittick**, news assignment editor and producer, KXTV(TV) Sacramento, Calif., joins KPX(TV) San Francisco as news producer.

**James E. Ellis**, reporter-announcer, WHCU-FM Ithaca, N.Y., joins WCTC(AM) New Brunswick, N.J., as newsman.

**Nick Ryan**, promotion director, WAOW-TV Wausau, Wis., named news director.

**John Russell**, reporter, WKAP(AM) Allentown, Pa., named news director, WRKL(AM) New City, N.Y.

**Blaine Bulas**, on staff at KBIA(FM) and KOMU-TV Columbia, Mo., joins KCAU-TV Sioux City, Iowa, as general news and sports reporter.

**Gwen Warren**, member of production staff, WKYC-TV Cleveland, named public affairs specialist.

**Deborah Mathis**, general assignment reporter, KTHV(TV) Little Rock, Ark., named to same position, WTTG(TV) Washington.

## Cable

**Terry Shuster**, former manager of Rochester, Minn., cable television system, named general manager, General Television Inc. cable system, Fridley, Minn., planned for operation this fall.

**Ben Boyd**, advertising salesman, *Loves Park* (Ill.) *Post*, joins Metro Cable Co., Loves Park, with special assignments in sales and marketing.

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**Appointees.** National Association of Broadcasters board members named Aug. 5 to three committees of association:

By-laws: **Donald Thurston**, WMNB-AM-FM North Adams, Mass., chairman; **George Brooks**, KCUE-AM-FM Red Wing, Minn.; **Ray Johnson**, KMED-TV Medford, Ore., and **Wally Nelskog**, KIXI-AM-FM Seattle, Wash.

Convention committee: **Walter Bartlett**, Avco Broadcasting, Cincinnati; **Charles Dickoff**, WEAQ(AM) Eau Claire, Wis., co-chairmen; **Robert Bennett**, WCVB-TV Boston; **Joseph Drilling**, Retlaw Enterprises, Fresno, Calif.; **V. Kay Mella**, KLOE(AM) Goodland, Kan.; **Dick Painter**, KYSM-AM-FM Mankato, Minn.; **Daniel Pecaro**, WGN(AM) Chicago; **Virginia Pate Wetter**, WASA(AM) Havre de Grace, Md.; **Wilson Wearn**, Multimedia Broadcasting, Greenville, S.C.; **Harold Krelstein**, Plough Broadcasting, Memphis.

Membership committee: **Charles Batson**, Cosmos Broadcasting Corp., Columbia, S.C., and **Robert Thomas**, WJAG-AM-FM Norfolk, Neb., co-chairmen; **John Anderson**, WCCW-AM-FM Traverse City, Mich.; **Eugene Dodson**, WTWT(TV) Tampa, Fla.; **Allan Land**, WHIZ-AM-FM Zanesville, Ohio; **William O'Shaughnessy**, WVOX-AM-FM New Rochelle, N.Y.; **Clyde Price**, WACT-AM-FM Tuscaloosa, Ala.; **Thad Sandstrom**, WIBW-AM-FM Topeka, Kan.; **Jack Younts**, WEEB(AM) Southern Pines, N.C.

Named to the five-member FM committee: **Elmo Ellis**, WSB-AM-FM Atlanta, and **George Kravis**, KFMJ(AM) and KRAV(FM) Tulsa, Okla.

**Charles J. Rothers**, executive VP, WGN Electronic Systems Co., Chicago, elected president and treasurer. **William C. Burdick**, manager of WGN Electronic Systems Palmdale, Calif., division, and **George A. LaMotte**, manager, Houghton, Mich., division, elected VP's.

## Equipment & Engineering



Fiene

**Earl R. Fiene**, North American representative for Robert Bosch GmbH, Stuttgart, Germany, named president and chief executive officer of Robert Bosch Corp., Broadview, Ill. He succeeds **Henry H. Schrimmer** who has retired. Elected executive

VP's: **William Andres**, president, manufacturing and original equipment; **Gene L. Bego**, president, sales and service; and **Hans G. Buerk**, finance and administration.

**John W. White**, broadcast salesman in Southwest, named Southwest regional sales manager, International Video Corp., Houston office.

**Leon A. Wortman**, audio-video sales distributor, Ampex Corp., Redwood City,

Calif., named manager, distributor product sales, audio-video systems division, Ampex Corp.

**David Underhill**, on technical staff, WBZ-TV Boston, named engineering director, Group W's Washington news bureau.

**Seymour Stein**, founder and president of Stein Associates Inc., subsidiary of Adams-Russell, Waltham, Mass., named to board of directors, Adams-Russell Co.

## Allied Fields

**Alice Hall Hayes**, director of Washington Opportunities for Women's Careers for Peers, named employment clearinghouse coordinator, National Association of Broadcasters, office of community affairs, Washington.

**James R. Cooke**, with Washington communications firm, McKenna, Wilkinson & Kittner, becomes partner.

**Kenneth A. Simons**, director of research and development, Jerrold Electronics Corp., and **Walter Wydro**, Pineville, Pa., form Simons & Wydro Associates, Pineville, to provide consultant services in all phases of broadband cable.

## Deaths

**Harry C. Marschalk**, 86, founder and president of Marschalk-Pratt Co., New York, died Aug. 5 in St. Joseph's hos-

pital, Stamford, Conn. Agency was acquired in 1954 by McCann-Erickson Inc., New York, which later became part of Interpublic Group of Companies. Mr. Marschalk retired in 1960. He is survived by his wife, Hazel, two sons and three daughters.

**Charles Vanderbilt Woodward**, 56, owner-general manager of KSUM(AM) Fairmont, Minn., died July 28 at home following long illness. Before purchasing KSUM Mr. Woodward was accountant with Westinghouse Broadcasting Co. radio stations for 22 years. Survivors include his wife, Elizabeth, three daughters and one son.



Butler

**Kate Robinson Butler**, president and publisher of *The Buffalo Evening News* and president of WBEN-AM-FM-TV Buffalo, N.Y., died Aug. 3 at her Buffalo home after long illness. Mrs. Butler assumed the presidency of the newspaper company in 1956

after her husband's death; she became publisher as well in 1971 and president of WBEN Inc. in 1967. Surviving are daughter, Mrs. Bruce Wallis, and two grandchildren.

# For the Record®

As compiled by BROADCASTING, July 29 through Aug. 2 and based on filings, authorizations and other FCC actions.

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

further action is warranted on his complaint that KECC-TV violated equal time provision of Communications Act. Glick argued that station broadcast interview with other candidate for district attorney for five minutes without offering Glick equal time. Ann. Aug. 1.

■ San Francisco—Terence Faulkner, Republican candidate for California state assembly, has been informed that no commission action is warranted on his complaint that KRON-TV, KPX(TV), KGO-TV, and KQED(TV) San Francisco failed to afford him equal time for his candidacy and violated fairness doctrine by refusing to allow him to respond to appearances on newscasts by his opponent. Ruling by Broadcast Bureau held that interviews and news coverage in question came under "bona fide newscast" exemption of communications act, and therefore Faulkner was not entitled to equal opportunities. Ann. Aug. 2.

■ WLS-TV Chicago—Thomas W. Flynn, Democratic candidate for state representative has been informed by Broadcast Bureau that no further commission action is warranted on his complaint that station WLS-TV violated commission's rules by broadcasting interview with his opponent and refusing Flynn's request for equal time. Ann. Aug. 1.

■ KGGM-TV Albuquerque, N.M.—Broadcast Bureau granted CP to change type trans. (BPCT-4737). Action July 22.

■ Philadelphia—Barry J. Waldman has been informed that no commission action is warranted on his complaint that WCAU-TV Philadelphia violated fairness doctrine in broadcast of its 6:00 p.m. news on March 4. Waldman complained that in its news coverage on controversial sewer project in Rydal, Pa., the station was extremely biased. Broadcast

## New TV stations

### Application

■ Fort Smith, Ark.—MCM Broadcasting Co. seeks UHF ch. 24 (530-536 mhz); ERP 584 kw vis, 116.8 kw aur. HAAT 920.6 ft.; ant. height above ground 541.3 ft. P.O. address: c/o Melvin B. Caldwell, 2201 Mississippi Ave., Joplin, Mo. 64801. Estimated construction cost \$587,890; first-year operating cost \$364,485; revenue \$250,000. Legal counsel: Wilner, Schiener, and Greeley, Washington; consulting engineer: Melvin B. Caldwell. Principals: David C. McClinton (26%), Clark C. McClinton (25%), Melvin B. Caldwell (20%), et al. Messrs. McClinton have interest in construction companies in Fayetteville, Ark. Mr. Caldwell is broadcast consultant in Joplin, Mo. and president of KUHI-TV Joplin. Ann. July 31.

### Call letter application

■ \*Howard University, Washington—Seeks WHMM.

## Existing TV stations

### Final actions

■ KECC-TV El Centro, Calif.—Sidney Glick, candidate for district attorney of Imperial county, has been informed by Broadcast Bureau that no

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Bureau stated that licensee's fairness doctrine performance was to be judged in context of its overall programming rather than by individual broadcasts. Ann. Aug. 2.

■ Pittsburgh—Broadcast Bureau informed Mary Jo Bradley that no action is warranted on her complaint that KDKA-AM-TV Pittsburgh, and CBS network were guilty of news distortion, suppression, or fairness doctrine violations. Bradley complained that KDKA censored opposing points of view by screening calls on its program "Open Mike," that show's moderator cut off callers expressing contrasting opinions concerning "responsible news media," and that CBS news reporter Dan Rather had created controversial situation when interviewing President, but that incident was suppressed by CBS and not covered in its news coverage or by KDKA-TV, CBS's Pittsburgh affiliate. Ann. Aug. 2.

■ \*KSPS-TV Spokane, Wash.—Broadcast Bureau granted CP to change ERP to 282 kw (vis.), 56.2 kw (aur.); and change type of trans. (BPET-447). Action July 22.

#### Action on motion

■ Administrative Law Judge Herbert Sharfman in Philadelphia (CBS Inc. [WCAU-TV] and First Delaware Citizens Television) TV proceeding, granted in part and denied in part First Delaware's motion to compel answers filed July 9. (Docs. 20010-11). Action July 29.

#### Other action

■ WBRE-TV Wilkes-Barre, Pa.—WBRE-TV Inc., licensee of WBRE-TV, located in Wilkes-Barre/Scranton major TV market, has been denied waiver of off-network restrictions of prime time access rule. To grant waiver here would probably require waiver to be given, if requested, to same extent to other two stations in market, commission said. This would result in Wilkes-Barre/Scranton being removed from rules. Action July 31.

#### Rulemaking actions

■ Following partial reversal of its Jan. 1974 decision modifying prime time access rule, commission adopted on July 9, 1974, further notice inviting comments in proceeding concerning that rule. Comments in response to further notice are now due Aug. 16 and reply comments Aug. 30. (Doc.

19622). Action Aug. 1.

■ Commission acted on "Petition for Clarification of Nature of Investigation" filed by National Association of Independent Television Producers and Distributors in prime time access ruling proceeding. The petition concerned "Further Notice Inviting Comments" issued by commission on July 17 (Doc. 19622). Action Aug. 1.

#### Call letter action

■ WIZZ-FM Stretator, Ill.—Granted WLAX.

### New AM stations

#### Application

■ Huntingdon, Tenn.—The Bouldin Corp. seeks 1530 khz, 1 kw-D. P.O. address: c/o Larry Perry, Atty., 140 E. Division Rd., Oak Ridge, Tenn. 37830. Estimated construction cost \$26,376; first-year operating cost \$30,800; revenue \$42,000. Principal: Ewel Bouldin (100%), principal of Huntingdon Elementary School. Ann. July 26.

#### Starts authorized

■ WVOY Charlevoix, Mich.—Authorized program operation on 1270 khz, 5 kw-D. Action July 18.

■ WAYC Bedford, Pa.—Authorized program operation on 1600 khz, 1 kw-D. Action July 23.

#### Final action

■ Calhoun, Ga.—Application by John C. Roach for review of decision of review board, has been denied by commission. In that decision, released Nov. 8, 1973, board denied Roach's application for new AM on 900 khz at Calhoun, on grounds that Roach intentionally misrepresented his efforts to ascertain community needs (Doc. 17695). Action July 31.

#### Action on motion

■ Administrative Law Judge Jay A. Kyle in Steamboat Springs, Colo. (Steamboat Broadcasting Co. and Big Country Radio), AM proceeding, scheduled hearing for Oct. 23 (Docs. 20067-8).

#### Other action

■ Review board in Statesboro, Ga. granted motion of Rosemar Broadcasting Co. to add two issues against Southeast Radio, competing applicant for new AM on 850 khz at Statesboro. Issues are whether Southeast Radio has made misrepresentations or abused FCC processes or been lacking in candor with respect to documents submitted to commission purporting to be affidavits, and in light of this evidence, whether Southeast Radio possesses basic or comparative qualifications to be FCC licensee (Docs. 19887-8). Action July 31.

#### Call letter application

■ James E. Reese, Shreveport, La.—Seeks KFLO.

#### Call letter actions

■ O.M. Broadcasting, Parker, Ariz.—Granted KZUL.

■ Hyman Lake, Pine Castle-Sky Lake, Fla.—Granted WHHL.

### Existing AM stations

#### Applications

■ WFNC Fayetteville, N.C.—Seeks CP to specify MEOW's over entire directional pattern. Ann. July 31.

■ KKAA Aberdeen, S.D.—Seeks mod. of CP to make changes to daytime radiation pattern. Ann. July 31.

■ WMLR Hohenwald, Tenn.—Seeks CP to change frequency to 1230 khz and increase daytime power to 1 kw and change to unlimited time with 250 w night. Ann. July 31.

#### Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KOHO Honolulu—(BP-19469), July 22; WNUS Chicago—(BP-19484), July 23.

#### Final actions

■ KPCC Pasadena, Calif.—Broadcast Bureau granted mod. of license covering change in main studio location 3844 East Foothill Blvd., Pasadena; operate by remote control from main studio location (BML-2522). Action July 29.

■ KTHO South Lake Tahoe, Calif.—Broadcast Bureau granted CP to install new aux. trans.; operate trans. by remote control from main studio location (BP-19738). Action July 29.

■ KTOP Topeka, Kan.—Broadcast Bureau granted CP to increase tower height to 400 ft., sidemount FM ant. and reduce ant. input power, condition (BP-19709). Action July 23.

■ WJBQ Westbrook, Me.—Broadcast Bureau granted CP to move ant. trans. site to 400 ft. east of present site. ant. height 179 ft., condition (BP-19736). Action July 23.

#### Other action

■ WFMC(AM)-WOKN(FM) Goldsboro, N.C.—Commission has denied petition by Southern Radio and Television Corp. for deletion of political broadcasting advertisement issue in proceeding involving its applications for renewal of license of WFMC and license to cover WOKN Goldsboro. Issue was whether, during general election of Nov. 7, 1972, Southern violated Communications Act by failing to obtain from certain candidates or their representatives, written certificates stating that payment of advertising on WFMC would not violate any limitation on campaign spending (Docs. 19857-8). Action July 31.

#### Initial decision

■ WGOE(AM) Richmond, Va. and WEYE(AM) Sanford, N.C.—Applications for renewal of license of WGOE and WEYE have been granted in initial decision by Administrative Law Judge David I. Kraushaar. Judge Kraushaar ordered WGOE Inc. to forfeit \$2,500 for violation of commission's fraudulent billing rules and for technical violations. He also ordered Crest Broadcasting Corp., licensee of WEYE, to forfeit \$4,000 for technical violations (Docs. 19757-8). Ann. Aug. 1.

#### Fines

■ WWJ Detroit—Evening News Association, licensee of WWJ Detroit, has been admonished by commission for violation of personal attack rule and \$1,000 forfeiture imposed against station has been rescinded. Based on complaint by Professor Leonard W. Moss of Wayne State University that WWJ had broadcast personal attack against him, commission issued notice of apparent liability for \$1000 on Feb. 9, 1972. In reconsidering circumstances, commission said it did not believe WWJ's actions constituted type of "flagrant violation" for which forfeiture should be imposed, but it was violation nonetheless. Action July 31.

■ WKTO Pittsburgh—Hefel Broadcasting-Contemporary Inc., licensee of WKTO, has been notified by commission that it has incurred apparent liability for forfeiture of \$2,000 for willful or repeated violations of rules by failing to give proper notice of intention to broadcast telephone conversations. Commission had received information that telephone call, which had been made by WKTO disc jockey on Oct. 11, 1973, involved use of indecent language by party called and that entire call had been broadcast live by station. Action July 31.

#### Call letter application

■ KWBA Baytown, Tex.—Seeks KBUK.

### New FM stations

#### Applications

■ Jensen Beach, Fla.—Florida Gospel Network seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 72 S. LaGrange Rd., LaGrange, Ill. 60526. Estimated construction cost \$42,385; first-year operating cost \$60,000; revenue \$60,000. Principals: Robert A. Jones and Raymond A. Kassis (50% each). Mr. Jones is consulting engineer and has interest in WYYS(AM) Tomahawk, Wis. Mr. Kassis has interest in WTOW(AM) Towson, Md. Ann. July 26.

■ \*Jackson, Miss.—Jackson State University seeks 90.7 mhz, 10 w, HAAT 98 ft. P.O. address: 1325 Lynch, Jackson 39203. Estimated construction cost \$5527; first-year operating cost \$14,000. Principal: Dr. James A. Peoples, president. Ann. July 31.

■ \*St. Bonaventure, N.Y.—St. Bonaventure University seeks 88.1 mhz, 10 w, HAAT 90 ft. P.O. address: Drawer O, St. Bonaventure 14778. Estimated construction cost \$4485; first-year operating cost \$6854. Principal: Rev. Damian McElraith, president. Ann. Aug. 1.

#### Starts authorized

■ KBCR Steamboat Springs, Colo.—Authorized program operation on 96.7 mhz, ERP 60 w, HAAT 1880 ft. Action July 24.

■ KNDY Marysville, Kan.—Authorized program operation on 103.1 mhz, ERP 3kw, HAAT 200 ft. Action July 19.

■ WVCL-FM Orleans, Mass.—Authorized program operation on 104.7 mhz, ERP 50 kw (H), 36.1 kw (V), HAAT 300 ft. Action July 23.

■ KRNO Reno—Authorized program operation on 106.9 mhz, ERP 20 kw, HAAT 410 ft. Action July 24.

■ KLAD-FM Klamath Falls, Ore.—Authorized program operation on 92.5 mhz, ERP 27.5 kw, HAAT 30 ft. Action 18.

■ KEZB El Paso—Authorized program operation on 96.3 mhz, ERP 87 w, HAAT 730 ft. Action July 19.

■ KCLK-FM Clarkston, Wash.—Authorized program operation on 94.1 mhz, ERP 28.5 kw, HAAT 520 ft. Action July 19.

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## Final action

■ Dayton, Tenn.—Application by Erwin O'Connor Broadcasting Co. for conditional grant of application for new FM in Dayton, has been denied by commission. Commission said O'Connor had not made compelling showing of need to warrant extraordinary relief requested. It noted that Dayton, though without local nighttime service, received numerous other services from Chattanooga and surrounding communities (Docs. 18547-8). Action July 31.

## Initial decision

■ Willimantic, Conn.—Administrative Law Judge Ernest Nash in initial decision proposed grant of application of Windham Broadcasting Group for 98.3 mhz, 3 kw, HAAT 69 ft, P.O. address 38-C Dunfee Lane, Windsor, Conn. 06095. Estimated construction cost \$34,555; first-year operating cost \$33,261; revenue \$44,000. Principals: Kenneth N. Dawson and Randall M. Mayer (each 50%). Mr. Dawson is general manager of and has interests in WKND(AM) Windsor, Conn. Mr. Mayer is president and general manager of WHCN(FM) Hartford. Competing application of The Nutmeg Broadcasting Co. would be denied (Docs. 19870-1). Ann. July 31.

## Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Lake Charles, La. (United Broadcast Industries, Dixie Broadcasters, Amalgamated Research and Development, D. J. of Lake Charles). FM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge, and scheduled hearing for Oct. 15 (Docs. 20114-17). Action July 26.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting, and Glenwood Broadcasting). FM proceeding, upon completion of hearing on July 23, on own motion closed record (Docs. 19588-9). Action July 25.

## Other actions

■ Brawley, Calif.—Broadcast Bureau returned Campones Unidos application for CP on 94.5 mhz, 50 kw, HAAT 145.7 ft, because of short-spacing and citizenship ruling. Ann. July 31.

■ Review board in Sacramento, Calif., dismissed petition by Royce International Broadcasting for reconsideration of June 13, commission action, denying Stolz's petition to add financial issue against Interact, former competing applicant for new FM in Sacramento (Doc. 19611). Action July 31.

■ Review board in Santa Paula and Fillmore, Calif., in response to request by William F. and Anne K. Wallace, added issue against Jerry Lawrence to determine whether his proposal will provide required signal to all of Santa Paula. Mutually exclusive applications of Wallace and Lawrence for new FM in Santa Paula, and applications of Clark Ortone, and Class A Broadcasters, for new FM in Fillmore, were designated for hearing on Nov. 14, 1973 (Docs. 19865-68). Action July 31.

■ Review board in Hattiesburg, Miss. has ruled that final action on application of James A. McCullough Enterprises for new FM in Hattiesburg will be withheld until final action is taken in proceeding investigating alleged rule violations by WSWG Greenwood, Miss., in which McCullough had ownership interest. Action was in response to petitions by Deep South Radio and Circuit Broadcasting Co., both competing applicants for Hattiesburg facility (Docs. 19889-91). Action July 25.

■ Memphis—Request for waiver of acceptance criteria rules has been denied, and application of Southwestern for construction permit for new non-commercial AM station in Memphis to operate on 1220 khz, has been returned by commission as unacceptable for filing. Although application indicated that proposal was essentially requesting deleted facilities of station WHEY Millington, Tenn., commission noted that since proposal was for Memphis rather than Millington, application could not be considered an application for deleted facilities. Action July 31.

■ Review board in Atlanta, Tex. scheduled oral argument for Aug. 29, on exceptions and briefs to initial decision released Feb. 21. Initial decision proposed grant of application of Cass County Broadcasting Co. for CP for new FM on 99.3 mhz at Atlanta. Competing application of KLAT-FM was denied (Docs. 19782-3). Action July 31.

■ Review board in Corpus Christi, Tex., in response to motion by Broadcast Bureau, rescheduled oral argument for Sept. 24, on exceptions and briefs to initial decision released July 23 (Doc. 19089). Action Aug. 1.

## Rulemaking petitions

FCC received following petitions to amend FM table of assignments as shown (ann. July 29):

■ Arrowhead Broadcasting Co., Lake Arrowhead, Cal.—Seeks to assign ch. 280A to Lake Arrowhead

## Summary of broadcasting

According to the FCC, as of June 30, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,388	2	19	4,409	.58	4,467
Commercial FM	2,503	0	44	2,547	166	2,713
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	190	0	2	192	35	239**
Total commercial TV	696	1	10	706	39	759**
Educational FM	661	0	23	684	80	764
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	12	143	4	150**
Total educational TV	219	0	15	234	8	246**

\* Special temporary authorization

\*\* Includes off-air licensees

(RM-2414).

■ Morton-Washington Broadcasting Co., Morton, Ill.—Seeks to assign ch. 272A to Morton and to substitute ch. 224A for presently assigned ch. 272A at Galesburg, Ill. (RM-2415).

■ Christian Communications, Pella, Iowa—Seeks to assign ch. 292A to Ankeny, Iowa (RM-2416).

■ W.B.B.C. Enterprise, Blair, Neb.—Seeks to assign ch. 272A to Blair. (RM-2420).

## Rulemaking actions

■ Broadcast Bureau proposed amendment of FM table of assignments in response to petitions requesting following first assignments: Ch. 240A to Fairfield, Iowa (Carousel Broadcasting Corp.), RM-2252; ch. 269A to Mayville, N.D. (KMAV Inc.), RM-2301; ch. 224A to Eldon, Mo. (Dalton C. Wright), RM-2309; ch. 280A to Crete, Neb. (Air-Dairyland Broadcasters), RM-2339; ch. 296A at Hurricane, W. Va. (Putnam Broadcasting Co.), RM-2311; ch. 288A to Patterson, N.Y. (Carmel Broadcasting), RM-2321; ch. 232A to Sauk Centre, Minn. (Dairyland Broadcasters), RM-2339; ch. 269A to Appomattox, Va. (Theodore J. Gray Jr.), RM-2352; ch. 288A to Warren, Ark. (Pines Broadcasting Co.), RM-2355; ch. 252A to Gatesville, Tex. (George W. McClarin), RM-2366; ch. 276A to Batesville, Ind. (Batesville Broadcasting Co.), RM-2367, and ch. 265A to Otsego, Mich. (Robert V. and Dorothy K. Doll), RM-2373. Interested parties may file comments by Sept. 12, and reply comments by Sept. 30. (Doc. 20121). Action July 24.

■ Milton, Fla.—Commission substituted Class C FM ch. 274 for ch. 272A at Milton. Rulemaking was instituted on petition by H. Byrd Mapoles, licensee of WXBW-FM, ch. 272A, Milton. Mapoles contended operation of his station was affected by 100 kw signal of WBOP-FM (ch. 268) Pensacola, Fla., four miles to west (Doc. 20002). Ann. Aug. 1.

■ \*Muncie, Ind. and Eaton, Ohio—In response to request by Ball State University, Muncie, assignment of FM ch. 221A to Muncie, educationally reserved, has been proposed by commission. Requests of Muncie Broadcasting Corp. for same assignment without educational use restriction and Gravage Corp. for assignment of ch. 221A to Alexandria, Ind. were denied. In separate action commission denied application of Western Ohio Broadcasting Service, for substitution of ch. 221A for ch. 225 at Eaton, Ohio (Doc. 20129). Action July 31.

■ Chief, Broadcast Bureau, on request of Big Country Broadcasting Corp., extended through Aug. 5 and Aug. 28, time for filing comments and reply comments in amendment of FM table of assignments (Anamosa and Iowa City; Burlington, all Iowa) (Doc. 19161). Action July 23.

■ Jefferson City, Tenn.—FM ch. 257A has been assigned to Jefferson City, as first assignment in report and order amending FM Table of Assignments (Doc. 19832). Action July 31.

## Call letter applications

■ \*Sangamon State University, Springfield, Ill.—Seeks WSSR.

■ Hendricks County Broadcasting Corp., Danville, Ind.—Seeks WGRS.

■ Knott County Broadcasting Corp., Hindman, Ky.—Seeks WKCB-FM.

■ Juniper Broadcasting, Bend, Ore.—Seeks KXIQ.

■ \*Beaver County School District, Beaver, Utah—Seeks KBBD.

■ Cradle of Democracy Broadcasting Co., Yorktown, Va.—Seeks WYVA-FM.

## Call letter actions

■ Elliott John Bayly, Oak Creek, Colo.—Granted KFMU.

■ \*Booneville School District #93, Idaho Falls, Idaho—Granted KIBQ.

■ Southern Idaho Stereo F.M. Corp., Pocatello, Idaho—Granted KSIH.

■ Clark Communications Co., Winchester, Ky.—Granted WKDJ.

■ Suhr Transport, Kalispell, Mont.—Granted KSSR.

■ Scottie Broadcasting Co., Missoula, Mont.—Granted KYLT-FM.

■ \*North Sanpete School District, Mt. Pleasant, Utah—Granted KMTP.

## Existing FM stations

### Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KOKR Newport, Ark.—(BPH-8667), July 19; KXFM Santa Maria, Calif.—(BPH-8422), July 18; WDUN-FM Gainesville, Ga.—(BPH-8950), July 23; WRWC Rockton, Ill.—(BPH-8976), July 18; KROK Shreveport, La.—(BPH-8676), July 17; WCOLF-FM Columbus, Ohio—(BPH-8810), July 22; \*KNHC Seattle—(BPED-1638), July 17; KEZE-FM Spokane, Wash.—(BPH-8365), July 24; WMKC Oshkosh, Wis.—(BPH-8861), July 22.

### Final actions

■ WTVY-FM Dothan, Ala.—Broadcast Bureau granted CP to make changes in ant. system and trans. location; ERP 100 kw; ant. height 1,060 ft. (BPH-9042). Action July 25.

■ KLGR-FM Redwood Falls, Minn.—Broadcast Bureau granted license covering new station; ERP 3.0 kw; ant. height 300 ft. (BLH-6258). Action July 24.

### Call letter applications

■ KEZM Los Angeles—Seeks KLVE.

■ WROK-FM Rockford, Ill.—Seeks WZOK.

■ WRAH Richfield, Minn.—Seeks WYOO-FM.

■ WFOL Fairfield, Ohio—Seeks WCNW-FM.

■ WQHR Galion, Ohio—Seeks WQLX.

■ KIMP-FM Mount Pleasant, Tex.—Seeks KPXI.

■ WKJC Bluefield, Va.—Seeks WBDY.

■ WHA-FM Madison, Wis.—Seeks WERN.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate on July 25: KEDB(AM) Dodge City, Kan.; KEYN-AM-FM Wichita, Kan.; KSCB(AM) Liberal, Kan.; KVSH(AM) Valentine, Neb.; WDIX(AM) Orangeburg, S.C.; on July 23: WWWW(FM) Saginaw, Mich.; and on July 31: KSKG(FM) Salina, Kan.; KEGG(AM) Daingerfield, Tex.; KNET(AM) Palestine, Tex.; KIXY(AM) San Angelo, Tex.; and KRME(AM) Hondo, Tex.

## Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

■ KDAR(FM) Oxnard, Calif.—Change trans.; change ant.; and change FM monitor (BMPH-14175). Action July 24.

■ \*WFIT(FM) Melbourne, Fla.—Operate by remote control; change trans.; change ant.; and make change in ant. system; ant. height 127 ft. (BMPED-1142). Action July 24.

■ WPBT(TV) Miami—Change ERP to 85.1 kw (vis.), 17.0 kw (aur.); change type of trans. and

ant.; ant. height 920 ft.; conditions (BMPET-734). Action July 22.

■ WWKI(FM) Kokomo, Ind.—Change trans. location; change ant.; ERP 20 kw; ant. height 470 ft.; remote control permitted (BMPH-14174). Action July 24.

■ K56AF, K58AE, K60AK, K64AH, K66AL Clarinda, Iowa—Change trans. locations for UHF TV transla. stations to one mile west of the Clarinda city limits (BMPPTT-778-82). Ann. July 23.

■ WVLC-FM Orleans, Mass.—Change ERP to 36 kw and modify DA pattern (BMPH-14171). Action July 25.

■ KEZK(FM) St. Louis—Change trans. location; change ant. system; ERP 97 kw; ant. height 450 ft.; remote control permitted (BMPH-14170). Action July 24.

■ WJLY(FM) Moyock, N.C.—Change trans.; change ant.; and change modulation monitor and transmission line (BMPH-14176). Action July 24.

■ \*WIPM-TV Mayaguez, Puerto Rico—Change type of trans. and ant.; ant. height 2280 ft. (BMPET-825). Action July 22.

■ WREI(FM) Quebradillas, Puerto Rico—Change trans. and studio locations, trans. and ant., and ant. system; ERP 3 kw, ant. height minus 40 ft. (BMPH-14173). Action July 23.

## Translators

### Applications

■ Prairie TV Club, Terry, Mont.—Seeks ch. 8, re-broadcasting KTVQ-TV Billings, Mont. (BPTTV-5077). Ann. Aug. 2.

■ Upper Bear River TV Service, Dry Lake, Thayer Junction and Point of Rocks, Wyo.—Seeks amendment of CP's for new stations to change from ch. 2 to ch. 13 (BPTTV-4988); from ch. 4 to ch. 11 (BPTTV-4989); and from ch. 6 to ch. 9 (BPTTV-4990). Ann. Aug. 1.

### Actions

■ WLUC Inc., Munising, Mich.—Application dismissed, at request of applicant, for ch. 55, re-broadcasting WLUC-TV Marquette, Mich. Ann. July 29.

■ K02EL Monticello and Blanding, Utah—Broadcast Bureau cancelled license authorization and deleted call letters at request of licensee for ch. 2, re-broadcasting KUED Salt Lake City. Ann. July 30.

## Other action, all services

■ Commission has notified broadcasters of athletic events that they must disclose "clearly, publicly, and prominently" during each broadcast arrangements in which sports announcers have been selected, paid, approved, or removed by third parties. Commission also warned licensees and networks against falsification, distortion, or suppression of facts. Action terminates proceedings initiated in notice of inquiry released June 26, 1973, in which commission sought comments and information on alleged practices by networks and licensees in connection with broadcasts of sports events (Doc. 19773). Action July 31.

## Ownership changes

### Applications

■ KSIB-AM-FM Creston, Iowa (AM: 1520 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Seeks assignment of license from KSIB Inc. to KTHS Inc., by merger. Principals: Common stockholders own 87% of KSIB Inc. and 93.3% of KTHS Inc. Maurice F. Dunne Jr. (30.3% after merger), et al., own KTHS(AM) Berryville, Ark. (BAL-8125). Ann. July 25.

■ KWEB(AM)-KNCV(FM) Rochester, Minn. (AM: 1270 khz, 5 kw-D, 1 kw-N; FM: 101.7 mhz, 3 kw)—Seeks assignment of license from JMT Broadcasting to Public Service Broadcasting for \$325,000. Seller: Michael L. Sheedy, president. Buyers: Donald G. Jones, president (22.5%); Harold Hoefker (16.4%); George Ferry (12.1%), et al. Public Service owns WTIM-AM-FM Taylorville, Ill.; WCTW(AM)-WMDH(FM) New Castle, Ind.; WVLN(AM)-WSEI(FM) Olney, Ill.; KROS-AM-FM Clinton, Iowa, and KFIZ(AM) Fond du Lac, Wis. Ann. July 29.

■ KBOY-AM-FM Medford, Ore. (AM: 730 khz, 1 kw-D; FM: 95.3 mhz, 800 w)—Seeks transfer of control of KBOY Broadcasters Inc. from Isabel A. Card (100% before; none after) to Linn-Benton Broadcasting (none before; 100% after). Consideration: \$155,000. Principals: Mrs. Card represents estate of Kenneth Card. Linn-Benton is owned by Robert Allen (51%) and Mary Ann Esty (49%). Estys own and operate KRKT(AM) Albany, Ore.

Ann. July 29.

■ WGAP(AM) Maryville, Tenn. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Virginia E. Corbett to Stephen Y. Corbett for \$100,000 in promissory notes. Seller: Virginia E. Corbett, executrix of estate of Frank H. Corbett. Buyer: Mr. Corbett, son of Mrs. Corbett, is general manager of WGAP. Ann. July 29.

### Actions

■ WLJM(FM) Gadsden, Ala. (103.7 mhz, 30 kw)—FCC granted renewal and assignment of license from Boman Broadcasting to Etowah Broadcasters for \$440,000. Seller: Charles F. Boman, president and general manager. Boman Broadcasting owns WJBY(AM) Gadsden. Buyers: Charles Smithgall (60%) and Michael H. McDougald (40%). Mr. Smithgall has interest in WRNG(AM) Atlanta and several Georgia newspapers, and is president of cable system in Rome, Ga. Mr. Smithgall had interest in WCHK(AM) Canton, Ga. (BALH-1945). Action July 31.

■ KFTY(TV) Santa Rosa, Calif.—Broadcast Bureau granted involuntary assignment of license from Redwood Empire Broadcasting Co. to William B. Grover, trustee in bankruptcy (BALCT-548). Action July 22.

■ KAVI-AM-FM Rocky Ford, Colo.—Broadcast Bureau granted transfer of control of Western Sun Broadcasting Co. from Mr. and Mrs. George R. Gregg Jr. (51% before) and Mr. and Mrs. Donald D. Teets (49% before) to George R. Gregg Jr. (33 1/3% after), Donald D. Teets (33 1/3% after) and Hancock Agency (none before, 33 1/3% after). Harold W. Hancock is president and principal owner of Hancock Agency, a real estate and farming firm. Consideration for Hancock purchase: \$25,000 (BTC-7417). Action July 29.

■ WAIK(AM) Galesburg, Ill. (1590 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Webster Broadcasting Co. from Harold B. Inman (50% before, none after) to F. C. Webster Jr. (50% before, 100% after) (BTC-7419). Action July 29.

■ WJBD-AM-FM Salem, Ill. (AM: 1350 khz, 500 w-D; FM: 100.1 mhz, 2.9 kw)—Broadcast Bureau granted assignment of license from Salem Broadcasting Co. to Bryan Davidson, trading as Salem Broadcasting Co. (BAL-8146). Action July 29.

■ KRNT-AM-FM Des Moines, Iowa (AM: 1350 khz, 5 kw, DA-N; FM: 102.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Cowles Communication Inc. to Stauffer Publications Inc. for \$1.15 million. Sellers: Gardner Cowles is chairman of Cowles Communications. Other Cowles broadcast properties are KRNT-TV Des Moines; WREC-AM-FM Memphis and WESH-TV Daytona Beach, Fla. Buyers: Stanley H. Stauffer is president of Stauffer Publications which also owns WIBW-AM-FM-Topeka, KSOK(AM) Arkansas City, both Kansas; KGFF(AM) Shawnee, Okla. and KGNC-AM-FM Amarillo, Tex. (BAL-8066). Action July 29.

■ WFTM-AM-FM Marysville, Ky.—Broadcast Bureau granted involuntary transfer of negative control of Standard Obacco Co. from Charles P. Clarke to Mrs. Virginia M. Clarke, executrix of estate of Charles P. Clarke (BTC-7431). Action July 25.

■ WKXA-AM-FM Brunswick, Me. (AM: 900 khz, 1 kw-D; FM: 98.8 mhz, 80 kw)—Broadcast Bureau granted assignment of license from Condit Broadcasting Corp. to Amcom Corp. for \$280,000. Sellers: Robert Y., Priscilla (67%), Robert D. S. and Sue Ellen Condit (33%) also own and operate WLNH-AM-FM Laconia, N.H. Buyers (all 25%); Robert A. and Virginia Papper, and John Michael and Martha E. Ferring, Messrs. Papper and Ferring are producers at WCCO-TV Minneapolis; Ms. Papper is insurance employee, and Ms. Ferring is housewife (BAL-8135). Action July 31.

■ Lincoln, Me.—Radio Voice of Lincoln—Broadcast Bureau granted 99.3 mhz, 1.53 kw, HAAT 402 ft. P.O. address 13 A School Street, Lincoln 04457. Estimated construction cost \$12,840; first-year operating cost \$900; revenue \$4,000. Principals: George Rahoche (66 2/3%) and Frank Alvin Delle Jr. (33 1/3%). Mr. Rahoche, formerly with American Cyanamid Co., Lindin, N.J., is retired. Mr. Delle is manager of WLKN(AM) Lincoln. He also has interests in WDME(AM) Dover-Foxcroft, Me., and in WFAD(AM) Middlebury, Vt. (BPH-8395). Action July 22.

■ WGON(AM)-WQOX(FM) Munising, Mich. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from George A. Freeman to Ollie's Idea for \$10,000. Buyer: George A. Freeman (95%) and Paul E. Petosky (5%). Mr. Petosky is general manager of WGON-WQOX (BAL-8080). Action July 29.

■ WWUN(AM) Jackson, Miss. (1590 khz, 5 kw-D)—FCC granted assignment of license from WWUN Inc. to Radio One for \$400,000. Seller: Lamar Simmons, president. Buyers: Frank E. Holladay (90%) has interests in WOKK(AM) and WALT

(FM) Meridian. WNSL-AM-FM Laurel and WVMI(AM)-WQID(FM) Biloxi, all Mississippi. Kenneth R. Rainey (10%) is manager of Meridian stations (BAL-8115). Action July 31.

■ Springfield, Mo.—Springfield Community Television—Broadcast Bureau granted UHF ch. 21 (512-518 mhz); ERP 537 kw vis, 53.7 kw aur, HAAT 1790 ft.; ant. height above ground 1997 ft. P.O. address: M.P.O. Box 21, Springfield 65801. Estimated construction cost \$1,067,412; first-year operating cost \$275,000; legal counsel Midlen & Reddy, Washington; consulting engineer Silliman, Moffet & Kowalski. Principal: Jerry L. Redfern, secretary (BPET-468). Action July 17.

■ WCEA(AM)-WFMA(FM) Rocky Mount, N.C.—Broadcast Bureau granted involuntary transfer of control of Eastern Carolina Electronics from Josh L. Horne to Mary Louise Warner, executrix of his estate (BTC-7434). Action July 25.

■ KJCB-AM-FM Minot, N.D.—Broadcast Bureau granted acquisition of positive control of Big K to Chester M. Reiten (40% before, 55% after), through purchase of stock by licensee corp. from Security Pacific National Bank, executor of estate of Lloyd R. Amoo (30% before, none after) (BTC-7425). Action July 31.

■ WFBD-AM-FM Bedford, Pa.—Broadcast Bureau granted acquisition of negative control of The Inquirer Printing Co. by John H. Biddle (49.5% before, 50% after), through purchase of stock from Leola L. Taylor (.5% before, none after); consideration \$100 (BTC-7444). Action July 31.

■ WMCV(TV) Nashville—FCC granted renewal and assignment of license from Charles H. White, trustee in bankruptcy to Hudson Broadcasting for \$25,000. Seller: Charles H. White, attorney, became owner of WMCV by commission grant of June 18, 1973. WMCV has been silent since 1971. Buyers: Robert D. Hudson Jr. (43%), J. T. Lovell (22%), Don J. Massey (22%), et al. WMCV will be first black controlled (52%) TV station in Nashville (BALCT-541). Action July 31.

■ KGNC-TV Amarillo, Tex. (710 khz, 10 kw)—FCC granted license renewal and assignment of license from Stauffer Publications, Inc. to Cannan Communications Inc. for \$2.5 million. Sellers: Stanley H. Stauffer is president of Stauffer Publications which also owns KGNC-AM-FM Amarillo; WIBW-AM-FM-TV Topeka and KSOK(AM) Arkansas City, both Kansas; and KGFF(AM) Shawnee, Okla. Buyers: D. A. Cannan and Darrold A. Cannan Jr. (together 95%). Cannans formerly owned KFDX-TV Wichita Falls and KFDM-TV Beaumont, both Texas (BALCT-536). Action July 31.

■ KHEM(AM)-KFNE(FM) Big Spring, Tex.—Broadcast Bureau granted involuntary transfer of control of The Cobra Corp. from Robert E. Bradbury Jr. to Mrs. Jo Ann Bradbury, executrix of his estate (BTC-7429). Action July 25.

■ KGFF(AM) Daingerfield, Tex.—Broadcast Bureau granted transfer of control of Beamon Advertising from James Don Taylor to A. C. Anderson and G. L. Brogotti, inadvertently placed under power of lawyer (BTC-7469). Action July 31.

■ WCEF-AM-FM Parkersburg, W.Va. (AM: 1050 khz, 5 kw-D; FM: 99.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Franklin Broadcasting from C. E. Franklin (100% before, none after) to Calvin E. Dailey Jr. (none before, 100% after). Consideration: \$400,000. Principals: Mr. Franklin is president. Mr. Dailey is manager of WPAR(AM) Parkersburg and has small interest in Grewe Broadcasting Co. (BTC-7420). Action July 24.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced July 22 (stations listed are TV signals proposed for carriage):

■ Garberville Cable TV, 1071 Parkside Dr., Richmond, Calif. 94803, for McKinleyville, Calif. (CAC-3240); Delete KRON-TV San Francisco.

■ Saratoga Cable Television, 10 Stepar Place, Huntington Station, New York, for Saratoga, Calif. (CAC-4080); KNTV, KGSC-TV, KTEH San Jose, Calif.; KTVU Oakland, Calif.; KRON-TV, KPXC, KGO-TV, KQED, KEMO-TV, KTSF-TV, KQEC, KUDO, KBHK-TV San Francisco; KTXL, KCRA-TV, KXTV Sacramento, Calif.; KOVR Stockton, Calif.; KCSM-TV San Mateo, Calif.

■ Tehachapi TV Cable, 360 S. Monroe St., Denver 80209, for Tehachapi, Calif. (CAC-4085); Requests certification of existing CATV operations.

■ New England Industries, 120 Wall St., New York 10005, for Hartford (CAC-4090), Bloomfield (CAC-4091), East Hartford (CAC-4092), West Hartford (CAC-4093), Simsbury (CAC-4094) and Windsor (CAC-4095), all Connecticut; Add WXTV



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- Anna Cable Television, P.O. Box 440, Anna, Ill. 62906, for Jonesboro, Ill. (CAC-4062); WSLI-TV Harrisburg, Ill.; KFVS-TV Cape Girardeau, Mo.; WPSD-TV, WDXR-TV Paducah, Ky.; WSIU-TV Carbondale, Ill.; KPLR-TV, KDNL-TV St. Louis.
- Piper City Cable TV, 120 S. Franklin St., Dwight, Ill. 60420, for Piper City, Ill. (CAC-4065); WICD, WCIA Champaign, Ill.; WMAQ-TV, WLS-TV, WFLD-TV, WGN-TV, WSNB Chicago; WAND Decatur, Ill.; WILL-TV Urbana, Ill.
- Monroe All Channel Cablevision, 617 W. 17th St., Bloomington, Ind. 47401, for Bloomington (CAC-4086) and Monroe county (CAC-4087), both Indiana: Add WHMB-TV Indianapolis.
- Connorsville Cable TV, 166 W. Seventh St., Connorsville, Ind., for Brookville, Ind. (CAC-4063); WTTV Bloomington, Ind.; WRTV, WISH-TV, WLVI Indianapolis; WCET, WLWT, WCPO-TV, WKRC-TV Cincinnati; WXIX-TV Newport, Ky.; WLWD, WHIO-TV, WKFE Dayton, Ohio; WOET-TV Kettering, Ohio; WMUB-TV Oxford, Ohio.
- Metropolitan Cablevision Corp., 1253 Diamond Ave., Evansville, Ind. 47727, for Lawrence, Ind. (CAC-4061); WISH-TV, WRTV, WLVI, WFYI, WHMB-TV Indianapolis; WTTV Bloomington, Ind.; WGN-TV Chicago; WXIX-TV Newport, Ky.
- Carroll Cable Co., P.O. Box 886, Carroll, Iowa 51401, for Carroll (CAC-4064); KETV, KMTV, WOW-TV Omaha; KDIN-TV, KCCI-TV, WHO-TV Des Moines, Iowa; WOI-TV Ames, Iowa; KCAU-TV, KMEG, KTVI Sioux City, Iowa; KCFD-TV Fort Dodge, Iowa.
- Wakeenev Cable TV Co., 2300 Hall St., Hays, Kans. 67601, for Wakeenev (CAC-4077) and Ellis Cable TV Co., 2300 Hall St., Hays, for Ellis (CAC-4078), both Kansas: KCKT Great Bend, Kans.; KAYS-TV Hays, Kans.; KATE-TV Wichita, Kans.; KBMA-TV Kansas City, Mo.; KPTS Hutchinson, Kans.
- Great Lakes Cable Co., Star Route, Cedar, Mich. 49621, for Manclona, Mich. (CAC-4076); WKBD-TV Detroit; WGTU, WPBN-TV Traverse City, Mich.; WCMU-TV Mt. Pleasant, Mich.; WWTW Cadillac, Mich.
- NewChannels Corp., 1030 James St., Syracuse, N.Y. 13203, for Pierrepont, N.Y. (CAC-4082); WCAX-TV Burlington, Vt.; CBOT Ottawa; WPTZ-TV North Pole, N.Y.; CBMT Montreal; WNY-TV Carthage, N.Y.; WOR-TV, WPIX-TV, WBSB-TV, WNEW-TV New York; CJOH Ottawa; WNPI-TV Norwood, N.Y.; WNYN Syracuse, N.Y.
- Ausable Communications, c/o Wometco Communications, P.O. Box 2440, Miami 33101, for Plattsburgh AFB, N.Y. (CAC-4084): Requests certification of existing CATV operations.
- Central Cablevision, c/o Jas. H. Ballard, P.O. Box 770, Purcell, Okla. 73080, for Purcell, Okla. (CAC-4081); KBMA Kansas City, Mo.; WKY-TV, KOCO-TV, KWTW, KETA, KOKH-TV Oklahoma City; KTVT Fort Worth; KXTX-TV Dallas.
- Twin County Trans Video, R.D. #4, Allentown, Pa. 18103, for Nazareth Boro., Pa. (CAC-3994): Add WNET Newark, N.J.
- H. C. Ostertag Cable Television Co., 310 Locust St., Columbia, Pa. 17512, for Wrightsville, Pa. (CAC-4088) Requests certification of existing CATV operations and add WBFF Baltimore; and for Columbia, Pa. (CAC-4089): Requests certification of existing CATV operations.
- Litchfield-Pawleys Island CATV, P.O. Box 177, Pawleys Island, S.C. 29585, for Georgetown county, S.C. (CAC-4072); WCIV, WCSC-TV, WCBD-TV, WITV Charleston, S.C.; WIS-TV Columbia, S.C.; WBTW, WJPM-TV Florence, S.C.; WECT, WWAY-TV WUNJ-TV Wilmington, N.C.; WTCC Atlanta.
- Coastal Cable Co., P.O. Box 13026, Greensboro, N.C. 27406, for North Myrtle Beach, S.C. (CAC-4070): Add WRET-TV Charlotte, N.C.
- Bloomington Cable Co., P.O. Box 988, Port Lavaca, Tex. 77979, for Bloomington, Tex. (CAC-4079); KPRC-TV, KHOU-TV, KTRK-TV Houston; WOAI-TV, KENS-TV, KSAT-TV San Antonio, Tex.; KXIX Victoria, Tex.; KIII, KZTV, KRIS-TV, KEDT Corpus Christi, Tex.; KLRN San Antonio, Tex.
- V-R Corporation of Virginia, P.O. Box 430, Independence, Va. 24348, for Carroll county, Va. (CAC-4073); WFMY-TV Greensboro, N.C.; WHIS-TV Bluefield, W.Va.; WDBJ-TV, WSLI-TV, WRF-TV, WBRA-TV Roanoke, Va.; WGHP-TV High Point, N.C.; WXII-TV, WUNL-TV Winston Salem, N.C.; WCYB-TV Bristol, Va.; WJHL-TV Johnson City, Tenn.; WRET-TV Charlotte, N.C.; and for Grayson county, Va. (CAC-4075); WFMY-TV Greensboro, N.C.; WDBJ-TV, WSLI-TV, WBRA-TV Roanoke, Va.; WGHP-TV High Point, N.C.; WXII-TV, WUNL-TV Winston-Salem, N.C.; WCYB-TV Bristol, Va.; WHIS-TV Bluefield, W.Va.; WJHL-TV Johnson City, Tenn.; WKPT-TV Kingsport, Tenn.; WRET-TV Charlotte, N.C.
- Kanawha Cable Television Co., P.O. Box 268,

100 Kanawha Terrace, St. Albans, W.Va. 25177, for Cross Lanes, W.Va. (CAC-4083); Add WOAY-TV Oak Hill, W.Va.; WDTV Weston, W.Va.; WHIS-TV Bluefield, W.Va.

■ Everett Cablevision, 2507 Broadway Ave., Everett, Wash. 98201, for Everett (CAC-4066); Snohomish county (CAC-4067); Tele-Vue Systems, 2507 Broadway Ave., Everett, for Snohomish county (CAC-4068); Lake Stevens (CAC-4069); Snohomish (CAC-4070); Broadview Television Co., 2507 Broadway Ave., Everett, for Monroe (CAC-4071), all Wash.: Add KPTV Portland, Ore.

## Final actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Arapaho TV Cable Co., Arapahoe, Okla. (CAC-1858); Cable Vision, Shepherd, Mich. (CAC-2839); Athena Cablevision of Knoxville, Knoxville, Tenn. (CAC-3156); Crisfield CATV, Crisfield, Md. (CAC-3166); TeleSonic of Ohio, Struthers, Ohio (CAC-3430); Teleservice Corp. of America, Fordyce, Ark. (CAC-3456); American Cablevision Co., Goodview, Minn. (CAC-3588); Southwest CATV, Elsa, Tex. (CAC-3678) and Edcouch, Tex. (CAC-3679); Good-Vue CATV, Spring Valley (CAC-3682); Ramapo (CAC-3683) and Clarkstown (CAC-3684), all New York; Warner Cable of Claremont, Weathersfield, Vt. (CAC-3685); Wometco Communications, Fort Benning, Ga. (CAC-3698); Tele-Media Co. of Mercer county, Jefferson township (CAC-3703), Butler township (CAC-3704), Franklin township (CAC-3705), Cranville township (CAC-3706) and Recovery township (CAC-3707), all Ohio; Great Lakes Cable Co., Elk Rapids Village, Mich. (CAC-3710); Cannon Beach Television Co., Cannon Beach, Ore. (CAC-3714); Guam Cable TV System, Tamuning, Guam (CAC-3737); Tiffin Valley Cable, Jefferson township, Ohio (CAC-3780); Cablevision of Greensboro, Greensboro, N.C. (CAC-3782); Southern Cable Corp., Corbin, Ky. (CAC-3783); LVO Cable of Connecticut, Bristol (CAC-3784), Farmington (CAC-3785), Plainville (CAC-3786), New Britain (CAC-3787), Berlin (CAC-3788), all Connecticut; Centre Video Corp. of Ohio, Brilliant, Ohio (CAC-3794); Port Angeles Telecab, Port Angeles, Wash. (CAC-3797); Florida Video Co., San Diego (CAC-3811); Southwestern Cable Co., San Diego (CAC-3814); Gary Cablevision, Albany, Ga. (CAC-3817); Direct Channels of Defiance, Defiance, Ohio (CAC-3819); Bayshore CATV, Keller, Va. (CAC-3825); Silver Queen Cable Co., Albertville, Ala. (CAC-3829); Cable Communications Corp., Nokomis, Ill. (CAC-3834); Dubois Community Cable Television, Dubois, Wyo. (CAC-3836); Telecab Communications Corp., Mont Alto, Pa. (CAC-3837); Cable Communications Corp., Hillsboro, Ill. (CAC-3842) and Litchfield, Ill. (CAC-3844); United States Cablevision Corp., Austell, Ga. (CAC-3861).
- California—Commission has granted Pearson TV Antenna Systems special temporary authority to carry CBS affiliate KNXT Los Angeles, on its cable systems at Kernville, Wofford Heights, Lake Isabella and Bodfish, Calif. (CSR-551-4). Pearson TV requested special temporary authority because its sole CBS affiliate, KBK-TV, will become ABC affiliate Aug. 5, leaving its subscribers without CBS station. Action July 31.
- Hanford and Kings county, Calif.—Hanford Cable Co. has been denied certificates of compliance to begin operations at Hanford and Kings county, Calif., located in Fresno major TV market and Hanford and Tulare smaller markets. Hanford proposed carriage of following California signals: KMJ-TV, KFSN-TV, KJEO, KAIL Fresno; KFTV Hanford; KMPH Tulare; KBK-TV, KERO-TV Bakersfield; KTVU Oakland; KBKH-TV, and \*KQED San Francisco. Commission said it would deny applications for certificates of compliance without prejudice to submission of access proposal fully consistent with rules (CAC-267-268). Action July 31.
- Madera and Clovis, Calif.—Applications of Fresno Cable TV Co. to begin cable TV operations at Madera and Clovis have been granted by commission (CAC-432, CAC-433). Both communities are located in Fresno, Calif., major market. Fresno Cable proposed to carry California signals KMJ-TV, KFSN-TV, KJEO, and KAIL Fresno; KFTV Hanford; KTXL Sacramento; KTVU Oakland, and \*KQED San Francisco. Fresno Cable's applications were opposed by Camellia City Telecasters, licensee of KTXL; Tel-América Corp., licensee of KAIL, and Pappas Television, licensee of KMPH, Tulare, Calif. Action July 31.
- Pueblo, Colo.—Pueblo TV Power, operator of cable TV system at Pueblo, has been ordered by commission to provide same day exclusivity to network affiliated TV broadcast stations licensed to Colorado Springs, or Pueblo. Pueblo's request to provide simultaneous exclusivity was denied. FCC said to grant Pueblo waiver of rules requiring same day exclusivity protection would leave significant amount of local TV station's programming unprotected. Action July 31.
- Champaign-Urbana, Ill.—Applications of Cham-

pagain and Urbana have been denied by commission (CAC-2280). Company received virtually identical franchises for Champaign and Urbana on Feb. 6 and Feb. 27, 1973. Commission said while it believed that company and franchising authorities had justified payment of lump-sum acceptance fee, franchising authorities had not adequately justified levy of 5% franchise fee. Action July 31.

■ Orleans, Ind.—Request of Hoosier Hills Cable Co. for certificate of compliance to begin cable TV service at Orleans, has been denied by commission. Hoosier proposed to carry 12 Kentucky and Indiana stations on its 20 channel system and its franchise for Orleans system was fully in compliance with rules. Application was opposed by WISH-TV Indianapolis, which stated that Orleans was in specified 35-mile zone of Indianapolis-Bloomington, major TV market and that Hoosier Hills should comply with rules regarding cable carriage of TV signals in major markets. Commission found Orleans to be partially in specified 35-mile zone of major TV market, subject to limits and requirements of rules. Action July 31.

■ North Ouachita Parish, La.—Cable T.V. of Monroe Inc. has been denied certificate of compliance for new cable system to serve six-square mile area of North Ouachita Parish. Its request to carry six distant network stations and one out-of-state non-commercial station was inconsistent with FCC signal carriage rules (CAC-2709). Action July 31.

■ Auburn and Williams township, Mich.—FCC granted applications of Gerity Broadcasting Co. for certificates of compliance for its systems at Auburn and Williams township, located in Flint-Bay City-Saginaw, Mich. major TV market (CAC-2950-1). Gerity proposes to carry Michigan stations \*WUCM-TV, WNEW-TV, Bay City, WEYI-TV Saginaw, WJRT-TV Flint; \*WCMU-TV Mt. Pleasant, and WKBD-TV Detroit, and signal of CKLW-TV Windsor, Ont. Action July 31.

■ Grand Blanc township, Burton and Grand Blanc, Mich.—FCC granted applications of Wonderland Ventures for certificates of compliance for its systems at Grand Blanc township, Burton and Grand Blanc, all located in Flint-Bay City-Saginaw, Mich. major TV market (CAC-2508-10). Wonderland proposed to carry WJRT-TV Flint; WDEM-TV and \*WUCM-TV Bay City; WEYI-TV Saginaw; \*WKAR-TV East Lansing; WJBK-TV, WJY-TV, WXYZ-TV and WKBD-TV, \*WTVS and WXON, all Detroit; WJIM-TV Lansing, and CKLW-TV Windsor, Ont. Applications were opposed by Rust Craft Broadcasting Co. (licensee of WEYI-TV), Grand Blanc Community Schools, and Poole Broadcasting Co., licensee of WJRT-TV, Action July 31.

■ Ohio—Applications of Stark County Communications for certificates of compliance to operate cable TV systems at Fredericksburg, Apple Creek Village, East Union and Guerne, have been granted by commission (CAC-2363, CAC-2384-6). Communities are all in Cleveland-Lorain-Akron major TV market. Stark County proposed to carry following Ohio signals: WKYC-TV, WEWS, WJW-TV, WKBF-TV and \*WVIZ-TV Cleveland; WUAB Lorain; WAKR-TV Akron, and WJAN Canton. Stark County's request for temporary waiver of program exclusivity requirements until its system attained 500 subscribers was opposed by The Summit Radio Corp., licensee of WAKR-TV, WAKR-TV also opposed grant of the certificates of compliance. Since commission exempts cable systems having fewer than 500 subscribers from compliance with program exclusivity requirements, both Stark County's request and Summit's opposition were dismissed. Action July 31.

■ Jonestown, Pa.—Application of Telecab Communications Corp. for certificate of compliance to begin cable TV service at Jonestown has been granted by commission (CAC-3137). Jonestown, population 954, is located in Harrisburg-Lancaster-York major market. Telecab proposed to carry: WGAL-TV and WLYH-TV Lancaster; WHP-TV and WTPA Harrisburg; \*WITF-TV Hershey; WSBA-TV York; \*WLVT-TV Allentown, and WPHL-TV and WKBS-TV Philadelphia. Action July 31.

## Other actions

- Norwich, N.Y.—Valley Video, operator of cable system at Norwich, has been directed by commission to show cause why it should not be ordered to cease and desist from further violation of network program exclusivity rules. Gateway Communications, licensee of WBNG-TV Binghamton, N.Y., requested issuance of show cause order for Valley's alleged failure to provide WBNG-TV with network program exclusivity (Doc. 20124). Action July 31.
- Vermont—FCC denied request of EMCO CATV, operator of cable TV systems at Manchester, Arlington, Dorset, Poultony-East Poultony, Hardwick, Pittsford-Pittsford Mills, and Fair Haven, for six month extension of March 31 date for completion of annual performance tests. Tests are aimed at determining extent to which systems comply with technical standards in cable TV rules. Action July 31.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### Help Wanted Management

Immediate opening for manager, sales person, or announcer with First Phone. 5 KW AM in metropolitan market on east coast. Excellent opportunity for qualified person. Equal opportunity employer. Box H-72, BROADCASTING.

Office Manager-Accountant. San Diego radio station looking for experienced accountant who can prepare financial statements by the 7th of the month, management reports as requested, prompt billing and collection follow-up, tax returns. Leading contemporary station with bright young staff. Please submit resume and salary requirements. All replies confidential. Box H-74, BROADCASTING.

Retail sales management position with medium market group owned AM-FM in Midwest. Salary plus incentives will total \$30,000 first year. Box H-86, BROADCASTING.

Central Maine's largest volume AM-FM seeks executive vice president-general manager \$18,000-\$30,000. Management experience, sales orientation; air program experience desirable. Send complete resume to: Roger V. Snow, Jr. Treasurer, 70 Waites Landing, Falmouth, ME 04105. Absolutely no phone calls.

FM Station Manager. Junior college seeks individual with professional management skills, able to work with young people in development and operation of an MOR format FM station. Must have college degree in on-air operation. Salary \$879 per month. Send resume and availability date to Dr. Lawrence Hubbell, Vice President of Personnel, Triton College, 2000 Fifth Ave., River Grove, IL 60171.

### Help Wanted Sales

Cleveland experience needed, start 10,000 plus commission with sales management next. Great opportunity. Box H-12, BROADCASTING.

Local Sales Manager for contemporary soul station in Medium Midwest Market. Must be able to build and direct Local Sales force. Only station in the market programming Contemporary Soul. \$15,000 to \$20,000. first year, send photo and resume to Box H-14, BROADCASTING.

Small market AM/FM making dent in big market area needs sales manager who can sell locally, direct others, for salary plus commission. Present business ain't bad, potential fantastic. Send all info first letter. Box H-61, BROADCASTING.

Young, hard-working radio account executive with desire to move into television sales. Excellent sales opportunity with major group owned television station. Base salary plus incentive, established list. College grads only. Box H-85, BROADCASTING.

Top 10 market. Join one of the leading contemporary FM stations in the country. We're more interested in self-starter than present market, experience, and track record. Top income. Box H-88, 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 H-91, BROADCASTING.

Sales manager for fulltime, major market. Opportunity for person currently in sales to move up to management and hire and train others. Box H-109, BROADCASTING.

Can you sell, do some air work and/or production? Then I need you. Three openings for persons with those abilities. Famous Grand Stand area of South Carolina. Good working and living conditions. AM is MOR, FM is stereo country. Call me and let's talk. Wayne B. Sawyer, WGTN Georgetown. 803-546-4161.

Good Guarantee plus commission for salesperson. Position demands solid radio sales experience. Midwest background only. Manager, WHON Box 1647, Richmond, IN 47374.

Earn at least \$12,000 with us the first year. Top rating and lowest CPM in six station market. We pay top commission on paid sales. Must be self starter. Reply now: WMUS FM/AM, Box 5260, Muskegon, MI 49445.

### Help Wanted Sales Continued

Ambitious sales/news person to manage branch studio in town of 9,000. County of 38,000. Must be self starter. 419-586-5134.

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.

### Help Wanted Announcers

Major Market Adult MOR/Good station needs morning music host. We are the Market's fastest growing station. You must: Have a great voice; be a disciplined pro; be willing to learn and grow with us. Medium market applicants considered. An equal opportunity employer. Box H-45, BROADCASTING.

Announcer with some news ability for Northeast adult station. \$140 to start. Black and women announcers invited to apply. Box H-115, BROADCASTING.

Rocky Mountain personality MOR station, full-time experienced morning person, must follow directions and format. Good company benefits. Opening available immediately. Send tape, resume to Al Fetch, KXLF Radio, Butte, MT 59701.

Maryland regional needs an experienced announcer for board work, news, production. Forward tape, resume, references to: WASA, Box 97, Havre de Grace, MD 21078.

Morning person for WHWH, #1-rated station in Princeton-Trenton, NJ, halfway between NY-Phila., to replace man promoted to station management. Need warm personality, excellent on-air production skills. Career opportunity. Call Bob Locke, 609-924-3600, or send full details to Box 1350, Princeton, NJ 08540.

WIPE, a black radio station, needs a "Top 40" style soul jock. No jiver, no egos, strong production, experienced professional. Tape, resume, WIPE, Soul Radio, Box 1307, Americus, GA.

Need morning individual for Virginia Country Station. Good commercial production a must. Good pay and other fringes. Contact C. D. Lawson, WRIC, Richlands, VA.

Mature MOR announcer. CBS MOR station in 100,000 plus market. Seeking announcer for afternoon drive program and evening shift. Two years experience preferred. Excellent benefits. Rush resume and 7 1/2 IPS tape with commercial delivery and MOR format to program director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Opportunity of a lifetime. Contemporary music format. AM drivetime shift. Heavy production a must! Number one station for over 25 years. Send tape, resume to R. M. McKay III, Box 113, Columbia, TN 38401.

### Help Wanted Technical

Experienced Engineer-Announcer College Town, Suburban Cleveland Mod Country. Directional. Superior environment. New Equipment. Salary Open. Box G-242, BROADCASTING.

Major market FM needs qualified chief engineer. Must be capable of maintaining top quality stereo system and have good voice for a very light air track. Group ownership with full benefits. Send resume with first letter to Box G-274, BROADCASTING.

Missouri stations looking for chief engineer. 3 to 5 years experience necessary. Preferable, previous duty as chief or assistant chief. This position is more than a title. Offers excellent opportunity. Equal Opportunity Employer. Box H-106, BROADCASTING.

Multi-station group seeks Chief Engineer knowledgeable in all phases, including five kilowatt, four-tower directional array, 100,000 watt stereo FM with SCA, complete microwave STL system and automation systems. Top pay, excellent facilities, profit sharing plan, group insurance and other incentives. Contact Bob Russell, General Manager, KEW/KSWT, P.O. Box 4407, Topeka, KS 66604. Please send full resume and brief description of your goals.

### Help Wanted Technical Continued

Dynamic young stereo FM needs chief. 100KW, new equipment and studios. We have a great position for you. We're located in Northeast Arkansas in a University community of 30,000. If you know stereo radio automation and are conscientious about your work, your appearance and attitude, let's talk. Contact Richard Lynn Farr, Gen. Mgr., KFIN P.O. Box 1691, Jonesboro, AR 72401. An Equal Opportunity Employer.

Chief Engineer. Fully qualified all phases. Sales and/or announcing duties if desired. KHAS-Radio, Hastings, NE 68901.

Wanted engineer with first ticket. Engineering & maintenance for directional operation. Some announcing, if desired, will help. Send resume KSCJ, P.O. Box 1379, Sioux City, IA 51102.

Immediate opening for 1st class licensed engineer. Afternoon shift-automated AM daytime. Experience a must. Call Irv Laing, WQTE, Monroe, MI. 313-588-8100. An equal opportunity employer.

Move up to a major facility in a major market, WZGC and WGKA Atlanta needs an experienced chief engineer strong on maintenance, good salary and benefits, immediate opening. Write or phone John Frankhouser, GCC Communications, 230 Peachtree St. Northwest, Atlanta, GA 30303. Telephone 404-522-9393.

Help wanted: Engineer, heavy on maintenance. Make it person, D. C. Stephens, Day 886-2050, night 886-8050, area code 606.

### Help Wanted News

KSTT, Quad Cities. Top Salary for experienced News Reporter-Anchorman. Tape, Resume to: Jerry Reid, News Director, P.O. Box 3788, Davenport, IA 52808.

All news and information station has immediate opening for qualified newscaster/talkmaster. Send tape and resume or phone Jeff Metcalf, WAAB, 34 Mechanic St., Worcester, MA 01608. 617-752-5611.

Wanted-Morning Drive-time newscaster. Number one contemporary rock music station. Number one news, need serious individual with authority, writing abilities and sound judgment. Salary based on experience and ability. Great opportunity with growing Southern Broadcasting Company. Excellent working conditions. Send resume and tape. Immediate opening. Contact: Pete Taylor, WSGN Radio. City Federal Building, Birmingham, AL 35203.

### Help Wanted Programming Production, Others

Program Director, morning person, must know the contemporary soul sound and how to program it. EOE. Send resume and recent photo to Box H-113, BROADCASTING.

Announcer. Some production and news, too. Must be willing to work weekends. Excellent benefits. Send resume and tape to Joe Hogan, WLPO, P.O. Box 215, La Salle, IL 61301. An Equal Opportunity Employer.

Expanding educational FM needs production supervisor with experience in innovative instruction programming. Salary very competitive for experienced person. Send resume to Office of Personnel Services, Illinois State University, Normal, IL 61761.

Creative producer, experienced. Detroit based agency. Knowledgeable of film and tape production. Commercial reel necessary. Good working conditions and salary. Call 313-355-1775 or send resume to Gail Purse, Mars Adv., 24901 Northwestern Hwy., Suite 409, Southfield, MI 48075.

Production person: Leading audio production studio looking for radio spot and TV, A-V track producer. Must know talent-music selection and control room technique. Voice talent helpful. If you are a whiz and not afraid of work, send samples and resume to: The Soundstage, 1815 North Meridian Street, Indianapolis, IN 46202.

### Situations Wanted Management

Enthusiastic take-charge pro prepared to manage your property, successfully, profitably. 15 years in radio (including station manager) and related fields. Presently selling promotions to radio stations. Desire to get off the road, manage in medium-to-major market. Strong on FCC rules, personnel, programming, engineering, sales, Bottom Line! First-class ticket and attitude! Married, stable. Box G-212, BROADCASTING.

## Situations Wanted Management Continued

Young ambitious, experienced. Background in management, programing, promotions. BA, cum laude, major university. Looking for growth position in sales programing, promotions, management. Top 50 markets preferred. Box H-7, BROADCASTING.

Are you looking for a manager with extensive sales and programming experience, in a small to medium market? Then I'm your man. Box H-21, BROADCASTING.

General Manager—Top sales producer. Will lead and motivate staff. Currently employed with Major Broadcast group. Prefer East or Southeast. Box H-34, BROADCASTING.

Major market professional. General or general sales manager. Heavily oriented sales and bottom line P&L. Box H-64, BROADCASTING.

35 years old, married, 2 children, Degreed, 14 years broadcasting experience, including major market jock and PD, news director, medium market sales manager, with excellent billing and list. Very sharp, very community minded, and family minded. Excellent appearance, voice, and attitude. Want a small or small-medium GM position that I can work at in sales, air, programing, production, and administration with some autonomy. This is our last move, and I want it to be a good one. Excellent reference, and work and sales record, and I want a position that's just as good. Income is negotiable. Box H-76, BROADCASTING.

10 years top 40 market sales manager ready for move up. 20 years all phases, sales, programing, promotion, research. Assistant to VP-GM. Excellent credentials. Box H-80, BROADCASTING.

Pro, all phases in small and large markets. Seventeen years background, strong sales, administrative, programing. Prefer Northcentral Wisconsin, Minnesota, Northern Ontario. Solid Radio Man, will invest for piece of action, let's talk. Box H-94, BROADCASTING.

General Manager now in Reno and unhappy out of broadcasting. Excellent record of success. Veteran broadcaster. Can bring sales help. Wishes to return to Chicago suburban area. Phone 702-747-3603, or write Box H-96, BROADCASTING.

Owners, we're a team. General Manager and Program Director. Both selling now, really selling. Combined experience of 22 years in Sales, Programing, News, Announcing, Production, and Labor and Community relations. Choose what you'd like us to do for your station: a. increase billing; b. maintain #1 position against ever increasing competition; c. increase your ratings. If you've chosen any two of the above, your station is the challenge we're looking for. Let's talk. Box H-108, BROADCASTING.

Creative consulting with emphasis on sales recruiting, training, organizing and bottom-line volume. Short or long term assignments. Reasonable rates. William J. Gallagher, Jr. and Associates, 4 Ingress Way, Matawan, NJ 07747. Confidential.

Mass communications, broadcasting degree, four years radio experience in engineering, programing, production, management. Experienced in professional recording, sound systems, electronics design. Ready to make station #1 inside and out. Prefer Western states. Will appear for interviews. Robert McCoy, 2210 Irene Street, Apt. A, Lutz, FL 33549. 813-971-3273.

Experienced broadcaster and businessman desires to make a cash investment and manage a broadcasting property—AM or FM. Prefer large market. I'm looking for a real challenge so the present status of your station is strictly undeveloped potential. Call evenings in confidence. 203-875-5736.

Ready for management! Over 15 years experience all phases community radio. Sales, programing, engineering. Excellent references. 714-539-9639.

## Situations Wanted Announcers

Modern country pro, four years experience, enthusiastic and hard working seeking right slot in medium or major market. Box G-247, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

DJ looking for small to medium market C&W station. Creative production, some sales experience, endorsed 3d. Box H-67, BROADCASTING.

I have what you need, completely knowledgeable in all fields of music, friendly style with good commercial delivery. I can offer a creative show that would focus on the performers and include interviews. My experience includes reviewing films and working extensively in sports. All medium and large markets considered. Box H-79, BROADCASTING.

## Situations Wanted Announcers Continued

More than an oleaginous mutter, well versed in all music formats, plus news, sports, etc. Heavy TV experience too. Looking for opportunity. Box H-81, BROADCASTING.

Experienced program director, jock looking to do one or the other but not both. It's my belief that there's still room for personality in the radio business. Box H-83, BROADCASTING.

Modern country personality with eight years major and medium market experience now available. Married with one child. Box H-104, BROADCASTING.

Top rated MOR voice in major market looking Far West. Box H-110, BROADCASTING.

5 years T-40, MOR. First phone. Now college. Week-ends, graveyards, standby. Western New York. Bernie, 716-593-5420.

DJ, tight board, good news and commercial delivery, can follow directions, willing to go anywhere. Hawthorne Jones, 1106 Morris Ave., Apt. 3-A, Bronx, NY 10456.

Specs Howard graduate seeks position as deejay at station in the Michigan-Ohio area. Am good! Henry Krueger, 313-538-7154.

Young, creative announcer, DJ seeking small market station in Mich. or Ohio. Have 3rd endorsed, some experience, and immense desire. Harold Maas, 15309 Maddelein, Detroit, MI 48205. 313-839-5877.

MOR medium market announcer, personality wants day shift with responsible adult station. Family man, good background, excellent references. Steve May, 401-785-1784.

Ambitious, dedicated, aggressive, young black seeking first position in broadcasting. 4 yrs. college, broadcasting school grad. 2 yrs. in management. Will relocate. Stan Smith, 312-873-6882.

Top 40 DJ. Young, excellent voice. Mark Steele, 827 C St., Apt. 409, San Diego, CA 92101. 714-234-5186.

Rock jock with 4 years solid experience and 1 1/2 as production manager, ready for major market. Prefers West Coast. 219-259-8306 after 6 p.m.

Personality-communicator, 5 yrs. experience, seeks rock, MOR, country, or talk format. Can do sports. Impeccable references, top 100 markets, \$125/wk. Available Sept. 1. 814-238-7974.

First: Tight, professional sound; experienced contemporary, MOR. Good voice, personality, production. Program management ability. Married, relocate. Mark, 904-236-2751.

Young, versatile jock with 5 years exp. in C&W, MOR and rock desires position on West Coast, preferably southern CA. Good production, copy and knowledge of music. 904-732-6253.

Aggressive Top 40 Jock, super tight, production, news director, PBP all sports, 1 1/2 years experience. Just graduated junior college. Want back. Will travel for good operation. Chuck Wall 912-924-3444 or 2039.

Who's got good commercial delivery, and news, runs tight board, stable and will go anywhere now? Andy Sachs, 135 N. 9th Street, Paterson, NJ 07522.

D.J., tight board, first phone, 29, single, currently employed, seek change OR, CA, AZ, Terry Scudder, 505-334-9004.

Help! Recent college graduate needs immediate full-time job. 2.5 years as DJ; production and programing my interests. Contact Christian, 217-367-5066, 217-352-5406, 2104 S. Lynn St., Urbana, IL 61801. Will relocate anywhere.

Professional personality/Entertainer. Have worked everything except general manager. Want settlement. This is final move. Pete. 716-662-3746.

## Situations Wanted Technical

Twenty years experience AM, directional, FM stereo, automation, construction and operation. Prefer Gulf Coast or Southwest. Box H-84, BROADCASTING.

Engineer, first phone. Experienced all phases. AM directional, FM, audio, RF, remotes. Seeks permanent job. Box H-107, BROADCASTING.

Engineer with first, 9 years in electronics, 7 years in broadcasting. 408 East Altadena Dr., Altadena, CA 91001.

## Situations Wanted News

1974 MSJ from Columbia willing to work hard inside or on the street. Experience major college radio station. 212-538-4375. Box G-226, BROADCASTING.

## Situations Wanted News Continued

Aggressive, dedicated, small market experience, news and sports, looking for small, medium market to grow with. Getting 3d, BSJ, 23. 216-381-4876. Box H-95, BROADCASTING.

News director, major medium market. Highly experienced, take charge professional. 1st phone. Box H-102, BROADCASTING.

Sports all the way! PBP, reporting, commentary, interviews. 3 yrs. Prefer East or Midwest solid, medium market, but all offers will be considered. Call 717-733-0531.

Highly motivated radio reporter seeks job with radio news dept. I have 3 years experience and worked long and hard hours getting stories. Could promise hard work and professional results and have the actualities to prove it. 312-674-7824 or 312-528-6565.

Newsman. 2 1/2 years experience. Good writer. B.S. Single. 25. Douglas Nagy, 1-313-534-0251.

Working in combination radio-CATV as news and sports reporter/anchorman. Looking to move up. Radio or TV, news or sports, depending on opportunity and challenge. Young, married, B.A. 419-334-9640.

Dedicated news director/newsman with 4 years experience, references, seeks position in Northeast. Tel. 814-237-8192 evenings.

Newsman, experienced outside and air reporter. Prefer Midwest or Eastern location. Sue McNeill, 14306 Lowe, Riverdale, IL. 312-849-2303.

News Director, experienced Radio-TV-Newspaper. Award-winning commentator. Talkshow host. Extensive writing credits. I can create audience-building impact and excitement with news. \$12,000 plus rewards for results. 1-212-242-3900. "Mr. Alexander."

## Situations Wanted Programing, Production, Others

Southern market preferred as PD/oper. mgr. Currently dir. news/PA top 10 market Midwest. Top ratings daily air shift. Respected weekly talk shows. Heavy production, excellent CW knowledge. Family, 40's. Box H-63, BROADCASTING.

Producer/Director—B.A. advertising, M.A. radio-TV-film, looking for responsible production position. Presently summer relief director at top 40 station. Young, ambitious, can relocate. Available September. Dale Laackman, 10229 Riley, Zeeland, MI 49464.

If you believe in numbers, and contemporary radio done professionally, profitably with no nonsense, let's talk. Mark, 904-236-2751.

Innovative, creative person needs a challenge! Married, 3rd, and proficient in all phases copy/production. Call me, 616-429-4348, after 6 p.m.

## TELEVISION

### Help Wanted Management

Business Manager—Group-owned in one of top 25 markets needs proven, aggressive professional. Reply in confidence to Box H-112, BROADCASTING.

### Help Wanted Sales

Washington TV station interested in person seeking position in sales research. Experience in station, rep or agency desirable. Outstanding opportunity with group owned station. Equal opportunity employer. M/F reply to Box H-15, BROADCASTING.

Recent college graduate desired to take over established list with #1 medium market station. \$15 to \$18K. Box H-87, BROADCASTING.

Aggressive account executive for successful Indiana television station. Good list offers excellent potential for right person. Box H-90, BROADCASTING.

Excellent opportunity for experienced radio or television sales people with proven record for new ABC VHF station. Idaho Falls-Pocatello market. Ideal living conditions. Salary open. Call Aaron Bournstein, 208-233-6667. No collect calls.

### Help Wanted Technical

TV Engineering—Two engineering positions are available in rapidly expanding media production dept. of educational medical society. (1) Chief Engineer—to design, implement and maintain a professional broadcast video and audio system. Prefer degree in engineering; requires extensive experience and FCC 1st class license. (2) Assistant Engineer—to coordinate with Chief Engineer in technical and design matters. Prefer degree in engineering; requires at least 2 years' electronics experience and FCC 1st class license. (Please specify position sought.) Submit resume and salary requirements to: Box H-82, BROADCASTING.

## Help Wanted Technical Continued

Looking for a director of engineering for an Arkansas broadcast group. Must be knowledgeable in the area of UHF and VHF TV studio and transmitter maintenance as well as AM and FM radio. Must be a good administrator and well versed in FCC rules and technical standards. Knowledge of microwave essential. Send resume with financial requirements to John Whitt, KFPW-TV, Ft. Smith, AR 72901.

TV production engineers, for immediate employment with AIS-6 Satellite Project at PTV station in Fairbanks, Alaska. Experienced in color camera, quad VIR, and telecine set-up and operation including some maintenance experience. New equipment and pleasant working conditions. Salary commensurate with background. Excellent staff benefits and relocation expenses available. Contact: Chief Engineer, KUAC-TV, University of Alaska, 907-479-7491. Equal Opportunity Employer.

Chief engineer, VHF PTV. Color production orientation. Send resume to Don Upham, general manager, KUAC, University of Alaska, Fairbanks 99701. An Equal Opportunity/Affirmative Action Employer.

Studio maintenance engineer for WPTZ-TV, Plattsburgh, New York. Plattsburgh is a small college town in upstate New York; cold in winter, but hunting, fishing and winter sports are great. If you want to get away from the big city rat-race to where the air is fresh and clean, contact Linc Dixon, WPTZ-TV, 357 Cornelia Street, Plattsburgh, NY. 518-561-5555.

Chief Engineer for Public Broadcasting Station in Northwest Ohio, must have experience as Chief or Engineering Supervisor. Station expanding local studio and remote production, salary open. Send all information including resume and salary requirements to Lamont McLoughlin, P.O. Box 2330, Toledo, OH 43603, no phone calls please. An Equal Opportunity Employer.

## Help Wanted News

Anchorperson to deliver our 6 and 10 p.m. newscasts to 45-thousand Upper Midwest homes. Send resume, photo and salary requirements to Box H-37, BROADCASTING.

TV Journalist, to \$14,000, to head small operation providing news clips to stations and producing in-house films. Degree and three years experience required. Excellent working conditions. Prestige company. Resume and writing samples first letter to: Box H-39, BROADCASTING.

Special reporter needed by Top 50 station. Must know how to work with film and be able to develop investigative reports and special series reports. Resume and current salary to Box H-77, BROADCASTING.

TV Sportscaster. Play-by-play for one of the top college sports markets in the country. TV experience mandatory. Equal opportunity employer. Send picture and resume only to Box H-103, BROADCASTING.

We're looking for a prollim KLAS-TV in Las Vegas, Nevada is conducting a search for a top news person to produce and anchor a top daily news report. Applicants must know film and VTR usage, and be able to tell it on the air. If you can do it all, send VTR and resume to: Fred Lewis, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

"Reportaje Semanal" needs a fluent, Spanish speaking producer/anchorperson. If your first language was Spanish and your first love is creative TV news, send resume and VTR to Dick Currier, news director, KNTV, 645 Park Ave., San Jose, CA 95110. Equal opportunity employer.

Public affairs director, Public TV and FM station, expanding into news. Must be experienced, MA preferred, Equal Opportunity Employer. Send resume to: Bill Haley, WXXI, 410 Alexander Street, Rochester, NY 14607.

Anchorperson—Need a strong journalist. Must be able to do some street reporting and producing. If you're a major market weekend anchor, here's your chance at Monday through Friday. Highly competitive Midwest market. Send resume, we'll contact you. P.O. Box 1128, Green Bay, WI 54301.

Television Specialist for university information team. Must demonstrate capability and experience in on-camera, writing, documentary and interview program production, and should have television news or public television background. Bachelor's degree and three years related experience required. Additional experience or advanced degree substitutable for portions of requirements. Starting salary, \$10,512, with state employment benefits. Send resume to Mrs. Judy Thomas, Personnel Department, Virginia Polytechnic Institute & State University, Blacksburg, VA 24061. Resume must be received by August 26. An equal opportunity employer.

## Help Wanted Programing, Production, Others

Production manager for progressive Midwest Top 30 market operation. Network affiliate needs a pro to handle all facets of production operations. Must know news, sports and remote production, as well as daily station operation. An Equal Opportunity Employer M/F. Please send resume and salary requirements to: Box H-29, BROADCASTING.

Major Northeast affiliated TV station has opening for secretary/assistant to program director. Excellent opportunity to combine secretarial skills with production/management responsibilities. An Equal Opportunity Employer. Please reply with resume to Box H-46, BROADCASTING.

Production/Program Manager for a wide awake VHF Network affiliate. A great opportunity to join an aggressive group operated station. An equal opportunity employer. Box H-53, BROADCASTING.

Top 10 market station seeking creative illustrator/designer for challenging position in TV graphics. 3-year minimum TV graphic experience required. Send resume immediately to Box H-70, BROADCASTING.

TV program manager for one of the nation's leading independent stations. Must know product and how to get it. Independent experience helpful. Salary \$35-38K. Box H-89, BROADCASTING.

Announcer-Director combination needed by Midwest VHF. Will create and direct commercial and promotion video tapes, and appear on camera in commercial announcements, as well as doing voice-overs. Please send resume and photo to Box H-111, BROADCASTING.

Production Manager to direct all production activities related to television film and graphics productions. Prime responsibility to work with faculty and staff in instructional planning prior to production plus give leadership and direction to production staff. \$15,000 negotiable. Contact: Don Mitchell, Academic Support Center, 505 East Stewart Road, Columbia, MO 65201.

Television producer-director interested in quality instructional television. Writing experience helpful. Bachelor's or Masters degree and three years of production experience. Fully equipped color studios with quad VTR's, 16mm, photography, and graphic support. Salary commensurate with qualifications. Send resume to: Dr. Charles Anderson, Director of Media Services, Academic Complex, Western Kentucky University, Bowling Green, KY 42101. Western Kentucky University is an equal opportunity employer.

## Situations Wanted Management

#1 TV Salesmanager seeks growth challenge currently GSM in top-100 5 station market, network VHF. Recorded 50% revenue increase last three years selling and managing local, regional and national. Previously News Director with top ratings. Healthy 37, happy family, solid citizen. Box H-4, BROADCASTING.

Ambitious, experienced. Radio management background in programming, promotions. BA, honors, TV-radio. Looking for growth position in television. I'm capable and can show you. Box H-8, BROADCASTING.

Successful, major market, radio manager, 36, wants move to TV. Strong on sales. Excellent record and references. Box H-73, BROADCASTING.

President or Executive Vice President-General Manager of group or top-60 station. 30 years broadcasting experience: 12 radio; 18 television, on all levels, including ownership. Thoroughly experienced all phases, including network. Sales and programing specialist. Management troubleshooter-redeveloper past 20 years. Have redeveloped several losers into very profitable, prestigious winners. 45. Degreed. Health excellent. Am aggressive, quality competitor, ready for new challenge and much responsibility. Box H-75, BROADCASTING.

Highly qualified operations-programing station manager. 19 years V-UHF-TV, thoroughly experienced all phases. Expertise in new station preparation-operation (5 new stations). Results oriented, accustomed to much responsibility. Aggressive competitor, ready for challenging opportunity. Presently employed. Box H-93, BROADCASTING.

## Situations Wanted Announcers

Top Children's Personality. Major market experience-major show background. Versatile entertaining, and available now. Call BD1-487-6690 or write Troy Strait, 835 Roosevelt Ave., Salt Lake City, UT 84105.

## Situations Wanted Technical

Transmitter Engineer—15 years experience, UHF-VHF, construction, operation, maintenance. Will consider CE position for radio station. Box H-3, BROADCASTING.

## Situations Wanted Technical Continued

Mid-Atlantic, TV engineer, transmitter, first phone, maintenance, VTR, camera, AM-FM transmitter. Retired, prefer part time. 202-723-2085.

## Situations Wanted News

Solid street reporter: intelligent, skilled and experienced 16mm shooting and editing. Exceptional writer. Bachelor's, completing M.U. masters. Box G-258, BROADCASTING.

Black Newsmen. Reporter-Anchorman now with top 20 market station. Have proof of top ratings. Long on experience. Now considering relocation for good opportunity. Box H-23, BROADCASTING.

Currently sports director in top 40 market. Desires directorship in top 50 market or backup position in major market. Young, extremely knowledgeable. Degree, Major college experience. Tape, resume on request. Box H-31, BROADCASTING.

Rating-proved Newscast in major market. Made it number one at noon. Good appearance. Will provide top rating in anchor spot; conservative delivery. 19 years in broadcasting. Box H-38, BROADCASTING.

Newswoman seeking to broaden horizons in larger market. Anchor-person for top-ranked net affiliate. Producer weekly p.a. show. Excellent writer. BA Television-Radio. Box H-55, BROADCASTING.

Guaranteed improved news ratings, if you're willing to pay for a pro and provide a good staff and equipment. Put it in my contract! Box H-66, BROADCASTING.

Presently employed medium market anchorman-reporter-writer-producer seeks large to major market. 10 years broadcasting background; college. Box H-71, BROADCASTING.

Can't shake the broadcasting bug. Experienced, knowledgeable articulate journalist seeks political-general assignment in top 100. Salary is important, but so is work with excellent news organization. Wire service statehouse and broadcast desk experience. 27, B.S. Box H-101, BROADCASTING.

Qualified Newsmen. Strong on community involvement. Disciplined anchorman. Capable of saleable newscast. Looking for opportunity to grow. Will relocate anywhere. Box H-105, BROADCASTING.

Newswoman, experienced in film reporting, writing, anchoring, TV interviews, and documentary production. For VTR: Carol Ternovsky, 5213 Carousell #6, El Paso, TX 79912. 915-581-3917.

'73 J-Grad., 7 months current top market U. News writer, live and out, reporter, assignment editor. Can routine, anchor, organize show. Call Sieve, 516-466-4757.

Working in combination radio-CATV as news and sports reporter/anchorman. Looking to move up. Radio or TV, news or sports, depending on opportunity and challenge. Young, married, BA. 419-334-9640.

News Director, Female, 24, wants TV Reporting. 1 year TV, 3 years Radio. B.A. Political Science. P.O. Box 1071, South Bend, IN 46624.

## Situations Wanted Programing, Production, Others

Hard working director wants more challenge; five years experience directing various TV programs, familiar with all phases of station operation. Box G-190, BROADCASTING.

Syracuse advance man for two top national TV stars. Young mountain-mover desires broadcast promo position, greater northeast. Broadcast research group director, experienced print/broadcast journalism, audio, video, film production, 3rd phone. Box H-28, BROADCASTING.

Program Director/Production manager with 16 years experience in television seeks new position. Box H-43, BROADCASTING.

Young Cameraman—Fresh from Europe—Looking for job. 4½ yrs. experience in all phases TV & films. Box H-58, BROADCASTING.

Television/Film Producer-Director-Writer. Extensive experience in advertising, network documentary specials, educational films. Looking for security and challenge with station, corporation or institution. Pliable. Box H-113, BROADCASTING.

Young, experienced producer/director, news director, sports events producer/director. Seeking small medium market. Prefer western Pennsylvania. Will consider UHF, VHF, cablecast opportunities. Box H-119, BROADCASTING.

## CABLE

### Help Wanted Management

General Manager. To assume overall responsibility for all phases of operation/expansion of a present two-way Pay TV test operation (1,000 subscribers in Columbus, Ohio, to a full scale business. Operations and expansion plans fully financed. Company is an affiliate of United Telecommunications and CNA Financial. Background in CATV, general management most helpful. Salary open. Box H-92, BROADCASTING.

### Help Wanted Technical

CATV Mgr. S.W. Florida. Immediate need for technical manager. 2500 systems in growing community. Phone 305-895-6960 or send resume to Mr. Tolton: P.O. Box 545, Miami, FL 33153.

## WANTED TO BUY EQUIPMENT

3 Color Studio camera chains, recent models, must be in top operating condition. Box G-169, BROADCASTING.

Am setting up another control room. Want used equipment in console, console, reel recorder, spotmaster recorder cart, turntables, tone arms, and pre-amps. State condition and price. Box G-299, BROADCASTING.

Want to buy: Late model 5kw FM transmitter. Prefer Collins or equivalent quality. State condition, spare parts, price in first letter. Reply to Box H-114, BROADCASTING.

Wanted used lighting equipment as tax deductible donation or rock bottom price. Contact: Bob Selby, KLRN-TV, Public Broadcasting Station, Austin, TX. Phone 512-471-4811.

We need used 250, 50, 1 kw, 10 kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

New University needs FM transmitter system (10w-5kw) which can be donated by perceptive individual or organization as a tax deduction. Contact Bob Lewis or Robert Gerry at The University of Texas of the Permian Basin, Odessa, TX 79762, telephone 915-362-6301, ext. 234 or 275.

CP-16A and WX radar. Complete outfit, on terms. Send details to R. Jones, P.O. Box 2805, Lubbock, TX 79408.

## FOR SALE EQUIPMENT

GE Model TT49A single cubicle 1kw driver, with both aural and visual exciters. Channel 4. Would make a good standby rig. Excellent condition. \$7,995. Box H-98, BROADCASTING.

Gates Model FM-10H 10,000 watt FM transmitter. Excellent condition. Will retune to your frequency. Box H-99, BROADCASTING.

Gates BFE-10 10 watt educational FM transmitter. Like new. \$750. Box H-116, BROADCASTING.

Bird model 8783 7,500 watt Dummy load. New. \$750. Box H-117, BROADCASTING.

Angenieux 10-l Zoom lens with remote zoom and focus. For GE PE-250, PE-350, and PE-400 cameras. \$3,500. Box H-118, BROADCASTING.

Complete automation system including schaffer 903 digital console less than year old. Rusty Reynolds, KYKX, Longview, TX. 214-757-2662.

Four-Tower Directional Antenna to be dismantled following a station transmitter move to a new site that is now in operation. Included are four (4) 350 foot, base-insulated, Truscon Steel triangular, self-supporting towers, with complete lighting system including Austin transformers, flashers, etc.; many phasing system components rated at 40 RF amperes including E. F. Johnson RF contractors and antenna switches, tube type coils, coaxial transmission lines, meters, etc. will be taken out of service. Everything is first class merchandise in good condition—no junk. Antenna was operated with 5 kw on 570 kc. Contact W. P. Williamson, Jr., WKBN Broadcasting Corp., Youngstown, OH 44501. Phone: 216-782-1144.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Heliast-tyroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

## For Sale Equipment Continued

Video Head, Mark XI for VR3000. Needs refurbishment. \$2,900. Contact: Glenco, Box 3072, Glendale, CA 91201.

New, never used Radomes for Jampro 3 bay zig zag antenna tuned to Channel 16. Call 803-242-1616.

Stereo Limiter, \$500.00; Stereo AGC Amplifier, \$500.00. Box 33098, District Heights, MD 20028.

Used Audio Tape. 10 1/2 inch reels of Scotch 150 and Ampex, in boxes. As is, FOB Santa Barbara, California. \$1.00 each. 805-968-0755. Ask for Dwight.

## COMEDY

Joek Shorts! Contemporary Comedy for deejays! Free issue. Library. 5804-B Twineing, Dallas, TX 75227.

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Contemporary Comedy! Sample issue 25¢. Library, 5804 Twineing, Dallas, TX 75227.

## MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Prizes—Excellent low, low cost, very high value. Box 223, Westfield, IL.

Need a "Nooner"? It's radio's latest money maker. Details, Brain Bag, P.O. Box 875, Lubbock, TX 79401.

Extra money for radio correspondents, moonlighters. Details, Brain Bag, P.O. Box 875, Lubbock, TX 79401.

Tower space for rent. Microwave, broadcast, mobile radio. 380 ft. in Southern Delaware. Reasonable rates. Rahm Communications, Rt. 2, Box 371, Millsboro, DE 19966, 302-934-9380.

## INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin Aug. 26, Sept. 30, Nov. 11 and July 15. REI, 61 N. Pineapple Ave., Sarasota, Fla. 33577. Phone (813) 955-6922. REI, 2402 Tidewater Trail, Fredericksburg, Va. 22401. Phone: 703-373-1441.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

San Francisco. FCC license, 6 weeks, 9/9, 11/4. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

## Instruction Continued

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; Sept. 2nd, Jan. 2nd, April 1st, June 1st. Enroll now! Write Dave Buton, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

## RADIO

### Help Wanted Management

### EXECUTIVE ASSISTANT TO GROUP V.P./RADIO

A unique opportunity for a bright potential executive, as Assistant to the operating head of a large group of major-market Radio stations. A chance to work in all phases of division business activities and station operations, for an individual who meets the following qualifications:

- Recent MBA, BBA, or other degree with orientation to business and marketing.
- Some experience in Radio or a closely-related field.
- Ability to learn quickly, handle a wide range of projects simultaneously, and work comfortably with station and corporate executives.
- Potential to grow into station or corporate management.

Salary based on qualifications, with an outstanding fringe benefit package. Send detailed resume, including educational background, business and broadcast experience, to:

**Box H-100 BROADCASTING**

*An Equal Opportunity Employer*

### Help Wanted Sales

## Broadcast Salesperson

Leading Broadcast Equipment manufacturer seeks experienced, aggressive salesperson for northeast area.

Position offers excellent compensation and growth possibilities.

Send resume and salary requirements in confidence to:

**Box H-69, BROADCASTING**

*an equal opportunity employer M/F*

### Help Wanted Announcers

### TOP AIR PERSONALITY WANTED

Major market 50 KW—A.M. we want a creative personable communicator to handle "up" a.m. drive show.

Send tape and resume to:

**Box A3354  
Chicago, IL 60690**

## Situations Wanted Management

### GENERAL MANAGER

Increased billings from \$350,000 to \$700,000 first year at last station; 50% average annual increase each of seven years at previous position. Background includes sales, engineering and programming. Last two years in business college.

Box H-68 BROADCASTING

### GENERAL MANAGER AVAILABLE

Over 20 years experience in Radio-TV from D.J. to P.D. to sales manager and general manager. Track record in management, sales. Ability to lead, excellent. References the best—work and results the same. Need room to expand in business. Possible investment. No floater. Only professionalism. Inquiries confidential.

Box H-97, BROADCASTING

## Situations Wanted Announcers

### INSANE PERSONALITY

Now employed at a major 50,000 watt northeast giant! I'm warm, friendly, funny, entertaining, and talented . . . but most of all, I'm modest!! This top rated contemporary radio station has moved into a non personality more music format, and I'm looking for a stable position in any Top 30, east, west, or southern coastal market only. Please specify requests for air check on cassette or reel to reel, both available. HELP!

Box H-65, BROADCASTING

## Situations Wanted News

Veteran Sportscaster. 14 Years experience play-by-play background of Major College basketball, football and baseball. Interview shows with major sports personalities. Jim Senich, 273 Queen St., Apt. 7C, Southington, Conn. 06489, (203) 628-9470.

## Situations Wanted Programing, Production, Others

### 3 YOUNG PROS

PROGRAM DIRECTOR  
NEWS DIRECTOR  
SPORTS DIRECTOR

Our combined talent and experience can make you No. 1.

Box H-56, BROADCASTING

## For Sale Equipment

### EXCESS INVENTORY CLOSEOUT

Prices slashed on Harris/Gates surplus inventory of General Electric TV broadcast equipment and components.

Have you received a copy of the 44-page booklet listing the selection of broadcast equipment and components priced to sell fast? Tremendous reductions—most items are new—however, supply is limited.

A wide selection of TV transmitter accessories, including sweep generators, R. F. loads, harmonic filters, visual exciters and crystals—at prices you cannot afford to miss. Most items for use with GE transmitters and many can be used with transmitters built by other manufacturers. Also an impressive listing of transformers and reactors for GE AM and TV transmitters, plus cabinets, resistors, condensers, complete power supplies, meters and camera accessories.

For information and availability, contact Ed Gagnon, (217) 224-6200 or write to:

Harris Corporation  
Broadcast Equipment Division  
Quincy, Illinois 62301  
Attention: Ed Gagnon  
Ellington Road

## TELEVISION Help Wanted Technical

# TV FIELD ENGINEERS

Our Service Department is seeking well-trained and experienced TV Field Engineers. Experience should be in trouble shooting and maintaining UHF and VHF TV transmitters. Extensive travel is required. Expenses paid by company.

Salary commensurate with experience, comprehensive benefits including hospitalization, life insurance, plus paid relocation expenses. Please send resume and salary history in confidence to:

Tom Bedford, Employment Supervisor

HARRIS CORPORATION Gates Broadcast Equipment Division  
123 Hampshire Street, Quincy, Illinois 62301  
an equal opportunity employer m/f

# VIDEO FIELD SERVICE ENGINEERS TAPE RECORDERS

Ampex has an immediate opening for a qualified video field service engineer to work in the Northeastern region of the United States with headquarters in New Jersey. Ampex equipment knowledge is desirable. Will provide training.

# VIDEO BROADCAST SALES ENGINEER

Immediate opening for a broadcast sales engineer in the New England and New York areas, with headquarters in Waltham, Mass. Knowledge of Ampex professional video equipment desirable.

Excellent salaries, fringe benefits and a company car included.

For immediate consideration for either of these positions, please send resume complete with salary history to Al Slater, 75 Commerce Way, Hackensack, N.J. 07601.

# AMPEX

An Equal Opportunity Employer M/F.

### CONSULTING ENGINEER

BSEE PE/EIT CERTIFICATE OR EQUIVALENT. 5 YRS. AM/FM/TV AND FCC EXPERIENCE MIN STATE SALARY REQUIREMENTS WITH RESUME.

EQUAL OPPORTUNITY EMPLOYER M/F  
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BLOOMFIELD HILLS, MI 48013

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### For Sale Stations

One AM and one Class B FM radio station for sale alone in midwest metropolitan market of over 100,000. For further information write

Box G-265, BROADCASTING

Profitable AM/FM in Northeast, beautiful thriving market. Own building and 5-acres of land. Price \$682,000.

Box H-10, BROADCASTING

**For Sale Stations  
Continued**

Powerful A.M.-daytimer in major Northeast Market Area. Absentee ownership. Distinctive format.  
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Please Write: 5 Dunwoody Park,  
Atlanta, Georgia 30341

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ASSOCIATES, INC.  
BROKERS & CONSULTANTS  
SUITE 217  
11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 369-9545

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington  
Contact: William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202/223-1553

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"I enjoy BROADCASTING, and appreciate your contributions to the industry. Many thanks for your diligent efforts."

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You belong in  
**Broadcasting**  
The newswkly of broadcasting and allied arts

**For Sale Stations  
Continued**

**FLORIDA BARGAIN**

AM Daytimer, 6 a.m. Sign on—only C & W in booming market—beach area. Only \$140,000. Hurry—don't miss this—Write P.O. Box 246, Knoxville, TN 37901.

**NEW HAMPSHIRE**

For Sale  
Fulltime AM Radio Station

Excellent for good salesperson or Manager who wants to own his own station.

One Station market  
\$160,000, Exclusive

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Broadcast Brokers

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CONSULTANTS  
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617-527-3740 or 617-332-8725

**For Sale Stations  
Continued**

**METRO AM-FM**

5 kw fulltime AM with FM, in eastern metro market. Asking price of \$550M includes real estate. Terms available.

**\$30M DOWN**

Attractive terms for the sales-oriented buyer. This daytime AM needs good sales work, but serves an excellent 3-station northeast market. A real growth opportunity.



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**BROADCASTING'S CLASSIFIED  
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

**Rates, classified listings ads:**

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

**Rates, classified display ads:**

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Russell Karp: sold on Teleprompter

Russell Karp was busy at work in his own financial and management consultancy in New York earlier this year when he received a telephone call from Jack Kent Cooke, chairman of Teleprompter Corp., the largest cable company in the U.S.

"He asked me to have a meeting with him and I accepted," Mr. Karp recalls. "I had a hunch he was going to offer me the job of president of Teleprompter. I was happy in my own business and I was determined to turn him down. But I had an alternative plan; I would suggest Teleprompter take me on as a consultant, as a sort of executive-for-lease."

Mr. Karp was in a good bargaining position. He was aware that financially troubled Teleprompter was looking for an executive with solid credentials in law, finance, administration and communications. Mr. Karp seemed to be Teleprompter's man.

He had been vice president of corporate affairs and vice president and treasurer of Columbia Pictures Industries. He had been general counsel and vice president and treasurer of CPI's television subsidiary, Screen Gems Inc. And, more recently, he had served as a consultant to 20th Century-Fox Film Corp. (exploring opportunities for pay cable and non-theatrical distribution), to Children's Television Workshop (on potentialities for diversification), and to First National City Bank (as counsel on loans in the entertainment field).

But Mr. Cooke, chief executive officer and largest single shareholder in Teleprompter, who assumed command of the company when its fortunes started to recede last fall, brushed aside the consultancy gambit.

"We wanted a president," says Mr. Cooke. "We had checked him out and found out he had the background we needed. Most consultants are executives out of work and looking for a job, but not Mr. Karp. After about 15 minutes, I persuaded him to take the job. He had both the professional and personal credentials we were looking for."

"I couldn't budge him," Mr. Karp says. "He kept saying: 'I want you as president of Teleprompter.' His salesmanship was superb—I accepted."

Mr. Karp became president of Teleprompter last May. He worked side by side with Mr. Cooke for about six weeks. Mr. Cooke, a wealthy businessman with extensive sports holdings, was happy to flee New York in mid-June and return to southern California, and leave day-to-day running of Teleprompter to Mr. Karp.

Teleprompter's new president cuts an imposing figure at six feet, four inches



Russell Harold Karp—president and chief operating officer, Teleprompter Corp., New York; b. May 30, 1929, New York; BA in political science, Washington University, St. Louis, 1951; LLB, Yale Law School, 1954; attorney, Jaffe & Stern, New York, 1954-57; general counsel, VP and treasurer, Screen Gems Inc., New York, 1957-69; VP, corporate affairs, and treasurer, Columbia Pictures Industries, New York, 1969-72; operated own financial and management consultancy in New York, 1972-74; president and chief operating officer, Teleprompter Corp. since May; m. Abbey Weitman, 1955; children—Andrew, 7; Susannah, 2.

and 200 pounds. He radiates confidence without flamboyance and is cautious in manner and speech.

Mr. Karp confides he had twin ambitions as a youngster—business and the law—and his career seems to have melded these aspirations. The logic and precision of the law have always appealed to him, he says; his parents whetted his interest in business.

"My father and mother started a women's millinery store in New York in 1932 during the depth of the Depression and by 1940 they were running two stores, one on Fifth Avenue," he says with unconcealed pride.

Fired with a desire to excel, he attended New York's prestigious Bronx High School of Science because of its high scholastic standards. At Washington University, he was elected to Phi Beta Kappa. He received his law degree from Yale in 1954.

"Just by chance the law firm I joined after graduation was heavy in the entertainment field," he says. "Among the clients of Jaffe & Stern were Talent Associates, Allied Artists and Revlon, which was a large television sponsor."

In 1957, he began a 15-year association with Columbia Pictures Industries, initially as vice president and general counsel and treasurer of Screen Gems (now Columbia Pictures Television). In 1969 he was elevated to the parent com-

pany and served until 1972 as vice president for corporate affairs and treasurer of CPI. In early 1972 he left to form his own financial and management consultancy, where he remained until Mr. Cooke intervened.

"Though I was reluctant to leave my own business," Mr. Karp says, "I'm glad I made the decision. It's both a challenge and an opportunity."

He pointed out that cable is not unfamiliar territory to him. During his years at Screen Gems he was assigned the responsibility of exploring the prospects in this area and has kept in touch with this industry ever since.

He concedes that his task at Teleprompter is a formidable one. He noted that the company lost almost \$30 million in 1973, but said the future is by no means bleak. He pointed out that Teleprompter, even before his arrival, had implemented an extensive cost-cutting program and had re-ordered financial priorities.

"The year 1973 was one in which we learned many lessons," he says. "We are now concerned with internal growth rather than with expansion into new facilities. The emphasis is on improving the cable TV facilities we have rather than building new ones."

Mr. Karp said that since last fall Teleprompter has effected considerable changes. Its entire executive line-up has been revamped. The only top official retained has been William J. Bresnan, who served as interim president and is now president of all cable-TV subsidiaries. Head-office costs have been trimmed by more than \$10 million annually and system operating costs by more than \$6 million a year.

On a more positive level, an aggressive marketing effort started last fall has added more than 170,000 home connections to the Teleprompter systems for a total of more than 1,025,000 subscribers, according to Mr. Karp. In addition, the company has managed to put into effect rate increases at more than 30 of its systems last fall for added revenue of about \$5.5 million. Teleprompter has 144 operating cable systems.

As for 1974, Mr. Karp said he would stand on his projection he made at Teleprompter's annual meeting last May when he told stockholders: "Teleprompter is expected to show a profit for the 1974 year, barring a further precipitous rise in bank prime rates, or other unforeseen developments."

Though cable television is Teleprompter's main line of business, two subsidiaries are the Muzak Corp. and Filma-tion Associates, Los Angeles, TV program producer. Both companies had highly satisfactory years in 1974 and the outlook is bright for this year, according to Mr. Karp.

# Editorials

## Imminent danger

Broadcasting's most widely applauded news triumph—coverage of the House Judiciary Committee's impeachment debates—could lead to bitter long-range repercussions, even overshadowing the Nixon administration's attacks upon the news media.

It was the impeccable broadcast coverage of the Rodino committee hearings that brought events to their present unprecedented state. President Nixon and most of his remaining White House advisers recognized the inevitability of House impeachment and the adverse prospects of subsequent Senate action.

At the White House, television was privately blamed for the turn of events. No matter that last Tuesday's *Washington Post*—following the Nixon confession of dissembling—devoted all seven headline stories on Page 1 to the impeachment issue, or that the *New York Times* gave the events five of the eight front-page heads, the television networks eventually will be charged with distortions and a lack of balanced coverage. The hostility to media was abundantly clear last week in Senator Barry Goldwater's criticism of ABC and NBC news reports (see page 17) and in President Nixon's parting shot last Friday morning (see page 7).

Whatever President Gerald Ford's relations with journalists turn out to be, the focus in the White House and the Congress will be on the all-seeing, far ranging eye of the TV camera—which looks at Democrats and Republicans alike.

No matter what their political bents, broadcasters cannot rejoice, beyond the satisfaction of exemplary performance of their jobs as journalists during the turbulent events that concluded with the change of Presidents.

The time is for sober reflection of their awesome responsibilities and how to defend against the inevitable onslaughts of the political activists without regard to party or the offices they hold.

Deep down most politicians feel that the broadcasters have too much power. They will make conversation about newspapers too, but they know they cannot expunge First Amendment history. They know from the polls and by the record that most of the voters are too preoccupied or too lazy to read newspapers or magazines in depth, but that they do look and listen.

## Reviewing the bidding

As had been anticipated, the FCC has reopened its pay-cable proceeding for comments and has scheduled oral arguments for Oct. 23-25. As had also been anticipated, cable interests are protesting that the delay works to the advantage of broadcasters who want pay television—on the air or on cable—kept in the crib.

This publication could find more sympathy for the cable interests' protests if their own position had not radically changed since the FCC instituted its revision of antisiphoning rulemaking just about two years ago. In July 1972, cable owners were still adhering to the line that pay systems were needed to provide the public with programming that broadcast television ignored. The talk was still of a magic box that would deliver ballet, symphonies, bird watching, whatever was too esoteric for on-air TV.

All that has changed. For a year or more the cable venturers have been openly talking of pay television as a mass medium. They are frank in stating that it will take pay sys-

tems with blockbuster attractions—major movies, championship sports—to open the big cities to cable.

It is with some reason that broadcasters have wondered what happened to those predictions that the big cities would be opened if the FCC would only relax its rules on importation of distant off-air signals, as it did five years ago. Why now the attempt to relax antisiphoning rules that were part of the over-all regulatory plan for cable?

These questions will be pertinent to ask in the reopened proceeding. It is a whole new prospect that the FCC must face, whatever rules it eventually comes to. And meanwhile, the agency would be unwise to suspend present antisiphoning rules, as motion picture producers have requested (*Broadcasting*, Aug. 5). A moratorium would only complicate an already incredibly complicated problem and further delay the ultimate solution.

## Modern convenience

A service of real value to cross-country motorists is promised by the Federal Highway Administration's approval of the erection of highway signs displaying the dial positions of local radio stations. It is unfair, however, that the listings will be confined to AM.

The FHA has asserted that the FM automobile audience is too small to justify the space for FM stations on the highway signs. As the National Association of Broadcasters has suggested, the FHA ought to reconsider that exclusion.

The FM audience on wheels may still be smaller than the AM, but it is growing and is already large enough to merit the service that the FHA proposes for AM. Not only that, it is inconsistent for one agency of the federal government, the highway administration, to be favoring AM over FM when another agency, the FCC, has been pursuing a long policy of joint AM-FM development.

If it is sign space that concerns the FHA, we suggest the criteria it has adopted to limit the AM displays—to stations agreeing to broadcast weather advisories at least as often as every 15 minutes during adverse conditions—would also limit FM. There are many stations with formats that cannot accommodate weather interruptions at such frequency.



Drawn for *Broadcasting* by Jack Schmidt

"Our weather radar reports an unusually large amount of rain."



## ***Help in a hurry***

Where could two northern Michigan families get help after fire had totally destroyed their homes one freezing February afternoon? The two families, one with seven members, the other with four, lost everything.

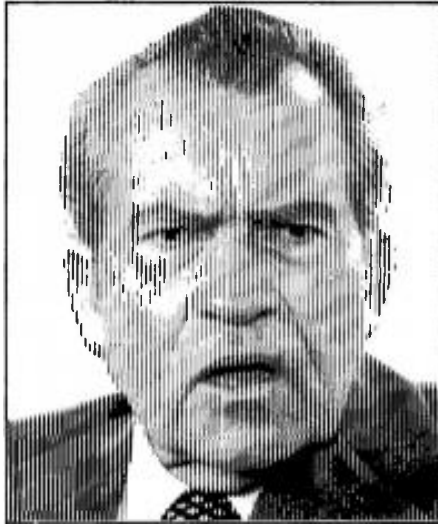
At the request of the local Department of Social Services, the Fetzer radio station in Cadillac promptly swung into action with on-the-air pleas for help. And they got it. Homes, food and clothing were found for both families within twenty-four hours.

Helping people in time of disaster is all part of Fetzer total community involvement.



## ***The Fetzer Stations***

	<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City



In 1972 Richard M. Nixon was reelected to the highest office of the land by the largest popular majority ever. His administration is now in a shambles.

The history of that election campaign, the game plans, the generals, the lieutenants and the seeds of the disaster have all been brought into sharp perspective in Pulitzer Prize winning author

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