

Senate committee frees Quello; Holcomb held up  
Real-world-ready NCTA gets set for Chicago

# Broadcasting Apr 15

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

NEWSPAPER



Universal 49!

It's *Airport*. The largest audience to view a theatrical movie on television. And it's *many* other well-known theatrical successes.

It's *A Case Of Rape*. The largest audience to see a movie made-for-TV.

It's *The Execution of Private Slovik*. The recent World Premiere movie hit!

Universal 49! The greatest movie offering by far. Now or in the foreseeable future.

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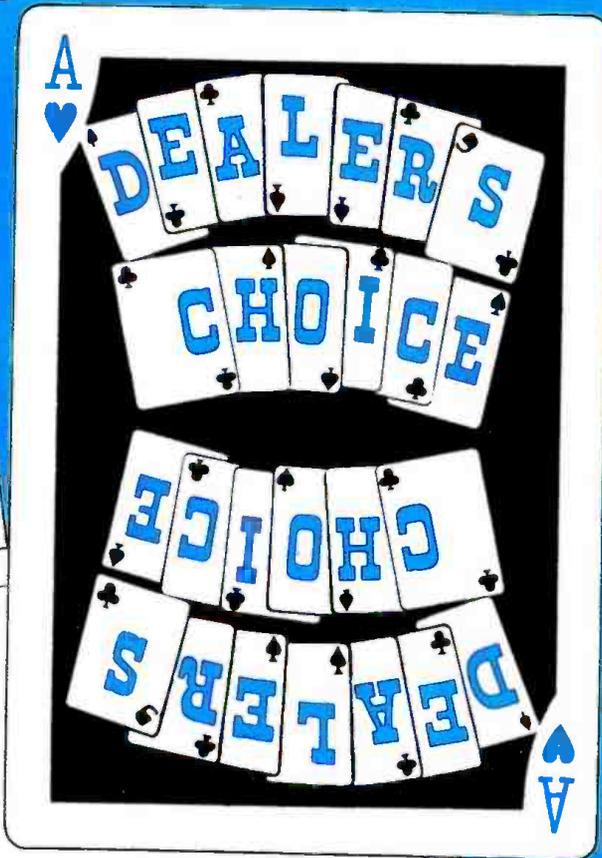
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19 OF THE TOP 50 MKTS.  
AS OF 1/21/74

Not incidentally,  
we also have  
available now:  
Animal World —  
1/2 HR — 52  
episodes — in  
70 markets  
(Barter)  
American Horse  
& Horseman —  
1 HR — 26  
episodes — in  
60 markets  
(Barter)

Death Valley Days — 1/2 HR — 26 episodes — now in  
production for Sept. 1974 start.

**THE  
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**Deal Your Own Game**  
260 EPISODES  
One half-hour five day  
a week strip or  
one half-hour prime time  
access once weekly.

			RTG SHARE	
Albany, N.Y.	WRGB 7:30 PM	Mon-Fri	21	36
Baltimore	WJZ 7:30 PM	Tues	17	33
Boston	WBZ 7:30 PM	Thurs	13	24
Cincinnati	WLWT 7:30 PM	Fri	13	23
Columbus	WLWC 7:30 PM	Thurs	14	22
Kansas City	KCMO 6:30 PM	Thurs	14	21
Pittsburgh	KDKA 7:00 PM	Sat	18	30
San Francisco	KPIX 7:30 PM	Mon	13	24

Representative Ratings — Feb/Mar Nielsen

Source: NSI Feb/Mar 74. Audience estimates subject to  
qualifications described by Nielsen.

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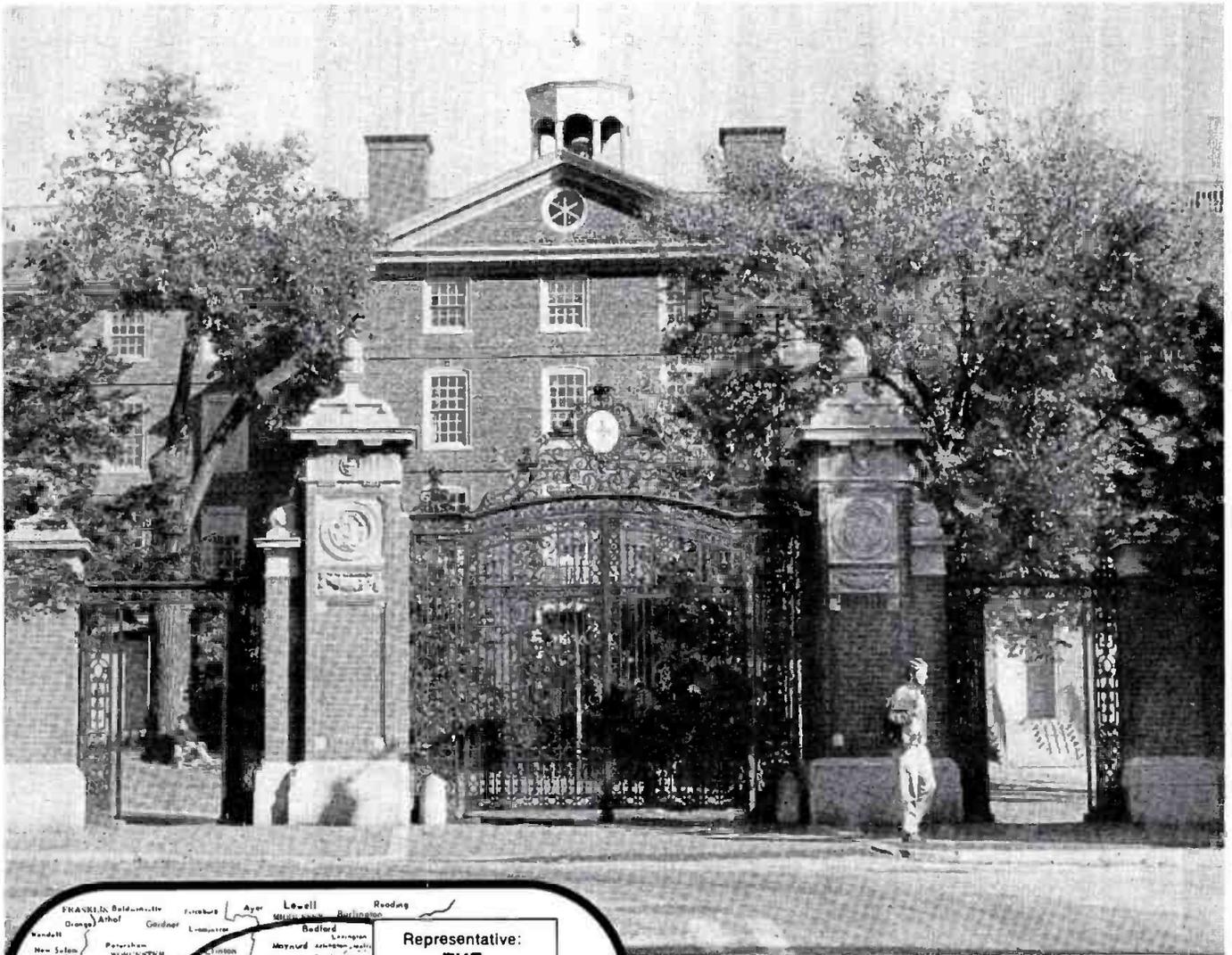
**"WGN?  
I just started listening .  
Guess I got tired of the  
same songs every day.  
But on WGN,  
no two days are alike...  
in fact, no two  
programs are alike."**

**Radio 720  is Chicago**

WGN Continental Broadcasting Company

**fifty**  
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## Closed Circuit®

**50-50.** Sources at Senate Copyright Subcommittee give National Association of Broadcasters even chance of killing provision in new copyright bill that would require broadcasters to pay royalties to phonograph record manufacturers and performers (see page 17). Bill moved out of subcommittee to parent Judiciary Committee last week. Recording-royalty provision wasn't even argued at subcommittee mark-up because members "knew it would be fought out at the full committee," source said.

**TV and the gate.** FCC hopes to meet deadline today (Monday) to give Senate and House Commerce Committees report on impact on National Football League of law lifting TV blackouts of sold-out home games. Report will lack financial data which NFL refused to supply. It will say that no-shows increased over 1972 and that concessionaire sales are off. Ticket sales continued to rise, however.

Besides impact on NFL, report — being prepared primarily by Alan Pearce, FCC economic consultant, — will also track TV ratings of televised home games and effects on radio audiences. To no one's surprise, radio lost.

**Politicking.** Disclosure by Radio Board Vice Chairman Harold Krelstein (Plough Broadcasting, Memphis) that he will run for joint board chairmanship of National Association of Broadcasters in June 1975 ("Closed Circuit," March 25) has brought challenge from TV directors. Wilson C. Wearn (Multimedia Broadcasting, Greenville, S.C.), vice chairman of TV board, discloses he will run for TV board chairmanship this June (regarded as virtual certainty since incumbent Robert Wright, WTOK-TV Meridian, Miss., isn't eligible) and for joint board chairmanship in 1975.

Mr. Krelstein, should his parlay into radio board chairmanship and thence head of joint board succeed, would be third successive joint board chairman to move up from radio board. Incumbent joint board chairman, Andrew M. Ockershausen, Washington Star Stations, is expected to be re-elected in June for second one-year term. He succeeded Richard W. Chapin (Stuart Stations, Lincoln, Neb.), who held office for two terms.

**Down to the wire.** Parties to \$105-million breakup of Carter Publications' broadcast and newspaper properties are watching calendar as FCC staff prepares material for commission's consideration. Sales contracts originally carried March 31 deadline, now moved back to April 30, and commission staff is attempting to complete work in time for FCC action by then. At stake is \$35-million sale of WBAP-TV Fort Worth to LIN Broadcasting, and \$80-million sale of WBAP-AM-FM, *Fort Worth Star-Telegram* and two suburban newspapers to Capital Cities Communications Corp.

License renewals of stations and transfer applications have been held up by oppositions and by antitrust suit, now settled, that former owners of now-dark UHF in Dallas filed against Carter and two other multimedia owners in that area. Commission staff hopes to present item that will enable FCC to act on other renewals that are also involved — A. H. Belo Corp.'s KFDM-TV Beaumont, Tex.,

and WFAA-AM-FM Dallas and *Times Herald's* KDFW-TV Dallas. (WFAA-TV would be in item, too, except that it is target of competing application filed by local Dallas group.) Renewals have been held up almost exactly three years. Texas stations are due to file for next renewal in May.

**Tomorrow's TVB.** Select committee named to make recommendations for future of Television Bureau of Advertising is turning to grassroots for next phase of its study. Questionnaire soliciting all TVB members' views was reported in preparation last week to supplement informal surveying done by individual committeemen earlier in year. This and all other phases of study were reported on schedule following committee meeting last week attended by representatives of McKinsey & Co., management consulting firm retained several weeks ago (at unofficially reported fee of \$35,000).

Seven-member committee is keeping its work under tight security but expects to have final report and recommendations ready for TVB's executive committee in time for consideration by TVB board at meeting in Bermuda first week of June.

**Recognition.** NBC-TV is expected to add vice presidency to children's programming department and give it to Joseph Taritero, director of children's programming, West Coast. He's considered architect of current and new children's schedules. George Heineman, now VP children's programming and executive producer of Saturday-morning *Go!*, will keep stripes.

**Shortchanged?** TV salesmen are not happy about Arbitron Television's analysis showing that, though Jan. 6 switch to daylight time was followed by gains in late-night television tuning, January daytime and early-fringe viewing was down from year ago (*Broadcasting*, April 8). Television Bureau of Advertising's prompt issuance of new Nielsen figures showing March viewing at all-time high (story page 22) no doubt was meant to offset any downbeat impression. Others are counterattacking from other angles.

Harrington, Righter & Parsons, for one, claims declines Arbitron noted were virtually all in children and teen-agers. Its own analysis of same 21 markets Arbitron used, HRP says, shows January viewing by adults (aged 18 and over) was up 6.9% from year ago, with adult female audiences up 5.5%, adult men up 8.4%. And National Association of Broadcasters, which does not publicize its nuts-and-bolts ratings research, was circulating privately last week 134-market analysis of average March figures from Nielsen — presumably because Arbitron's were not yet available on that scale — showing that despite some dropoffs in Monday-Friday daytime and early fringe viewing, weekend and full-day, full-week averages were up from year ago in terms of total households, total persons, total women.

**Headhunter.** Unofficial title of chief talent scout at White House has passed from Jerry H. Jones to his deputy, David J. Wimer. Mr. Jones, who unofficially was special assistant to President, has moved up to be aide to President's chief of staff, General Alexander Haig. Mr. Wimer moved to White House year ago from Department of Labor.

## Top of the Week

**Quid pro Quello.** James Quello's seven-month wait for confirmation of his FCC appointment appears to be near end, as Senate Commerce Committee endorses him by 14-2 vote (Magnuson, Tunney dissent). Floor approval seen after recess. And while Luther Holcomb will have to wait in wings bit longer, he too seems destined for 1919 M Street. Page 16:

**Nobody's bill on copyright.** McClellan subcommittee votes out controversial copyright legislation branded as repressive by broadcasters and cablemen alike. Provision that would bar cable carriage of distant sports telecasts elicits vocal condemnation from NCTA; NAB hits establishment of new record royalties. Both sides vow vigorous opposition as bill moves into parent Judiciary Committee. Page 17.

**Moving in.** Houston banker Joe Allbritton goes to Washington with offer to bail out financially plagued Star-News and associated broadcast properties. His offer to acquire at least one-third interest of firm pends approval of FCC, which has yet to determine how to deal with proposal. Page 17.

**Revisitation.** Red Quinlan's new book, "The \$100 Million Lunch," recounts two-decade drama which ultimately led to demise of WHDH-TV Boston and its newspaper affiliate. Narrative sheds some new light on classic episode in communications law. Page 18.

**Jeopardy.** Did Gross Telecasting use news facilities of its WJIM-TV Lansing, Mich., to achieve personal gains? FCC wants to know. It orders hearing on charges, puts renewal of WJIM stations on line. Page 19.

**Access arguments.** No discouraging words were heard by Senator Lee Metcalf and his joint committee as it ended probe into prospect of opening congressional chambers to electronic media coverage. Page 23.

**Mobil mobilizes.** ABC's Close Up on Oil has been branded as patently misleading in Mobil Oil critique. Network, sticking by its research, nonetheless promises to investigate charges fully. Page 41.

**Crisis convention.** Enmeshed in adversities, cable industry prepares to head for Chicago and NCTA's 23d annual convention. Here's a guide of what to look for and where to find it. Page 42.

**Newcomer.** Pay cable comes to Los Angeles with some formidable backers: knowledgeable Teleprompter, wealthy Hughes. Page 59.

**Out of the fire.** Decision by Metromedia's KTTV(TV) Los Angeles to "blacklist" certain programs may have quieted citizen group, but it activated a broadcasting colleague — Worldvision Enterprises — that challenges wisdom, legality of judgment. Page 62.

**Onward.** Another glowing report of television's finances from TVB. This time, network billings are the topic. And with more than \$2 billion under its belt last year, that entity remains a healthy contributor indeed. Page 66.

**Irked.** Senator Adlai Stevenson thinks all was not fair with gas company ads run by all-news WAVA(AM) Arlington, Va. His sentiments are shared by Consumers Union which, in turn, shares them with FCC. Page 64.

**Establishmentarian with a difference.** Bob Sherman (alias Bobby Love) has traded his guitar for a corner office at CBS headquarters, and finds the new environment more to his liking. Page 85.

## Holcomb's letter endorsing Nixon cited against Democratic credentials

As James Quello before him, Luther Holcomb, nominated to Democratic vacancy on FCC, has come under attack. At issue: his bona fides as Democrat. Just prior to Senate Commerce Committee's executive session last week (story page 16), Consumer Federation of America distributed letter Mr. Holcomb had written to Donald W. Kendall, chairman of Pepsico Inc. — and large contributor to President's re-election effort — avowing his support and desire for active participation in Mr. Nixon's campaign. Holcomb letter was dated May 18, 1972, was written on Equal Employment Opportunities Commission stationery.

"I want to tell you of my total commitment to President Nixon for re-election," Mr. Holcomb wrote. "It's more than a political matter with me . . . It is my understanding that [Pepsico executive] Paul Kayser is working with the Committee to Re-elect the President. I assume his responsibility is with businessmen. Because of my contacts with this particular group, I think there are ways I can be helpful. I would appreciate you . . . calling him and indicating that I'm going to be in touch with him and would like a brief chat. I am not under the Hatch Act."

Democrats on Senate Commerce had letter when they approved nominations of Mr. Quello and of John Eger as deputy director of Office of Telecommunications Policy. Numerous quorum calls prevented committee from discussing Mr. Holcomb and Pepsico letter.

Mr. Holcomb told *Broadcasting* he regretted having written letter. Purpose, he said, was to "enhance position" of Deke DeLoach, close friend and former liaison between FBI and Johnson administration, now Pepsico executive.

"I wanted to let Mr. Kendall know that DeLoach was an asset to his company," Mr. Holcomb said. He denied ever participating in campaign and said he never even "set foot" in CREEP offices. "I wouldn't even know Mr. Kendall if he passed me in the street." Nixon endorsement was "editorializing I ought not have done," he said.

Congresswoman Barbara Jordan and Senator Lloyd Bentsen, Democratic members of Texas delegation who are Mr. Holcomb's strongest backers on Hill, said they would not reconsider support of Mr. Holcomb. "It would have to be something worse than supporting President Nixon," Jordan aide said, "but that's pretty bad anyway."

## Success breeds new problem for FM: tightening of nonduplication rules

Pointing to new flowering of FM broadcasting for justification, FCC last week proposed tightening AM-FM nonduplication rule that limits to 50% amount of AM programming that commonly owned FM may duplicate on weekly basis in community of more than 100,000. Commission is considering barring all duplication — except news or public affairs — in communities of more than 100,000, and applying 50% rule to communities of less than that size.

Commission said things have changed in FM since present rule was adopted 10 years ago. At that time, most FM channels in cities of 100,000 or more were taken. Now there have been multiple filings for FM channels in communities with less than 10,000 population; few channels are available in communities of 25,000 population, virtually none in towns of more than 50,000.

Number of independent FM's has doubled, average revenues per independent have quadrupled, and total revenues have increased seven-fold, commission said. It also noted that percentage of independent FM's making profit has climbed significantly. FM set penetration has increased swiftly.

Commission invited commenting parties to consider possible rule which would encourage extended hours of broad-

**First score.** Fireman's Fund American Insurance Companies, San Francisco, through Cunningham and Walsh, said Friday (April 12) it has bought \$550,000 worth of time on 23 nationally televised games of new World Football League on TVS Television Network this year, becoming first national advertiser in WFL's fold.

casting by not counting period of midnight to 6 a.m. in determining amount of nonduplication required. Comments due by July 25, replies by Aug. 26.

### Barrett, Santarelli join FCC queue

New name has surfaced in speculation over who will be named to fill Dean Burch vacancy at FCC: David M. Barrett of Tulsa, Okla., vice president-general counsel of William K. Warren Foundation. Mr. Barrett, 37, is politically connected. In 1968 he headed Young Republicans for Nixon in Indiana and ran unsuccessfully for Congress; he lost to Democratic incumbent, John Brademas, who represents Elkhart-South Bend area. Mr. Barrett is graduate of Georgetown University and Notre Dame law school (where his father teaches). And his background includes service in Washington as assistant U.S. attorney and as law clerk under U.S. District Judge William Jones.

Another new name being mentioned is Donald E. Santarelli, administrator of Justice Department's Law Enforcement Assistance Administration. Mr. Santarelli has been campaigning for post, but is likely to run into opposition from networks because of friendship with presidential aide Patrick Buchanan, one of sharpest network critics in White House. Others believed still to be in running are Lynn Wickwire, of New York State Cable Television Commission; Bruce Owen, of Stanford University; Abbott M. Washburn, former deputy director of U.S. Information Agency who is now in international public relations, and Wade H. Hargrove, Raleigh attorney and executive director of North Carolina Association of Broadcasters.

### CPB funding bill suffers overexposure

Office of Telecommunications Policy's proposed bill for long range funding (up to \$100 million after five years) of Corporation for Public Broadcasting, which had been expected to be offered to Congress this week, is in White House freeze. Bill, which has already been circulated through affected cabinet-level agencies, now won't be out before mid-May — if at all. Hiatus is based on two developments.

First, some White House officials have been stirred by dialogue with public broadcasting's top echelon. It's reported that on April 4, new Nixon aide (and ex-FCC chairman) Dean Burch met for half hour with CPB Chairman James Killian, Vice Chairman Robert Benjamin, Public Broadcasting Service Chairman Ralph Rogers and Vice Chairman Sidney James at White House. According to source at meeting, no effort was made to sway Mr. Burch toward industry conviction that OTP-proposed ceiling should be doubled. But fact that issue was raised at high administration level, source said, inspired inordinate interest in bill. Second, President Nixon, no friend of public broadcasting, hadn't been aware of bill's provisions until he was given briefing last month in preparation for National Association of Broadcasters convention news conference. Enlightened, source said, President had "a lot of questions."

Bottom line, it's reported, is that unless proponents of bill on White House staff (and at OTP, which continues support) succeed in convincing Mr. Nixon of propriety of long term funding, legislation could die at White House. Chances now, source said, are "50-50."

### Senate would repeal Section 315, but . . .

Senate has passed campaign reform bill that would repeal Section 315 as it applies to presidential and vice presidential elections, as well as for senatorial and House races, if each congressional candidate is given five minutes of free time. Vote was 53-32 on entire bill. Measure now goes to House, where it will meet stiff opposition.

Congressional equal-time repeal with five-minute qualification is work of Senator Walter D. Huddleston (D-Ky.). Stations would have to notify all legally qualified candidates for Senate and House 15 days before election of availability of five free minutes in order to be exempted from Section 315 responsibilities.

Senator Howard Baker (R-Tenn.), aided by Senator Robert Packwood (R-Ore.), failed in attempt to repeal lowest-unit-rate rule that requires broadcasters to sell air time at lowest fee on rate card to candidates. Senator Baker argued that with public funding of campaigns, lowest unit rate should go so candidates could get more prime positions for spots. Senator John O. Pastore (D-R.I.) objected vigorously to Baker amendment and won tabling motion handily, 67-19.

### In Brief

**Florida contest.** FCC last week designated for hearing renewal application for Post-Newsweek's WPLG-TV Miami and Tropical Florida Broadcasting Co.'s competing application for channel 10. Hearing order indicates Tropical Florida will have problems to overcome even before it gets to standard comparative issue; commission designated ascertainment, misrepresentation and financial issues against challenger. Not yet designated for hearing is P-N's renewal for WJXT(TV) Jacksonville; three competing groups have applied for that facility.

**Off.** Reeves Telecom Corp. has announced that previous tentative agreement for \$8 million sale of its WHTN-TV Huntington, W.Va., to Gateway Communications (*Broadcasting*, April 1) has been abandoned.

**Three more.** Public Service Broadcasters Inc., Midwest group broadcaster, says it has agreed to purchase three additional radio stations in two separate transactions. Firm, headed by Donald G. Jones, would buy WGEZ(AM) Beloit, Wis., from Dubuque *Telegraph-Herald* for \$405,000; KWEB(AM)-KNCV(FM) Rochester, Minn., from Mike Shеды for \$425,000. Both deals are subject to FCC approval. PBS now owns KFIZ(AM) Fond du Lac, Wis.; WTIM-AM-FM Taylorville and WVLN (AM)—WSEI(FM) Olney, Ill.; WCTW(AM)-WMDH(FM) New Castle, Ind., and KROS-AM-FM Clinton, Iowa.

**WCAU-AM-FM renewed.** FCC has rejected petitions of citizens group and number of individuals and renewed licenses of CBS's WCAU-AM-FM Philadelphia. (Commission did not deal with oppositions to WCAU-TV, whose renewal application was ordered into hearing with application of local group seeking channel 10; see page 19). Concern Communications and individual Philadelphia residents complained that CBS had failed to ascertain community needs or to program adequately for blacks, and that stations did not employ sufficient number of blacks, particularly in responsible positions. However, commission found in favor of CBS on all three issues.

**Road show.** FCC Chairman Richard E. Wiley is firming up plans for first of what he hopes will be series of commission meetings with broadcasters and members of public around

country. Dates for previously announced Atlanta meeting are expected to be May 23, 24. Besides Chairman Wiley, Commissioner Benjamin L. Hooks is expected to attend; commissioner-designate Luther Holcomb is also said to be interested in participating.

**Fiscal front.** CBS Inc. reports record first quarter income and profits, latter rising 22% to estimated \$20.9 million (73 cents per share) from \$17.1 million (60 cents) in 1973. Sales were up 14% - \$414.5 million against \$363.7 million. RCA Corp.'s first quarter income was up 7% to \$1.04 billion, but earnings dropped 17% to \$34.8 million (45 cents per share) from \$41.7 million (54 cents) year earlier.

**Late Fates.** *Neal W. Branch*, general manager, WBIR-AM-FM-TV Knoxville, Tenn., and *James M. Hart*, general manager, WXII-TV Winston-Salem, N.C., elected VP's and directors of stations' licensee, Multimedia Broadcasting. *Arthur L. Ginsburg*, chief of FCC's complaints branch since 1967, named assistant chief of Complaints and Compliance Division. *Mark Evans*, VP-public affairs, Metromedia Inc., Washington, recovering after open-heart surgery April 4 at Saint Joseph's hospital, Phoenix. CBS Inc. President *Arthur R. Taylor* will deliver commencement address at Brigham Young University Friday (April 18) at ceremony in which former FCC Chairman *Rosel H. Hyde* will receive honorary degree of doctor of public service. *James L. Saphier*, 67, veteran radio-TV agent whose chief client was Bob Hope, died of cancer at his Santa Monica, Calif., home April 9. Mr. Saphier was associated with Mr. Hope and others in majority ownership of KOA-TV Denver (later sold to minority stockholders for \$6.3 million). Also in association with Mr. Hope and others, he was an owner of WBMJ(AM) San Juan, P.R., and of Western Broadcasting Inc., which won FCC approval last year for 1110 khz (now occupied by KRLA[AM]) Los Angeles. In own right he and other associates own KVEC(AM) San Luis Obispo and KMBY(AM) Monterey, both California. In his early agency days in Hollywood Mr. Saphier packaged such radio shows as *Beulah*, *Corliss Archer*, *The Saint*, *Split Second*, *It Pays to be Ignorant*. For earlier reports, see "Fates & Fortunes," page 71.

## Headliners

**Edward G. Harness**, president of Procter & Gamble Co., named chairman and chief executive officer, succeeding **Howard Morgens**, who becomes chairman of executive committee. Promoted from executive vice presidencies: **John G. Smale**, named president; **Owen B. Butler**, named vice chairman, and **William R. Gurganus**, named president of P&G International.

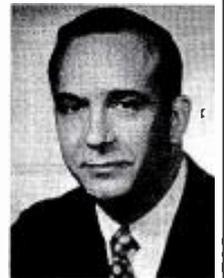
**Daniel T. Pecaro**, acting general manager of WGN Continental Broadcasting Co., elected executive VP, general manager and chief operating officer, with total responsibility for broadcast operations. Appointment was announced by **Harold F. Grumhaus**, elected chairman and president of WGN Continental, latter post formerly held by **Ward L. Quaal**, who began leave of absence in February (*Broadcasting*, Feb. 18). **Sheldon Cooper**, acting station manager of WGN-TV Chicago, and **Robert B. Henley**, acting station



Pecaro



Curran



Severino



Wagner



Scollard

manager of WGN(AM), have been elected VP's and to board of directors of WGN Continental. Mr. Quaal has relinquished his directorships in that company and in parent Tribune Co. **Edward A. Engel**, head of accounting and finance for WGN Continental, also elected VP. Mr. Grumhaus, who was chairman and chief executive of Tribune Co. and will be chairman of its executive committee, succeeds **J. Howard Wood** in WGN Continental chairmanship. **Stanton R. Cook**, publisher of *Chicago Tribune*, has been elected president and chief executive officer of Tribune Co.

**Don B. Curran**, VP and general manager of KABC-TV Los Angeles and associated with that and other ABC-owned stations since 1961, named president of group owner Kaiser Broadcasting Co., effective May 1. He will succeed **Richard C. Block**, who becomes senior vice president with primary responsibility in industry relations, program development and promotion, also working to accelerate growth of UHF, in which Kaiser has pioneered and now operates WKBG-TV Cambridge-Boston; WFLD-TV Chicago; WKBF-TV Cleveland; WKBD-TV Detroit; WKBS-TV Burlington, N.J.-Philadelphia and WBHK-TV San Francisco. **John C. Severino**, VP and general manager of ABC's WLS-TV Chicago, named to succeed Mr. Curran at KABC-TV.

**Carl Wagner**, VP-general manager, Taft Broadcasting Co.'s WTVN-AM-FM Columbus, Ohio, named to newly created post, VP-radio, Taft Broadcasting, with responsibility for company's eight radio stations. He retains WTVN-AM-FM managership.

**Gary Scollard**, executive VP of MMT Sales Inc., New York, named president and chief executive officer of representative firm, replacing **Fred Nettore**, who has resigned to return to business interests in Florida. Mr. Scollard and Mr. Nettore were co-founders of MMT in 1972. From 1965 until 1971 Mr. Scollard was account executive for John Blair & Co. in Detroit and New York.

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You needn't "paint her a picture" to get her to believe in your product. W. R. Simmons has shown that accurate recall of advertised brands among listeners to radio in general is only 15% below commercial recall for average television. In fact, one radio format—Personality/Middle-of-the-Road—scores 38% *higher* than average television. Can radio match television in creating a favorable impression for your brand? When Simmons asked the respondents if the advertising they remembered made them feel favorable toward the product, the two media rated virtually equal. For further information about the Simmons Commercial Impact Study, call a Golden West Broadcasters station or Major Market Radio, Inc.

The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology.

A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.



## COMMERCIAL IMPACT STUDY

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"I GET A P&L PROMPTLY . . ."

"I HAVE BETTER CONTROL . . ."

"I KNOW SALES DAILY . . ."

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## Datebook®

■ Indicates new or revised listing.

### This week

**April 15**—Deadline Club, New York chapter of Sigma Delta Chi, deadline for entries in United Nations award competition. Awards are offered for distinguished coverage of UN during 1973. Contact: Deadline Club Awards, William P. Mullane Jr., Room 506, 195 Broadway, New York 10007.

**April 16**—FCC Cable Television Technical Advisory Committee conference on future coordination of CATV technical requirements. FCC, Washington.

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

■ **April 16**—Hollywood Radio and Television Society newsmaker luncheon. Guest will be Barbara Walters, NBC news correspondent and Today show co-anchor. Beverly Wilshire hotel, Beverly Hills, Calif.

■ **April 17**—Washington chapter, Sigma Delta Chi dinner meeting. Speakers: FCC chairman Richard E. Wiley, Office of Telecommunications Policy Director Clay Whitehead. Broadcasters Club, Washington.

**April 17-18**—Oregon Association of Broadcasters board meeting. Salem, Ore.

**April 17-19**—Minnesota Broadcasters Association spring meeting. Ramada Inn, St. Paul.

**April 17-19**—University of Miami Wilson Hicks International Conference on Visual Communication. Keynote speaker: Av Westin, ABC News vice president. Brockway Lecture Hall, UM, Coral Gables, Fla.

**April 18**—Viacom International Inc. annual stockholders meeting. DeMonico's hotel, New York.

**April 18**—Time Inc. annual stockholders meeting. Time & Life Building, Rockefeller Center, New York.

■ **April 18**—Association of Federal Communications Consulting Engineers monthly meeting. Hotel Washington, Washington.

**April 18-19**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Chase-Park Plaza hotel, St. Louis.

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

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

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

**April 19-20**—Society of Professional Journalists, Sigma Delta Chi region three conference for members in Tennessee, Mississippi, Alabama, Georgia, South Carolina and Florida. Tuscaloosa, Ala.

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

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

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

**April 19-20**—Indiana Associated Press Broadcasters Association meeting. Imperial House, Terre Haute, Ind.

**April 19-20**—American Law Institute—American Bar Association Joint Committee on Continuing Legal Education conference on pay television and leased cable TV channels with discussion of National Cable Television Association vs. U.S. and Teleprompter vs. CBS cases. Continental Plaza hotel, Chicago.

**April 19-21**—State University of New York at Albany Focus '74, conference on film, TV, motion pictures and photography. SUNY campus, Albany.

**April 20**—Society of Professional Journalists, Sigma Delta Chi region ten conference for members in Washington, Oregon, Idaho, Montana and Alaska. Spokane, Wash.

**April 20**—Iowa Broadcast News Association annual convention. Kirkwood hotel, Des Moines.

**April 21-22**—American Association of Advertising Agencies Southwest council meeting. New Orleans.

**April 21-24**—National Cable Television Association

23d annual convention. Conrad Hilton hotel, Chicago.

**April 21-24**—*International Industrial Television Association* annual conference. Special feature includes admission to *National Cable Television Association* equipment exhibits, in conjunction with NCTA convention being held simultaneously. Speakers: Representative Torbert H. Macdonald (D-Mass.), Wally Briscoe, NCTA. Palmer House, Chicago.

**April 21-25**—*Pennsylvania Association of Broadcasters* annual convention. Runaway Bay hotel, New Falmouth, Jamaica.

**April 21-26**—*Society of Motion Picture & Television Engineers* 115th conference. Century Plaza hotel, Los Angeles.

#### Also in April

**April 22**—*Associated Press* annual meeting. Featured speaker: Vice President Gerald Ford. New York.

**April 22**—Deadline for reply comments on FCC's further notice of rulemaking on television automatic logging (Doc. 19667).

**April 22**—Deadline for comments on FCC's proposal to extend UHF-land mobile sharing plan to three additional cities (Doc. 18261).

**April 22-23**—*State Broadcaster Association presidents conference*, Ramada Inn, Rosslyn, Va. Executive secretaries of state associations meet April 22 at National Association of Broadcasters building, Washington.

**April 23**—*McGraw-Hill Inc.* annual stockholders meeting. 1221 Avenue of the Americas, New York.

**April 23**—*Zenith Radio Corp.* annual stockholders meeting. Zenith Radio Distributing Corp. building, 505 North Northwest Avenue, Northlake, Ill.

**April 23**—*Schering-Plough Corp.* annual stockholders meeting. 60 Orange Street, Bloomfield, N.J.

**April 24**—*Westinghouse Electric Corp.* annual stockholders meeting. Pittsburgh Hilton hotel.

**April 24-25**—*American Council for Better Broadcasts* 21st annual conference: "Public Interest, Convenience or Necessity—Interpretation for 1974." Prince Murat Inn, Baton Rouge.

**April 25**—*Transamerica Corp.* annual stockholders meeting. 1111 California Street, San Francisco.

**April 25**—*Canadian Television Commercialists Festival*. Four Seasons—Sheraton hotel, Toronto.

**April 25-26**—*University of Wisconsin Extension, UW School of Journalism and Mass Communication and Wisconsin Advertising Clubs* advertising conference: "Government, You and Advertising." Speakers: Gerald Thain, Federal Trade Commission; William Ewen, National Advertising Review Board; Nancy Buck, American Advertising Federation. Ramada Inn, Waukesha, Wis.

**April 25-26**—*Kentucky Broadcasters Association* spring convention. Galt House, Louisville.

**April 26**—Extended deadline for filing reply com-

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

**April 26**—*Southern California Broadcasters Association* seminar on energy crisis. Speaker: FCC Chairman Richard E. Wiley. Baxter hall, California Institute of Technology, Pasadena, Calif.

**April 26-28**—*Noncommercial WKPS(FM)* New Wilmington, Pa., sponsors *Radio Conference '74* for college radio broadcasters. Westminster College, New Wilmington.

**April 27**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television lighting. WTTG(TV) studios, Washington.

**April 28-30**—*Chamber of Commerce of the United States* annual meeting. Washington Hilton, Washington.

**April 28-May 4**—14th international "Golden Rose of Montreaux" contest for light entertainment television programming. Montreaux, Switzerland.

**April 29**—*Wometco Enterprises Inc.* annual stockholders meeting. Byron-Carlyle theatre, 500 71st Street, Miami, Beach.

**April 30**—Extended deadline for entries in *National Press Club/Montgomery Ward* award for excellence in consumer reporting. Categories include radio, TV and print media. Contact: Awards Committee, National Press Club, National Press Building, Washington, D.C. 20004

**April 30**—*Storer Broadcasting Co.* annual stockholders meeting. WAGA-TV, 1551 Briarcliff Road, N.E., Atlanta.

**April 30**—*RSC Industries Inc.* annual stockholders meeting. Marriott hotel, 1201 N.W. 42d Avenue, Miami.

#### May

**May 1**—Deadline for supplemental filings and notices of appearance on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties.

**May 1**—*Magnavox Co.* annual stockholders meeting. 1700 Magnavox Way, Fort Wayne, Ind.

**May 2**—*Washington, D.C. chapter, American Women in Radio and Television* "Exhibit '74'"—display of

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#### Major meeting dates in 1974-75

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

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

**May 16-18**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 30-June 1**—*Associated Press Broadcasters Association* national meeting. Alameda Plaza hotel, Kansas City, Mo.

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

**June 6-8**—*Broadcasters Promotion Association* 1974 seminar. Hyatt-Regency, Atlanta.

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

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

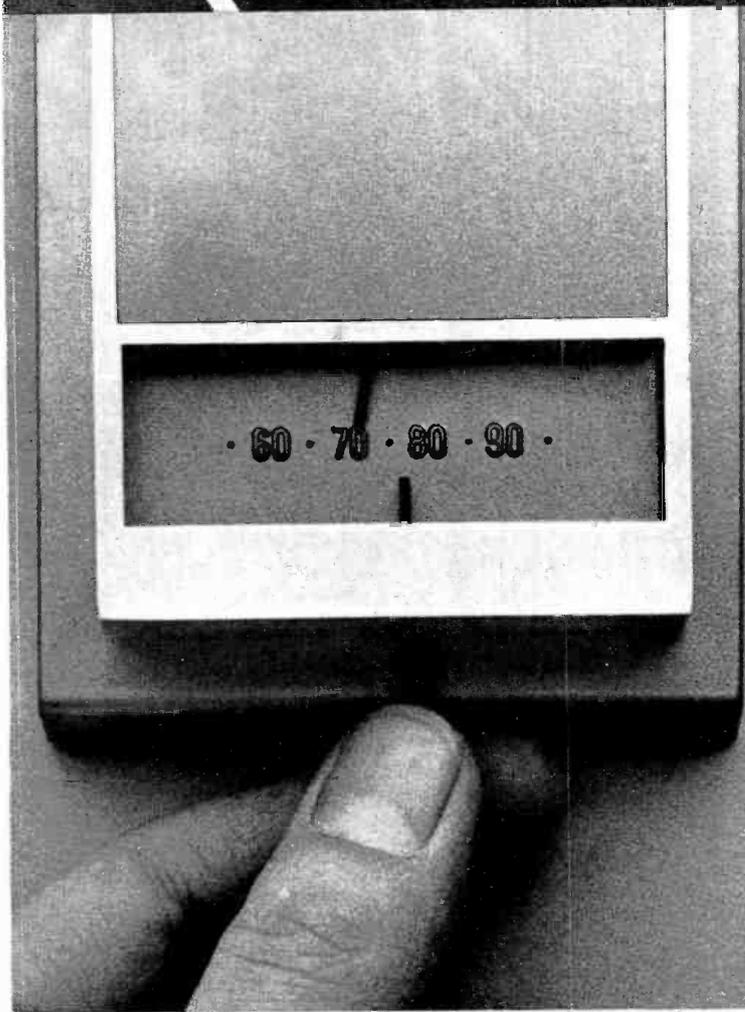
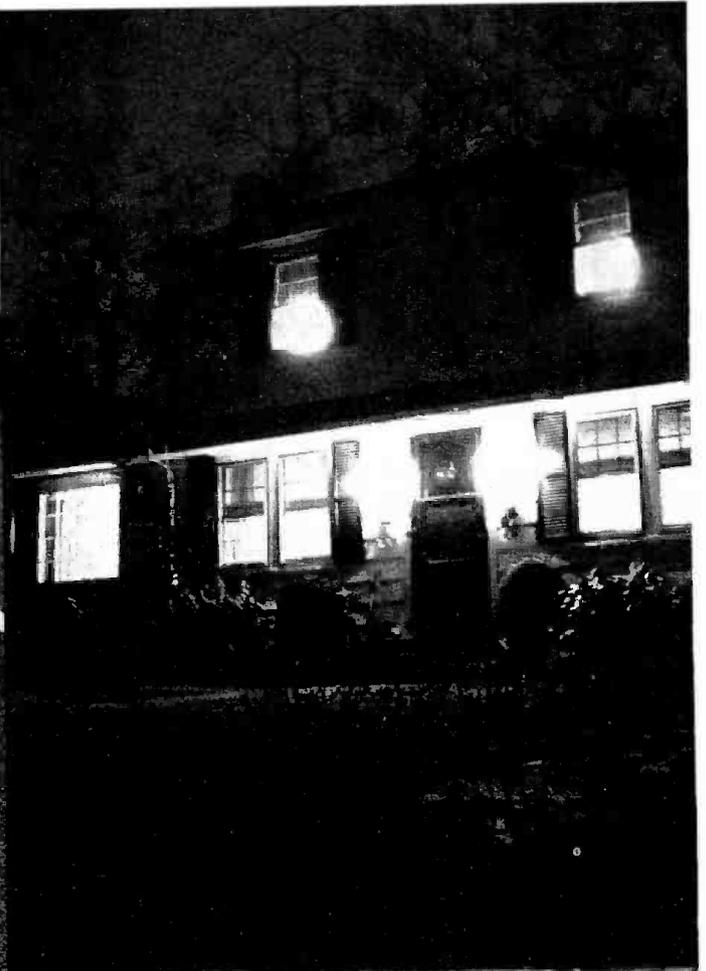
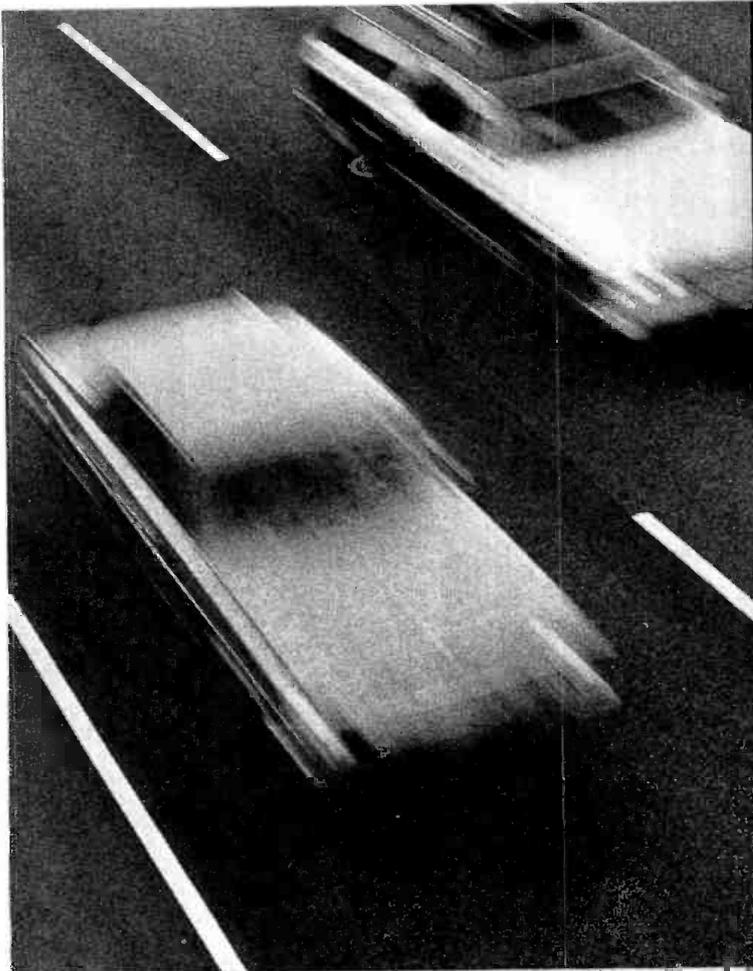
**Oct. 27-30**—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

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

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

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

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



# SOME PEOPLE AREN'T TAKING THE ENERGY CRISIS SERIOUSLY ENOUGH.

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

2 trillion barrels of crude shale oil lie under Colorado, Utah and Wyoming. Oil from Alaska's North Slope should start flowing at the rate of 2 million barrels a day in 1977. And the U.S. has estimated recoverable coal deposits of 2 trillion tons—enough for several centuries—from which oil and gas could be extracted.

Trouble is, these are long range projects. And the problem is *now*.

For with the oil embargo lifted, it's natural for many to return to their wasteful ways. Yet our petroleum resources continue to dwindle daily. And the high price of imported oil aggravates inflation and our balance of payments.

So, while we work toward future self-sufficiency, it's urgent for us to continue conserving our

gasoline, heating oil, jet fuel and oil for utilities.

That's why, in its editorials and special programs, Storer stations still give top priority to energy conservation.

For example, to save gas WAGA-TV in Atlanta joined forces with local organizations to establish a "TV5 Klass Karpool." A plan to provide Atlanta motorists with computerized data for massive car-pooling. 250,000 applications were distributed to interested rush-hour drivers. Not only has this plan saved gas, it has also helped relieve growing metro area traffic. As a result of the station's efforts, Georgia's governor awarded WAGA-TV a plaque and created a special TV5 Klass Karpool Day.

In Toledo, WSPD-TV pushed to make a 55-mile-per-hour speed limit mandatory, feeling that voluntary compliance wouldn't work. It is now a law. To encourage use of mass transit, WSPD-TV also

made a strong plea for lower bus fares. And when it was reduced from 40 to 25 cents, they urged the community to take advantage of the lower fare.

Storer stations in Miami, Cleveland, Milwaukee and other cities continuously air similar messages. Subjects range from staggered work hours to encouraging offshore oil exploration.

Getting deeply involved in the vital affairs of their communities is basic to the philosophy of Storer stations.

We're convinced that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Broadcasting that serves.**

THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WBSK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/WSPD-TV Toledo  
WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

works by college women in broadcasting curriculums. WTTG(TV) studios, Washington.

■ **May 2**—*Warner Communications Inc.* annual stockholders meeting. New York Hilton hotel, New York.

■ **May 2-4**—*Kansas Association of Broadcasters* convention. Silver Spur motel, Dodge City, Kan.

■ **May 3**—*Cowles Communications Inc.* annual stockholders meeting. Manufacturers Hanover Trust Co., 350 Park Avenue, New York.

■ **May 3-4**—*Society of Professional Journalists, Sigma Delta Chi* Distinguished Service Awards presentation and region two conference for members in Maryland, District of Columbia, North Carolina and Virginia. Williamsburg conference center, Williamsburg, Va.

■ **May 3-5**—*Alabama Associated Press Broadcasters Association* annual meeting. Olympic Spa, Dothan, Ala.

■ **May 3-5**—*Michigan News Broadcasters Association* 3rd semiannual meeting. Central Michigan University, Mt. Pleasant.

■ **May 3-5**—*Illinois News Broadcasters Association* spring convention. Holiday Inn East, Springfield.

■ **May 4**—*Sigma Delta Chi* Distinguished Service Awards banquet. Williamsburg, Va.

■ **May 5-8**—*Association of National Advertisers* financial management workshop. The Wigwam, Phoenix.

■ **May 6**—Deadline for reply comments on FCC's proposal to extend UHF-land mobile sharing plan to three additional cities (Doc. 18261).

■ **May 7**—*John Blair & Co.* annual stockholders meeting. Dorset hotel, New York.

■ **May 7**—*Washington Ad Club* "Radio Day" luncheon. Shoreham hotel, Washington.

■ **May 7**—*RCA Corp.* annual stockholders meeting. 30 Rockefeller Plaza, New York.

■ **May 8**—*Kaiser Industries Corp.* annual stockholders

meeting. 300 Lakeside Drive, Oakland, Calif.

■ **May 8**—*Connecticut Broadcasters Association* spring convention. Mystic Seaport, Conn.

■ **May 8-11**—*ABC-TV's affiliates'* annual meeting. Century Plaza hotel, Los Angeles.

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

■ **May 9-10**—*Ohio Association of Broadcasters* spring convention. Hospitality Motor Inn East, Cleveland.

■ **May 10-11**—*Society of Professional Journalists, Sigma Delta Chi* region six conference for members in Minnesota, North and South Dakota. Minneapolis.

■ **May 11**—*Virginia Associated Press Broadcasters* 1974 annual meeting. Executive motor hotel, Richmond, Va.

■ **May 11**—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television sales. University of Maryland, College Park.

■ **May 13-14**—*Washington State Association of Broadcasters* spring meeting. Ridpath hotel, Spokane.

■ **May 14-15**—*CBS-TV affiliates'* annual meeting. Century Plaza hotel, Los Angeles.

■ **May 14-18**—*Central Educational Network* workshop on ITV utilization. Ramada Inn, Des Moines, Iowa.

■ **May 15**—Deadline for supplemental and updated filings in FCC's newspaper-cable television cross-ownership rulemaking proceeding (Doc. 18891).

■ **May 16-17**—*Oregon Association of Broadcasters* annual spring conference. Dunes Resort motel, Lincoln City.

■ **May 16-18**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 16-18**—*Iowa Broadcasters Association* state meeting. Aventino hotel, Sioux City.

## Open Mike®

### Adding up the costs

EDITOR: I have done a lot of thinking about that spectacle—loosely called a presidential press conference—at the National Association of Broadcasters convention in Houston and come to the conclusion that it was a huge trade-out.

President Nixon promised five-year licenses for broadcasters, to keep public television in its noncompetitive place, the stations supreme over the networks, proper fees from CATV to broadcasters, etc.

The NAB seated conservative broadcast executives as claquees in with newsmen so they could be seen applauding (along with a few nonprofessional broadcast news people), booted one of the best of our own, Dan Rather, let 1,000 or so members of the Houston Republican Club infiltrate the audience, etc.

In other words, we got a promise of money and, in return, sell our souls. The price is too high.—*Richard J. Scholem, general manager, WGSM(AM)-WCTO(FM) Long Island, N.Y.*

(NAB officials insist that no more than 50 outsiders were admitted to the auditorium.)

### Suspicion

EDITOR: I agree wholeheartedly with the Ed Diamond article in your new column, "Playback," concerning "Newswatch." This new department in the widely circulated *TV Guide* is a perfect example of what I believe to be a serious and deliberate attempt to discredit, in the print media, broadcast journalism, especially television. A recent story in the

*Reader's Digest*, "The Strange Tilted World of Network TV News," carried the same tones. Would it be too far-fetched to assume all this is an organized attempt of the press to regain readers, lost over the years, to their radio and TV counterparts? I hope not.—*Tom Freed, news director, WANV(AM) Waynesboro, Va.*

### Law of the letter

EDITOR: In your March 18 news item detailing our company's distribution in the top-80 ADI markets of the half-hour film series, *The Protectors*, you referred to us as "FDR Associates." Although we have the utmost respect for our late President, we must confess that we lacked the foresight to name our company after him, even though we came close. Our name, in fact, is RDR Associates.—*Stanley Leipzig, executive vice president, RDR Associates, New York.*

### Early treatment

EDITOR: I read with interest in your March 18 issue, a story about all the new medical offerings. *Consultation* was the first show of this kind; we have been doing medical programs since 1966. It seems the time is finally ripe for health information and I would like to let people know about our forerunner.—*Jack W. Righelimer, coordinator of public service, radio and TV programming, University of Illinois Medical Center, Chicago.*

(*Consultation* is a noncommercial, weekly half-hour health-information program produced at the University of Illinois Medical Center and bicycled to more than 100 public and commercial TV stations.)

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# Monday Memo.®

A broadcast advertising commentary from Don Dixon, merchandising account executive, Dancer-Fitzgerald-Sample, New York

## Hamm's thinks young to sell its beer

Why would Theodore Hamm Co., a Midwest-based brewing operation, sponsor a series of one-hour recorded live rock concerts on FM radio? Indeed, this was the question (among others) which flowed from Hamm's management personnel when this rock-concert sponsorship concept was first brought up for discussion.

True, Hamm's did possess one of the most aggressive college marketing programs in the industry: a program that called for a staff of Hamm's campus representatives, a detailed on-and-off-campus promotional effort and an involvement in all campus-related social activities. Although the results of this program were quite good, there was one glaring problem. On large campuses, where the Hamm's student representative could not reach personally an effective percentage of the students, the program lacked impact. No matter how hard the student rep worked or how many free beers he gave out, he could effectively sell the brand's image only to a small share of the total campus population.

With this problem in mind, Hamm's marketing department personnel and the Dancer-Fitzgerald-Sample merchandising department decided to develop a media effort which could accomplish two important tasks: allow Hamm's to become identified with the young adult market through a program which interested the majority of young adults and allow the campus representatives to have a merchandisable vehicle on campus, thus making their job of selling Hamm's easier and more profitable.

There was also the overriding consideration of the importance of the young adult market to Hamm's future sales efforts. The drinking age of many states in which Hamm's is sold has recently dropped to 20, 19 or 18. Also, the largest projected growth in America's population will take place in the 18-34 age group. This was especially so for Hamm's, since in its 33-state marketing area, the population age skewed lower than the U.S. as a whole. Naturally, if DFS could aid Hamm's in developing a program that could initiate the beginnings of brand loyalty among the young beer-drinking crowd, it would portend well for Hamm's.

Unfortunately, the solution to the problem was not as easy as defining the problem itself. Preliminary inquiries developed a multitude of young adult media opportunities. It was amazing how many publications portray themselves as the one paper that young adults read. Some of these tabloids are genuine phonebooth productions. Sifting through all of these "opportunities" took time and a lot of



Don Dixon, 27, is a merchandising account executive at Dancer-Fitzgerald-Sample who specializes in sports and young adult/youth programs. He is responsible for special market merchandising and sales promotion coordination with DFS clients. Prior to joining DFS, Mr. Dixon spent five years with Arthur Sues Advertising, San Diego, as national account manager and tournament account supervisor for PGA and LPGA golf tournaments.

humor. However, the solution finally materialized in the shape of Donald Gordon, originator, owner and national salesman for Radio Concert International. It was through his brainchild, *Live from London*, that we found the cornerstone for our young adult media plan.

Why rock music? Basically, it's the only vehicle which transcends the variety of young adult interests. From folk rock, acid rock, soft rock, jazz rock, blues rock to glitter rock, there are enough styles to appeal to anyone who is not hooked on chamber music. We also were influenced by the wide proliferation of rock music shows on TV and by the search for special programming vehicles by FM stations.

In essence, *Live From London* is a series of 48-60-minute concerts recorded live at the top musical bistros in London. The bands featured during the concerts were not at the top—yet. Several were chosen on the promise of new albums and promotion.

Each of the concerts (seven in all) was tailored specifically for Hamm's beer by RCI. Live openings by Luke O'Reilly, possessor of the proper London accent, gave the shows an English feel. Commercials (four minutes an hour) were tastefully integrated into the program content in order to attain rapport with the listener. By placing the 60-second

spots at the open, half-hour mark and at the end, we save the listener two 20- to 28-minute segments of uninterrupted music. Stations on which the shows were placed could not sell local time within the program hour. Hamm's was the sponsor. Hamm's was bringing new recorded concerts to the air which were not available on commercial albums or tapes, with minimal commercial interruptions. The whole feeling of the series was one of offering a sponsored service to the listener.

To back the broadcast section of the concept, DFS creative developed a series of newspaper ads for insertion in college newspapers. The print materials continued with the low key approach and highlighted the group, not Hamm's. Body copy was tailored specifically for the market. An important element, immediacy, was attained by scheduling the ads to run to day of the *Live From London* concerts. Probably even more important than the print ads was the extensive merchandising supplied by the stations.

Letters to retailers, request for listener input, on-air promotion, station-sponsored print ads, featured editorial in newspapers, tavern flyers and promos on album rating sheets were all used to pre-sell the *Live From London* series before the first show was aired.

Merchandising was also one key way in which the stations were evaluated. All were bought by visiting the market, assembling the various ratings, station hypo materials and in case of ties, conducting in-depth preference interviews in area taverns.

The first flight of *Live From London* was scheduled to run for six to seven weeks in 10 markets—Madison, Wis.; Denver, Champaign-Urbana, Ill.; Des Moines, Iowa; Minneapolis, Ann Arbor, Mich.; Lafayette, La.; Spokane, Wash.; Mankato, Minn., and Toledo, Ohio.

After the first flight was completed, an analysis of the series was undertaken, i.e., beer sales in college-oriented taverns, awareness of the Hamm's brand name by college students, identification with *Live From London*, etc. Over-all, the results were excellent.

The program has been renewed for a second series, calling for a market realignment which will put young adults into the listening sphere of *Live From London*. New markets for the spring '74 series are Atlanta, Milwaukee and San Diego.

What are the future plans for Hamm's *Live From London*?—If the results continue to be as impressive as they have been, the show will become a permanent and expanding portion of the Theodore Hamm Co. marketing and advertising effort.

## Media

### Quello heads down the home stretch; Holcomb still at the gate

**Full Commerce Committee moves out first nomination; no major hitches foreseen on Senate floor despite Magnuson, Tunney vote against him; lack of quorum delays second**

For James H. Quello, the Detroit ex-broadcaster who was nominated to the FCC in September and who underwent eight days of generally uncomfortable Senate hearings in January and February, the wait is almost over. For the FCC, down from its normal complement of seven commissioners to four since March 8 and facing the prospect of being able to muster only three commissioners, relief is in sight. But for Luther Holcomb, nominated on March 18 to fill one of the remaining commission vacancies, a little more patience is required.

The Senate Commerce Committee last week, by a vote of 14 to 2, recommended to the full Senate approval of the Quello nomination. The dissenters were Warren G. Magnuson (D-Wash.), chairman of the committee, and John Tunney (D-Calif.). The Holcomb nomination was also scheduled for consideration. But, with a heavy agenda of other business and with a number of quorum calls summoning senators to the floor, the committee was unable to complete work on the Holcomb nomination.

Among the items of business disposed of was the approval of nomination of John Eger, one-time legal assistant to former FCC Chairman Dean Burch, as deputy director of the Office of Telecommunications Policy. The nomination had been before the committee since July.

Senator John Pastore (D-R.I.), chairman of the Commerce Committee's Communications Subcommittee, who had been responsible for the timing of Senate action on the FCC nominations, made a special effort last week to put both nominations through the Senate mill before the departure this week, on April 17, of Commissioner Robert E. Lee for seven weeks in Geneva, where he will head a

U.S. delegation to a World Administrative Radio Conference.

The senator wrote all members of the Commerce Committee, urging them to be available to vote on the Quello and Holcomb nominations, pointing out that the commission was seriously undermanned and faced the loss of a quorum.

But the calendar as well as the clock ran out on Senator Pastore. With the Senate on Tuesday having broken the filibuster on the bill providing for public financing of federal elections (see page 65), it made plans to recess for its Easter holiday on Thursday. As a result, it became virtually impossible for the Quello nomination to be moved to the floor for Senate confirmation before Congress returns, on April 22.

Similarly, the Holcomb nomination cannot be acted on by the Senate committee before that week. Mr. Holcomb, who is currently vice chairman of the U.S. Equal Employment Opportunity Commission, underwent two days of hearings two weeks ago (BROADCASTING, April 1). Although there was some opposition to the ex-Baptist minister—from fundamentalist preachers including Dr. Carl McIntire, the National Organization for Women, and a chicano group, the Raza Association of Spanish Surnamed Americans—he seems sure to win approval.

In view of the lopsided committee vote in favor of Mr. Quello, his nomination is expected to win Senate approval, although not without some opposition. His nomination was opposed in those hearings last winter by a long list of consumer group representatives who contended that a member of the broadcasting industry—even if a retired one—should not be placed on the commission that regulates broadcasters.

Furthermore, one of the two dissenting

votes in committee was cast by the powerful chairman of the Commerce Committee, Senator Magnuson; he can influence a fair number of senators simply by casting a vote for or against a nominee. However, he appears to have voted as he did primarily to be consistent; last year he led the successful opposition to Senate confirmation of an oil company lawyer, Robert H. Morris, as a member of the Federal Power Commission. For despite his negative vote, Senator Magnuson last week was said to have played a "passive" role.

Thus, there seems little likelihood of organized opposition later this month, when the Senate votes on the nomination of Mr. Quello to fill the commission seat left vacant by the departure in December, five months after his term expired, of Nicholas Johnson.

And that will mark the end of what once seemed an impossible scenario. Mr. Quello's name was one of the first to surface in speculation over Mr. Johnson's successor. However, in view of his background of more than 25 years in broadcasting, Mr. Quello was given virtually no chance. The news releases on his candidacy that were prepared by a public relations specialist, a friend, at no cost, drew snickers from Washingtonians.

But what was not clear at the time was that Mr. Quello had made some powerful friends among Michigan's congressional delegation in his years as a Detroit broadcaster. One was the then House minority leader and now Vice President Gerald Ford. Another was the Senate minority whip, Robert Griffin, who was also a member of the Senate Communications Subcommittee. They applied steady pressure on President Nixon, and the White House named Mr. Quello.

When the nomination was made, and it seemed threatened in the Senate by liberals and their consumer-activist constituency, Mr. Quello was found to have another strong supporter in the other Michigan senator who was also a member of the Communications Subcommittee, and whose credentials as a liberal are impeccable—Democrat Philip A. Hart. His endorsement took the edge off any serious effort to reject Mr. Quello. Indeed, Senator Hart was one of Mr. Quello's most effective defenders when critics, including former Commissioner Johnson, sought to attack him in the hearing.

Meanwhile, the FCC last week was preparing for the worst—for the departure of Commissioner Lee and the failure of the Senate to provide one or more replacements. The four surviving commissioners—a bare quorum—were considering a plan to delegate authority to act to a board of three remaining



Quello

members—Chairman Richard E. Wiley, Charlotte Reid and Benjamin L. Hooks. Such a board could vote on matters, but the decisions would be appealable to the full commission. The commission has established such boards in the past, often during the August hiatus, when members are on vacation.

It was possible, however, that it might not be necessary for such a board to act. Commissioner Lee will be present for the commission meeting this week. And Chairman Wiley said the commission might not meet next week, during the National Cable Television Association convention. That would seem to leave enough time for the Senate to act on Mr. Quello's nomination. And although the new member probably would not want to vote on items for the first several weeks, his mere presence at the meetings would provide the commission with its necessary quorum.

With Mr. Quello apparently on the road to Senate confirmation, and Mr. Holcomb not far behind as a replacement for the resigned H. Rex Lee, the question remaining was who would fill the Republican vacancy left by the resignation of former Chairman Dean Burch, and bring the commission up to full strength. There was no hard information, but it seemed unlikely that the seat would be filled before mid-May.

## Copyright bill is moving target as it leaves McClellan's hands

**It's shot at by broadcasters who oppose new record royalties and by cable interests who want lower fees, eased sports blackout**

After a five-year wait, a new copyright bill was approved last week by the Senate Copyright Subcommittee and sent to the parent Judiciary Committee. For broadcasters and cable operators the bill contained some good news and some bad.

The worst news for broadcasters was a provision creating an entirely new right in phonograph records for record companies and performers. The bill would establish a scale of royalties for broadcasters to pay into a pool to be evenly split between labels and artists. Most stations would pay 2% of their total revenue.

The worst news for cable operators was a provision prohibiting cable systems from importing live sports broadcasts from distant stations except when the same event is broadcast locally. Senator John L. McClellan (D-Ark.), chairman of the subcommittee, was reported to have fought for elimination of the sports blackout but to have been outvoted.

The bill also contains a disputed scale of fees for cable systems to pay for the right to retransmit broadcast programs. The fee scale in the bill is considered too high by cable interests, which had cam-

aigned for a 50% reduction, and too low by copyright owners, which have wanted the establishment of fees left to arbitration and omitted from the law itself.

Originally the bill had provided for the review of the cable fees by a copyright royalty tribunal three years after the passage of the legislation and every five years after that. The subcommittee amended that feature to provide review of the fees 18 months after adoption of the bill. Earlier it decided to cut the review time to 60 days, also over the objections of Chairman McClellan. Later, it allowed an absent member to vote, breaking a 2-2 deadlock over the 60-day provision. The arbitration tribunal would be established in the office of the register of copyrights.

Royalties to be paid by cable systems are as follows: 1% of gross receipts up to \$40,000, 2% of receipts from \$40,000 to \$80,000, 3% of receipts from \$80,000 to \$120,000, 4% of receipts from \$120,000 to \$160,000 and 5% of receipts above \$160,000.

The bill also provides an additional fee of 1% of gross receipts for any broadcast signal the FCC permits a cable system to add to those signals authorized at the bill's enactment. The National Association of Broadcasters has argued for individual negotiations of fees for broadcast clearance that may be granted in the future.

The National Cable Television Association had lobbied for a halving of the fee schedule and the total exemption from liability for cable systems with fewer than 3,500 subscribers. With the bill now awaiting consideration by the Judiciary Committee, "we are going to go all-out in a full-fledged legislative effort," an NCTA spokesman said. NCTA has created a copyright task force of Stuart Feldstein, general counsel; Charles Lipsen, vice president, government relations, and Donald Anderson, director of government relations.

"We want the fees cut," the NCTA spokesman said, "but the part we think is most blatantly unfair is the sports thing. That's what our operators are really going to get riled up against."

The bill, as written, excludes cable carriage of any professional sports broadcast that is not carried on a local station. It is far more restrictive than a proposed FCC rule that would prohibit cables from importing a distant sports broadcast if a home team in the same sport were playing at home. (If the home game were locally televised, the cable system would, of course, be obliged to carry that broadcast as part of its basic requirement to carry all local signals.)

The sports provision was welcomed by broadcasters, but NAB officials were preparing to argue for modifications of some other sections and for outright elimination of the provision establishing royalties for the use of phonograph records. As long as that provision remains, an NAB spokesman said, the bill will be vigorously opposed.

The bill establishes as the basic royalty to be paid into the record company-performer pool 2% of a station's revenues

after payment of commissions. It provides, however, for an "alternative prorated rate" for stations playing few records, to be established at something under 2% of total revenues according to a formula to be created by the register of copyrights. NAB officials say the legislative history, as it now stands, indicates an intention for most radio stations to pay the full 2% royalty. Radio stations with talk or all-news formats would pay less. So would television stations. But the establishment of the lower scales is left to the register of copyrights without explicit legislative advice, and at this point the NAB feels the situation would encourage the setting of alternative fees at levels not much below the 2% base scale.

The subcommittee reported the bill out unanimously with the proviso that each member reserved the right to amend the bill in full committee. The sports blackout was preserved by another 2-2 vote and will likely be a big issue in mark-up.

The Judiciary Committee is expected to take up the bill after the return from the Easter recess next Monday (April 22). Action is predicted in early May.

## Houston banker heads for rescue of falling 'Star'

**Question is whether ownership of associated station group is changing hands and subject to FCC rules on transfers**

A Houston banker-lawyer has acquired a one-third interest in the *Washington Star-News* and its associated broadcast station group, subject to formal ratification of final contracts. Joe L. Allbritton, chairman and president of Houston Citizens Bank & Trust Co., is said to have an overall commitment of \$25-30 million covering stock acquisition and advance of working capital.

Judging by the meager information so far disclosed, FCC sources said they could make no judgment as to whether Mr. Allbritton's acquisition would constitute a transfer of control requiring affirmative FCC action. The parent company, Washington Star Communications Inc., through subsidiaries, owns WMAL-AM-FM-TV Washington; WCIV(TV) Charleston, S.C., and WLVA-AM-TV Lynchburg, Va. The FCC's one-to-a-customer rule prohibits acquisitions of co-located radio and television stations, although waivers may be granted.

The *Washington Star*, Washington's dominant newspaper for many years until it lost leadership to the *Washington Post* some 20 years ago, has been owned by the same families (Noyes, Kauffman and Adams) for a century. Two years ago the paper acquired the foundering *Washington Daily News* from Scripps-Howard, but conditions worsened. It has been reported that while the *Star-News* was losing in excess of \$6 million annually, the Star Broadcasting subsidiary has been earning about \$5 million a year.

Mr. Allbritton, 49, is expected to move

to Washington to assume executive direction of the Star company once the necessary approvals are forthcoming. "We expect that Mr. Allbritton will make an important contribution to the success and advancement of our enterprises," John H. Kauffmann, president of the company, said at the conclusion of a director's meeting April 8 at which the proposal was given approval in principle.

Prior to formal ratification a detailed contract must be written. A meeting that had been scheduled for April 29 has been postponed with a likelihood it will be mid-May before the board can meet.

After the Allbritton agreement was announced, John P. McGoff, president of Panax Corp., a newspaper chain based in East Lansing, Mich., said he had been negotiating for months to buy the *Star-News*, but without its broadcast properties. He said he would continue to solicit the support of stockholders, who he as-

serted were not unanimous in favoring the Allbritton offer.

Mr. McGoff, who has made a \$20-million offer for the paper on his own behalf and not for the Panax Corp., which owns 48 small-market dailies in Michigan, Illinois, Indiana and Florida, is only one of several publishers who have recently explored prospects of acquiring the troubled *Star-News*.

Mr. Allbritton is described as an "LBJ Democrat" who was friendly with the former President and often visited his ranch. He is said by Houston friends to have been active in liberal Democratic politics and to have supported the presidential candidacy of Senator Edmund S. Muskie (D-Me.) in 1972 as a convention delegate. He was also said to have been active in the fund-raising to launch the campaign of Senator Lloyd B. Bentsen (D-Tex.) for the 1976 Democratic nomination.

Mr. Allbritton reportedly has always wanted to become part of the Washington scene. He is expected to establish residence in Washington while maintaining his apartment in Houston.

The broadcast properties of Washington Star Communications are operated as separate entities under their own corporate structure. John W. Thompson Jr., is president of the Evening Star Broadcasting Co., Richard S. Stakes is executive vice president, and Andrew M. Ockershausen—joint board chairman of the National Association of Broadcasters—is vice president.

WMAL-TV on ch. 7 is an ABC-TV affiliate. WMAL(AM) is on 630 khz with 5 kw. WMAL-FM is on 107.3 mhz with 50 kw and antenna 410 feet above average terrain. WCIV(TV) on ch. 4 is an NBC-TV affiliate. WLVA-TV on ch. 13 is an ABC-TV affiliate. WLVA(AM) is on 590 khz with 1 kw.

## Behind-the-scenes drama of the channel-5 case

### In novel-like fashion, Quinlan's new book details WHDH Inc.'s ultimately unsuccessful struggle to retain license for WHDH-TV

In the weeks and months following the FCC's historic decision of Jan. 22, 1969, denying the renewal of WHDH-TV Boston and granting the competing application of Boston Broadcasters Inc., WHDH Inc. waged the kind of aggressive fight to reverse that decision that would be expected of a company faced with the loss of a \$50-million property.

The legal tip of the fight was evident in the blizzard of pleadings and appeals WHDH's counsel filed with the FCC and the courts. Beneath the surface was an intensive search that reporters of the then commonly-owned *Herald Traveler* were making, for the kind of material the lawyers could use.

This part of the subsurface battle for the valuable property is touched on by Sterling (Red) Quinlan, former ABC vice president in Chicago, in his book on the 25-year struggle for the channel-5 license, "The \$100 Million Dollar Lunch," published this week by J. Phillip O'Hara Inc., Chicago (\$6.95).

He reports that WHDH's Harold Clancy assigned between nine reporters (Mr. Clancy's figure) and 30 (BBI's estimate) to the case. Their work involved sifting through the trash carted away from BBI's offices. And, in time, they came up with information that almost enabled WHDH to arrest its slide toward oblivion.

The investigators turned up a suit that had been filed against Nathan David, BBI's executive vice president, as a result of his sale of unregistered stock. In time, the Securities and Exchange Commission filed charges against Mr. David that, Mr. Quinlan notes, "bore a striking resemblance" to those WHDH presented in a petition filed with the commission.

As reported at the time, in August 1971, the commission considered rescinding or suspending the construction permit it had granted BBI ("Closed Cir-

cuit," Aug. 23, 1971). Mr. Quinlan reports that then Commissioner Robert Wells, who had urged such action, left the meeting at the luncheon break to keep an out-of-town speaking engagement with the understanding that the permit would be rescinded. However, then Commissioner Nicholas Johnson persuaded the commission to go no further than to ask the U.S. Court of Appeals in Washington to remand the case for further consideration.

The court refused even that, however, and WHDH's last real hope of holding on to WHDH was gone.

Mr. Quinlan has brought together much of the material concerning the landmark case that is on the record, but has attempted to deal with it more as a novelist (which he is) than as a legal scholar. Indeed, he invents dialogue to express what he says is his understanding of how people felt and acted in specific situations along the way.

And although there is not much in the book that will surprise those who followed the tortuous case through the years, there are some new shafts of light. The use of *Herald Traveler* reporters to search out material that could be used against BBI was one. Another was Nicholas Johnson's initial preference for Charles River Broadcasting, an applicant consisting of some of Boston's most illustrious citizens; however, he switched to BBI, former Commissioner Robert T. Bartley's choice, without much argument.

There is also a brief glimpse of former Chairman Rosel H. Hyde's tortured soul-searching over how to vote; he was concerned that a vote for BBI would be viewed as a favor to BBI's counsel and his former legal assistant, Benito Gaguine, and he had no real preference for the various applicants. So he decided that withdrawal would be more "judicious," according to Mr. Quinlan, than casting a vote without conviction—even though withdrawal meant the crucial case would be decided by only four members.

Then, too, there is Circuit Judge

Harold Leventhal, author of the court's unanimous opinion upholding the commission's WHDH decision, reportedly (where, is not stated) expressing "misgivings." "He is reported to have said that if he had it to do over again, he would not have voted against WHDH-TV. The later collapse of the *Herald Traveler* is said to have disturbed him greatly," Mr. Quinlan writes. Why did he vote as he did? He had been prepared to vote to overrule the commission. But, he is quoted as stating, though not in quotation marks, that then FCC General Counsel Henry Geller persuaded him to change his mind during the oral argument on the case.

The title of the book derives from what Mr. Quinlan estimates the loss of the station cost WHDH as a result of a lunch—actually two lunches—that the late Robert Choate, president of the *Herald Traveler* Corp., had with the then chairman of the FCC, George C. McConnaughey, while the original comparative hearing on ch. 5 was underway, in the mid-50's. The question of ex-parte activity those lunches aroused led ultimately to WHDH's loss of ch. 5—if not to a resolution of the ex-parte issue.

In any case, it apparently will take BBI's WCVB-TV a long time before it is in a position to lose \$100 million. BBI made some large promises in applying for the frequency, particularly in terms of local live programming—73 hours weekly, with 14.6 hours of that repeated. (The proposals may be one reason CBS would not affiliate with WCVB-TV as it did with WHDH-TV; the station is now an ABC affiliate.) Mr. Quinlan reports that the station appears to be on its way to keeping its promises, but at a price. At the end of 1972, after nine months of operation, WCVB-TV reported profits of little more than \$1 million on revenues of \$10.8 million—this in a market where three VHF affiliates and two UHF independents report a total net profit of \$17 million. The new kid on the block clearly is not yet getting his share.

## WJIM stations ordered for hearing on news issues

**Charges began with Detroit paper, were amplified by ACLU; Gross group alleged to have slanted news, used stations for personal, political gain**

The *Detroit Free Press* last fall published a series of articles alleging that Gross Telecasting and its principal stockholder, Harold F. Gross, had used WJIM-TV Lansing, Mich., to advance their economic, personal and political objectives. The stories precipitated an FCC investigation that last week led to a commission order designating Gross Telecasting's WJIM-AM-FM-TV renewal applications for hearing.

The hearing confronts the commission with the necessity of looking into a licensee's news operation—a job it has always regarded as delicate and difficult because of the First Amendment questions involved. The issues raise questions as to whether the licensee or its representatives ordered the coverage or lack of coverage of particular events or persons in an effort to slant, distort or suppress news—and if so, whether the orders were carried out.

Similar questions are raised as to whether the news operation was used to advance private rather than public interests. Other issues are designed to determine whether Gross made misrepresentations to the commission or was lacking in candor with it, the number of public service announcements WJIM-TV broadcast during the 1973 composite week, and whether Gross attempted to misrepresent the extent of the announcements.

The commission ordered the hearing after it had conducted a nonpublic inquiry based on the field investigation of its staff.

The *Free Press* and the commission were not the only agencies looking into Gross's activities. The Lansing branch of the American Civil Liberties Union in October filed a voluminous petition to deny the Gross renewals. The ACLU said that its petition was triggered by the newspaper articles and that its investigation not only supported the newspaper's charges but turned up additional instances of "abuses" (BROADCASTING, Oct. 22, 1973). The commission did not accept the petition because it was filed late, but treated it as an informal complaint.

Gross Telecasting, in a response to the ACLU complaint, flatly denied that it had slanted or distorted news to advance its own interests and said it had complied with commission policies regarding news coverage, editorials and fairness (BROADCASTING, March 4).

Gross's problems, moreover, have spread beyond the domain of the FCC. The Justice Department is looking into the possibility of federal law violations

by Gross in connection with a letter from a local tennis club that the licensee submitted to the commission in defense of the station's performance. The same material is said to have led the commission to add the misrepresentation issue.

The Justice Department entered the case after counsel for ACLU, Thomas Asher and Harvey Shulman, of the Media Access Project, referred to it some of the material their inquiry had uncovered.

Besides putting the WJIM licenses in jeopardy the commission order virtually kills Gross's chances of acquiring WKJG-TV Fort Wayne, Ind. The contract with Federated Media Inc. calls for a final commission order approving the sale by June 30. And last week the commission said it would not consider the sale until the renewal hearing was completed.

## Midcontinent disputes cable system's charges in petition-to-deny case

Midcontinent Broadcast Co. last week flatly denied charges contained in a petition filed by a cable operator to deny the license renewal applications of Midcontinent's KELO-TV Sioux Falls and KPLO-TV Reliance, both South Dakota.

Central Plains Cable TV, operator of a Mitchell, S.D., cable system, had alleged in its petition that Midcontinent is restraining cable and television competition in the Reliance and Sioux Falls areas (BROADCASTING, March 11). In urging the FCC to strike Central's petition, Midcontinent last week told the commission that Central has not shown it will be injured technically or economically from Midcontinent's broadcast operations. And contrary to Central's allegations, it said, Central's cable competition in Mitchell is not a Midcontinent-owned system, but an independent one whose principals are Joseph H. Floyd, son of Midcontinent's president, and two Sioux Falls attorneys whose firm has on occasion represented Midcontinent.

Midcontinent said Central Plains referred in its petition to issues raised in 1971 petitions to deny Midcontinent's renewals. But, Midcontinent pointed out, those issues were disavowed by the petitioners and the license renewals were granted.

In answering Central's contention that Midcontinent's continued cable expansion has discriminated against TV station competitors in the market, Midcontinent noted that the main thrust of this argument concerns Midcontinent's choice of Denver, rather than eastern South Dakota TV signals for its cable system at Pierre, Winner and Huron, S.D. The selection of Denver signals was "based upon microwave availability and the need to provide a full affiliate of each network," Midcontinent said.

Central Plains' "conduct bespeaks a party . . . quite willing to use the commission's processes to harass or bring pressure to bear for its private ends," Midcontinent charged.

## WCAU-TV fight will go into hearing

**Fate of CBS's Philadelphia station depends on establishment of challenger's financial status**

After nearly two years, a group of business and professional men has reached first base with its application for Philadelphia's ch. 10, now held by CBS's WCAU-TV.

The FCC last week set for hearing the mutually exclusive applications of CBS for renewal of WCAU-TV's license and of First Delaware Valley Citizens Television Inc. for a construction permit for a new station on the same facilities.

Principals of First Delaware, which filed its competing application in July 1972 (BROADCASTING, July 10, 1972), include Solomon Katz, chairman of the Strick Corp., a truck-trailer manufacturer, and Harold E. Kohn, a Philadelphia lawyer.

The commission said hearing issues in the case would include First Delaware's financial qualifications. It noted the company had failed to show that it could buy the existing WCAU-TV antenna system at the indicated price of \$428,000, and did not furnish information about costs for construction or lease of main studio facilities. The commission said even if First Delaware demonstrated the availability of all the funds it says it needs—\$4.4 million—it would still have to have additional funds to be considered financially qualified.

## KAYE will get another chance

**FCC orders four-year-old renewal case remanded under new judge**

The FCC has signaled a new round in the drawn-out, rancorous renewal proceeding involving KUPY(AM) (formerly KAYE) Puyallup, Wash., with a new administrative law judge to referee.

The commission set aside the ruling of Judge Ernest Nash dismissing the renewal application of KAYE Broadcasters Inc., and granted KAYE's appeal to the extent of remanding the proceeding to a new judge.

The commission also said it would serve no purpose to consider the propriety of Judge Nash's order excluding KAYE's then counsel, Benedict Cottone, since Mr. Cottone has since withdrawn.

Mr. Cottone and Judge Nash had battled bitterly during two previous rounds of the hearing, which began in July 1970. The climax was reached in September 1972, when Judge Nash ordered Mr. Cottone from the proceeding and, when KAYE was unable to obtain another lawyer over a weekend, dismissed its application for failure to prosecute.

In the formal order he issued in December, Judge Nash said KAYE had sought to wear him down with a strategy of disruption and disorder, and had pre-

sented its exhibits in a manner so disorganized as to make a shambles of the record (BROADCASTING, Dec. 11, 1972).

The commission, however, said evidence was not "conclusive" that the licensee "was responsible for the alleged misconduct." Accordingly, there no longer was any basis for the dismissal and the proceeding should be remanded to enable KAYE to complete its interrupted rebuttal showing, the commission said.

The case against KAYE's renewal was originally based on charges that the station had violated the personal-attack rules and the fairness doctrine, and had sought to discourage local residents from presenting unfavorable information to the commission.

The FCC called for a prehearing conference within 30 days, and the start of the hearing within 180 days. It warned KAYE against unreasonable failure to comply with the directive or subsequent agreements.

The latest round will include a new issue added by the commission—to determine whether, as a result of several recent changes of top officers, there was an unauthorized relinquishment of control of the licensee.

### More listen-ability

The total number of radio sets in working order at the end of 1973 was 383,398,000, up from 368,557,000 in 1972, according to estimates by the Radio Adver-

tising Bureau. RAB said last week that almost 60 million radio sets were sold at retail in the U.S. last year. The report noted that more than \$3.9 billion was spent on purchase of radio receivers and radio batteries last year. It said the number of auto radios was 94,490,000, covering 95% of all cars.

### Loser of KRLA loses again in reconsideration bid

FCC again turns down Orange Radio, unsuccessful applicant for vacated Los Angeles frequency

Orange Radio Inc., one of the competing applicants for the facilities of the former KRLA(AM) Pasadena, Calif., has been unsuccessful in its bid to persuade the FCC that it is better qualified than Western Broadcasting Corp. to operate a station on the 1110 khz frequency.

The commission last week denied Orange Radio's petition for reconsideration of its December 1973 grant of Western's application for the station (BROADCASTING, Dec. 10, 1973). The facility, which became available in 1962 when the FCC refused to renew the license of KRLA, has been operated on an interim basis by Oak Knoll Broadcasting since 1962.

The commission concluded the pro-

posal by Western (whose principals include Bob Hope and Art Linkletter), "holds out the greatest promise of an improved operation which make the most efficient use of the 1110 khz frequency in the Southern California area."

Orange (one of whose stockholders is Robert Maheu, former public-relations consultant for Howard Hughes) asked the commission to set aside grant of Western's application and reinstate the review board's finding that Orange Radio was the only technically qualified applicant. In the alternative, Orange sought remand for further hearing to update the record on technical qualifications; a decision by the review board on nontechnical comparative issues if more than one applicant was found technically qualified, or a stay of the commission's decision pending appeal.

Orange's petition was directed primarily at the commission's finding that Orange violated the 10% rule (prohibiting the assignment of a station to a channel if interference would affect more than 10% of the population in the proposed station's normally protected primary service area), while Western did not and that this was the basis for the commission's grant of Western's application and for its denial of Orange's.

The commission pointed out that Orange knew in 1965, when the competing applications were designated for hearing, that the 10% rule was at issue and said it was "inexcusable" for Orange to wait until the final decision was issued to bring forth evidence it deems relevant.

### Changing Hands

#### Announced

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

▪ WMAL-AM-FM-TV Washington, WLVN-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.: Approximately one-third interest tentatively sold by stockholders of licensee to Joe E. Allbritton for about \$25 million (see page 17).

▪ KAUS(AM)-KAAL(FM) Austin, Minn.: Sold by Black Hawk Broadcasting Co. to W. Russell Withers Jr. for \$400,000. Robert Buckmaster is president of selling firm. Mr. Withers has majority interests in WDTV(TV) Weston, W. Va., WMIX-AM-FM Mt. Vernon, Ill., and KGMO(AM) Cape Girardeau, Mo. KAUS is full time on 1480 khz with 1 kw. KAAL operates on 99.9 mhz with 100 kw and antenna 930 feet above average terrain. Broker: Blackburn & Co.

▪ KOBO(AM) Yuba City, Calif.: Sold by General Broadcasting Co. to Concerned Communications Corp. for \$250,000. Gerald McLevis is selling principal. Buying group includes Mick Landrith, Todd Baker and Cal Lawton. They presently own KBLF(AM) Red Bluff, Calif. KOBO is full time on 1450 khz with 500 w day and 250 w night.

#### Approved

The following transfers of station owner-

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(312) 346-6460

• ATLANTA, Georgia (30361): 400 Colony Square,  
Suite 510, Clifford B. Marshall, Robert A. Marshall,  
14041 892-4655

• BEVERLY HILLS, California (90212): 9465 Wilshire  
Blvd.; Colin M. Seiph, Roy Rowan (213) 274-8151

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ship have been approved by the FCC (for other FCC activities see page 73):

▪ **WAOK(AM)** Atlanta: Sold by Belk Broadcasting Co. to Broadcast Enterprises Network Inc. for \$2,866,000. Ragan A. Henry is president and largest stockholder of buying firm. He is vice president and holder of minority interest in Sheridan Broadcasting Corp., licensee of **WAMO-AM-FM** Pittsburgh, **WUFO(AM)** Amherst (Buffalo), N.Y., and **WILD(AM)** Boston. **WAOK** is full time on 1380 khz with 5 kw, directional at night.

▪ **WQXK(FM)** Hialeah, Fla.: Sold by Great Joy Inc. to Herbert S. Dolgoff for \$345,000 (including assumption of \$265,000 in liabilities). Mr. Dolgoff owns **WCMQ(AM)** Miami. **WQXK** operates on 92.1 mhz with 3 kw and antenna 110 feet above average terrain.

▪ **WRSD(AM)** Homestead, Fla.: Sold by Clement L. and Helen L. Littauer to Southland Radio Inc. for \$215,800. James L. Wiggins is president and sole stockholder in buying firm, which also owns **WYNR-AM-FM** Brunswick, Ga., and **WQDE(AM)** Albany, Ga. **WRSD** is day-timer on 1430 khz with 500 w.

▪ **W5GB(AM)** Sutton, W. Va.: Sold by Charles M. Erhard Jr. to Multi-Media Associates for \$125,000. James R. Reese Jr. heads buying firm, which also has interests in **WRGT-FM** Clarksburg, W. Va., and **WUOK(AM)** Cumberland, Md. **W5GB** is full time on 1490 khz with 1 kw day and 250 w night.

## A new MDS system starts in New York

**Microwave's service will link finance executives with brokers for morning Q & A sessions**

The Microwave Corp. of America, New York, kicked off its multipoint distribution service there at a special demonstration last week.

During a Wednesday (April 10) seminar at the Biltmore on "Communications and the Energy Crisis," Mark Foster, the president of Microband National Systems Inc., the marketing arm of the Microwave Corp., threw the switch that brought in a clear, over-the-air picture from a couple of miles away at the studios of Home Box Office, the Manhattan pay-cable company.

Seated in the studio, Don Franco, president of the Microwave Corp., said that a brokerage house allied to Morgan Stanley & Co. would be using the new system to link up a number of banks and insurance companies in the area. As he envisions it, the brokerage house's research people will appear on camera every morning before the stock market opens. They will deliver a general market report, and then, with the aid of a two-way phone hookup, answer questions from bank and insurance-company executives on the receiving end of the broadcast.

Mr. Franco said he hoped the New York system would eventually develop along the lines of Microwave's Washing-

ton system, whose customers include Motorola (which feeds first-run movies to various hotels in the area), the American Law Institute (which beams extension courses into the offices of a few selected law firms), and the Black Vanguard Association (which transmits minority-group programming to a number of apartment buildings).

## Arbitron techniques distort measurements, broadcaster asserts

**But company says sampling methods that he challenged are reliable**

A review of Arbitron Radio diaries and sampling procedures has caused one broadcaster to call for revised diary distribution methods and elimination of the practice of collecting multiple diaries from one household. Arbitron has defended both.

In a letter to Arbitron's Eastern division manager, Bryce Rathbone, Everett Dillard, general manager of **WDON(AM)** Wheaton, Md., complained that the random sampling method employed by ARB does not provide uniform distribution of diaries according to population densities. Using zip code areas within Maryland's Montgomery county, Mr. Dillard pointed out that diary distribution ranged from a figure of 9,221 persons per diary in one zip code area to a low of 110 persons per

diary in another. What is more, 17 of the 40 zip code areas contribute no samples, he said.

Mr. Dillard said the system short-changed his station. Most of the zip code areas that were not sampled under ARB's methodology "are in the upper-county area, where country music is quite popular," Mr. Dillard said. "For them not to be covered is to discriminate against our type of programing format," he said.

A further distortion is created by Arbitron's procedure of placing as many diaries into each household as there are persons over 12 years of age, Mr. Dillard asserted. Husband and wife generally share the same likes and dislikes, he argued, and, in addition, there is a good deal of "common listening" by family groups, dictated, in many cases by the "dialing party." He pointed to one instance where a husband and wife both reported listening to only one station. Those two diaries in effect "lock in" that station and "lock out" all 39 other stations in the metro area, Mr. Dillard said. "And bear in mind that these two ballots are supposed to represent what 18,442 other people in the zip area are doing."

An Arbitron spokesman said that the firm's sampling procedures are based on sound research techniques and accepted principles. There are no specific attempts to control sample distribution by zip code, he said. Not only would it be costly to revamp procedures to utilize zip code sampling, but that procedure "would not contribute anything to the over-all ac-

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curacy." Arbitron sampling is done on a country-wide random-selection basis, which according to statistical theory should reflect population distribution, he said. It is "quite possible," he said, that 42% of the zip codes provided no diaries, but he noted that "as few as five of the zip codes could contain 90% of the county's total population."

The Arbitron official also said that the assertion that multi-dwelling households provide too narrow a sample base has been proved false. The assumption that families "play together and stay together" is not true as far as listening habits are concerned, he said. "Listening is a very personal thing."

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## Another voice urges ascertainment rules for public stations

**Center for Ethnic Affairs seconds FCC proposal, wants ongoing surveys**

A New York group concerned with ethnic minorities claims that noncommercial broadcasters must be required to conduct formal community ascertainment if they are to be responsive to local problems.

The New York Center for Ethnic Affairs, in comments filed with the FCC, supported the commission's proposal to require noncommercial stations to go through the same ascertainment procedures now required of commercial licensees and offered its own specific recommendations.

The center also rebutted arguments against the proposal advanced in an earlier petition by Educational Broadcasting Corp., licensee of noncommercial WNET-TV Newark, N.J. EBC had pointed out that its management and boards of trustees meet with community leaders on an informal basis; that questionnaires are used to gauge community response to programming; that viewer comments are continuously solicited over WNET, and that the station conducts interviews in developing programming ideas for *The 51st State*, WNET's nightly news and public-affairs program. What's more, it said, formal procedures would be costly and would add to "the already strained budgets of noncommercial stations."

In its petition, the center alleged that WNET is responsive only "to the interests and tastes of the more influential, better-educated, Manhattan-oriented citizens of the city, most of whom have the resources to isolate themselves from many of the problems which beset less fortunate New Yorkers."

It said WNET and other noncommercial outlets "seem to believe that because their programming tends to appeal to groups with more specialized tastes, that the problems of those groups not generally part of their audience need not be ascertained, much less responded to."

Those in positions to help solve community problems "cannot be expected to act until they are informed," the center pointed out, and WNET "has not effectively informed its viewers" about the neighborhood problems of New York

City's large working-class population living outside Manhattan.

While formal ascertainment procedures would require WNET to spend more money, it said, "it is important to note that this station is the largest educational broadcaster in the nation, with an annual budget exceeding \$12 million. Furthermore, the station could easily mobilize the assistance of its impressive volunteer organizations to conduct the surveys which would otherwise be one of the major expense items."

The center recommended that the commission's noncommercial licensees be required to (1) "demonstrate the criteria used to identify community leaders," (2) "show that leaders selected for consultants are recognized by the groups they claim to represent," and (3) conduct ongoing ascertainment surveys and file semi-annual reports with the FCC, demonstrating that local interests are being served.

In addition, it suggested that noncommercial stations submit to the commission an "affirmative action plan" on local needs, "indicating specific practices to be followed to assure that every reasonable effort is made to reach out and respond to all significant elements in the community."

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## High court to hear arguments this week on 'Miami Herald'

**Newspaper fights print media's counterpart of equal time**

The question of whether newspapers, like broadcasters, can be required to open their facilities to persons outside their control in the interest of fairness will be argued before the U.S. Supreme Court on Wednesday (April 17).

At issue is the *Miami Herald's* appeal on First Amendment grounds of a ruling by the Florida State Supreme Court upholding a 1913 state law which asserts that newspapers that "assail" a political candidate must, on request, offer him free space for reply. The ruling involved a suit brought by Pat Tornillo, a leader of the Dade County Classroom Teachers Association, who invoked the law after the *Herald* refused to print his responses to attacks on his candidacy for the state legislature.

Some 20 newspapers and broadcast organizations have filed friend-of-the-court briefs in support of the *Herald*. Mr. Tornillo's position is backed by the American Civil Liberties Union and the National Citizens Committee for Broadcasting. NCCB has expressed concern over the arguments of some of the broadcasters who have filed in the case that the court should use the occasion to "undermine" or at least "do nothing to reaffirm the fairness doctrine as applied to the broadcast media."

The *Herald* will be represented in the oral argument by Dan Paul, its Miami counsel. Professor Jerome A. Barron of George Washington University Law School will appear for Mr. Tornillo.

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## TV viewing reaches new high for March

**Usual spring slump precluded by early switch to daylight time**

Television viewing got its "spring dip" out of its system three months early this year and is already setting new high marks, Norman E. Cash, president of the Television Bureau of Advertising, said last week.

He released A. C. Nielsen Co. figures showing the average TV home spent 6 hours 37 minutes per day with television during March—a record for the month, and seven minutes more per day than in March 1973. The decline that usually follows the nation's switch to daylight time in April, he said, occurred earlier this year because of the legislated change to daylight time on Jan. 6.

"We predict continued high viewing right through the year without any customary spring dip because it's already behind us," he said.

The Nielsen figures showed daily per-home viewing in January dropped to 6 hours 56 minutes, down two minutes from January 1973, and in February slipped to 6 hours 49 minutes, off three minutes from a year earlier. But the March gain offset the earlier losses and left the year-to-date average right where it was a year ago, at 6 hours 47 minutes.

If viewing sets another April record, it will have to exceed 6 hours 13 minutes per day, the high mark reached last year. That was in fact the first of seven consecutive monthly records set last year, despite the conventional April switch to daylight time.

In recent years average viewing time has peaked in January and declined month by month into July, then started a steady climb that in some cases continued into the following January and in others was interrupted by a slight sag in December.

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## Gallup again finds out the after-dinner set is usually around the TV set

A new Gallup poll has underscored the proposition that when the sun goes down, the TV set comes on in most U.S. households.

The latest Gallup findings, based on inquiries made in February of 1,562 18-and-older adults, show that Americans favor watching television over any other evening pastime by a three-to-one margin. Asked their preference, some 46% of the respondents opted for turning on the TV set; 14% indicated that they'd rather curl up with a good book; 12% also favored dining out, and 10% felt that the time should be spent in diversions other than watching television.

Of the other choices, some 5% said they preferred to listen to either radio or records; 9% favored attending the theater or movies; 8% each preferred visiting friends, entertaining friends, playing cards

or other games, or just plain relaxing. Five per cent of the subjects listed participating in sports as their preferred evening pastime; 4% said they'd rather go dancing; 3% each opted for sewing, home-workshop pursuits, or attending church or club meetings. An additional 9% mentioned other, unspecified activities.

The Princeton, N.J.-based Gallup organization attributed the total of 155% to multiple answers.

Significantly, the percentage of respondents favoring TV viewing (46%) was identical to that which television attracted in a similar Gallup poll in 1966.

Of the respondents in the most recent survey who had no more than a grade school education, Gallup reported, 62% listed TV viewing as their favorite nocturnal pastime. Of those who completed high school, however, only 48% displayed a preference for television. And of the subjects with a college background, only 29% found television the most desirable evening activity. The better educated crowd, Gallup contended, is more likely to favor more active pursuits, such as entertaining, dining out or attending the theater.

## Media Briefs

**Affiliate action.** Waiver of FCC policy that limits ABC's multiple radio networks to one or two AM affiliations in markets of fewer than six stations was granted by commission last week. Policy, in effect since 1969, limits ABC to one affiliate in market with four or fewer stations, two affiliations in five-station market. Commission noted it will soon begin inquiry and rulemaking related to radio networks generally and will include 1969 policy as one issue.

**Warning.** William Ray, chief of FCC's Complaints and Compliance Division, informed Gross Telecasting Inc., licensee of WJIM-TV Lansing, Mich., that since its *People and Issues* program is not regularly scheduled bona fide news interview program, WJIM-TV had not complied with equal opportunities provision of Section 315 of Communications Act when it refused equal time request by candidate for Lansing board of education. Although no further action is warranted, Mr. Ray said, station is expected to take ruling "into consideration" in future.

**Relocates.** Media Communications Inc., New York, has moved to new offices at 3 East 54th Street, New York 10022, (212)-832-6500.

**Spreading word.** Women in Communications Inc. has announced 1975 Edward L. Bernays Foundation Award competition for "best plan to aid women in communications in achieving parity with men in opportunity for advancement, remuneration and other recognition for equal merit." Competition deadline is March 15, 1975 for \$1,000 award. *Award Competition, Advancement Fund of Women in Communications Inc., 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.*

**Windfall.** Public Broadcasting Service is claiming unqualified success in first

nationally coordinated Public Television Awareness Week, which took place Feb. 22-March 3. Project, in which one in every three PTV stations participated, brought in viewer pledges totaling \$1,-854,524 from nearly 100,000 individuals. resulted in 96,831 new memberships. During campaign, stations pre-empted normal broadcast schedule to show anthology of best programing efforts, interspersed with frequent pleas for donations.

**Heads together.** FCC Cable Television Technical Advisory Committee will hold public meeting with representatives of state governments this Wednesday (April 17) at FCC headquarters in Washington. FCC Chairman Richard Wiley will address meeting, which is designed to acquaint state governmental authorities with ongoing work of committee. Working sessions will include presentations by chairmen of committee working panels.

**Back in business?** Oregon Governor Tom McCall, Portland radio and TV news analyst before his election eight years ago, reportedly will become professor of broadcasting and public affairs at Oregon State University of Corvallis at completion of his second term as state's chief executive next year. Governor McCall has refused to comment on these reports.

## House sets out to look at ad deletion north of the border

U.S. broadcasters' protests over the Canadian Radio-Television Commission ruling mandating Canadian cable systems to delete commercials of imported U.S. TV signals has won a sympathetic ear in Congress. Representative Dante Fascell (D-Fla.), chairman of the House Subcommittee on Inter-American Affairs, has scheduled a hearing on the matter for April 25. Reportedly, representatives of the National Association of Broadcasters, State Department and stations in Buffalo, N.Y., Detroit and Bellingham, Wash. (all affected by CRTC policy) have been invited to testify.

The action comes at the urging of Representative Thaddeus Dulski (D-L.N.Y.), whose district includes the Buffalo market. On the Senate side, Senator Warren Magnuson (D-Wash.) has been pushing for action, thus far unsuccessfully.

No legislation has been proposed on the issue, and Hill sources doubt that Congress possesses the authority to foster relief on the other side of the border. "We don't know what can be done," said an aide to Representative Dulski. "That's what we're trying to explore." The intent of the hearings, he said, will be to supply the State Department with a record of case and to provide a catalyst for the application of diplomatic pressure on Canadian officials. Initial State inquiries to Ottawa resulted in no concrete action other than an advisory from diplomatic sources that the Canadian government is hesitant to second guess CRTC (BROADCASTING, Oct. 22, 1973).

## Metcalf committee gets chorus of ayes for opening Congress to broadcasting

Fred W. Friendly, former president of CBS News and now a professor of broadcast journalism at Columbia University, told a joint congressional committee last week that it could "by-pass the gatekeepers at the network" if it were to directly broadcast television coverage of the chambers of Congress to local stations via a domestic satellite system.

Senator Lee Metcalf's (D-Mont.) Joint Committee on Congressional Operations has been hearing testimony over the last two months on congressional access to the media and how it could properly balance the President's command of direct access to the electorate through the television networks.

"My proposal is not only to make the wired Congress available to all networks," Mr. Friendly said, "but to leap over all those gatekeepers with their varied values



Friendly

and priorities and deliver the signal direct to 200 American communities. If telephone long-line and microwave distribution is too expensive, synchronous satellites made possible by this nation's maximum, costly effort in space will in this year and in the next three years make it possible to spray-tecast television signals into every time zone simultaneously or on a delayed-time basis." Mr. Friendly set the cost of operating such a satellite system at about \$10 million per year.

If Congress were to provide a broadcast service delivering the proceedings of Congress to broadcasters, similar to the system employed by the UN, some members of the committee were anxious about how the networks might excerpt parts of the proceedings. Mr. Friendly's proposal struck at the heart of that anxiety as he

pointed out that local stations would be able to pick and choose which debates or speeches would be relevant to their service area, thereby precluding the networks from becoming the sole disseminators of congressional coverage.

The president of the Radio and Television News Directors, Bos Johnson of WSAZ-TV Huntington, W. Va., told the committee that if Congress does indeed adopt a UN-type system (that is, a service produced by Congress and offered to broadcasters for a fee) there should be provision for broadcaster-operated cameras in the chamber. "If for technical reasons such a UN-type service might have to be established," he testified, "we feel it should be operated strictly as a record of the proceedings, with the government camera trained only on the member speaking. There should also be a provision for broadcast industry cameras to show the rest of the chamber—other members, the audience in the galleries, etc."

But the committee members did not warm to that idea. Representative James G. O'Hara (D-Mich.) said that the network's coverage of the Democratic and Republican presidential nominating conventions "makes us hesitate. Would you be in the cloakroom instead of covering the official business? Would you be in a corner of the chamber asking someone what he thinks of what the speaker is saying rather than concentrating on the speaker?"

Mr. Johnson assured the committee that broadcaster-operated cameras would do nothing like that. They were needed, he said, because a camera fixed on the person speaking "cannot convey the atmosphere—the tension, for example—in the chamber, which television is uniquely equipped to do."

National Association of Broadcasters President Vincent Wasilewski joined other broadcast-industry representatives in calling for the opening of floor proceedings to broadcast coverage. As well, he said that if the equal time and fairness doctrine were repealed it "would allow more appearances and more robust debate among all candidates for federal office which could improve the understanding of the great issues confronting the government . . . and allow journalists to do more investigative reporting and topical documentaries without the fear that government will second guess them."

Newton Minow, former chairman of the FCC and co-author of "Presidential Television," claimed that "the Constitution has been amended by technology." That is, because of the President's ability to command television time on all networks simultaneously, the Chief Executive has—in the years since President Kennedy—become more powerful than the other two branches of government with which it was mandated to be equal. "The President can speak on television when, how and on what he wants," Mr. Minow said, "Congress should have the same right." The President, however, should not be seen less on national television, he said, but Congress should be seen more.

Lee M. Mitchell, another co-author of

"Presidential Television," told the committee that "even when you add up all the negatives [mentioned in conjunction with televising chamber proceedings]—grandstanding, hot lights, disruption of proceedings—nothing permanent would be done to Congress. Try it."

Mr. Minow also advanced his proposal for television prime-time debates in Congress on major issues. That idea has been criticized as being an invitation for members of Congress to play up to the audience. Senator Metcalf thought that since most candidates for President are coming from the Senate these days. "We'd have the same group selected by the majority and minority leaders advancing their cause for the Presidency." Representative O'Hara supported the prime-time debate concept in a separate statement for the record. Despite his misgivings, Senator Metcalf believed the idea could be a "first step" in the eventual broadcasting of floor action.

In fact, the committee spent much of its time during the last days of the hearings discussing first steps. Another such proposal was advocated by Senator Robert C. Byrd (D-W. Va.), who has introduced a rule change that will equip senators' offices with a closed-circuit television system so that they might monitor chamber proceedings while not on the floor. If the rule change is adopted, the system would be built with a broadcast-quality signal in mind. After a period of experimentation with the closed-circuit system, the signal would then be made available to broadcasters.

Though these hearings have been concentrated on a permanent, long-range program for congressional access to the electronic media, one current issue kept popping up: the televising of the impeachment and trial of President Nixon, if that should happen. Senator Metcalf said at one point that he felt Congress would have little time to study the mechanics of broadcast coverage of the House and Senate because they would soon be in such an impeachment proceeding and that Congress would probably vote to open those events to the broadcast media. Later, the senator told BROADCASTING that he would be testifying before the Senate Rules Committee on this committee's findings at some time in the future if it votes to investigate the possibility of televising impeachment and trial proceedings.

Interestingly, during the seven days of hearing, no one appeared to speak against the idea of televising floor proceedings. It seemed apparent, as Representative Lionel Van Deerlin (D-Calif.) pointed out early on in the hearings, that there is a "new generation" in Congress which is more accustomed to the realities of television. And, one committee staff member believed, the idea is a popular one among an electorate that is seeking a "more open Congress."

The Metcalf hearings have been uncommon. The Joint Committee on Congressional Operations is basically toothless, with ability only to write a report but not to initiate legislation. Nonetheless it has been able to get a "quality" set of

witnesses who include the presidents of two network corporations (CBS's Arthur Taylor and ABC's Elton Rule) and the chairman of NBC, Julian Goodman. (By contrast, it was the heads of the networks, not the corporations, that appeared before Senator John L. Pastore and the Senate Commerce Committee for hearings on television violence two weeks ago, a subject and committee that bears more directly on the networks day-to-day operations.) As well, the line-up of Congressional witnesses has included a good number of the "giants" (Mr. Van Deerlin's word) in the Congress. Among them were Senators Hubert Humphrey (D-Minn.), Jacob Javits (R-N.Y.), Edmund Muskie (D-Me.) and Senator Byrd, the majority whip.

The target date for broadcasters obtaining the right to cover the chambers of Congress on an equal footing with the print media is 1976, the bicentennial year, the pro-TV people are saying.

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## Herschensohn files his bill of particulars with National News Council

**Presidential assistant gets specific on what he sees as network new bias; CBS comes off as blackest villain**

National News Council directors met at the White House last Wednesday (April 10) with President Nixon's special deputy assistant, Bruce Herschensohn, to receive a laundry list of specific complaints against national network news (BROADCASTING, April 1). Mr. Herschensohn last month agreed to submit his own observations of "network bias" to the News Council for its rekindled study of Mr. Nixon's Oct. 26 press conference statement that network news was "outrageous, vicious and distorted."

Council Executive Director William Arthur, and Associate Director Ned Schnurman, arranged to see Mr. Herschensohn after the presidential assistant took up the antimedia cudgels in an address to the Eastern Communications Association. "He's on the circuit making the White House case so we're going to him," Mr. Schnurman said.

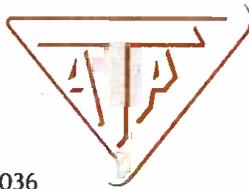
Mr. Herschensohn told BROADCASTING that his dispute with the networks parallels the President's and centers on CBS News. "I wish that within the staff for the *CBS Evening News* there was a political balance," he said. "I respect the idea of the program's news judgment, but there are just so many cases when that judgment goes against those who are involved with the President."

The presidential assistant, a former independent filmmaker and head of motion pictures for the U.S. Information Agency, said the use of "hold frame" visuals, especially at CBS News, has been particularly aggravating. "At the very beginning of the whole Watergate thing there was a series of three shows on the *CBS Evening News* showing various administration figures at the time they were

*To page 41*

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I learned, years ago as a wire-service desk man, that when you need detail and background, you need it now. There's precious little time for digging and research. That's the reason for these 16 pages in Broadcasting.

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*W. A. Bresnahan*

William A. Bresnahan

Postscript: These 16 pages have been published as a service to the communications industry, with the financial support of the Dana Corporation. A project of the ATA Foundation.



*Subject 1:*  
**the United States freight  
 transportation network**

**index**

*Subject*

- 1: the United States freight transportation network
- 2: structure of the trucking industry
- 3: fuel use/need
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- 5: theft-hijacking control
- 6: productivity
- 7: safety
- 8: highways/the trust fund/mass transit
- 9: communications and EDP
- 10: legislative communications
- 11: the environment and transportation
- 12: transportation industry employment
- 13: a look into the future

The success of this country's freight transport complex is reflected in the United States' standing as an industrial giant among nations. It produces twice the goods and services of all European industry combined, including the Common Market. It produces two-and-a-half times more than the Soviet Union, which has a twenty percent greater population. It produces a third of the total production of all other countries in the world. And it has achieved this with only seven percent of the world's land mass, and six percent of its population.

\* \* \* \*

The transportation industry (railroads, trucks, inland waterways, pipelines, airways) moved more than two trillion ton-miles of freight in 1972... twice the freight carried in 1945.

\* \* \* \*

"The sheer dimensions of today's network (U.S.) of rails, highways and airways are hard to grasp. We have to talk in terms of billions of passengers, billions of ton-miles, tens of billions of dollars. It is the world's most successful network for movement of goods and people anywhere," said John A. Volpe, Secretary of Transportation before the National Press Club, Washington, March 17, 1970.

\* \* \* \*

The greatest transportation network the world has ever known—including railroads, motor carriers, airlines, water carriers and pipelines—combined with a free enterprise system, enables Americans to enjoy the greatest standard of living known to man. According to

Professor of Economics John B. Parish of the University of Illinois, from 95 to 97 percent of all U.S. families have an adequate minimum daily intake of nutrients. About 99 percent of all U.S. households have automatic cooking equipment. About 99 percent of all U.S. families have electric or gas refrigerators. And about 92 percent have television sets. The country's transport facility makes such abundance reality and it is the truck's go-anywhere flexibility that puts better living within the reach of everyone in the U.S.

\* \* \* \*

The various U.S. freight transport modes have inherent advantages and disadvantages. Pipelines, though limited as to products that can be introduced and moved through them, need comparatively little maintenance and handling. Railroads, as are water carriers, are historically suited to the movement of heavy, large-volume loads and bulk materials, long distances at low cost. But they require great capital investment, continuous maintenance, large switching yards and must operate on fixed rails. And freight movement on rails is, over-all, slow. Motor trucks are mobile and versatile, moving average loads faster, but they cannot fly. Cargo planes move freight long distances, fastest. On the other hand—as Bart Rawson, former Editor of Commercial Car Journal, very recently pointed out, "There's no place for jumbo jets to land between New York and Washington, so cargoes are trucked from these cities to all the densely populated areas in between. Ocean-going containers can be handled much more efficiently at Newark than at any other mid-Atlantic port. So they are



trucked from there to all middle Atlantic cities and many inland destinations. Every day plastic pellets are shipped in jumbo tank cars from Texas to Norristown, Pa., then hauled by trucks to points as far away as Boston.”

\* \* \* \*

In general, two great classes of truck operators make up the trucking “industry”—“for-hire” carriers and “private” carriers. For-hire truck operators transport goods for others for a price. Private truck operators transport their own goods in their own trucks. In the wholesale and retail trades alone, there are nearly one million “private” trucks—not counting the smaller panel and pickup vehicles.

\* \* \* \*

Interstate for-hire truck operators include common carriers (regular route and irregular route) and contract carriers. A common carrier holds himself out to the general shipping public to transport property for compensation, and must operate from one point to another over routes or in territory prescribed by the Interstate Commerce Commission (interstate) and by public service or public utilities commissions (intrastate). A Regular Route Common Carrier operates over a definite route between specified points with fixed terminal facilities, on a regular schedule. An Irregular Route Common Carrier serves points within a given area, but routes and schedules are not definitely specified. A Contract Carrier transports goods for one or more shippers under contract specific to the type of service, equipment, etc. There are some 15,000 federally regulated interstate motor carriers in the country.

Owner-operators (independents) own their own vehicles and lease them (and usually themselves as the driver) to established for-hire carriers for a percentage of the revenue, or on a trip basis. They may work for private carriers or they may haul exempt commodities. There are about 100,000 owner-operators in the U.S.

\* \* \* \*

The majority of food products required for daily living are transported to markets by trucks... 50.6 percent of all foods; 71.7 percent of all meats, poultry and small game; 69.9 percent of all dairy products; 51.1 percent of all canned and preserved fruit, vegetables and seafood; 42.5 percent of all grain; 73.3 percent of all confectionery and 69.1 percent of all beverages and flavor extracts.

\* \* \* \*

In 1972 (latest year complete figures are available) total new truck registrations, U.S., for that year, surpassed the two million figure for the first time. More than 2.4 million new trucks were registered, bringing the total number of trucks registered in the country that year to 20,226,240.

\* \* \* \*

Total intercity truck ton-miles reached an estimated 470 billion in 1972. ICC regulated motor carriers moved more than 42 percent of this total with private carriers, carriers of products exempt from economic regulation, and intrastate carriers accounting for the remainder.

\* \* \* \*

Revenues of all regulated motor carriers in 1972 totalled \$18.7 billion,

53.9 percent of the total regulated freight transport revenues, U.S. (all modes) for the year.

\* \* \* \*

Trucks traveled a total of 238 billion miles in 1972 (latest available figure). Each power unit owned by Class I carriers (intercity common carriers with revenues of one million or more annually) average an all-time high of 66,118 miles. The average length of haul was 277 miles and average load 12.4 tons.

\* \* \* \*

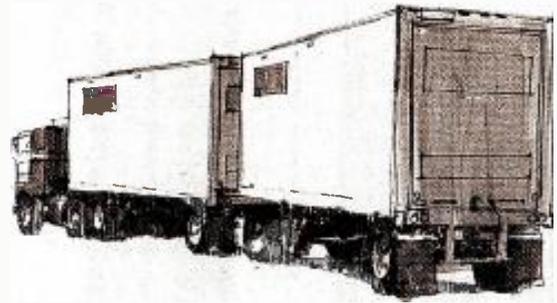
Trucking is the hub around which our modern economy revolves. Expenditures for truck service each year dwarf those for all other transport forms. More than \$78 billion were spent for truck service in 1971 (latest year for which comparable figures are available), divided \$37 billion for intercity service and \$41 billion for local movements. This is more than 3½ times as much as was spent, \$22 billion, for all other forms of freight transport combined, which includes \$13 billion for railroads, \$5 billion for water transport (including international movements), \$1.5 billion for oil pipelines, \$1.3 billion for air-freight and \$1.2 billion for miscellaneous, forwarding, loading and unloading of freight cars, etc.

\* \* \* \*

Trucking is virtually the only method of moving goods in local areas, cities, towns, and population centers. Even the intercity services performed by trucks are unique consisting largely of movements of shipments of relatively small size.

Subject 2:

## structure of the trucking industry



Motor freight carriers fall into two broad categories—"private" and "for-hire," local or intercity.

\* \* \* \*

As a generally accepted rule, a carrier is a local carrier if at least half his business is in metropolitan or commercial zone operations.

Intercity carriers—known as line-haul or over-the-road carriers—also conduct local pick-up and delivery operations.

\* \* \* \*

Private carriers are those shippers, manufacturers, merchants, and others who use their own vehicles or leased trucks under their direct control for moving their own goods. Their principal business activity, of course, is other than transportation.

\* \* \* \*

For-hire carriers are those trucking companies providing transportation of freight owned by another party. For-hire operations are of several types: Interstate, intrastate, or local. Carriers in the latter two categories are usually under the public service regulation by local or state authorities. Most intercity trucking, and even some local operations, will involve interstate commerce.

\* \* \* \*

There are three distinct types of interstate for-hire carriers: Common carriers, contract carriers, and exempt carriers.

\* \* \* \*

Interstate common and contract carriers are regulated by the Interstate Commerce Commission. The ICC approves rates, routes, types of service, and types of commodities transported, as well as various other standards. The United States Department of Transportation sets safety and equipment standards, as well as hours of service regulations for employees.

Common carriers are available to the general public to transport, at published rates, a given type of freight between points which they have authority to serve. Such rights may be for regular route service—over designated highways on a regular basis—or irregular route service—between designated points or areas on a non-scheduled operation.

\* \* \* \*

Every interstate common carrier, in order to operate, must prove to the ICC the need for its specific services before it can be certified for those services.

\* \* \* \*

Contract carriers operate under continuing contracts with one or more shippers. By assigning vehicles to the shippers and through other special services, a contract carrier renders a service designed to meet the distinct needs of individual customers.

\* \* \* \*

A contract carrier also must secure a permit from the ICC, which must be satisfied that the carrier is able to properly perform the service and that the proposed service is consistent with the public interest. In its consideration of an application for such a permit, the ICC looks to relevant factors, such as number of shippers, their needs, nature of the service, and the effect on existing services.

\* \* \* \*

Interstate common and contract carriers may be either general freight carriers or specialized carriers. These carriers are often referred to as "regulated carriers" because they must have operating authority issued by the ICC. General freight carriers may haul a wide variety of packaged goods, usually called general commodities, but their rights customarily exclude certain freight, such as bulk commodities, household goods, heavy and dan-

gerous materials, or other articles requiring special handling or special equipment. These and other types of freight usually are handled by specialized carriers.

\* \* \* \*

Exempt carriers are those in stipulated types of operations, hauling exempt products such as unmanufactured agricultural commodities, newspapers, etc., and vehicles used incidental to air transport and certain other limited uses.

\* \* \* \*

Interstate exempt carriers are not subject to economic regulation by the ICC, but are subject to the Department of Transportation safety, equipment, and hours of service rules, as are private carriers.

\* \* \* \*

Owner-operators, also referred to as "independents," and there are a large number, between 75 and 100 thousand probably, are men who own and drive their own tractor-trailers. They offer themselves and their vehicles to the service of any shipper, farmers, manufacturers and distributors, and other carriers.

\* \* \* \*

Motor freight carriers are also categorized by the unique shipper needs to which they are responsive . . . automobile haulers transport new cars in specially constructed trailer frames; tank truck carriers move a variety of liquids ranging from milk to exotic chemicals, and many bulk products, such as grain; heavy specialized carriers move an incredible variety of unusually weighted freight such as steel bars and beams, boilers and turbines, missiles and instruments of defense, using low-slung weight-distributing heavily-constructed, suspension trailers, Cement haulers' unique vehicles are familiar to everyone, as are "reefers" (refrigerated trailers used for transporting perishables).

Subject 3:

**fuel use/ need**

Like every U.S. industry, transportation has been adversely affected by the fuel shortage. Availability, price, and the need to respect conservation mandates are critical factors that apply to all modes. The energy shortage quickly translates to transportation, obviously. Aircraft, railroads, trucks and ships all use petroleum distillates, and petroleum is in short supply.

\* \* \* \*

Railroads and trucks each consume diesel fuel, a middle distillate fuel very similar to number 2 fuel oil used primarily for heating purposes. Diesel fuel, ideally, is a cleaner distillate than is number 2 fuel oil, having less sulfur and ash content required for today's sophisticated diesel engines.

\* \* \* \*

The primary use of the diesel fuel truck is in intercity operations. In short haul truck operations, gasoline is the primary fuel. A relatively small number of trucks used almost exclusively in local freight pick-up and delivery, use propane as fuel.

\* \* \* \*

During 1973 trucks consumed an estimated 8.7 billion gallons of diesel fuel and 22.4 billion gallons of gasoline. Those trucks operated by the Federally regulated motor freight carriers consumed an estimated 3.5 billion gallons of diesel fuel, less than a third of the total consumed that year, and only about a billion gallons of gasoline, a very small part of that required to power all the nation's trucks.

\* \* \* \*

Truck-use fuel projections for 1974 are 9.8 billion gallons of diesel fuel and 23.5 billion gallons of gasoline. Truck use of diesel fuel has been increasing at a rate of 9-10% per year. Peak usage periods are the 2nd and 3rd quarters of the year.

For many years motor carrier fleet operation rates have reflected the economies of fuel purchasing in large quantities, fueling an optimum number of trucks from strategic locations. Fueling from their own bulk facilities is common among regular route truck operations, and also among many carriers engaged in local and relatively short-haul operations.

\* \* \* \*

Motor carrier operations involving irregular route operations (between no fixed points) do not generally lend themselves to bulk fueling, depending primarily on truck-stop purchasing.

\* \* \* \*

450 for-hire and private truck fleet operators reported (in a June 1973 survey) that prior to the fuel shortage 80% of their needs was purchased in bulk, 20% retail. At the time of the survey, 56.8% was bulk purchased, 43.2% retail... reflecting fuel procurement problems being faced industry-wide.

\* \* \* \*

Distillate fuels were placed under mandatory allocation on November 1, 1973. Initially allocating gasoline, (published January 15, 1974 revised to include diesel fuel to the trucking industry) the plan allocates 100% of current needs for transporting energy products (petroleum, coal, etc.) agricultural products and foodstuffs, 110% of base-period usage (1972) for all other freight.

\* \* \* \*

Gasoline was allocated, under the mandatory allocation plan, to trucks at 100% of current needs for transporting energy products, agricultural products and foodstuffs, and 100% of base period (1972) for all other freight.

\* \* \* \*

February 7, 1974 Federal Energy office Administrator Simon announced

(The Federal Register February 15) that trucking companies and truck stops would receive 100% of current fuel needs.

\* \* \* \*

Fuel suppliers however seldom seem able to meet the priority needs as allocated by the Federal Energy office. Few motor carriers receive 100% of base period purchases. Some carriers report receiving only 75% of their allocation levels.

\* \* \* \*

The cost of diesel fuel and gasoline, January 1974, excluding federal and state taxes, was double that of January 1973.

\* \* \* \*

Along with labor, fuel is a major single expense item for motor carriers, amounting to 6% including tax, of operating expenses.

\* \* \* \*

Increasing fuel costs make fuel conservation a necessity. Motor carriers report a variety of fuel-saving practices...tighter scheduling; once-a-day-only pick-up and delivery operations; holding intercity trailer movements until loaded to capacity; elimination of circuitous mileage...are all operational techniques.

\* \* \* \*

The vehicle itself can contribute to fuel conservation...speed reduction where feasible; derating engine fuel pumps (cuts power, reduces fuel use); increasing maintenance; reduction of engine idling time...are a few examples.

\* \* \* \*

Several states, primarily in the West, have (with special permits) allowed increases in the axle and gross weight maximums of tractor-trailers. Such increases allow the vehicle to haul more freight without a proportionate increase in fuel consumption.

Subject 4:  
**regulation, rate-making**



In the United States, surface transportation by rail, highway and water is regulated by the Interstate Commerce Commission as an arm of the Congress. U.S. airlines are regulated by the Civil Aeronautics Board and the Federal Aviation Administration, and pipelines are regulated by the Federal Power Commission.

\* \* \* \*

Most freight transportation is under federal and state regulation. Agricultural commodities and products are generally exempt.

\* \* \* \*

When the Interstate Commerce Act was passed in 1887 there was no such thing as the motor common carrier industry. With the development of the internal combustion engine and the development and increased use of trucks after World War I a new industry was created. In order to stabilize shipping, Congress found it necessary to bring the industry under regulation by passage of Part II of the Act in 1935. This legislation provided the shipping public with dependable motor carrier service and protection from discriminatory rates. In return for certification by the ICC, motor carriers assumed the responsibility of providing service on an equal basis to all shippers at published rates.

\* \* \* \*

The need for federal regulation has been well stated by the Supreme Court: "...the conditions which brought about the Motor Carrier Act (involved the economic instability of the trucking industry at that time, 1935) were dominated by ease of competitive entry and a fluid rate picture. And as a result it became overcrowded

with small economic units which proved unable to satisfy even the most minimal standards of safety or financial responsibility."

\* \* \* \*

The law provides for comprehensive economic and safety regulation. Carriers engaged in for-hire interstate operations prior to June 1, 1935 were issued franchises authorizing continuance of such service. Those desiring to enter the field after that date must show that "public convenience and necessity" require the operation they propose to provide.

\* \* \* \*

The Interstate Commerce Commission was given power to regulate the "qualifications and maximum hours of service of employees, and safety of operations and equipment." Under this authority, drivers employed, and equipment operated by interstate motor carriers, for-hire and private, are subject to detailed regulation. The authority to promulgate safety regulations was transferred from the Commission to the Department of Transportation, effective April 1, 1967. The ICC retains economic regulatory power.

\* \* \* \*

The National Transportation Policy, inserted as a preamble to the Interstate Commerce Act in 1940, meets most of the general principles recommended at this very time by The Secretary of Transportation for inclusion in a "new" transportation policy.

\* \* \* \*

Rates of for-hire motor carriers are required to be published in tariff form

and cannot be altered except upon the authority of the Commission. Without the right to know all carriers' rates, shippers would be subject to unjust discrimination and prejudice.

\* \* \* \*

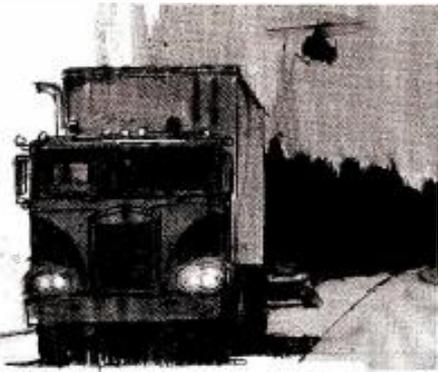
The National Motor Freight Classification is a national publication of the regulated motor carriers. It simplifies the rate structure (or price lists) of the carriers. Thousands of individual commodities moving in commerce are reduced to twenty-two (22) ratings. It is only necessary to look up the rate (cost) per hundredweight for those 22 ratings, rather than a rate for each commodity.

\* \* \* \*

Freight moving in interstate commerce in many cases moves over the lines of two or more motor carriers. Because those motor carriers have to publish rates to cover those movements, Congress in 1948 added section 5a to the Interstate Commerce Act. That section grants motor carriers immunity from the anti-trust laws when meeting to establish such through rates. The Interstate Commerce Commission was given authority under the Act to grant such immunity through its approval of agreements filed with it by the motor carriers, acting in concert through their rate bureaus.

\* \* \* \*

For efficiency and the convenience of the shipping public the motor carriers have established rate bureaus which publish tariffs containing rates and charges. These rate bureaus operate under procedures on file with and approved by the Interstate Commerce Commission. Under those procedures anyone, carrier or shipper, can propose



*Subject 5:*  
**theft—hijacking control**

adjustments in a rate or rates. Public hearings are held and public notice must be given of the disposition of each filed rate adjustment. The rate bureau then has the rate adjustment published in its appropriate tariff and filed with the Interstate Commerce Commission. There are nine major motor carrier rate bureaus in the country.

\* \* \* \*

Contrary to general business practice, regulated motor carriers must keep their records and accounts in a fashion prescribed by the Interstate Commerce Commission. This system of accounts was changed effective January 1, 1974, the original system having been in effect since the passage of the Motor Carrier Act. The system of accounts requires the motor carrier to allocate all expenses and income to prescribed accounts. With this uniformity of accounting the Interstate Commerce Commission is able to use the reports filed by the motor carriers to determine various costs, through use of time and cost studies periodically required, by region, of the motor carriers.

\* \* \* \*

The Office of Hazardous Materials of the Department of Transportation promulgates and publishes regulations covering the transportation of hazardous materials. Those regulations apply to all motor carriers and shippers, as well as railroads. The motor carriers publish these regulations in a tariff, on file with the Interstate Commerce Commission. The tariff has the full force of law, as do all tariffs on file with the Commission. Packaging requirements for the shipper, documentation, and placarding of vehicles all are published in the tariff.

The transportation industry has been rocked by increasingly heavy losses from hijackings and thefts . . . losses that increase the costs of everything, for all of us.

\* \* \* \*

Railroad losses amounted to \$250 million in 1970. Some \$210 million in merchandise disappeared from ships and docks. And airlines lost \$110 million. With truck industry losses it all adds up to a shocking 1.47 billion dollars.

\* \* \* \*

Airline security efforts are effectively visible, thereby familiar. Still, each hijacking assaults the sensibilities of everyone. But security measures work, fortunately.

\* \* \* \*

"The Great Train Robbery," the first motion picture, makes it clear that transportation crime is nothing new. Today, the trucking industry is the number 1 victim—over \$900 million in stolen merchandise in 1970 alone . . . includes everything from a small hand tool to a truckload of valuable furs.

\* \* \* \*

And truck hijackings seem to reflect the times. A truckload of liquor was a hijacker's delight during prohibition. Increased taxes on cigarettes made them a hijacker's favorite later. A year or so back, when meat was in short supply, guess what cargoes hijackers targeted? And today, a tankload of gasoline is an open invitation to theft.

\* \* \* \*

While the direct cost of cargo losses is staggering, estimated at \$1.47 billion, indirect costs are much higher—and total costs may well double that.

Huge sums are tied up in claims processing. The competitive market position of retailers is severely weakened in the face of such losses. Insurance rates are escalating and the cost of beefing up security runs into hundreds of millions.

\* \* \* \*

Truck hijacking is now more lucrative than bank robbery, according to a recent feature in a popular monthly magazine. It cites a hijacked truckload of coffee, stolen at 4:30 p.m. By 5:15 p.m. the coffee was being sold in a super market at a price well below the regular price. And TV sets on display in a discount store two and a half hours after that truckload was hijacked.

\* \* \* \*

Motor freight carriers are doing a good deal to reduce hijack and theft losses and have indeed made good progress already. With more sophisticated security systems, close liaison with police, improved communications equipment and detection techniques, code-identified trailers roof-top marked, helicopter surveillance and programs coordinated to those of other carriers, the number of hijacks and grand larcenies is decreasing.

\* \* \* \*

In addition to local law enforcement agencies much Federal level attention is paid cargo loss . . . in the Congress, the Department of Transportation and the Department of Justice . . . the Inter Agency Committee on Transportation Security. The Transportation Cargo Security Council of the Transportation Association of America and that group formed by motor freight carriers themselves, Truck Industry Committee on Theft and Hijacking, work actively at the cargo-loss problem.

Subject 6:

## productivity



“Productivity” in a manufacturing industry is a measure of the quantity of product produced by a given input of labor or capital. In a service industry it denotes the quantity of service provided. The freight transport industry’s product, accordingly, is the amount of freight moved, and “improved productivity” in the trucking industry means hauling more freight with better efficiency, at lower cost and with less fuel. In this period of inflation and energy shortage, improvement in productivity is critical for all industry. Particularly is this true in transportation since the nation’s economy is so entwined with the distribution of raw materials and finished product. It is a cost item in everything the consumer uses.

\* \* \* \*

Productivity in truck operations has been steadily improving through sophisticated management input; informational essentials produced in seconds with modern data processing systems; paperwork, processed while loads are enroute and transmitted electronically, await the freight’s arrival; mechanized freight loading and unloading equipment and many other modern techniques and innovations which increase the carriers’ freight handling and processing capacity. But little further improvement, without the right to use vehicles more efficiently, is in sight.

\* \* \* \*

Truck operators have not been able to take advantage of means for providing even more efficient, lower cost service—full utilization of the more advanced operational practices made possible by the development of tractors with higher horsepower capable of moving larger, heavier loads, safely and with reduced pollution emissions.

The present workhorse of intercity trucking is the tractor-semitrailer, a combination which spreads the total weight over the axles so as to minimize its effect upon road surfaces. The trailers, using both single and tandem (pair) axles, are 40 to 45 feet in length and the combinations generally are 55 to 60 feet overall, in accordance with the laws of the states through which they travel. These combinations have the capacity of carrying greater loads, if state and Federal laws were modified, but even so their potential has built-in limitations.

\* \* \* \*

A real break-through in increased motor carrier efficiency and productivity is offered by multiple-trailer combinations. Twin-trailer combinations—a tractor pulling two trailers—are appearing with increasing frequency on modern highways in the 32 states where they are permitted by state law. The trailers are usually 26 or 27 feet in length, for an overall length generally of 65 feet. Twin 40-foot trailer combinations have been operated on several Eastern toll roads in recent years. Highway and policy officials observing the operation of the various multiple-trailer units have reported they pose no hazards or other problems for motorists, associated with their length or weight.

\* \* \* \*

Because of their better utilization of horsepower, these newer combinations mean savings in fuel and overall operating costs—both important considerations in view of the current energy shortage and inflationary pressures. Savings also are associated with their convenience, for on divided shipments one trailer can be dropped off to

be unloaded at one point while the second trailer is being hauled to its destination. This flexibility is a major reason for their popularity with carriers and shippers and receivers of freight.

\* \* \* \*

The need for “meaningful relief” for the “evident loss in productivity” of motor carriers from rising fuel costs and reduced service ability resulting from the lower speed limit’s cut in a day’s trip distance was cited by Federal Highway Administrator Norbert T. Tieman in urging Congress this past February 20 to require the states to permit the operation of twin-trailers, up to 70 feet in length, on their Interstate highways. A Nebraska meat packer told the Senate committee that the shortage of available truck capacity was a major factor in curtailing production and increasing the price of meat, fruits and vegetables.

\* \* \* \*

The states now set their own truck size and weight limits, up to the ceilings set by Congress in 1956 for the Interstate highways—unless, under the law’s “grandfather” clause, they already had higher limits. The Federal limits were those developed in 1946 by the American Association of State Highway Officials (now the American Association of State Highway and Transportation Officials, or AASHTO.) Both the Department of Transportation and AASHTO recommended at the February 20-21 Senate hearing that those standards be raised to the ones recommended to Congress in 1964 by the Bureau of Public Roads, the predecessor to DOT’s Federal Highway Administration. The states can set any limits they wish for non-Interstate roads.

\* \* \* \*

DOT and AASHTO proposed that the Federal axle limits be raised from

Subject 7:  
safety

18,000 to 20,000 pounds single and from 32,000 to 34,000 pounds tandem. The Federal Highway Administrator told the Senate that, under the grandfather clause, 22 states permit single axle loads in excess of 18,000 pounds and 24 states, tandem weights over 32,000 pounds on Interstate highways, while 11 others permit higher axle loads on non-Interstate roads. They also recommended that the present flat Federal ceiling of 73,280 pounds on gross weight be replaced by what highway engineers call a "bridge formula" which determines maximum gross on the basis of vehicle length and the number and spacing of axles.

\* \* \* \*

These modifications would permit a gross weight of 79,000 pounds on a 55-foot, five-axle tractor trailer and 90,000 pounds on a six-axle, 65-foot twin-trailer combination. The administrator said the "modest, calculated increases in weight" would "have minimal effect upon highway safety...and minimal risk of lasting harm to the highway systems."

\* \* \* \*

The Interstate Commerce Commission, which regulates the freight rates of surface transportation carriers in the public interest, seeks to keep those rates as low as possible consistent with the maintenance of satisfactory transport service. The Commission's chairman, George M. Stafford, in testimony before a House committee January 30 on the trucking industry's fuel problems, declared, "I think it is time we started loading these trucks (with) the weights the highways of this country permit if we are going to maintain a price level on the items being carried."

Safety is a by-word throughout the transportation modes. Aircraft safety techniques are familiar to every traveller. The life ring, standard to all marine craft, along with the "stop-look-listen" cross arms posted at railroad crossings, are universal safety symbols. The National Safety Council reports that trucks (17.1% of vehicles registered) are only 12% of the vehicles involved in highway accidents. (84.2% of the vehicles involved in accidents are passenger cars.)

\* \* \* \*

All trucks engaged in interstate commerce must meet the safety regulations established by the Federal Department of Transportation's Bureau of Motor Carrier Safety. These regulations establish safe performance levels for lights, brakes, windows, fuel systems, coupling devices, windshield wipers, mirrors, horns, exhaust systems, and other safety-related items.

\* \* \* \*

Bureau of Motor Carrier Safety regulations are enforced through random inspections carried out by the Bureau's own inspection teams both at roadside inspection stations with the aid of the local highway patrol and also on carriers' premises.

\* \* \* \*

Quite independent of BMCS inspections, each carrier has his own inspection system geared to his particular operation. Every functional part of the equipment is inspected.

\* \* \* \*

*Engines* The diesel engines powering the majority of today's modern over-the-road highway tractors have been specially safety-designed for that purpose and have evolved in their present form as a result of many millions of miles of operating experience.

\* \* \* \*

*Brakes* The braking performance of commercial vehicles has been regu-

lated by the Bureau of Motor Carrier Safety and its ICC predecessors for many years and truck manufacturers have had considerable experience in designing truck brakes for compliance with Federal Regulations. Commercial vehicles are required to be fitted with both a normal service brake system and in addition a back-up emergency braking system mandated to become operative on failure of the primary service system. Maximum stopping distance requirements are laid down for both systems.

\* \* \* \*

The air brake system common to the majority of commercial vehicles and standard on all heavy over-the-road equipment is much more tolerant of system leaks than is its passenger car hydraulic brake equivalent. Further, in addition to cab-installed pressure gauges which monitor the condition of his braking system, a visible or audible warning device such as a buzzer or tell-tale arm is also mandatory in the cab so as to warn the driver immediately the air pressure in the braking system drops below a safe level.

\* \* \* \*

Checks on the operation of the truck and trailer air brake system form the first items in the safety-lane pre-trip maintenance procedures carried out by all responsible motor carriers. In addition, every driver is required by the Bureau of Motor Carrier Safety to complete a written trip report on completion of his day's work or tour of duty. This must list defects or deficiencies discovered by or reported to the driver likely to affect the safe operation of the vehicle.

\* \* \* \*

Truck fleet operators place heavy emphasis on driver training, employ professional driver trainers, and effect system-wide safety programs.

Subject 8:

## highways/the trust fund/mass transit

In the beginning—and still—America's standard of living, its increasing economic growth, has moved in step with the development of its transportation resources.

\* \* \* \*

The 1956 Federal Highway Act, creating the 41,000 mile National System of Interstate and Defense Highways and greatly expanding the government's commitment to the other Federal-aid highway systems, launched the country on the greatest road-building and road-modernization program in the world's history. Through the years as the program linked the major cities with high-speed divided highways and improved the primary and secondary roads, the nation's economy soared at a steadily accelerating rate.

\* \* \* \*

That the Gross National Product and highway transportation grew hand-in-hand was no mere coincidence. Automobile ownership and travel rose sharply year after year, from 54 million cars in 1956 to 100.7 million as 1974 opened. During the same period, the truck fleet has doubled from 10.2 million to 21.7 million, and its share of the nation's surface freight transport revenue grew from 35.5 percent to 53.9 percent.

\* \* \* \*

Today, three of every four tons of freight moves all or part of the way by truck from coast to coast, from city warehouse to suburban shopping center.

\* \* \* \*

As of this January 1, a total of 35,460 miles of the Interstate Highway System, now expanded to 42,500 miles, was open to traffic—28,612 miles in rural areas and 6,848 miles in urban areas. Another 3,036 miles are

under construction, and preliminary work has been started on all but 472 miles of the remaining mileage. Since 1956, \$53.2 billion has been spent on the Interstate program—\$46.9 billion in Federal funds and \$6.3 billion by the states.

\* \* \* \*

Less publicized but equally essential to providing the nation with an up-to-date road system has been the program for modernizing primary and secondary roads and their urban extensions. Since 1956, \$27.7 billion has been spent to complete the upgrading of 267,100 miles of these roads and another \$7.7 billion is being spent on current work on additional 11,274 miles. The states and the Federal government are sharing this expense on a 50-50 basis.

\* \* \* \*

This road-building money comes from special taxes paid by motor vehicle owners and users. In some states it is paid into highway trust funds; in others the money technically goes into and then out of general funds. On the Federal level, the users since 1956 have paid over \$60 billion into the Highway Trust Fund in taxes on fuel, parts and accessories, tires and lubricating oil and in truck weight taxes. Trucks alone, representing 17 percent of all motor vehicles, have paid over 39 percent of the Federal highway taxes and 33 percent of the state user taxes.

\* \* \* \*

In 1972, total highway taxes paid by truck owners amounted to \$5.9 billion.

\* \* \* \*

While intercity transportation and travel has swelled, the growth in the urban population, particularly in the large metropolitan cities, has brought new problems of congestion in city

travel. Street cars, once able to take people to and from work or shopping satisfactorily despite their fixed lines, have long since given way to the more flexible bus, but bus service has failed to keep pace with the swelling population and the spread into the suburbs. Subways have been able to ease the personal travel problem only in the largest cities. As a result, urban residents with their preference for the mobility and convenience of their personal automobiles, find themselves in ever-expanding traffic jams. Expressways and modernized street arteries have brought relief in some places but their construction has been held up in others by opposition from those who argue that public mass transportation is the better solution.

\* \* \* \*

The urban congestion-travel problem has been accompanied by the general inability of the local communities to support their transit facilities out of the fare box. They have directed more and more of their efforts to obtain funds for continued operation and expansion of their transit systems toward the Federal government. The vast sums pouring into the Highway Trust Fund have, somewhat naturally, been viewed by the transit proponents as a most enviable source of revenue.

\* \* \* \*

Diversion of Trust Fund taxes to transit is an issue which has divided the Congress in recent years and is expected to be the cause of a major legislative confrontation again in 1974. In 1973, the Senate voted to make \$850 million per year available from the urban highway authorization for either highways or transit, at the option of state and local officials. The House rejected this proposal, and a 10-week deadlock

Subject 9:

communications and EDP

ensued before the two chambers agreed on a compromise of \$800 million for this purpose in fiscal 1975, beginning this July 1.

\* \* \* \*

President Nixon, who endorsed the use of the Highway Trust Fund for mass transit, has sent a new "Unified Transportation Assistance Act" to the Congress which would make \$2.3 billion in annual authorizations for the non-Interstate highway programs available for either highways or transit at local option. In addition he would increase the allocations for mass transit from the general fund from the current \$1 billion in steps from \$1.4 billion in 1975 to \$2 billion in 1978. He also recommended, for the first time, use of some general fund money for subsidizing transit operating expenses.

\* \* \* \*

The trucking industry supports Federal assistance to public transportation, but from general funds—paid by all taxpayers—not from Highway Trust Fund taxes imposed on highway users by Congress in 1956 specifically for the Federal-aid highway program.

\* \* \* \*

Opponents of diversion point out that the Interstate System still needs an estimated \$11.5 billion in Federal funds to bring its completion by 1978; that Congressional committees responsible for over-seeing the Federal program believe a "priority primary" system built nearly to Interstate standards is necessary to link other cities and areas not on the Interstate network; and that an estimated 74.1 percent of primary, secondary and other rural roads still remain to be upgraded, including 62,546 miles of roads either unpaved or in need of strengthening.

Sophisticated communications and management systems are essential to the transportation industry today. The vast number of people who fly or take the train from city to city, set up information-processing activities of incredible proportion, familiar to most of us. The vast network of communications necessary to move goods, the wants and needs of more than 200 million people, around the country daily, is equally vast.

\* \* \* \*

Trucking companies are large users of two-way radio. There are in excess of 5,000 licensees with 90,000 mobile units operating in the Motor Carrier Radio Service. In addition a like number operate smaller systems as business radio licensees.

\* \* \* \*

Communications capability is the lifeblood of many trucking companies. Collectively, motor freight carriers rate among the largest users of private line services (AT&T) and other direct line service (WATS).

\* \* \* \*

Efforts to develop a trucking industry communications network would enable rapid communications between participating carriers, in addition to their customers, satisfying increasing communications needs.

\* \* \* \*

Rapid communications services utilizing teletype and facsimile between trucking companies and state permit offices speeds the issuances of permits necessary to the movement of freight.

\* \* \* \*

Techniques are being developed enabling mobile units to be located electronically. The use of a locating system in truck dispatch operations, will permit more efficient use of mobile equipment and manpower, improving service without necessarily

increasing costs.

\* \* \* \*

The ready availability of Citizen Band radio equipment, and simplified licensing procedures may make greater use of this facility likely. The ability to communicate information on local road conditions and traffic movement could make a major contribution to the safety of all highway users.

\* \* \* \*

Computers, and more than 500 are installed by motor carriers, provide management information, prepare documents and reports, assist in dispatch and control of tens of thousands of shipments, vehicles, drivers every day. The use of computers by major carriers is the rule in the trucking industry today.

\* \* \* \*

Reduction of paperwork and instant information on the status of enroute shipments are important reasons why motor carriers and major shippers are developing systems for the electronic exchange of information between motor carrier and shipper computers.

\* \* \* \*

Electronic communications and data processing facilities speed shipping documents ahead of the freight to enhance efficient unloading and delivery.

\* \* \* \*

The organization of a motor carrier typically includes departments responsible for road and terminal operations, maintenance, accounting and finance, traffic, sales, claims, safety, personnel, purchasing, inventories, as well as electronic data processing. The management of each department relies on data processing services for information upon which decisions are based. Top management relies on electronic data processing and communications to put the pieces of management information together.

Subject 10:  
**legislative communications**



Legislative measures are being introduced in Congress at a rapidly accelerating rate, passing the 17,500-mark in 1973. They are so numerous and many involve such extensive ramifications that coping with their complexities presents an increasingly difficult task for the legislators.

\* \* \* \*

Although the members of Congress, and their staffs, have developed a wide range of legislative expertise through their years of experience on Capitol Hill, it is not only natural, it is often necessary for them to turn to their constituents and other sources of information for facts and points of view which will help them reach their decisions.

\* \* \* \*

A legislator's constituents no longer are only those who live in his congressional district or state. They also include all those who will be affected, directly or indirectly, by legislative enactments. It is increasingly essential for members of Congress to be informed as to the attitudes of consumers, agriculture and industry on the issues upon which they vote.

\* \* \* \*

The nation's transportation modes—motor carriers, railroads, airlines, water carriers and pipelines—all retain staffs of highly expert counsel responsive to this legislative situation. Industry's views frequently are solicited both through invitations to testify at committee hearings and through informal requests for information on the effect of measures under consideration on the industry's economic well-being.

Capitol Hill representatives of the trucking industry are in frequent contact with members of Congress and their staff aides, explaining the position of motor freight carriers on proposed legislation—or “lobbying,” as it is frequently described.

\* \* \* \*

They also arrange for testimony by expert industry witnesses at committee hearings on pending bills of special interest to the trucking industry, and provide follow-up information to committee staff members preparing its report on the legislation.

\* \* \* \*

Industry meetings provide an unusual opportunity for an exchange of views on legislative issues, and on their relationship to industry problems, between members of Congress and industry executives. Invitations are extended to Congressmen and Senators to appear at appropriate gatherings.

\* \* \* \*

Key authorities in the Executive Office and Federal regulatory agencies and bureaus also appear at industry meetings for communications of mutual benefit to the industry and to the agencies.

\* \* \* \*

Legislative representatives of the several modes of transportation, including the Association of American Railroads, American Waterways Operators, Air Transport Association of America, the

Transportation Association of America and the American Trucking Associations, as well as officials of the labor unions associated with the transportation industry, maintain close liaison seeking to achieve harmonious relationships on legislative issues outside the labor relations area.

\* \* \* \*

Motor carriers, in order to better serve the public, from time to time have need for legislation to increase their efficiency and productivity. The industry's legislative representatives then seek to arrange for introduction of bills designed to achieve the specific objective, after providing members of Congress or their staffs with a summary of the problem and proposed measure.

\* \* \* \*

The Congress, in 1973 alone, considered several hundred measures of direct or indirect interest to motor carriers. Specialists evaluate such bills in detail and assess their impact as an informational guide in the determination of industry policy by the carriers' elected representatives. They then assist appropriate witnesses in the preparation of their testimony at committee hearings and prepare the data requested by committee members and staff.

\* \* \* \*

Additional measures of interest to motor carriers are considered in the various state legislatures. State legislators look to industry representatives in the same way as do members of the U.S. Congress for information on the issues. And it is provided just as promptly.

Subject 11:

## the environment and transportation

Science has not produced a fuel, acceptable even to the most advanced freight-moving technology, that will not pollute. Aircraft engines produce offensive noise levels; diesel trains and trucks emit offensive smoke; oil or coal burning vessels are no less offensive to others using the waterways. Gasoline engine emissions of carbon monoxide are choking. What to do about it? Who's to do it?

\* \* \* \*

It must be remembered that the carriers are *users* of equipment, and pollution reduction, while an operating challenge that is theirs, is limited to the controls within their reach. Engines, and equipment of varying characteristics must have low pollution potential in-built. The manufacturers of freight-moving equipment have been working on this, of course.

\* \* \* \*

Water sucked up from wet surfaces by jet aircraft tires at take-off, years back, stalled engines and to divert the spray thrown from wheels rubber engineers placed chines (welts) on aircraft tires.

\* \* \* \*

Truck tires pick up water from wet highway surfaces and throw off a blinding mist of dirty spray (so do automobile tires) that, curiously, chines cannot prevent. But rubber manufacturers are working on it.

\* \* \* \*

Answers to problems on splash/spray from motor vehicles have been sought for quite a period of time. Safety is the controlling deterrent to their success. Tire designs which produce the least amount of splash and spray also produce loss of traction. Engineers seek new vehicle designs and add-on devices to reduce the problem. Promising devices such as fender

skirts, create other problems such as excessive heat which causes tire and brake failure.

\* \* \* \*

Highway engineers are studying highway design seeking ways to effectively drain water from highway surfaces. But this will not reduce snow spray, as grave a problem as water spray.

\* \* \* \*

Meanwhile, the driver is the principal factor in splash/spray control. He can slow down (vehicles produce minimal spray under 35 mph), he can let following traffic pass, and he can manipulate his vehicle to reduce, within reason of course, the intensity of the splash/spray effect his vehicle produces.

\* \* \* \*

Tire design produces more than water pollution. Noise is also a problem offensive to many. And truck tires can be made to run quieter, even at high speeds. But the factors which increase friction and safety are the very ones which increase noise. Motor freight carriers, anxious to reduce noise from truck wheels, will not sacrifice traction and braking, continue to put the safest tires on vehicle drive axles.

\* \* \* \*

Methods, techniques and devices for muffling truck exhaust noise are readily available. And they are being used.

\* \* \* \*

During 1973, The Department of Transportation, assisted by carriers and by vehicle manufacturers, undertook a massive study of diesel engine noise reduction. They are seeking quieter diesel trucks able to operate with no unusual maintenance and on terms competitive economically with typical production vehicles. Presently nine models, the result of this research are

being tested in fleet operations. "In-cab" noise is also a problem for truck fleet operators. The driver's efficiency and safe-driving potential is affected when peak noise levels are passed. Techniques for improved engine-vehicle insulation will, hopefully, reduce the noises that assault the driver's ears, on the road.

\* \* \* \*

Eighty-five to ninety percent of the trucks used in intercity service are diesel powered. Diesel engines pollute far less than their gasoline counterparts. According to EPA, diesel powered vehicles were responsible for only .8 percent of the carbon dioxide, .6 percent of the hydrocarbons and 14 percent of the oxides of nitrogen emitted by road vehicles in the measured-year, 1970.

\* \* \* \*

Removal of waste wash water is a major problem for many motor carriers. Others, especially tank truck carriers, are required to have complex primary and secondary waste treatment facilities, processing their own wastes before it is permitted to leave the carrier's property (in sewers).

\* \* \* \*

Modern motor freight carrier vehicle combinations operating under tested and approved axle weight limits can transport more freight per trip, thus reducing the number of vehicles on the highway and the total vehicles miles travelled. Substituting 65-ft long twin trailer combinations for conventional tractor semi-trailers for the transportation of light commodities could save up to 30% in terms of vehicle trips and up to 21% of fuel, with a corresponding reduction of emissions (carbon monoxide, hydrocarbons and oxides of nitrogen).

Subject 12:

## transportation industry employment

More than 12 percent of the total U.S. civilian employment is in transportation and transportation-related industries.

\* \* \* \*

More than 9 million men and women, equivalent to one out of every nine workers in the U.S., are employed in the trucking industry.

\* \* \* \*

The latest Labor Department figures show that there are approximately 1,200,000 people employed by the for-hire motor freight transportation industry. Of this total approximately 700,000 are employed by Class I and II Federally regulated carriers.

\* \* \* \*

Second in size only to agriculture, the trucking industry had a total estimated payroll of \$72.5 billion in 1971. The average annual wage paid to full-time employees by for-hire motor carriers—interstate and local—and by public warehousing companies, was \$11,613. This sum is 6.8 percent above the average wage paid in all transportation industries.

\* \* \* \*

Trucking is a labor intensive industry where approximately sixty percent of revenues are paid to employees in the form of salaries, wages and fringe benefits. The average wage of those employed in for-hire trucking is more than 20 percent greater than the national average for those employed in all private business.

\* \* \* \*

In a typical for-hire trucking company handling a variety of goods of varying shapes and sizes there are a number of job functions necessary to the movement of that freight.

\* \* \* \*

*City Driver*, sometimes called a local

driver or pickup and delivery driver, is that employee initially in contact with a customer's freight. He drives a city truck (usually a straight truck) to the shipper's place of business to pick up the shipment. He also performs the delivery function at the other end of a movement. During a tour of duty (usually eight hours) the city driver may make several or several dozen stops to pick up or deliver freight. This job classification accounts for about 27 percent of the work force.

\* \* \* \*

*Dock Worker*, also called a freight handler or platform employee, is that worker employed at a motor carrier's terminal and is responsible for loading and unloading freight between the city and over-the-road trucks. These employees make up about 20 percent of the work force.

\* \* \* \*

*Road Driver*, also called over-the-road drivers or line-haul drivers, are those employees responsible for the driving of vehicles between the various cities served by the motor carrier. In most cases the equipment they drive consists of a tractor trailer combination. The road driver function accounts for about 20 percent of the work force.

\* \* \* \*

*Clerical*. There are any number of motor carrier employees who perform some type of clerical function. Some of these jobs include: the preparation of freight bills or invoices, the tracing of shipments, the processing of claims and the settlement of payments. The clerical work force accounts for about 15 percent of employment.

\* \* \* \*

*Mechanics and Garage*. These are the employees responsible for the repair

and maintenance of the motor carrier vehicle fleet. Included here are the highly skilled employees such as diesel mechanics. These maintenance employees account for 7 percent of the work force.

\* \* \* \*

*Administrative and Supervisory*. These jobs include the motor carrier's officers, executives and supervisors, and account for about 11 percent of the work force.

\* \* \* \*

*Terminal Manager*—plans and directs the freight operations at a particular station, and is usually responsible for the sales activity in his geographic area.

\* \* \* \*

*Dispatcher*—assigns drivers to their vehicles and is responsible for the scheduling and prompt movement of freight.

\* \* \* \*

*Safety Director*—responsible for programs to assure that vehicles are in a safe operating condition and conducts intensive driver training programs.

\* \* \* \*

*Data processing and communications* has become a very important part of motor carrier operations. The industry employs a variety of personnel skilled in the design, programming and operation of the sophisticated circuitry involved in dispatching, rate analysis, billing, accounting, payroll, taxes and system communications generally.

\* \* \* \*

The major contract with the Teamster Union is the National Master Freight Agreement covering approximately 400,000 drivers, dock workers and some clerical employees, employed by approximately 1200 motor carriers nationwide.

Subject 13:

## a look into the future



To meet the demands that will be made upon the nation's freight-moving facility over the next decade or so, in natural response to the ever-increasing population (after all, more people will obviously require more food, more clothing, homes, recreation, jobs, and the thousand and one things of life), all modes of transport, surface, and air, must and will expand.

As aircraft, particularly freight-hauling craft, become larger and larger to increase efficiency and productivity, larger landing fields and freight receiving and dispersing facilities will be required. Since critically-located land is at a premium there will likely be fewer such facilities, widely spaced.

The profile of surface transport (freight) modes will undergo predictable change. Miles of pipeline will probably be added. Larger port facilities (rather than more) will surely be demanded by the increased capacity of each new generation of vessel plying the seas and the inland waterways. Railroad track miles have been steadily diminishing thru this century, but innovative rail-use technology has and will continue to attract more freight. The inherent efficiency of railroads in moving shipments characterized by weight and bulk, will enable rails to fulfill a vital role, moving raw materials in particular, enabling industry to respond to increased consumer demand. And these changes among the modes will, of themselves, over and above the general increasing shipper demand for truck service, add to the role of the truck, forcing change of its profile also. After all it is the truck that must complete the movement of product carried on rail,

water and in the air and through pipe . . . virtually all freight must be moved to and from rail and air terminals, to and from ports.

All estimates by the Department of Transportation and other responsible sources indicate that trucking's relative share of total transportation market will continue to increase for the foreseeable future.

Better, more economical ways to handle general freight, particularly smaller shipments, must be found. A combination of automated terminals utilizing more efficient freight handling techniques; better vehicles, both pick-up and delivery and over-the-road, using fuel more efficiently; improved cooperation between the modes and between carriers; closer cooperation between the regulatory agencies and the carriers; all will contribute to solving the freight-moving problems of the future.

Federal weight legislation being considered in the Congress could have a marked effect on the ability of the truck to improve its efficiency and productivity. This legislation would permit the states to increase the carrying capacity of trucks and buses using the Interstate Highway System.

New size-weight limits that states could allow, if permitted by Federal legislation, could bring about new types of vehicles. Since payload is the prime consideration in improving productivity in over-the-road truck operations the objective is more cube through slightly increased length, more freight aboard through slightly increased weights per axle.

Twin trailers . . . two short trailers

pulled by a power unit . . . represent the most advanced "new" type of vehicle in use today on some U.S. highways . . . authorized by 32 states. A twin trailer combination customarily measures 65 feet in overall length. The regular tractor semitrailer you may be more familiar with, is usually 55 ft. in overall length.

Billions of miles of actual driving experience under every conceivable type of traffic and weather condition have proven twin-trailer operations are as safe, or safer, than other vehicles on the road.

The U.S. Bureau of Public Roads, Department of Transportation, American Association of State Highway and Transportation Officials, Department of Defense, state safety experts, and highway patrols, insurance companies . . . all have approved twintrailers. These respected groups, deeply concerned with safety and the prevention of damage to the highways, are concerned as well that the U.S. transport facility be as efficient as possible to meet the challenges that lie ahead.

Part of the story of American abundance (and despite the energy shortage, this nation's way of life is still abundant) is the efficiency of modern farming and manufacturing. But another part, perhaps the largest, is transportation. Without economical, reliable transportation, most goods would exist in abundance only in the areas where they were produced. There would be little purpose to producing much beyond local needs if there were no way to move productivity to other areas. And there would be no "American" abundance.

# Need more information on trucking and transportation?

Here's a handy contact list for your file:

**DEPARTMENT OF TRANSPORTATION**  
400 7th Street, S. W.  
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**Office of the Secretary**  
H. David Crowther, Director of Public Affairs  
Tel: (202) 426-4570

**Federal Highway Administration**  
Werner A. Siems, Director of Public Affairs  
Tel: (202) 426-0677

**Bureau of Motor Carrier Safety (FHWA)**  
Werner A. Siems, Director of Public Information  
(Tel: (202) 426-0648

**National Highway Traffic Safety Administration**  
B. A. Boaz, Chief of Public Information  
Tel: (202) 426-9550

**National Transportation Safety Board**  
Edward E. Slattery, Jr., Director of  
Public Information  
Tel: (202) 426-8787

**Federal Railroad Administration**  
Chris Knapton, Public Affairs Officer  
Tel: (202) 426-0881

**INTERSTATE COMMERCE COMMISSION**  
12 Street & Constitution Ave., N. W.  
Washington, D. C. 20423  
Warner Baylor, Public Information Officer  
Tel: (202) 343-4141

**FEDERAL MARITIME COMMISSION**  
1405 I Street, N. W.  
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Albert J. Dennis, Public Information Specialist  
Tel: (202) 382-4013

**CIVIL AERONAUTICS BOARD**  
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Washington, D. C. 20428

James O. Hughes, Director  
Office of Public Information  
Tel: (202) 382-6031

**TRANSPORTATION ASSOCIATION OF AMERICA**  
1101 17 Street, N. W.  
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**AIR TRANSPORT ASSOCIATIONS**  
1709 New York Avenue, N. W.  
Washington, D.C. 20006

Daniel Z. Henkin, Vice President, Public Relations  
Tel: (202) 872-4000

**ASSOCIATION OF AMERICAN RAILROADS**  
1920 L Street, N. W.  
Washington, D. C. 20036

Richard E. Briggs, Director  
Information & Public Affairs  
Tel: (202) 293-4160

**AMERICAN WATERWAYS OPERATORS, INC.**  
1250 Connecticut Avenue, N. W.  
Washington, D. C. 20036

Homer Hendrickson, Director of Public Relations  
Tel: (202) 296-0320

**AMERICAN INSTITUTE OF MERCHANT SHIPPING**  
1623 K Street, N. W.  
Washington, D. C. 20006  
Meredith Buel, Director of Public Relations  
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**AMERICAN ASSOCIATION OF  
STATE HIGHWAY OFFICIALS**  
National Press Building  
Washington, D. C. 20004

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Tel: (202) 628-2438

**NATIONAL DEFENSE TRANSPORTATION  
ASSOCIATION**  
1612 K Street, N. W. #706  
Washington, D. C. 20006  
Gerald W. Collins, Executive Vice President  
Tel: (202) D1 7-3530

**NATIONAL SAFETY COUNCIL**  
425 North Michigan Avenue  
Chicago, Illinois 60611

George V. Budreau  
Director, Public Relations Department  
Tel: (312) 327-4800

**TRUCKING EMPLOYERS INC.**  
1150 17th Street, N. W.  
Washington, D.C. 20036

Robert F. Todd, President  
Tel: (202) 785-3455

**INTERNATIONAL BROTHERHOOD OF  
TEAMSTERS**  
25 Louisiana Ave., N. W.  
Washington, D.C. 20001

Allen Biggs, Director of Public Relations  
Tel: (202) ST 3-0525

**NATIONAL ASSOCIATION OF TRUCK  
STOP OPERATORS**  
501 Slaters Lane  
Alexandria, Va. 22314  
Lloyd L. Golding, Executive Vice President  
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**CHAMBER OF COMMERCE OF  
THE UNITED STATES**  
1615 H Street, N. W.  
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C. Budd Faught, Committee Executive  
Transportation & Communications  
Tel: (202) 659-6122

**HIGHWAY USERS FEDERATION**  
1776 Mass. Ave., N. W.  
Washington, D. C. 20036  
John Martin, Director of Public Information  
Tel: (202) 833-5885

**MOTOR VEHICLE MANUFACTURERS  
ASSOCIATION OF THE UNITED STATES**  
1619 Massachusetts Avenue, N. W.  
Washington, D.C. 20036  
Oscar Griffin, Director of Public Relations  
Tel: (202) 872-9339

**TRUCK TRAILER MANUFACTURERS  
ASSOCIATION**  
2430 Pennsylvania Avenue, N. W.  
Washington, D. C. 20036  
Charles J. Calvin, Managing Director  
Tel: (202) 785-5833

**WATER TRANSPORT ASSOCIATION**  
2000 K Street, N. W.  
Washington, D. C. 20036  
William Kohler, Attorney at Law  
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**TRUCK INDUSTRY CONTACTS:**  
American Trucking Associations, Inc.  
1616 P Street, N. W.  
Washington, D. C. 20036  
Mr. J. R. Halladay, Vice President  
Public and Industry Relations  
(202) 797-5217

or, The Trucking Association in your State:  
Alabama Trucking Association  
James I. Ritchie, Executive Vice President  
(205-263-6654)

Alaska Carriers Associations, Inc.  
William L. Fritsch, General Manager  
(907-272-0568)

Arizona Motor Transport Assn.  
Terry Smalley, Managing Director  
(602-252-7559)

Arkansas Bus & Truck Assn., Inc.  
Stewart K. Prosser, General Manager  
(501-372-3462)

California Trucking Assn.  
Thomas C. Schumacher, Jr., Managing Director  
(415-347-3651)

Colorado Motor Carriers Assn.  
Earl Wennergren, Managing Director  
(303-433-3379)

Motor Transport Assn. of Connecticut, Inc.  
John E. Blasko, Executive Vice-President  
(203-289-9576)

Delaware Motor Transport Assn.  
William H. "Nick" McFadden, General Manager  
(302-734-8518)

Washington D. C. Area Trucking Association  
Andrew W. Johnson, Executive Vice President  
(202-797-5412)

Florida Trucking Assn., Inc.  
C. A. Gertner, Managing Director  
(904-355-4652)

Georgia Motor Trucking Associations, Inc.  
Charles L. Skinner, Managing Director  
(404-876-4313)

Hawaii Trucking Association, Inc.  
John M. Farrell, Executive Vice President  
(808-847-5929)

Idaho Motor Transport Assn.  
Claude Abel, Managing Director  
(208-342-3521)

Illinois Trucking Associations, Inc.  
Keith Cecil, Executive Vice President  
(312-325-2190)

Indiana Motor Truck Assn., Inc.  
George G. Cline, General Manager  
(317-244-7851)

Iowa Motor Truck Association, Inc.  
Richard G. (Dick) Hileman, Executive Secretary  
(515-244-5193)

Kansas Motor Carriers Assn.  
Mary Turkington, Executive Director  
(913-267-1641)

Kentucky Motor Transport Assn., Inc.  
Paul K. Young, Managing Director  
(502-585-3305)

Louisiana Motor Transport Assn., Inc.  
Edmund C. Bacon, Executive Director  
(504-342-8823)

Maine Truck Owners Assn.  
Eugene L. Coffen, General Manager  
(207-774-6970)

Maryland Motor Truck Assn., Inc.  
Albert J. Mascaro, General Manager  
(301-644-4600)

Massachusetts Motor Truck Assn., Inc.  
John M. Bresnahan, Sc.D. Exec. V.P.  
(617-227-5242)

Michigan Trucking Assn., Inc.  
Jack L. McNamara, Managing Director  
(517-489-5701)

Minnesota Motor Transport Assn.  
James N. Denn, Executive Vice President  
(612-646-7351)

Mississippi Trucking Assn.  
Harold Dean Cotten, General Manager  
(601-354-0616)

Missouri Bus & Truck Assn.  
George Burruss, Executive Vice-President  
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Montana Motor Transport Assn., Inc.  
Leonard W. Eckel, Managing Director  
(406-442-6600)

Nebraska Motor Carriers Assn., Inc.  
James N. Preston, Managing Director  
(402-432-8504)

Nevada Motor Transport Assn., Inc.  
Robert F. Guinn, Managing Director  
(702-323-5159)

Motor Transport Assn. of New Hampshire  
Armand J. Lagasse, Executive Director  
(603-623-4102)

New Jersey Motor Truck Association  
Thomas F. X. Foley, Esq. Executive Director  
(201-234-8300)

New Mexico Motor Carriers' Assn., Inc.  
J. O. "Larry" Larson, Managing Director  
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New York State Motor Truck Assn.  
Frank Scott, Executive Director  
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North Carolina Motor Carriers Associations, Inc.  
J. Tom Outlaw, Executive Vice President  
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North Dakota Motor Carriers Assn., Inc.  
Joel McIarvie, Managing Director  
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Ohio Trucking Association  
Donald B. Smith, Executive Vice President  
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Associated Motor Carriers of Oklahoma, Inc.  
Vince Robison, Executive Vice President  
(405-843-9488)

Oregon Trucking Assn., Inc.  
Robert J. Knipe, President  
(503-233-7673)

Pennsylvania Motor Truck Assn.  
William F. Richardson, III, Executive Vice President  
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Rhode Island Truck Owners Association  
Mrs. L. M. Daly, Secretary-Manager  
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Motor Transportation Assn. of South Carolina, Inc.  
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South Dakota Motor Carriers Association  
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Tennessee Motor Transport Assn.  
Robert Pitts, Manager  
(615-AL 5-0558)

Texas Motor Transportation Assn.  
Terry Townsend, CAE, Executive Director  
(512-GR 8-2541)

Utah Motor Transport Association  
Oris E. Winn, Managing Director  
(801-364-6464)

Vermont Truck & Bus Assn., Inc.  
James Finneran, Executive Director  
(802-223-7900)

Virginia Highway Users Assn., Inc.  
E. H. Williams, Jr. Executive Vice President  
(804-649-9311)

Washington Trucking Assns., Inc.  
William E. Hicks, Managing Director  
(206-MU 2-0250)

West Virginia Motor Truck Assn.  
Harold Gainer, Managing Director  
(304-923-6661)

Wisconsin Motor Carriers Assn.  
John P. Varda, General Manager  
(608-255-6789)

Wyoming Trucking Association, Inc.  
L. E. Meredith, Managing Director  
(307-234-1579)

charged with involvement in Watergate. They had film of each person who was talked about in connection with Watergate-related charges, and held the frame of the film clip so the audience could view that particular person. That technique gave the audience the perception of the 'we caught 'em in the act' sort of thing. If you go 24 frames per second and then all of a sudden stop, it makes the people look awfully conspicuous. It conjures up the image of Lee Harvey Oswald getting shot on one frame of newsfilm."

Mr. Herschensohn acknowledged the purpose of freeze framing is "to get a good glimpse" of someone, but insisted that a "very negative impression" stemmed from CBS Evening News's use of footage that "didn't even show the individuals' whole faces. There was one sequence with Bob Haldeman and Dwight Chapin walking away from the camera in overcoats, and the camera stopped them in the middle of the walk. And I must say, they looked like two criminals."

Mr. Herschensohn also complained about the graphics used on all three networks, particularly the visuals including the word "Watergate." "So often that visual is projected while the newsmen is talking about something unrelated to the Watergate events. The blanket use of that word leads audiences to imagine the scandal is bigger than it actually is."

The "worst offender" in connection with alleged network news prejudice against the Nixon administration is Walter Cronkite, Mr. Herschensohn maintains. "I know he does have great latitude in the show; it's his show, and the news judgment is either his or that which he agrees with." Mr. Cronkite's "bias" and "liberal philosophy" "seeps through" every Evening News broadcast, Mr. Herschensohn said. "It's the way he reads, his gestures, his pauses—all of those things—in certain stories."

The presidential assistant said he didn't feel bias against the President came from CBS News White House correspondent Dan Rather as much as from Mr. Cronkite. "I don't object to his [Mr. Cronkite's] making speeches around the country (BROADCASTING, March 18). The more his own political philosophy is exposed the happier I am."

Mr. Herschensohn earlier criticized CBS News in a letter to the Long Island (N.Y.) newspaper, *Newsday*, Feb. 7, in which he faulted the CBS Evening News leading with a Watergate-related story Jan. 18 instead of with the Suez settlement. "There were . . . so many stories surrounding what CBS droolingly calls 'the Watergate' that the meeting in the desert had to wait for a good quarter of the show." CBS News spokesmen countered by noting that on the day the Mideast settlement was actually announced, Jan. 17, CBS News devoted the first nine stories to the event (BROADCASTING, April 1).

William Small, CBS News vice president for hard news, told BROADCASTING that Mr. Herschensohn's complaints are "nonsense."

"He wants to be the master editor of everyone's broadcast. If he ever stepped

into a news operation and saw how difficult it is to put something together technically and how hard we work, he'd see how silly what he says is.

"We spend hours for every five seconds on the air. Decisions are made fast and they're not fancy. We're in the news business, and that's all."

## Mobil comes down hard on ABC-TV energy hour

**Oil company maintains its reputation as most vocal among majors, claims documentary was inaccurate, unfair**

ABC-TV executives are preparing a "careful response" to Mobil Oil Co.'s 22-page criticism of the March 20 documentary, *ABC Close-Up on Oil* (BROADCASTING, March 25). Released last Tuesday (April 9), Mobil's analysis cites 32 "particularly inaccurate or unfair" statements from the program which Mobil wired ABC-TV President James Duffy March 21 to blast as "vicious, inaccurate, irresponsible, biased and shoddily researched." Mobil's report was filed last week with the National News Council, which will investigate the charges.

The oil company, which has been singularly vociferous on the subject of TV network treatment of the "energy crisis," promises to continue its analysis of the program, and offer further comments at a later date. In an April 9 letter to Mr. Duffy, Mobil's Herbert Schertz, vice president for public affairs, made four basic complaints about the *Close-Up* program: the discussion of the oil industry's past 50 years was deemed incomplete and "irrelevant"; the selection of film clips purportedly gave a "damaging" impression of the oil industry; the references to the recent Arab nations' oil embargo was "only passing" and therefore a "disservice," and the hour allotted only seven minutes to comments from oil industry representatives.

Most of the complaints centered on what Mobil found to be insinuations of a U.S. oil industry cartel. For example, Mobil made the following rebuttal to *Close-Up* narrator Jules Bergman's statement that "the petroleum industry is dominated by about 18 integrated companies":

"The oil industry is much less concentrated than autos, steel, computers and many others. The single largest oil refiner has less than 10% of total U.S. refining capacity . . . Television broadcasting, on the other hand, has only three majors."

The Mobil analysis suggests that "one point which certainly should have been made during the program is that vertical integration in the petroleum industry is not insidious, surreptitious or illegal. In fact, it is a common method of operation in many basic industries in the United States."

Mr. Bergman's comments on the situa-

tion facing independent gasoline dealers "driven out of business" by major oil companies were found by Mobil to be "unsubstantiated." "There have been numerous times . . . when major companies have reduced the cost of gasoline to dealers to help them compete against other major brand stations in their area," the Mobil statement reads.

The analysis cites nine statements from the program by Mr. Bergman and featured experts about the alleged failure of the American oil industry to fully exploit the country's fuel resources. On the contrary, Mobil insists, "government policies restricted production and encouraged exploration overseas." Furthermore, Mobil's statement reads, "fuel was scarce this winter because the Arab countries cut production and refused to sell any oil to the United States."

The ABC documentary's "implications" of an unreal fuel shortage, coupled with allegedly "scant treatment" of the Arab embargo, are "misleading," the Mobil statement maintains. "We agree that the oil business is apparently an enigma to the American public. For nine years and more, however, Mobil has been warning the United States government about the dangers of depending on imports, the threat of unreasonable price increases by foreign producing countries, the lack of refining capacity, potential shortages of natural gas, etc."

Mobil's adamant stance in its TV and radio network commercials, parallel to its remarks in the *Close-Up* analysis, was what persuaded all three networks to ask for revisions of the company's commercials, on grounds of controversy (BROADCASTING, March 25, April 1). As Tom Swafford, CBS-TV vice president for standards and practices, put it, "About 50% of the people in this country think the energy shortage was created by oil companies. And there you have the beginning of controversy."

ABC News Vice President Bill Sheehan told BROADCASTING the March 20 *Close-Up* was "extremely carefully researched," and that the Arab embargo was "prominently mentioned" in the program. Also, the purpose of the *Close-Up* section detailing 50 years of oil industry history was to "familiarize viewers" with a "chronology of the oil industry," Mr. Sheehan said. "Mobil is perfectly justified in commenting on a program, but they are wrong in what they say," he observed.

ABC Inc. Board Chairman Leonard Goldenson, ABC Inc. President Elton Rule, and Mr. Duffy screened the oil *Close-Up* before it was aired and agreed on an unprecedented invitation to oil industry leaders for comments. Oil companies that responded negatively were Mobil, Exxon, Sun Oil, the Signal Oil & Gas Co. of Houston, and the Continental Oil Co., Stamford, Conn. A telegram from the Atco Oil Co. of Houston called the *Close-Up* documentary "factual, sound, with fair conclusions," an ABC source reported. Except for Mobil's harsh telegram, all oil company negative responses were "mild," the source said.

A telegram March 21 from Robert Sharbough, president of Sun Oil Co., Philadelphia, stated that the documentary

"added to the difficulty of developing and implementing sound publicly supported energy policies through further injury to the credibility of both the government and the petroleum industry."

A spokesman for Shell Oil Co., in Houston, told BROADCASTING that the ABC program "left viewers with biased impressions leading to erroneous conclusions."

Representative John C. Culver (R-Iowa) wrote ABC that the oil documentary was "a brilliant act of TV statesmanship." As of last week, Av Westin, ABC vice president for documentaries, had received 55 letters praising the program and 16 criticizing it. All 16 were from official oil company spokesmen, or from people employed by oil companies, he said. There were 135 requests for transcripts, and Senator Edward Brooke (R-Mass.) entered one in the *Congressional Record*.

"Mobil wrote us a long, careful letter and it deserves careful study," Mr. Westin said. "We're in the process of answering them." Another ABC spokesman charged Mobil with "fanning up publicity" for the oil industry. "We're not going to get into a publicity contest with them," the source said. "We won't release our response to the press, as they did. It will only be addressed to Mobil." The ABC source criticized the National News Council's involvement in the matter. "Who are they to decide about this? The program was not 'shoddily researched,' it was damn carefully researched, and if a few noses got broken, that's what programing is all about."

Two oil companies that criticized ABC's *Close-Up* sent unsolicited telegrams to NBC News in praise of its two-part *White Paper* on the energy crisis (March 21 and 28). Mobil was one. Sun Oil told NBC that "in contrast with ABC's offering . . . your *White Paper* was constructive, balanced and helpful to the American people in understanding the issues and the decisions the country faces."

A Shell source tended to agree with such distinctions, telling BROADCASTING last week that NBC's March 21 episode of the energy special "was presented in better balance than ABC's *Close-Up on Oil*." None of the oil companies polled by BROADCASTING commented on CBS News's eight-week Sunday evening energy series anchored by correspondent John Hart, whom Mobil called "the only energy expert on television."

### '60 Minutes' for women only

A daytime version of CBS-TV's Sunday magazine *60 Minutes* program will be introduced May 2. Formulated especially for women, *Magazine* is the first in a series of occasional CBS News daytime specials broadcast at 2-3 p.m. EDT. The first *Magazine* program will have three 20-minute mini-documentaries: a report on unnecessary hysterectomies, an inside view of soap operas, and a consumer guide to supermarket shopping.

CBS News correspondents Charles

Kuralt and Sylvia Chase will be the program's hosts. Correspondent Chase interviews doctors and women who have undergone hysterectomies, and "goes shopping" with consumer affairs expert Betty Furness to learn about "subtle marketing techniques," CBS News reports. Correspondent Kuralt, who produces the "On the Road" segments for *CBS Evening News*, interviews producers of CBS's soap opera *Love of Life*, and soap opera organist Eddie Layton. CBS News executive producer Perry Wolff is *Magazine's* executive producer; he is said to be considering shifting the show's production to female crews wherever possible.

## SDX honors radio-TV in six categories

Broadcasters will take home six bronze medals for outstanding journalistic efforts during 1973 at the 42d annual Sigma Delta Chi Distinguished Service Awards banquet May 4. Watergate-related efforts netted two prizes; coverage of the criminal court system, religious "deprogramming," unsolved crimes and highway dangers were other stories or editorial subjects chosen for top honors from among 1,122 entries.

The radio reporting award went to Eric Engberg of Group W's Washington news bureau for his live, 10-minute spot news report on the resignation of Vice President Spiro Agnew. WMAL-AM-FM Washington will receive the public service award for radio journalism for its 27-part series on Washington's criminal court system, *The Legend of Lenient Justice*. A series of editorials on Watergate by WGRC-AM-FM Pittsfield, Mass., won the award for radio editorializing.

TV awards went to CBS News correspondent Steve Young and producer Roger Sims for their three-part series, *Deprogramming: The Clash Between Religion and Civil Rights*. *Police File*, a wsoc-TV Charlotte, N.C., series about unsolved crimes picked up the public service award, and a series of editorials about dangers of a portion of highway near the Golden Gate bridge won the TV editorializing award for KRON-TV San Francisco.

## 4 in radio, 6 in TV get Headliner awards

Presentation ceremonies on April 20 to have Buchanan as speaker

Ten in television and radio were named last week to receive 1974 National Headliner Club Awards, given annually for outstanding reporting and for documentary and public service coverage.

Cited for "outstanding reporting" were WGN(AM) Chicago and KGAK(AM) Gallup, N.M. KMOX(AM) St. Louis was chosen for outstanding public service in its efforts to open up sessions of the Missouri Senate to broadcast coverage.

NBC Radio was selected for its public service programing dealing with the energy crisis, and ABC Radio for out-

standing documentary programs, *Echoes from Vietnam* and *Why Did Patti Have to Die?*

In television, the winners named were WTVT(TV) Tampa, Fla., for "outstanding reporting"; WKCT(TV) Miami for "outstanding public service"; NBC-TV for "outstanding reporting" by a network; Westinghouse Broadcasting Co. for "outstanding public service" (*Commuter Computer*); NBC-TV News for "outstanding documentary" by a network (*Sinai*) and ABC-TV News for "outstanding public service" by a network (*Green Grow the Profits*, and *Fire*).

The awards will be presented at the National Headliners Club's 40th annual banquet in Atlantic City on April 20. The principal speaker will be presidential assistant Pat Buchanan.

### Journalism Briefs

**Testing.** CBS's five owned TV stations will subscribe "for a trial period" to syndicated news services of both UPITN and Television News Inc. (TVN). Material will be available to supplement, in their local newscasts, national and international coverage syndicated to them and other CBS-TV affiliates by CBS News. CBS sources would not speculate on likelihood that some or all O&O's might become regular subscribers to one or both outside services, but stations' entry into trial use seemed to suggest that they did not consider CBS News's syndicated feeds adequate for their purposes.

**News plus.** Television News Inc., New York, electronic news service, added Sunday feed to clients, effective March 31, from 4:30-5 p.m. with repeats from 5-:30 p.m. TVN now has feeds Monday through Friday, 4:30-5:30 p.m.

**Back to work.** Members of Wire Service Guild employed by UPI ended 23-day strike by returning to work last Wednesday. Strikers voted to accept wage increases of 5.67% in each of two years. Pay scale prior to strike ranged from \$174 to \$300 weekly for writers, reporters, editors and photographers, including staffers at UPI Audio. Operations continued throughout walkout through use of supervisory personnel.

**Windy City's best.** Four Chicago broadcasters have been named recipients of Jacob Scher Investigative Reporting Awards, given annually by Chicago Chapter of Women in Communications Inc. Frank Beaman, news anchorman, WGN(AM) was honored for *Private Lives/Public Faces* series about illegal surveillance of area citizens. Noncommercial WTTN(TV) reporting team of Michael Hirsh, Bill Smith and Constance Tegge were recognized for 80-minute *Restaurant Inspection in Illinois: An Investigative Report*, broadcast focusing on Illinois restaurant inspection laws with footage of restaurant kitchen procedures. Jacob Scher awards are in memory of Northwestern University professor and press law attorney.

**AMPEX**

**AVR-2:**

**ALL THINGS  
TO ALL PEOPLE**

A vintage advertisement for an Ampeg stereo system. The image shows a multi-tiered setup. At the top is a tuner with a color test chart on its screen and various control knobs. Below it is a turntable with two vinyl records. The bottom section is an amplifier with a row of buttons and a prominent 'AMPEX' logo. The background is a dark blue gradient.

**...but most will  
buy it for  
what it isn't**

### It's small—it isn't big.

Yet it will give big performance, flexibility, economy. It is a VTR that can be anything or everything you want it to be: bare bones, fully equipped, studio, portable, or mobile recorder. And more. It's easy to operate and so small you can take it anywhere. It's a modular system that you can tailor to any configuration to answer your particular needs and save you money.

### It's quad—it isn't a whole new standard.

That means excellence: superb picture quality and high performance.

AVR-2 is a single standard (more if you wish), high band recorder that delivers broadcast performance that will exceed your most critical expectations.

At 7½ ips or 15 ips, picture quality is matched only by the very finest quad recorders. A new extended-range digital time base corrector means better performance and faster lockup. The picture endures through successive dub-downs.

An integral sync generator is a standard feature and permits "stand-alone" machine operation.

Everything you expect from quadruplex, AVR-2 delivers.

### It's low cost; isn't expensive.

AVR-2 is the first quad to break the barrier of budget for true quad performance. It produces a broadcast signal comparable to any recorder, but the machine comes to you in many cost-saving configurations.

Initially, you will save many thousands of dollars by selecting only the features that fit your particular needs and objectives.

Downstream, the low cost of operation, in maintenance and man-hours, will save you much, much more.

### It's modular and portable—it isn't immobile.

Put it together any way you like.

The two lightweight modules (transport and electronics) let you assemble any configuration to fit your space, preference, or budget.

In the studio, you can mount the modules in a lowboy console, with an optional monitor bridge, if you like.

On location, you can place the modules side by side, or on top of each other, with or without the monitor bridge—any way that fits into a station wagon or van or even a boat or aircraft.

All components are light enough so two men can disassemble and move AVR-2 in minutes. You can even roll the entire studio console through a standard 36" doorway. By yourself.

### It's "human engineered"—isn't hard to operate.

It's a joy to operate, in fact—in the studio or on location. Because it is a single standard machine, fewer controls are needed, and these few are logically grouped and well lighted so operators can work even under extreme conditions.



Side-by-Side Configuration



Top Stack Configuration



Low-Boy Configuration



Full System

Lockup time is 1 second in NTSC, or 2 seconds in PAL/SECAM. Record and play on 90 minute reels (3 hours at 7.5 ips) for greater program flexibility.

**It saves money— isn't expensive to operate.**

AVR-2 operates off any standard AC outlet; generates less heat. That's a serious consideration in these days of the energy crisis.

The unique new video head assembly lets AVR-2 run cooler, too, with less noise. It is the smoothest, quietest, coolest VTR ever designed.

**It's expandable— isn't limited to any configuration, big or small.**

That's how you save money. But you can add accessories as you need them for super performance.

You'll want to consider refinements like our Dropout Compensator to eliminate effects of dropouts in color or monochrome playback.

Or a Velocity Compensator for better dubs. And Auto-Chroma, for high-speed, automatic equalization of color saturation.

Other options include Automatic Tracking Control which lets you play back every tape precisely.

Or Editec\* for faultless editing—it lets you make single-frame inserts, move cue tones, and verify placement.

And ask about our Compatible Dual Track Audio System that gives you greater audio mixing and editing flexibility without sacrificing the cue track. You can even record in a second language or add voice-overs.

Options are simply too numerous to list. Tell us your needs, and AVR-2 can be tailored to them—even if you call for stereo.

**It's a new breed of recorder— not a cut-down version of something else.**

Any Ampex video recorder bearing the "AVR" designation has a big reputation to live up to. And AVR-2 is no exception.

But since every user has different needs, objectives, and budgets, we designed AVR-2 to meet these needs. To provide unmatched flexibility and economy consistent with quadruplex quality.

**There is nothing in the world like AVR-2.**

It is the most versatile, economical recorder ever built. No matter how or where you use it, it will save you money and man-hours, in both initial cost and daily operation.

For full details, contact your local Ampex Broadcast Video Sales Engineer or write for full information.

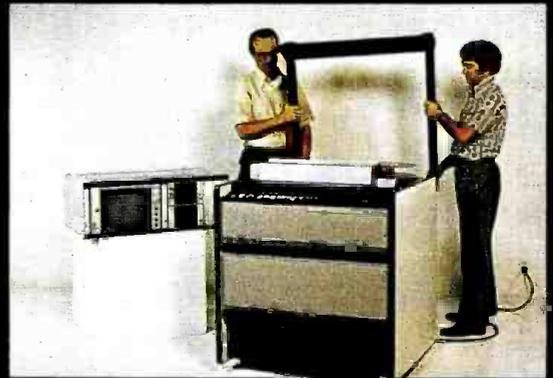
**AMPEX**

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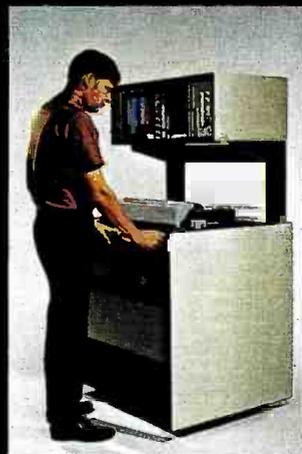
\*Trademark, Ampex Corporation.



All components are light enough so that two men can disassemble and move AVR-2 in minutes.



Roll the entire studio console through a 36" doorway by yourself.



Easy to operate. Fewer controls are needed, and all are logically grouped and well lighted.

## More problems than paeans as NCTA heads for Chicago

Reality to be the keynote for association's 23d annual meeting

Last June, the National Cable Television Association played host to 6,000 delegates at Anaheim, Calif., in a convention that, at the time, seemed to indicate the emergence of a golden age for the cable industry. Now, a scant 10 months later, that prospect has been postponed, if not canceled. And cable operators, reeling from a year of dashed expectations, withered economic stability and attacks upon what many consider the main promise of the industry's future—pay cablecasting—concede privately that the elaborate visions seen at Anaheim can be attributed to the proximity of Disneyland.

Cablemen, nonetheless, remain a feisty breed, as evidenced by the theme of NCTA's 1974 convention, which begins at Chicago's Conrad Hilton hotel this Sunday (April 21). The setbacks of the past year notwithstanding, cable operators still envision themselves as "the choice medium," and have so dubbed their convention ("The Choice Medium '74"). The theme, itself, is a literal rerun of that of the 1973 gathering. Chances are it will be the only thing so repeated in Chicago. For while its implications are more ominous this year's convention is more appropriately illustrative of "the real world of cable," which NCTA briefly considered as a theme but dismissed for just that reason.

Some 5,000 persons, 20% under last

year's delegate roster, are expected to show up in Chicago. Primarily, they'll be there to talk about problems.

Number one on the list is the pay cable controversy—both in terms of industry priorities and the convention agenda. That is the topic of Sunday's initial management session, for which there will be no shortage of mentors.

The copyright issue, which reoccurred last week in congressional legislation far from the industry's liking (see page 17), will be ventilated early the following day. The panel addressing the subject at a Monday eye-opener session clearly represents a cross-session of ideologies. Moderated by Gary Christensen, partner in the Washington law firm of Hogan and Hartson and immediate past NCTA general counsel, it also includes National Association of Broadcasters General Counsel John Summers, Edward Cramer of Broadcast Music Inc., CBS's Harry Olson and Warner's Mr. Stern.

Much has been said of the downbeat financial status of cable during the past year, and more will be at the convention—enough to fill two separate sessions on financial matters staffed by representatives of several leading cable lending institutions.

The future relationship between cable and other telecommunications media is scheduled as the subject of Monday's main management session, at which no intra-industry official will speak. Instead, there will be such notables as the Rand Corp.'s (and former FCC general counsel) Henry Geller, the Office of Telecommunications Policy's Henry Goldberg and the Cable TV Information Center's W. Bowman Cutter.

Nonduplication and exclusivity, words that have been sore points with cable operators since first incorporated into the FCC's rules, will also be explored in two separate sessions, both on Tuesday. The commission's Cable Bureau will be amply represented on a Tuesday panel dealing

with the industry's relationship with the commission.

On Wednesday, the agenda will take a more philosophical turn, with panels scheduled to include such questions as how to stimulate interest in public access cablecasting, the necessity for consumer rate increases and the future course of cable franchising. The most provocative dissertation that day—and perhaps of the entire convention—will come during Wednesday's closing management session: how the industry's future is seen through the eyes of prominent communications specialists.

Whatever the outcome of the proceedings, there will be no shortage of influential Washingtonians on hand as witnesses. At least half of the currently abbreviated FCC—Chairman Richard Wiley and Commissioner Benjamin Hooks—will be there. Commissioner Robert E. Lee will be abroad. Mr. Wiley will be the Monday luncheon speaker.

Several emissaries from Capitol Hill also will be in attendance. Senator Adlai Stevenson (D-Ill.) will address the opening session Sunday. That day's agenda also includes Representative Torbert Macdonald (D-Mass.), who will assist in the presentation of NCTA's annual cablecasting awards (BROADCASTING, April 8). The association's political cablecasting award will be handed out on Wednesday by Representative Robert McClory (R-Ill.), who will be preceded on the podium by Senator Edward Brooke (R-Mass.), the Wednesday luncheon speaker. NCTA President David Foster will deliver the Tuesday luncheon address.

Despite economic downturns that have also caused some multiple system operators to trim the roster of their attending personnel, equipment manufacturers will be strongly represented. Their delegations, however, will not be extensive as last year and few hardware surprises are anticipated. Some 137 firms will be represented in the four exhibit areas; details of their displays begin on page 51.

### The official NCTA agenda

All activities will take place in the Conrad Hilton.

Saturday, April 20

**Registration.** Lower lobby. 2:00-5:00 p.m.

**President's Reception.** Willford room. 7:30-8:30 p.m.

Sunday, April 21

**Registration.** Lower lobby. 7:30 a.m.-5:00 p.m.

**Brunch.** Grand ballroom. Noon-1:30 p.m.

**Opening Session.** Grand ballroom. 1:45-2:30 p.m. Welcome: James B. Goetz, NCTA convention chairman. Chairman's address: Amos B. Hostetter, NCTA chairman. Speaker: Senator Adlai E. Stevenson (D-Ill.).

**Joint Management/Technical Session.** Grand ballroom. 2:30-4:30 p.m. Subscription cablecasting: A major area of controversy. Opponents have used this potential cable service as a springboard to re-launch old attacks on CATV. What are we doing? What should

we be doing? Where does subscription cablecasting stand today? Moderator: Burt I. Harris, Harris Cable, Los Angeles. Panelists: Geoffrey Nathanson, Optical Systems, Los Angeles; Gerald M. Levin, Home Box Office, New York; Jack Valenti, Motion Picture Association, Washington; Ralph Baruch, Viacom International, New York; Alfred R. Stern, Warner Cable, New York.

**Cablecasting Awards Presentation.** Grand ballroom. 4:30-5:00 p.m. Moderator: Amos Hostetter, NCTA chairman. Speaker: Representative Torbert Macdonald (D-Mass.).

**Meet Your Board of Directors.** Grand ballroom. 5:00-7:00 p.m.

**Exhibits Open.** International ballroom, Normandie lounge, Continental ballroom west, East and North halls. 5:00-8:00 p.m.

**Exhibitor's Cocktail Reception.** Exhibit halls. 6:30-7:30 p.m.

Monday, April 22

**Registration.** Lower lobby. 7:30 a.m.-5:00 p.m.

**Exhibits Open.** 9:00 a.m.-6:00 p.m.

#### Eye-opener sessions

**Financial.** Waldorf room. 8:00 a.m.-9:30 a.m. This panel will deal with financing of cable television construction and operation—a how-to-do-it session with participants from Wall Street, institution-

al, commercial, tax shelter and limited partnership groups. Moderator: James Ackerman, Becker Communications, Indianapolis. Panelists: Simon Pomerantz, Jerrold Electronics, Horsham, Pa.; Robert Todd, Pittsburgh National Bank, Pittsburgh; Paul Kagen, Paul Kagen & Associates, New York; John Saeman, Cablevision Properties, Denver; Louis Hribar, Cable Media Corp., Los Angeles; Dave Wicks, A. G. Becker & Co., New York.

**Copyright.** Beverly room. 8:00-9:30 a.m. A durable problem, well-litigated, almost legislated, still controversial. The 1909 statute, the revision bill, new rights, music, cable provisions. Moderator: Gary Christensen, Hogan & Hartson, Washington. Panelists: Edward Cramer, Broadcast Music Inc., New York City; John Summers, National Association of Broadcasters, Washington; Alfred R. Stern, Warner Cable, New York; Harry Olsson, CBS, New York.

**Education by Cable.** Bel Air room. 8:00-9:30 a.m. What cable has done and what it can do without major construction or technological breakthroughs—elementary through collegiate, vocational, handicapped, special education needs. Morning session will deal with grass roots involvement. Afternoon session to cover programming and distribution. Moderator: Joe Romasco, Jerrold Corp., Horsham, Pa. Panelists: M. Ted Dixon, superintendent of San Diego county schools, San Diego; Joe Price, Jefferson Cable, Charlottesville, Va.; Curt Melcher, First Illinois Cable TV, Springfield, Ill.; Dr. James Ludwig, Flathead Valley Community College, Kalispell, Mont.

**Urban Markets. PDR #2.** 8:00-9:30 p.m. Financing and franchising are not central to this panel. Differing requirements and problems are. How to deal with interconnection, studio, program, microwave, converter, employment and other city problems. Moderator: Frank Drendel, Comm/Scope, Hickory, N.C. Panelists: Ed Drake, LVO Cable, Tulsa; Bill Johnson, FCC Cable Bureau, Washington; Ed Shafer, Foster Associates, Washington; Robert Gruno, Burnup & Sims, West Palm Beach, Fla.; W. Theodore Pierson Jr., Pierson, Bail & Dowd, Washington; Charles Tate, Cablecommunications Resource Center, Washington.

**FCC Cable Bureau and the small system.** Astoria room. 8:00-9:30 a.m. Meet key men on the Cable Bureau and discuss problems and concerns of the small market. Moderator: Polly Dunn, Columbus TV Cable, Columbus, Miss. Panelists: McLean Clark, Big Timber Cable TV, Big Timber, Mont.; David Kinley, FCC Cable Bureau, Washington; Allan Cordon, FCC Cable Bureau, Washington; Tony Cavender, FCC Cable Bureau, Washington; Steve Effros, FCC Cable Bureau, Washington.

**Main management session.** International ballroom. 9:45-11:45 a.m. Regulation of cable television. The interface of cable and other information carriers. What should be the ongoing relationship between various forces in the telecommunications media? Are new concepts needed? Moderator: Jay Ricks, Hogan & Hartson, Washington. Panelists: Henry Geller, Rrand Corp., Washington; W. Bowman Cutter, Cable TV Information Center, Washington; Henry Goldberg, Office of Telecommunications Policy, Washington; Ralph Wickberg, National Association of Regulatory Commissioners, Boise, Idaho; Kass Kalba, Harvard University, Cambridge, Mass.; Bill Melody, University of Pennsylvania, Philadelphia.

**Luncheon.** Grand ballroom. Noon-2:00 p.m. Moderator: David H. Foster, President, NCTA. Invocation: Rev. Patrick O'Malley, Church of St. James, Chicago. Speaker: Richard E. Wiley, chairman, FCC, Washington. Presentation of outstanding committee chairman award.

#### **Another look at the morning topics**

**Financial.** Waldorf room. 2:15-3:45 p.m. Moderator: John McDonough, American TV & Communications, Denver. Panelists: Jim Straley, Home Life Insurance, New York; Benjamin J. Lenhardt Jr., The First National Bank of Chicago, Chicago; David F. Harrison, The Bank of New York, New York; Gary Weinberg, Cable TV Information Center, Washington; James Curry, Anaconda Electronics, Anaheim, Calif.; Byron D. Jarvis, Metz & Jarvis Associates, Newtown, Pa.

**Education by Cable.** Bel Air room. 2:15-3:45 p.m. Moderator: Charlotte Schiff Jones, Sterling Manhattan Cable Television, New York. Panelists: Charles Ruffing, Coordinator of Technical Services, Michigan State Department of Education, Lansing; Brigitte Kenney, assistant professor, Graduate School of Library Science, Drexel University, Philadelphia; Frank Norwood, Joint Council on Educational Telecommunications, Washington; Richard Adler, Aspen Institute, Palo Alto, Calif.; Jessie Hartline, Rutgers British Open

University Program, New Brunswick, N.J.; Rev. Joseph Dorsey, St. John Fisher College, Rochester, N.Y.

**Urban markets. PDR #2.** 2:15-3:45 p.m. Financing and franchising are not central to this panel. Differing requirements and problems are. How to deal with interconnection, studio, program, microwave, converter, employment and other city problems. Moderator: Henry Harris, Cox Cable Communications, Atlanta. Panelists: Doug Ditrack, Viacom, New York; Mort Aronson, Massachusetts Cable Commission, Boston; Edwin A. Deagle Jr., Cable Television Information Center, Washington; Robert Kelly, New York State Cable Commission, Albany, N.Y.; Morris Tarshis, Bureau of Franchises, New York.

**FCC Cable Bureau and the small system.** Astoria room. 2:15-3:45 p.m. Moderator: McLean Clark, Big Timber Cable TV, Big Timber, Mont. Panelists: Polly Dunn, Columbus TV Cable Corp., Columbus, Miss.; David Kinley, FCC Cable Bureau, Washington; Allan Cordon, FCC Cable Bureau, Washington; Tony Cavender, FCC Cable Bureau, Washington; Steve Effros, FCC Cable Bureau, Washington.

**Engineers Reception.** Waldorf room. 6:00-8:00 p.m.

Tuesday, April 23

**Registration.** Lower lobby. 7:30 a.m.-5:00 p.m.

**Exhibits open.** 9:00 a.m.-6:00 p.m.

#### **Eye-opener sessions**

**Nonduplication and exclusivity.** Astoria room. 8:00-9:30 a.m. This panel will deal with the differences between nonduplication as we have known it and syndicated exclusivity—how to deal with them and how to work toward relief. Moderator: John Cole, Cole, Zylstra, & Raywid, Washington. Panelists: Tany Cacender, FCC Cable Bureau, Washington; Charles S. Walsh, NCTA, Washington; James E. Davidson, Newport TV Cable Co., Newport, Ark.; Mort Berfield, Cohen & Berfield, Washington; Bill Brazeal, Telecommunications Inc., Denver.

**Working with the FCC.** Waldorf room. 8:00-9:30 a.m. An opportunity to meet and discuss problems with the people directly responsible for implementation of FCC regulations. One session will involve the three major bureaus of FCC. Moderator: John Kenny, NCTA, Washington. Panelists: David Kinley, FCC Cable Bureau, Washington; Barbara Leventhal, FCC Cable Bureau, Washington; Jerry Jacobs, FCC Cable Bureau, Washington; Thomas G. Shack Jr., Shack & Mendenhall, Washington; George Shapiro, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Sheila Mahoney, Cable TV Information Center, Washington.

**Marketing.** Beverly room. 8:00-9:30 a.m. "Nothing happens until somebody sells something." How to sell effectively in different types of markets; aids available; case histories, successes and semi-successes. Moderator: Bill Pitney, Cox Cable Communications, Atlanta. Panelists: Greg Liptak, LVO Cable, Tulsa; Leo Hoarty, Buckeye Cablevision, Toledo, Ohio; Fred Lynam, Lynam & Associates, Houston; Jeff Marcus, Teleprompter Corp., New York; Gordon Herring, Telecable Corp., Sandusky, Ohio.

**OSHA.** Bel Air room. 8:00-9:30 a.m. The Occupational Safety and Health Act and what it means to you. Check lists, audiovisual training aids and what you can expect in addition to current regulations. Moderator: Ralph Steffan, Centre Video, Carnegie, Pa. Panelists: Robert Turkisher, Colorado Electronics Technical College, Manitou Springs; Charles Helein, Dow, Lohnes & Albertson, Washington; Joan Reppa, Warner Cable, New York; Richard Jackson, Jackson Communications, Clayton, Ohio.

**Local origination: the programming side.** PDR #2. 8:00-9:15 a.m. What, how, how much, at what cost? Today's practical experiences with one eye on cost effectiveness. Moderator: Jeff Jones, Big Valley Cablevision, Stockton, Calif. Panelists: John Long, Mission Cable TV, San Diego; Phil Wilcox, Junction City TV, Junction City, Kan.; Ted Carpenter, Broadside TV, Johnson City, Tenn.; Joe Gans, Cable TV Inc., Hazelton, Pa.; Alan Kraus, Suffolk Cablevision, Central Islip, N.Y.

**Main management session.** International ballroom. 9:45-10:30 a.m. Independent television stations and cable. What is happening to independents as a result of cable carriage? New concepts are ready to further cement the relationships that have evolved. Moderator: Graham Moore, Tele-Communications Inc., Denver. Panel-

ists: Roger Rice, Cox Broadcasting, San Francisco; Jack Matranga, KTXL-TV, Sacramento, Calif.; Robert Wormington, KBMA-TV, Kansas City, Mo.; Philip R. Hochberg, O'Conner & Hannan, Washington.

#### **Another look at the morning topics**

**Nonduplication and exclusivity.** Astoria room. 10:45-12:15 p.m. Moderator: John D. Matthews, Dow, Lohnes & Albertson, Washington. Panelists: Donald M. Andersson, NCTA, Washington; Wallace D. Miller, Teleprompter, Lewiston, Idaho; Sherrill Dunn, Dunn Communications Advertising, Englewood, Colo.; Tony Cavender, FCC Cable Bureau, Washington; Barry Stigers, Verto Cable Corp., Scranton, Pa.

**Working with the FCC.** Waldorf room. 10:45-12:15 p.m. Moderator: Stuart Feldstein, NCTA, Washington. Panelists: David Kinley, FCC Cable Bureau, Washington; Wallace Johnson, FCC Broadcast Bureau, Washington; Kelly Griffith, FCC Common Carrier Bureau, Washington; Rick L. Brown, Farrow, Cahill, Kaswell, Segura & Radero, Washington; E. Stratford Smith, Smith & Pepper, Washington.

**Marketing.** Beverly room. 10:45 a.m.-12:15 p.m. Moderator: Jack Gault, American TV & Communications, Washington. Panelists: Marc Nathanson, Teleprompter, New York; Tom Willett, Continental Cablevision, Findlay, Ohio; David Brody, Jerrold Electronics, Horsham, Pa.; Jay Wagner, North Central TV Inc., Sandusky, Ohio.

**OSHA.** Bel Air room. 10:45 a.m.-12:15 p.m. Moderator: Ralph Steffan, Centre Video, Carnegie, Pa. Panelists: Robert Turkisher, Colorado Electronics Technical College, Manitou Springs; Arnold Lutzker, Dow, Lohnes & Albertson, Washington; Joan Reppa, Warner Cable, New York; Richard Jackson, Jackson Communications, Clayton, Ohio.

**Local Origination: the financial side.** PDR #2. 10:45 a.m.-12:15 p.m. Moderator: Barry Zorthian, Time-Life, New York. Panelists: Bob Owens, American Research Bureau, New York; Al Carollo, Sweetwater TV, Rock Springs, Wyo.; Mel Smith, INTV, Washington; Al Martine, Durfees TV Cable, Parkersburg, W. Va.; Robert Shultz, Video Probe Index, New York.

**Luncheon.** Grand ballroom. 12:30-2:30 p.m. Moderator: Amos B. Hostetter, NCTA chairman. Invocation: Rev. Henri A. Stines, Trinity Episcopal Church, Chicago. Speaker: David H. Foster, NCTA president. Presentation of state and regional association awards.

**Exhibits open.** 2:30-6:00 p.m.

**Annual NCTA business meeting.** Waldorf room. 2:45-5:00 p.m. (Members only) Presiding: Amos B. Hostetter, NCTA chairman. Note: Ballots may be picked up 9:00 a.m.-2:45 p.m. in PDR #3. Reports of standing and special committees. Other business.

**Annual Banquet.** Grand ballroom. 7:30 p.m. Master of ceremonies: Rick Michaels, Communications Equity Corp., Guttenberg, N.J. Introduction of new officers and directors. Presentation of annual Larry Boggs Award. Entertainment: Nipsey Russel, Kaye Hart. Music by: Norm Krone's Orchestra.

Wednesday, April 24

**Registration.** Lower lobby. 7:30 a.m.-3:00 p.m.

**Exhibits open.** 9:00 a.m.-noon.

#### **Eye-opener sessions**

**Public access—the do-ers.** PDR #2. 8:00-9:30 a.m. How to stimulate development of responsive and responsible sources of access channel programming. A realistic approach—asking questions about funds for programming, operator responsibility, community involvement. Moderator: Pat Scott, Cable Television Information Center, Washington. The access centers at Warner Cable TV in DeKalb, Ill., and Cox Cablevision at Columbus, Ind., will make a joint presentation on their activities.

**New services.** Beverly room. 8:00-9:30 a.m. Satellites, two-way computer, etc. Where do they stand? What can we expect? When?

**Moderator:** Nathan A. Levine, Sammons Communications, Dallas.

**Panelists:** Rex Bradley, Telecable Corp., Norfolk, Va.; John Goberman, Lincoln Center for Performing Arts, New York; Tom Lemmons, Target Network TV, Kansas City, Mo.; Stanley Gerendasy, Cable TV Information Center, Washington; Tim Eller, The Mitre Corp., McLean, Va.

**Rate increases.** Waldorf room: 8:00-9:30 a.m. It is necessary for cable to have more freedom in pricing its services. This session is not a "how I got mine" presentation; rather it deals with cost comparisons—today with five and ten years ago—and guidelines on how to set rates. Moderator: Ed Allen, Western Communications, Walnut Creek, Calif. Panelists: Morris Tarshis, Bureau of Franchises, New York; Jeff Forbes, Massachusetts Cable Commission, Boston; Richard Young, Peninsula Cable Communications, Palos Verdes, Calif.; Martin F. Malarkey, Malarkey, Taylor & Associates, Washington; Leslie H. Read, HLC Associates, New York.

**Franchising.** Astoria room. 8:00-9:30 a.m. Looking toward 1977. Moderator: Lawrence W. Kliever, Peninsula Broadcasting Co., Hampton, Va. Panelists: Joe Orndorff, Dayton-Miami Valley Consortium, Dayton, Ohio; Jerry Jacobs, FCC Cable Bureau, Washington; Beverly Land, Telecable Corp., Norfolk, Va.; Harry Harkins, University City TV Cable Co., Gainesville, Fla.; John McGuire, Cable TV Information Center, Washington; Lee Lovett, Pittman, Lovett, Ford, Hennessey & White, Washington; Dan Aaron, Com-cast Corp., Bala Cynwyd, Pa.

**Main management session.** International ballroom. 9:45-11:45 a.m. Cable TV today and tomorrow—as viewed by significant outside interests. People who have observed cable's growth. They have spoken glowingly about its potential. Today they re-examine their views in light of current industry conditions. What do others believe is in store for us? Moderator: James Goetz, General Television Inc., Minneapolis. Panelists: Winston E. Himsworth Jr., Salomon Brothers, New York; Newton N. Minow, Sidley & Austin, Chicago; Doug Cater, Aspen Institute, Palo Alto, Calif.; Joseph L. Stern, Goldmark Communications, Stamford, Conn.; Charles Tate, Cablecommunications Resource Center, Washington.

**Luncheon.** Grand ballroom. Noon-2:00 p.m. Moderator: Bruce Lovett, NCTA chairman, 1974-75. Invocation: Rabbi Mordecai Simon, Chicago Board of Rabbis, Chicago; Speaker: Senator Edward W. Brooke (R.-Mass.). Presentation of NCTA political cable-casting award, Representative Robert McClory (R.-Ill.).

#### **Another look at the morning topics:**

**Public access: the do-ers.** PDR #2. 2:15-3:45 p.m. Moderator: Daryl Peterson, Sunflower Cablevision, Lawrence, Kan. Panelists: Jim Thomas, Rockford Cablevision, Rockford, Ill.; David Othmer, City of New York; Marsha Dolby, Video Access Center, Bakersfield, Calif.; Maurice Jacobson, Los Angeles Public Access Project, Los Angeles; Earl Haydt, Berk's Cable TV, Reading, Pa.

**New services.** Beverly room. 2:15-3:45 p.m. Moderator: Arthur O'Neil, *South Bend Tribune*, South Bend, Ind. Panelists: Elizabeth Forsling Harris, Formont Associates, New York; Robert Button, Teleprompter Corp., New York; Bill Karnes, Tocom, Dallas; Carroll Bowen, Massachusetts Institute of Technology, Cambridge.

**Rate increases.** Waldorf room. 2:15-3:45 p.m. Moderator: F. Gordon Fuqua, Electra Communications, Charlotte, N.C. Panelists: John Goddard, Viacom International, Dublin, Calif.; Robert Brooks, Telcom, St. Louis, Mo.; Spencer Kaitz, California Community TV, Los Angeles; Tony Accone, KBC Corp., Killeen, Tex.

**Franchising.** Astoria room. 2:15-3:45 p.m. Moderator: Eugene Iacopi, Feather River Cable Co., Woodland, Calif. Panelists: Aaron Fleischman, Warner Cable Corp., New York; Carol Seeger, American TV & Communications, Washington; Kim Heatherington, Viacom International, New York; John Lubetkin, Athena Communications Corp., New York; Snowden Williams, Cablecommunications Resource Center, Washington; Nathan A. Levine, Sammons Communications, Dallas.

**Adjourn.** 4:00 p.m.

**Engineers' agenda and capsule listings for equipment exhibitors begin on the next page.**

## The engineers' agenda

Monday, April 22

### Eye-opener sessions

**Coping With 1977 Technical Standards.** 8:00-9:30 a.m. Williford room, parlor A. The deadline to update old systems is fast approaching. A panel of experienced engineers will discuss the pros and cons of realistic approaches on how to exceed the minimum FCC Performance Standards by 1977. Sponsor: Society of Television Engineers.

Moderator/organizer: Robert Cowart, Giff Cable Inc., San Jose, Calif. Panelists: Richard Covell, GTE Sylvania, El Paso; Kenneth Foster, N.Y. State Commission on Cable Television, Albany; Early Monroe, FCC Cable Television Bureau, Washington; Kenneth Simons, Jerrold Electronics, Horsham, Pa.; James Wright, CATV of Rockford, Rockford, Ill.

**Manpower Development Panel.** 8:00-9:30 a.m. Williford room, parlor C. Presentations related to the critical resource of skilled technical manpower. Discussions will include manpower development, on-the-job training, certification of technicians, etc. Chairman: Jake Landrum, Commco Inc., Austin, Tex. Panelists: William R. Dabney, Peralta Colleges, Oakland, Calif.; Albert K. Fine, San Mateo College, San Mateo, Calif.; Frank Gribbin, International Correspondence Schools, Scranton, Pa.; Stanley M. Searle, National Cable Television Institute, Englewood, Colo.; Tom Straw, Texas A & M, College Station.

### Main technical sessions

**Processing and quality.** Williford room, parlor A. 9:45-11:45 a.m. The latest in techniques that achieve improved signal quality by processing at the headend. Chairman: Richard Hickman, Cox Cable Communications, Atlanta. "Phase Phiddling," J. Switzer, Switzer Engineering Service Ltd., Mississauga, Ont. "Signal Processing Requirements for Modern Cable Systems," Alex B. Best, Scientific-Atlanta, Atlanta. "Processing the CATV Signal/The Frenzy of a New Horizon," Walt Wydro, consulting engineer, Pineville, Pa. "The Phazar, a New Interference Rejection Device," Pete Conte, CATV Components Co., Saint James, N.Y., and Steven I. Biro, Biro Associates, Princeton, N.J.

**Special applications and other topics.** Williford room, parlor C. 9:45-11:45 a.m. Reports on interesting special applications relating to telemedicine, education in the home, business practices and social experiments being conducted on cable systems. Chairman: Rex Bradley, Telecable, Norfolk, Va. "Cablecasting at Meadville," Yolanda Barco, Barco & Barco, Meadville, Pa. "The Mitre Interactive Television Experiment," Timothy S. Eller, The Mitre Corp., McLean, Va. "New Communications Technology in New Town Development (Roosevelt Island)," Glenn Ralston, New York City Planning Program. "Industrial Two-Way CATV Systems," Harold W. Katz, Interactive Systems Inc., Ann Arbor, Mich. "IBM Teleprompter Digital Transmission Test—Satellite and Cable TV," Howard H. Blonder and Roger Greenhalgh, IBM, Poughkeepsie, N.Y.

**Engineers reception.** Waldorf room. 6:00-8:00 p.m.

Tuesday, April 23

### Eye-opener sessions

**Practical applications of frequency channeling concepts.** Williford room, parlor A. 8:00-9:30 a.m. A free-wheeling panel discussion of the requirements, tradeoffs and taboos affecting channel utilization on cable. Sponsor: Society of Cable Television Engineers. Moderator/organizer: Wayne McKinney, Texas Community Antennas Inc., Tyler, Tex. Panelists: Edward Chalmers, Zenith Radio, Chicago; Henry B. Marron, Scientific-Atlanta, Atlanta; Malcolm

Ferguson, Television Communications, Pennsauken, N.J.; Sruki Switzer, Switzer Engineering Service, Mississauga, Ont.; Mike Jeffers, Jerrold Electronics Corp., Horsham, Pa.

**Maintenance and reliability.** Williford room, parlor C. 8:00-9:30 a.m. Papers on critical maintenance problems, tutorial discussion of grounding practices, and shielding as a tool for reliability, etc. Chairman: Charles Henry, Badger CATV, Iron Mountain, Mich. "Controlling Power System Surges in Cable Television Systems," W. S. Campbell, General Electric Cablevision, Schenectady, N.Y. "Shielding in CATV Systems," Ken Simons, Jerrold Electronics, Horsham, Pa. "CATV System Grounding Techniques," Robert Brooks, Telcom Engineering, Chesterfield, Mo.

### Main technical sessions

**Measurements, tests, rules and regulations.** Williford room, parlor A. 9:45-11:45 a.m. Papers on key aspects of testing, proof of performance, the role of subjective testing and the ever-present triple beat problems. Chairman: Cort Wilson, FCC, Washington. "The Relationship Between the NCTA, EIA and CCIR Definitions of Signal-To-Noise Ratio," Thomas M. Straus, Theta-Com of California, Phoenix. "CATV Proof of Performance Testing," Mike McKeown, LVO Cable, Casper, Wyo. "Validity of Subjective Testing," Clifford B. Schrock, Tektronix Inc., Beaverton, Ore. "A New Approach to Evaluating CATV System Triple Beat Performance," John Pranke, Bert Henscheid and Thomas M. Straus, Theta-Com of California, Phoenix.

**System development, expansion, interconnection.** Williford room, parlor C. 9:45-11:45 a.m. New developments in expanding, interconnecting and optimizing large systems. Chairman: Nate Levine, Sammons Communications, Dallas. "An Economic Model of the Selection Process: Microwave versus Conventional Techniques in CATV Distribution," Norman F. Woods, Theta-Com of California, Phoenix. "Cable and Satellite, Framework for a New Industry," Robert E. Button, Teleprompter, New York. "Rural Extensions Techniques and Systems," Vic Nicholson, Cable Television Information Center, Washington. "Estimating CATV Demand Patterns for System Development," Gerald Cohen and Zelma Huntoon, GTE Laboratories, Waltham, Mass.

Wednesday, April 24

### Eye-opener sessions

**System requirements for two-way.** Williford room, parlor A. 8:00-9:30 a.m. Discussion by experienced leaders in new world of two-way home terminal problems. Sponsor: Society of Cable Television Engineers. Moderator/organizer: Warren L. Braun, ComSonic, Harrisonburg, Va. Panelists: Edward Callaghan, American TV & Communications, Denver; James W. Stilwell, Tele-Systems Corp., Elkins Park, Pa.; Tim Eller, The Mitre Corp., McLean, Va.; Steve McVoy, Coaxial Scientific Corp., Sarasota, Fla.; Nick Worth, Telecable Corp., Norfolk, Va.; Richard T. Callais, Theta-Cable, Englewood, Calif.

**Equipment design.** Williford room, parlor C. 8:00-9:30 a.m. New items that push back the horizons through new developments in high-quality, economical equipment. Chairman: Arthur R. O'Neil, *South Bend Tribune*, South Bend, Ind. "Thermal Considerations During the Design of CATV Trunk and Distribution Equipments," James C. Herman, Jerrold Electronics, Horsham, Pa. "System Considerations Affecting Antenna Preamp Design," Frank Penny-packer and Emanuele Di Lecce, Lindsay Specialty Products, Lindsay, Ont. "A Coaxial Connector Design to Overcome Cold Flow Characteristics of Cable Materials," E. Clarke Quackenbush and Earle Ericson, Tidal Communications, Poughkeepsie, N.Y.

### Main technical sessions

**Program origination.** Williford room, parlor A. 9:45-11:45 a.m. New developments in low-cost production techniques time-base correction, information display systems and critical elements relating to program origination. Chairman: Delmer C. Ports, NCTA, Washington. "Using Information Display Systems for Maximum Subscriber Penetration in Metropolitan Markets," Richard P. Walters, Theta-Com of California, Phoenix. "Helical Video-Tape

Interchangeability Requirements," K. Blair Benson, Goldmark Communications, Stamford, Conn. "Teleproduction and Automatic Programing System for Low-Cost Cassette and Open-Reel VTR's," C. Robert Paulson, Television Microtime, Bloomfield, Conn. "Aural Services for the FM Band," Frank Genochio and Frank Old, Catel Corp., Sunnyvale, Calif.

**Distribution systems—system design.** Williford room, parlor C. 9:45-11:45 a.m. Exciting new techniques in system design and operation. Chairman: Frank Bias, Tele-Vue Systems, Dublin, Calif.

"Bending Your System Into Shape—Hinging," Jacob Shekel and Robert Dattner, Jerrold Electronics, Horsham, Pa. "Some Novel Approaches to System Design for Both New and Rebuild Applications," Derald O. Cummings and George P. Dixon, C-COR Electronics, State College, Pa. "Status Monitoring System," Leo Hoarty, Buckeye Cablevision, Toledo, Ohio. Joe E. Hale, Cable Dynamics, Burlingame, Calif. "Predict Cable Repeater Amplifier Station Noise and Distortion Limits by Use of Normalized Degradation Factors," Gaylord G. Rogeness, Anaconda Electronics, Anaheim, Calif.

## Who's exhibiting what equipment at the NCTA

(\* ) indicates new product.

**Aberdeen Cable TV Supply Co.** 313  
105 West Jefferson Boulevard, Culver City,  
Calif. 90230

*Product:* Tools, connectors, hook-up hardware, construction materials, shrink tube, pedestals, waterproofing items, safety equipment. *Personnel:* George M. Acker, Larry Borson, George Lagenza, Paul Puckett.

**AEL Communications Corp.** 226  
Lansdale, Pa. 19446

*Product:* Mark IV series of bi-directional CATV equipment. *Personnel:* L. Rosenfeld, I. Faye, W. Stone, J. Sacco, A. Cavalieri, R. Bailey, G. Kern, C. J. Fowler, S. Colodny, S. Berg.

**Ameco Inc.** 229  
2960 Grand Avenue, P.O. Box 13741, Phoenix 85002

*Product:* Channeleer Mark II signal processor, Metro-Com Sub-Nova 4 amplifier\*, block converter, Nova 300 two-way trunk\* and line extenders, Nova PII push-pull 50-252 mhz trunk amp\* and Nova-tap and weather monitor/message monitor\*. *Personnel:* Robert Wilson, Paul Askos, Don Morton, Ray Perez, Gene Wampler, Ken Jones, Lee Prins.

**Ampex Corp.**  
**Audio-Video Systems Division** 556-7  
401 Broadway, Redwood City, Calif. 94063

*Product:* TBC-800 digital time base corrector\*; VPR-7950A video production recording system\*; VPR-7900 video recorder, VPR-5800 video recorder. *Personnel:* Donald V. Kleffman, Richard Sirinsky, Frank Santucci, Gill Fagerlin, Len Hase, Dick Coomes, Grant Easton, Bob Beene.

**Anaconda CATV** 534-5, 552-4, 572-3  
7456 Lampson Avenue, Garden Grove,  
Calif. 92641

*Product:* Century II amplifiers\*, 8800 series amplifiers, Systems 21 cable with G.I.D.\*, apartment-house amplifiers, 2500 series wideband directional taps, 2188 14-amp AC power supply, 2109 and 2009\* line-extender amplifiers. *Personnel:* A. L. Ginty, Kirk Hollingsworth, Bob Spann, Nat Marshall, Jack Woods, Jeff LeHecka, Gay Rogeness, Vic Tarbutton, Jim Curry, Larry Fry, John Egan, Bill McNair, Bob Hannon, Mary White.

**Andrew Corp.** 117  
10500 West 153d Street, Orland Park, Ill. 60462

*Product:* Microwave antennas and wave guides for CARS band, coaxial cable. *Per-*

*sonnel:* W. Moore, R. C. Bickel, H. Woodbury, Pryjima, E. Weber, W. Fritz, E. J. Andrew, J. Byrne, C. Rauch, W. Yunker, J. Jesk, T. Charlton, J. Brown, E. Johnson, R. Green, J. Speicher, R. Savalle, R. Skrobin, R. Lamons, C. R. Cox.

**Angenieux Corp. of America** 102  
440 Merrick Road, Oceanside, N.Y. 11572

*Product:* Full line of TV zoom lenses, including 10X, 15X. *Personnel:* John Wallace, Walt David, Sylvia Rozane.

**Anixter-Pruzan** 227  
1963 First Avenue, Seattle 98134

*Product:* Sony origination, construction, hardware, active and passive devices, cable, connectors, tools, safety equipment, Raychem shrink tubing. *Personnel:* Herb Pruzan, Jack Pruzan, Bob McIlvan, Irv Sylvan, Bill Gaylord, Gordy Halverson, Tim Rankin, Steve Monson, Gene Robinson, Phil Glade.

**Arvin Systems Inc.** 542-545  
1771 Springfield Street, Dayton, Ohio 45403

*Product:* Signal level meter, coaxial switches, passive devices, video disc cassette recorder. *Personnel:* George Foster, Ben Everett, Jack Cauldwell, Joe Murphy, John Lambert, Bob Walker, J. R. Burns, Paul Bartley, Bob Paus, Bob Randall, Ray Weaver, Jim Baker, George Gallanis, Phil Hendershot, Bill Nichols, Ed Waldspurger, Ken Merriweather, Paul Buddendeck.

**The Associated Press** 106-7  
50 Rocketteller Plaza, New York 10020

*Product:* AP Newscable. *Personnel:* Bob Sundry, Jim Farrell, Bill Greer, Bob Kerr, Tom Dygard, Jom Smith, Mike Smith, George Upton, Joe Assenheim.

**Aventek Inc.** 515  
3175 Bowers Avenue, Santa Clara, Calif. 95051

*Product:* Portable sweep and spectrum analysis test equipment, RF amplifiers. *Personnel:* Bob Goff, Russ Anderson, Wayne Briggs.

**Avtel Corp.** 221  
44 Railroad Avenue, Glen Head, N.Y. 11545

*Product:* Waveform monitor, Mediaplex film chain, automatic skew corrector and Dupratel electronic brake, Digital automatic cassette programmer, routing switcher. *Personnel:* John Larkworthy, Al Nichols, Neal Owens, Marty Glynn.

**Belden Corp., Electronic Division** 513-14  
2000 South Batavia Avenue, Geneva, Ill.

*Product:* Duobond drop cable, SEED (Shield-

ing Effectiveness Evaluation Device) equipment, full line of other CATV drop cables. *Personnel:* Mike LaPorte, Hank Hine, Ron Madsen, Paul Miller, Ramseh Sheth, Ron Stier, Bill Wilmot, Garry Hansbury, Jim Sopp, Sharon Zibley, H. St. Onge, Jack Fry.

**James G. Biddle Co.** 551  
Township Line and Jolly Roads, Plymouth Meeting, Pa. 19462

*Product:* Radar-type cable fault locating instruments, Megger insulation testers, Megger null-balance earth testers. *Personnel:* M. J. Carnaby, John Baron, J. Wilson Cook.

**Blonder-Tonge Laboratories Inc.** 323, 326  
One Jake Brown Road, Old Bridge, N.J. 08857

*Product:* CATV signal distribution equipment, headends, Yagi antennas, cable. *Personnel:* Issac Blonder, Samuel Stone, Jay Shapson, Wiley Steakley, Robert Detmann, George Bahue, Ray St. Louis, Les Farey.

**Broadcast Electronics Inc.** 312  
8810 Brookville Road, Silver Spring, Md. 20910

*Product:* Tape cartridge machines; Sound Britener compressor, limiter, expander; modular audio package, audio consoles. *Personnel:* Andrew Szegda, Michael Aronoff, Melton Black, Randy McCallister.

**Burnup & Sims Inc.** 314  
P.O. Box 2431, West Palm Beach, Fla. 33402

*Product:* Training, safety and employe orientation films. *Personnel:* Thomas R. Pledger, Robert E. Giruno, Billy R. Jones, M. Dead Hill, Bobby Hendrix, Barry Ankeny, Fred R. Bodnarchek.

**Cable Data, division of U.S. Computer System** 216  
1931 K Street, Sacramento, Calif. 95814

*Product:* Data processing services for cable systems. *Personnel:* Bob Mathews, Rod Hansen, Frank Bradford, Rich Heisler, Nancy Conley, Lyle Schmitt.

**Cable Network TV** 324  
12636 Beatrice Street, Los Angeles 90066

*Product:* Motion pictures, cartoons, sports specials, musical instrument series, half-hour syndicated shows, Glenn Derringer In Concert music special\*. *Personnel:* Arden D. Moser, Paul Berkowitz, Ray Oliver.

**Cablevision Construction Corp.** 114  
910 Bay Area Boulevard, Houston 77058

*Product:* Construction, mapping design and marketing services. *Personnel:* Cliff Gardi-

ner, Jim Arnold, Jim Satterfield, Bill Kasse-  
mos, Bob Williams.

**Cablevision Originations Inc.** 116  
360 South Monroe, Denver 80209

*Product:* Cablevision Bingo service and as-  
sociated supplies. *Personnel:* Alan Harmon,  
Jim Curd.

**Cambridge Products Inc.** 309  
101 Foley Street, Somerville, Mass. 02145

*Product:* Coaxial connectors, fittings and  
drop installation installer's kit\*. *Personnel:*  
Earle Davis, Robbie Scher, Leo Cull, Larry  
Whitson, Don Arndt, Carolyn Weir.

**Catalyst Communications Inc.** 119  
P.O. Box 94, Fairborn, Ohio 45324

*Product:* Union resource exchange network  
video-tape catalogue service\*; public chan-  
nels consultation and management service,  
program origination service. *Personnel:*  
Dinah LeHoven, Rick Newberger.

**Catel Corp.** 231  
1030 West Evelyn Avenue, Sunnyvale, Calif.  
94086

*Product:* FMSC-2000 stereo microwave sys-  
tem\*, FMRX-2100 FM demodulator\*, AM-  
2000 FM modulator\*. *Personnel:* Frank A.  
Genochio, Richard G. Old, Don Lolli.

**C-COR Electronics Inc.** 123  
60 Decibel Road, State College, Pa. 16801

*Product:* CATV systems and equipment.  
*Personnel:* James R. Palmer, Thomas F.  
Kenly, William A. Lasky, George A. Liver-  
good, C. Fred Cannington, Guy H. Rachau,  
Bill Hankanson, John A. Hastings, William  
S. Truckenmiller, Don Weaver, Derald O.  
Cummings, George P. Dixon, Joe P. Pras-  
chutti, Bob McLaughlin, Bob Bloom, John  
Pavlic, Dave Silverman, James Fay.

**Cerro Wire & Cable Co.** 531-533  
Hall Mill Road, Freehold, N.J. 07728

*Product:* Full line of aluminum trunk and  
distribution cables, subscriber drop wire and  
other subscriber devices. *Personnel:* Frank  
Spexarth, Mr. and Mrs. Dave Karrmann,  
Peter Weisse, Milton Cohn, Mr. and Mrs.  
George Voehl, Mr. and Mrs. Michael Ganley,  
Tom Athans, Del Shumate, Mr. and Mrs.  
Doug Fuller, Mayes Kendrick, Mike Lamb,  
Harry MacIntosh, Neil Gallagher, Frank  
Limaldi, Brian Van Horn.

**Charles Machine Works Inc.** 113  
Ditch Witch Division  
P.O. Box 66, Perry, Okla. 73077

*Product:* 18-horsepower four-wheel-drive  
trencher, drop plow. *Personnel:* W. F.  
Haynes, Ben Niles, Gene Goley, Tom O.  
Tucker.

**Classroom World Productions** 549  
14 Glenwood Avenue, P.O. Box 2090, Ral-  
eigh, N.C. 27602

*Product:* Package of educational, business  
training and personal skills development  
programs for local origination. *Personnel:*  
Edward Hochhauser Jr., Aubra Hochhauser,  
E. E. (Jack) Carter, Paul Beninati, Doug  
Engstrom.

**Collins Radio Co.** 238  
Building 407 - 321 Dallas 75207

*Product:* Microwave video relay systems.  
*Personnel:* Dale Leonard, Don Mehl, Bob  
Millner, Bill Fisk, Bud McDowell, Bob Ham-  
mond, Bob Maxwell, Calvin Glade.

**Commercial Electronics Inc.** 527  
880 Maude Avenue, Mountain View, Calif.  
94040

*Product:* CEI 270, CEI 280 Broadcast color  
television cameras, CEI 290 portable color  
camera, CEI 435 mediagal color TV system,  
CEI 2890 R/M NTSC encoder. *Personnel:*  
M. Broemmelsiek, J. Fately, P. Kandrick,  
R. Maddison, G. Grasso, J. Summers, J.  
Hanks, D. Lefebvre, B. Mills, R. Proctor, F.  
Kloepfer, N. Bellas, B. Rijnholt, A. Mellows,  
R. Davies, D. Kline.

**Comm/Scope Co.** 208-10  
Superior Plaza, Hickory, N.C. 28601

*Product:* Alumagard, Coppergard and Para-  
meter 1 coaxial cable. *Personnel:* Frank  
Drendel, Don Hoffman, Bill Barbour, Tom  
Gardner, Carroll Oxford, Roy Tester, Dave  
Anderson, Fred Wilkenloh, Gene Swithen-  
bank.

**ComSonics Inc.** 516  
P.O. Box 1106, Harrisonburg, Va. 22801

*Product:* Television visual carrier source,  
automatic channel monitor, surge protection  
module, coaxial relay, remote signaling  
source. *Personnel:* W. H. Edmonson Jr., Carl  
H. Hensley, Warren L. Braun.

**Communications Marketing Inc.** 501  
8690 Center Drive, La Mesa, Calif. 92401

*Product:* Company offers cable TV and pay  
TV consulting and subscriber marketing  
services. *Personnel:* James L. Bloxham,  
Robert L. McDonald, Joseph Hill, J. Ran-  
dall Steward, William Company, Stanley  
Howes, James Paulk, Deith Company, Ron-  
ald Lederer.

**Communications Publishing Corp.** 311  
1900 East Yale, Englewood, Colo. 80110

*Product:* CATV magazine, TV *Communica-*  
*tions* magazine, Cable Tech. *Personnel:*  
Stanley Searle, Robert Searle, Paul Max-  
well, Robert Titsch, Pat Gushman, Jack  
Burke, Jack Ekstrom, Carole Shelley,  
George Gretser, Sheryl Shicora, Frank  
Bergner, Barb Ruger.

**Coral Inc.** 12  
7700 Marine Plaza, River Road, North Berg-  
en, N.J. 07047

*Product:* CATV/MATV electronic products.  
*Personnel:* M. J. Rodriguez, Robert Hilliard,  
A. Lipp, L. Jaffe, W. Ewing, G. Gunter,  
Carol Sims, A. Wallace, J. Monte, G. Adams,  
H. Moeller, D. Sheffer, J. J. Schmaitis.

**Daniels & Associates** 203  
2930 East Third Avenue, Denver 80206

*Product:* CATV brokers, appraisers, consult-  
ants, negotiators. *Personnel:* John Saeman,  
Bob Clark, Jerry Buford, Keith Burcham,  
Tom Morrissey, Tom Johnson, Frank Griggs,  
Hugh McCulloh, Vern Milligan, Dick Zell,  
Bob Holman, Tony Acone, Charles Nolen,  
Frank Thompson, Marion Patten.

**Davis Manufacturing**  
Division of J. I. Case Co. 325, 335  
P.O. Box 1901, 1500 South McLean Boule-  
vard, Wichita, Kan. 67201

*Product:* Fleetline 30 h.p. super, self-prop-  
elled 25-hp line layer. *Personnel:* Milt Tuell,  
Joe White, Steve Cox, Larry Brown, William  
Grasmick, Bob Strauss, Carl Lawrenz, Frank  
Marion, Robert Pelli, Ron Church, Peter  
Duffecy, Mark Kastel.

**Delta-Benco-Cascade Ltd.** 139  
124 Bellfield Road, Rexdale, Ont. M9W1G1

*Product:* Complete line of CATV equipment.  
*Personnel:* T. A. Cross, Dave Fear, Paul  
Lancaster, K. A. Townsend-Green, Philip  
Allman, Ben Duval, Jerry Conn, John Galko,  
Merril Flynn, Tom Carbough.

**Digital Communications Inc.** 302  
310 14th Avenue South, St. Petersburg, Fla.  
33701

*Product:* Pay TV system and software. *Per-*  
*sonnel:* Frank N. Merklein, Michael Paolini,  
Donald Kirk, Cheryl Paolini, George Sim-  
mons, S. Mellon, Ed Natwijczyk.

**Dix Hills Electronics Inc.** 566  
25 North Mall, Plainview, N.Y. 11803

*Product:* Distortion test set. *Personnel:* Jack  
Kouzoujian, Tom Warren, Bob Geissler, Bob  
Pizzutiello.

**Dolphin Communications Corp.** 222  
181 Church Street, Poughkeepsie, N.Y.  
12601

*Product:* Directional taps, trunk line coup-

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lers and splitters, transformers, assorted passive devices. *Personnel:* Thom Stockton, Bruce R. Martin, Phil Nelson, John Cooper, Steve Jennings, Don Whittemore, Art Whitaker.

**Downe Computer Services** 520  
112 10th Street, Des Moines, Iowa 50303

*Product:* Subscriber billing and accounting service. *Personnel:* Roger D. Stover, John Rainey.

**Durnell Engineering** 212  
Highway Four South, Emmetsburg, Iowa 50536

*Product:* Dur-A-Lift aerial bucket lift, Dur-A-Van Lift\*. *Personnel:* Jack R. Adams, John Cahill, Floyd Bigger, Morris Durnell.

**Eastman Kodak Co.** 328-32  
343 State Street, Rochester, N.Y. 14650

*Product:* Supermatic 200 sound camera\*, Supermatic 8 processor\*, Supermatic film videoplayer (VP-1X), Supermatic 70 sound projector\*, super 8 videofilm projector (model TV-M100A) and 16mm videofilm projector (model TV-12M6). *Personnel:* R. G. Anderson, C. G. Arnold, J. T. Billings, G. L. Boyd, C. P. Clark, M. H. Groth, R. G. Johnson, J. R. Knaus, W. H. Low Jr., R. E. McMurtrie, T. R. McMurtray, H. R. McNair, E. R. Myler, J. W. Parker, R. T. Scott, J. M. Tripoli, J. M. VanHolt, A. P. Willis.

**Essex International Inc.** 204  
6235 South Harlem Avenue, Chicago 60638

*Product:* Coaxial cable. *Personnel:* John W. Holland, Tom L. Gleason, Don R. Carpenter, Ed Donahue, Dan Walls.

**Farion Electric** 317A  
1691 Bayport Avenue, San Carlos, Calif. 94070

*Product:* Microwave for video transmission in 13 ghz band, FV 41 program channels, FV 40 video subsystem. *Personnel:* John Bartelme, Tom Boyd, Jim Hurd, Jim Murray.

**Firstmark Financial Corp.** 236  
110 East Washington Street, Indianapolis 46204

*Product:* Financing for new-system construction, modernization, purchase and expansion of systems. *Personnel:* William K. Van Huss, Alan Eric Jones, Ronald E. Brown.

**Fort Worth Tower Co.** 230  
P.O. Box 8597, Fort Worth, Tex. 76112

*Product:* Towers, prefabricated equipment buildings. *Personnel:* T. W. Moore, Betty Moore, Fred Moore, Cheryl Moore.

**Fribley Enterprises** 306  
P.O. Box 389, Canada Road, Painted Post, N.Y. 14870

*Product:* Apartment house terminal boxes. *Personnel:* Charles W. Fribley, Dawn Fribley, Sally Ulicney.

**Gamco Industries Inc.** 518-9  
317 Cox St., Roselle, N.J. 07203

*Product:* Directional couplers, connectors, pole line, hardware, passive devices, converters. *Personnel:* Gary Balsam, Martin

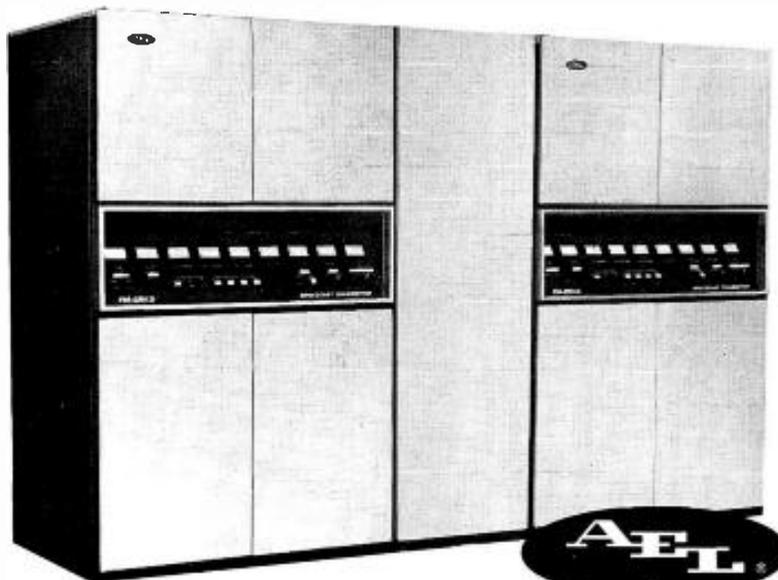
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Horak, Ned Partipilo, Mark Dzuban.

**Genera: Cable Apparatus Division 131**  
P.O. Box 666, Westminster, Col. 80030

*Product:* Telsta Model SU-34 Aerial Lift cable TV basket. *Personnel:* Van Walbridge, Gary Trent, Dick Dale, Randy Ruger, R. J. Birkholz.

**Gates Division, Harris-Intertype Corp. 109-111**  
123 Hampshire Street, Quincy, Ill. 62301

*Product:* TE-201 live color camera, \*TE-204 color film camera. *Personnel:* Gene Edwards, Ed Gagnon, Howard Wallace, Jim Brown.

**General Cable Corp. 223**  
500 West Putnam Avenue, Greenwich, Conn. 06830

*Product:* Fused-disk coaxial cable. *Personnel:* Jack Stock, Larry Corsello, Herb Lubars, Mike Cummings, Tillman Smith, Charlie Bodenstab, R. D. Gates, Jim Brinckerhoff, John Cavanaugh.

**General Radio Co. 307**  
300 Baker Avenue, Concord, Mass. 01742

*Product:* GR 1710 RF network analyzer. *Personnel:* R. D. Gill, R. L. Moynihan, T. J. Garza, F. A. Otto, P. T. Stanley, W. J. Fliehr.

**Gilbert Engineering Co. 317**  
3700 North 36th Avenue, Phoenix 85019

*Product:* Line and "F" connectors, terminators, tools, special connectors. *Personnel:* Jim Moulin, W. Pequinot, Bob Hayward,

Paul Disser, Gus Geiger, Leo Van Vleet, Rod Mafziger.

**Globe Battery Division of Globe-Union Inc. 120**  
5757 North Green Bay Avenue, Milwaukee 53201

*Product:* Tel/Cell rechargeable batteries for communications, microwave and CATV applications, Poly-Case, liquid electrolyte, lead antimony and Gel/Cell rechargeable gelled electrolyte batteries. *Personnel:* Jeff Christoffersen, Bob Scrima, Richard Dance, Harley Reed, Tom Ruhlmann, Nick Sikich.

**GTE Lenkurt 334**  
1105 County Road, San Carlos, Calif. 94070

*Product:* Lenkurt FM microwave systems, Lenkurt digital multiplexer. *Personnel:* Robert Smeland, Robert Maciocco, Al Cooper, John Barber, Chuck Riddle, Jeff Teslik, Wes Minear, Dan Baker, Tom Rich.

**GTE Sylvania Inc. 121-122**  
114 South Oregon, El Paso 79901

*Product:* Pathmaker wide-band transmission equipment, turnkey installation services. *Personnel:* P. K. Packard, R. W. Pawley, S. J. Manley, C. E. Auer, M. B. Arnold, D. W. Phillips, M. Hamilton, R. G. Covell, R. J. Thorpe, T. M. Mayers, L. W. Dolby, J. W. Twomey, D. G. Cowden.

**Hitachi Shibaden 223A**  
1725 North 33d Avenue, Melrose Park, Ill. 60160

*Product:* FP-1212\*, FPC-1000B\*, FP-1500\* camera systems. *Personnel:* Hugh Gillogly, Mike D'Amore, Mort Russinm Hohn Stead, Nick Pisciotta, K. Fugiyoshi, S. Hoffa, K. Ebesawa, Pete Pacione.

**Home Box Office Inc. 140A**  
Time-Life Building, Rockefeller Center, New York 10020

*Product:* Pay TV program marketing network. *Personnel:* Gerald M. Levin, William Myers, James Heyworth, Reva Meiniker, John Barrington, Peter Frane, Leslie Reid, Thomas Oliver, William Hooks, Seth Kittay, Robert Tenten, Robbin Ahrold, James Ezzes, Stuart Chuzmir.

**International Video Corp. 217**  
990 Almanor Avenue, Sunnyvale, Calif. 94086

*Product:* Program origination equipment. *Personnel:* Gerald G. Heitel, Ronald H. Fried, Carter Elliott, Coyle Dillon.

**Interstate Telephone & Electronics 547**  
1681 South Broadway, Dallas 75234

*Product:* \*24/115 power supply, standby power supplies and pedestals. *Personnel:* W. J. Riley, E. D. Larson, Jack Culver.

**ITT Canon Electric 234**  
666 East Dyer Road, Santa Ana, Calif. 92702

*Product:* Complete line of CATV coaxial connectors, including feedthrough, seized-center, inline splice, right-angle and pedestal-splice types, and "F" series fittings. *Personnel:* Judd Clark, Bob Meade, George Stanfield, Rod Cruise.

**Jackson Communications Corp. 510**  
Box 6, Clayton, Ohio 45315

*Product:* \*Construction tool system, strand map and make-ready service; construction techniques. *Personnel:* Dick Jackson, Walt Baxter, Mark Thomason, Dennis Murray.

**Jerrold Electronics Corp. 315**  
200 Wilmer Road, Horsham, Pa. 19044

*Product:* Starline 300 distribution equipment, complete line of cable equipment and services. *Personnel:* J. D. Romasco, William H. Lambert, Walt Macleary, Al Micheli, Ray Pastie, Mel Gray, Bruce Lane, Jack Forde, Len Ecker, Bill Redstreak.

**JVC Industries Inc. 536-537**  
58-75 Queens Midtown Expressway, Mass-peth, N.Y. 11378

*Product:* Portable color TV cameras and VTR system, color and monochrome TV cameras, color and monochrome TV monitors and receiver, color video cassette recorder and playback systems. *Personnel:* S. Jori, C. Watanabe, Gene Maffei, Hank Hermes, R. F. Handel, G. Bassler, I. Candioti, G. Hawthorne, Dave Brinkley, York Kobayashi, H. Higuchi, H. Okubo.

**Kay Elemetrics Corp. 207**  
12 Maple Avenue, Pine Brook, N.J. 07058

*Product:* CATV systems test set, IF/VHF gain-loss, spectrum analyzers, attenuators, test amplifiers. *Personnel:* Jim Connors, Bob Mahon, Jack Nichols, Dick Pechfelder, Bill Harbeson, Herb Then.

**Kansas State Network Inc. 517**  
833 North Main, Wichita, Kan. 67203

*Product:* Signal Master time base corrector\*, Newsmaster character generator. *Personnel:* Barry Stover, Joseph Culver, R. D. Herring, Larry Plummer, Larry Scraper.

**Kliegl Brothers Lighting Co. 201**  
3232 48th Avenue, Long Island City, N.Y. 11101

*Product:* New studio package fixtures and control systems. *Personnel:* Larry Nelson, Harry Foreman, Wheeler Baird, James McHugh, Dr. Joel E. Rubin.

**K'Son Corp. 562-5**  
250 East Emerson Avenue, Orange, Calif. 92665

*Product:* K'Set program origination console\*, Dial Access terminal\*, program selectors, billing printer and complete pay-TV system components. *Personnel:* K. S. Sorenson, D. E. Lewis, D. M. Weisbrod, G. F. Ritz, J. W. Michelson, M. W. Bersin, E. M. Farole, R. D. Petit.

**LRC Electronics 115**  
901 South Avenue, Horseheads, N.Y. 14845

*Product:* Complete line of "F" series and aluminum cable connectors, entry and splices with integral mandrels\*, EFI and SFI connectors\*. *Personnel:* Keith McIntosh, Clayton Blanchard, Art Bodner, John McQuaid, Steve Grossman, Al Klugman, Jerry Conn, Tom Carbaugh, Ben Duval, Skip Hudel, Carl Rosecrans.

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**Magnavox Co.** 224A-225  
100 Fairgrounds Drive, Manlius, N.Y. 13104

*Product:* System sentry remote status monitor and alarm\*, Opticon 36 converter\*, CATV distribution systems and products.  
*Personnel:* Full sales and engineering staff.

**Martin Marietta Corp.** 507  
P.O. Box 5837, Orlando, Fla. 32805

*Product:* THR 4, 6, 11 GH3 heavy route microwave radio\* and HICAP digital personal paging systems\*. *Personnel:* George Nelson, David Welch, Milt Barbour, W. C. Shurtleff, Richard Jones, Joseph Sedik.

**3M Co., Magnetic Audio/Video Products Division** 218  
3M Center Building 224-61, St. Paul 55101

*Product:* One-half inch and one-inch helical scan video tape; one-inch Ampex, one-inch IVC, three-quarter-inch U-Matic Video-cassettes. *Personnel:* J. Cushing, T. Burns, P. Gavin, J. Hanks, J. Miller, J. McCormick, T. Wiscom.

**Microwave Associates Inc.** 104  
South Avenue, Burlington, Mass. 01803

*Product:* Solid-state FM multiple power split multichannel and multihop LDS. *Personnel:* Phil Cass, Stan Beecoff, K. Evans, Les Fisher, Mert Knold, Dan McCarthy, Clyde McCauley, John Morrisey, Erik Stromsted, John Van, Ivan Wolff.

**Mid State Communications Inc.** 305  
40 North 7th Avenue, Beech Grove, Ind. 46107

*Product:* Signal level meter, radiation detector. *Personnel:* Lawrence C. Dolan, Doyle T. Haywood.

**Laird Telemedia Inc.** 508-509  
2125 South West Temple, Salt Lake City 84115

*Product:* Three-input optical multiplexer, TV character generator. *Personnel:* William G. Laird, Ronald S. Hymas, Ronald L. Jones, Jeff Peterson, Donald McClellan, Vernon Peterson, C. D. Smolka, Marvin Fuell.

**Lindsay Specialty Products Ltd.** 205  
50 Mary Street West, Lindsay, Ont.

*Product:* Heavy-duty antennas, amplifiers, directional multistars, line splitters, directional couplers, apartment control master systems, indoor distribution amplifiers, indoor passives. *Personnel:* Bob Toner, John Thomas, Frank Dennyacker, Don Van Alstyne, Kort Koster.

**MSI Television** 303-304  
4788 South State Street, Salt Lake City 84107

*Product:* MSI for small systems, UPI page print, variable length memory, fail safe supply. *Personnel:* Jerry Van, Bob Hall, Joe Burdett, Tony Ragozzine, Carl Rosekrans, Ivan Curtis, Marv Douglass, Kent Wright, Bruce Robertson, Ken Wootton, Dennis Gourley.

**Multiplier Industries Corp.** 126  
224 North Fifth Avenue, Mt. Vernon, N.Y.

*Product:* Complete line of safety equipment. *Personnel:* Walter Ullrich, Buzz Heim, Jack Lepore, Bob Riggs, Walt Clarke, Bill Earl, Larry Brown.

**Network Analysis Corp.** 511-2  
Beechwood, Old Tappan Road, Glen Cove, N.Y. 11542

*Product:* CATV network optimization consultancy. *Personnel:* Bill Rothfarb, William W. Williams, Neil Lewis.

**Oak Industries Inc., Communications Group** 134  
Crystal Lake, Ill. 60014

*Product:* Addresso-Code\*, Multi-Code\*, and Econo-Code pay-TV systems including modular computer and headend scrambling /unscrambling equipment; terminal equipment including block and varactor converters and amplifiers; cable financing and construction services. *Personnel:* C. J. Bradshaw, C. B. Radloff, D. V. Pascarella, H. H. Baer, Y. Bergevin, Loren N. Young, S. L. Eichenfield, E. C. Walding, A. Azelickis, F. Murphy, L. B. Thacker.

**Panasonic Video Systems/ Matsushita Electric Corp. of America** 224  
200 Park Avenue, New York 10017

*Product:* Full line of video equipment, including cartridge, cassette and open reel; range of cameras, monitors and accessories. *Personnel:* Irwin Tarr, Alvin Barshop, Richard Quaid, Robert Keck, Ted Kasuga, Lewis Amborse, Virgil Davis, Ray Sudlow, Joseph Goetz, Max Kent, Tony Fujikawa, Yogi

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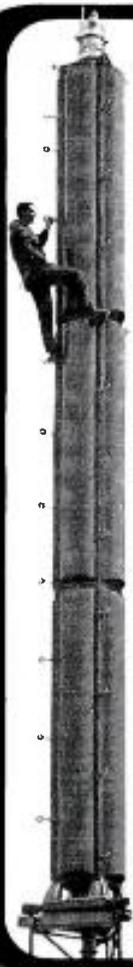
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**Panduit Corp. 322**  
17301 Ridgeland Avenue, Tinley Park, Ill. 60477

*Product:* Complete line of wiring components, plastic wiring duct, terminals and accessories. *Personnel:* Bob Sambor, Gene DiCianni, Greg Hobbs, Pat Harvey, Bob Sklenicka, Bob Van Narden, John Barr, Don Shofield, Bernie Westapher, Jim Cunningham.

**Phelps Dodge Communications 527-8**  
441 Saw Mill River Road, Yonkers, N.Y. 10702

*Product:* Spirafill coaxial cable, Foamflex cable. *Personnel:* F. W. DeTurk, J. F. Jennings Jr., W. C. Youkers, M. C. Biskeborn, E. T. Anderson, W. D. Furr, S. E. Wickstrom.

**Plastold Corp. 316**  
42-61 24th Street, Long Island City, N.Y. 11101

*Product:* Coaxial cable. *Personnel:* Tom Gibbons, F. Naroff, W. Grant, D. Haggerty, L. Brodsky.

**Preformed Line Products Co. 235**  
5349 St. Clair Avenue, Cleveland 44103

*Product:* Guy-Grip dead end, false dead end, splices, lashing rods, guy guards, tree guards, other hook-up accessories. *Personnel:* Robert D. Shilton, Max A. Leskon, Jerry C. Hoban, Jon R. Ruhlman.

**Pyramid Industries Inc. 232**  
2612 West En Cato Boulevard, Phoenix 85009

*Product:* CATV coaxial cables, fittings and accessories. *Personnel:* Earl Gilbert, Paul Rhodes, Lanny Gilbert.

**QE Manufacturing Co. 215**  
Box 227, New Berlin, Pa. 17837

*Product:* Aerial line of construction tools and equipment. *Personnel:* Glenn G. Miller, Max Bossert.

**Quick-Set Inc. 206**  
3650 Woodhead Drive, Northbrook, Ill. 60062

*Product:* Instrument-positioning equipment consisting of tripods, pedestals, dollies, friction heads, cam-link heads, microscope stands. *Personnel:* M. Stolman, P. Mooney, J. Andre, B. Selander, E. Schultz, E. Caulfield, D. Turchen, A. Schreck, K. Parr.

**Raychem Corp. 221**  
300 Constitution Drive, Menlo Park, Calif. 94025

*Product:* Thermofit heat-shrinkable products, high-voltage tubings, low-voltage splices and connector encapsulations. *Personnel:* Al Anderson, Rick Kinnune, Dave Plummer, Tom Hess, Bob Gibb, Bob Saldich, Joe Krackler, John Kelly, Bill Kiely.

**RCA Community Television Systems,  
Electronic Industrial Engineering  
Division 141-142**

7355 Fulton Avenue, North Hollywood, Calif. 91605

*Product:* Cable communication equipment, studio origination, 24-channel receiver. *Personnel:* R. Sonnenfeldt, Henry Duszak, Lisle Smith, John Ovnick, Wade Hansen, Bob Schoenbeck, Bob Hammel, Bert Arnold, Jim Prucem Warren Reihis, Ron Yokes, Marshall Savage, C. D. Elderkin, J. T. Houlihan, R. J. Liska.

**Recco Products Corp. 103**  
7400 State Road, Philadelphia 19136

*Product:* Cable closures for underground plant. *Personnel:* W. S. Wisniewski, P. H. Bunten, R. S. Simmons, J. P. Fanelli, V. Bocchinfuso, Tom Shea, Ed Higgans, Lloyd Driver, Brad Fogarty, Marvin Athans, Jerry Balash, Len Pinkowski, C. Johnson, William Memezes, D. Wakefield, Dennis Smith, Dale Blomquist, William Earl, R. Cleaves, Larry Brown.

**Reuters BO**  
1700 Broadway, New York 10019

*Product:* Reuters News-view. *Personnel:* Harvey Cooper, Peter Holland, Chuck Walther, Gerry Hennebeul, Nick Vasilakis.

**RMS Electronics Inc. 207A**  
50 Antin Place, New York 10462

*Product:* CA-1040/S FM tape\*, CA-2014/S four-way directional flat tap\*, CA-2018/S eight-way directional flat atp. *Personnel:* Arthur Fink, Donald Edelman, Kerwin McMahon, Gene Fink.

**Sadelco Inc. 100**  
299 Park Avenue, Weehawken, N.J. 07087

*Product:* CATV test equipment, FS-3-B field strength meter\*. *Personnel:* Harry Sadel, Doug Williamson, Tom Shea, Dennis Smith, Jerry Balash.

**Scientific-Atlanta Inc. 219-220**  
3845 Pleasantdale Road, Doraville, Ga. 30324

*Product:* Distribution equipment, headend equipment, two-way terminals, ground station equipment. *Personnel:* Sidney Topol, Jack Kelly, Howard Crispin, J. Levergood, John Dillon, Henry Marron and support staff of 16.

**Sigmaform Corp. 550**  
2401 Walsh Avenue, Santa Clara, Calif. 95050

*Product:* Tubing and molded shapes, torches, butyl tape sealant. *Personnel:* K. C. Monroe, Hal Woolsey, Gene Petterson.

**Soladyne International 308**  
7455 Convey Court, San Diego 92111

*Product:* Model 1501 portable microwave system. *Personnel:* David Miller, Elena Smith, Clarence Omiya.

**Sola Electric 504-6**  
1717 Busse Road, Elk Grove Village, Ill. 60007

*Product:* CATV power supply featuring constant voltage transformer design. *Personnel:* James Kimball, Ruy Tucker, Fred Lemke.

**Sony Corp. of America** 132  
9 West 57th Street, New York 10019

*Product:* U-matic videocassettes, video tape, closed-circuit TV equipment, two-inch helical scan VTR, super 8 telecine film chain. *Personnel:* D. Everett, B. Cooper, R. Pilcher, D. Matheny, P. Hart, R. Earlywine.

**Strand Century Inc.** 540-1  
20 Bushes Lane, Elmwood Park, N.J. 07407

*Product:* Ianiro line—650 w, 1 kw and 2 kw inebeams, 1 kw six inch fresnel; dimmy control system\*. *Personnel:* Jeff Sessler, Ed Gallagher, Jon Clayton, Larry Keller-mann.

**Systa-Matics Inc.** 124  
510 North Sheridan, Tulsa 74115

*Product:* Video Juke Box automatic video-cassette changer and programer\*, Vari-Card card display device. *Personnel:* Ed Covington, Mel Williams, Doyce Self, Todd Britt, Dorothy Covington.

**Tektronix Inc.** 125  
P.O. Box 500, Beaverton, Ore. 97005

*Product:* Picture and waveform monitors, generators, vectorscopes, time-domain reflectometers, spectrum analyzers, oscilloscopes, proof-of-performance package, VIRS signal testing equipment. *Personnel:* Marty Jackson, Lyn Garrett, Cliff Sehrock, Austin Basso, Dave Comstock, Frank Shufell, Steve Kerman, Linn Gunn, Ron Marquez, Stu Rasmussen, Ralph Show, John Odgers, Ralph Ebert.

**Telemation** 135  
P.O. Box 15068 Salt Lake City 84115

*Product:* Programatic 3000 automated program origination and control system\*, TCG-1432 character generator, TM U-matic format color video-cassette family of playre, recorder and recorder/tuners, TMW-500-B weather station, T-Matic video-cassette duplicating system, TMC-1000 surveillance camera, TM-1000 weather information channel. *Personnel:* Lyle O. Keys, Kenneth D. Lawson, Jay Hubbell, Russ Ide, Robert C. Bacon, Marshall Ruehrdanz, Vern Bertrand, Thomas R. Meyer.

**Telemet Division of Geotel Inc.** 333  
185 Dixon Avenue, Amityville, N.Y. 11701

*Product:* Channel processors, modulators, demodulators, newswire and stockwire generators, radio production switchers, radio test generators. *Personnel:* S. Hamer, K. Schwenk, A. Bolletino, D. Chapman, R. Griffiths, W. Robinson, R. Lawrence, J. Cali, G. Petrilak, S. Lew, A. Kwartiroff, J. Kirleis, N. Ellis, E. Murphy, M. Tchinnis.

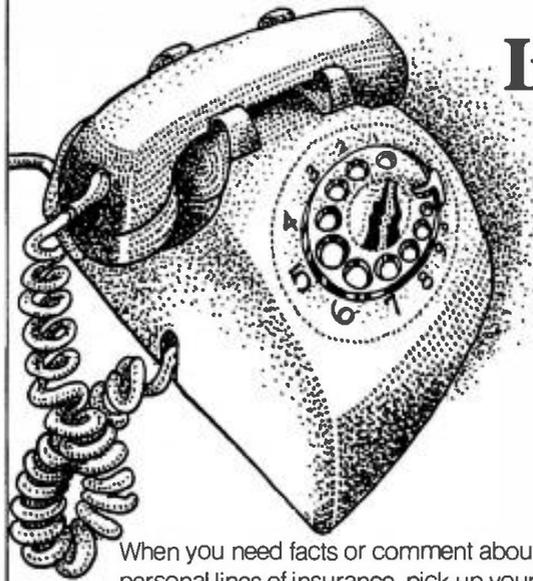
**Television Microtime Inc.** 548  
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

*Product:* Line of time base correctors, teleproduction system accessories. *Personnel:* C. Robert Paulson, Joseph L. Stickley, Richard O. Williams, Daniel J. Sofie, Richard K. Wheeler, Richard H. McLean, David E. Acker, E. Reuben Schenker.

**Terra Equipment Co.** 101  
1270 Townline Road, Mundelein, Ill. 60060

*Product:* Equipment leasing, featuring spe-

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 \$700,000, terms ... \$600,-  
 000 cash ... facility buy.
- **Northeast**  
 AM full time station  
 grossing approximately  
 \$500,000 yearly, with cash  
 flow over \$100,000 ...  
 Price \$900,000, terms.
- **Hawaii**  
 excellent facility ... good  
 cash flow ... over 5.5 mil-  
 lion radio dollars in this  
 tremendous growth area.

**LaRue Media Brokers Inc.**  
 RADIO TV CATV  
 116 CENTRAL PARK SOUTH  
 NEW YORK, NEW YORK 10019  
 212-265-3430

cial leasing program for trenchers and cable plows. *Personnel:* Bob Strauss, Carl Lawrenz, Frank Marion, Peter Duffecy, Mark Kastel, Susan Fiorentino.

**Theta-Com of California**  
**Normandie Lounge**  
 P.O. Box 9728, Phoenix 85068

*Product:* Active and passive CATV equipment, coaxial and drop cable, nonduplication switchers, information display systems, AML single and multichannel microwave, subscriber response system. *Personnel:* Full engineering and sales staffs.

**Tidal Communications Corp.** 200  
 121 Washington Street, Poughkeepsie, N.Y. 12602

*Product:* CATV coaxial connectors. *Personnel:* Gary Drezin, Neil Phillips, Stephen Abrams, Earle Ericson, Clarke Quackenbush, Sidney Rosen.

**Times Wire & Cable Co.** 318-321  
 358 Hall Avenue, Wallingford, Conn. 06492

*Product:* Coaxial cable. *Personnel:* Ray V. Schneider, F. F. Bud Desmond, R. W. Burton, Rex Porter, Dean Taylor, John Glass, Jim Morton, Frank Hamilton, John Patterson, Kevin Barry, Jerry Stovall, Jack Arbutthott, Kevin Lynch, Tom Curry, William Lynch.

**Tocom Inc.** 131  
 3301 Royalty Row, Dallas 75247

*Product:* Headend, line amplifiers, "blue chip" system, Tocom computer-controlled interactive system. *Personnel:* Jim Smith, Charles Lowg, Bill Karnes, John Campbell, Mike Corboy.

**Tomco Communications Inc.** 118  
 2399 Charleston Road, Mountain View, Calif. 94043

*Product:* Converters, pre-amplifiers. *Personnel:* Vincent R. Borelli and sales staff.

**Trans-America Video** 237  
 1541 North Vine Street, Hollywood 90028

*Product:* Film-to-tape transfer system, video-cassette services. *Personnel:* Terry Behn, Ken Stevens, Jack Mauck.

**Trompeter Electronics** 502-3  
 8936 Comanche Avenue, Chatsworth, Calif. 91311

*Product:* Patch panels, patch cords, jacks, looping plugs, power dividers, RF connectors, switches, matrices; twinax, triax and quadax components. *Personnel:* E. Trompeter, S. Trompeter, R. Finnson.

**Twentieth Century-Fox Film Corp.** 559  
 P.O. Box 900, Beverly Hills, Calif. 90213

*Product:* Feature films and television series. *Personnel:* Gerald Feifer.

**Underwriters Service Inc. and James W. Barrett Co. Inc.** 524  
 1140 Connecticut Avenue, N.W., Washington 20036

*Product:* Cable-Pak insurance program for cable television systems. *Personnel:* Jerry

Dwight, Don Muller, Bob McDaniel, Gary Lee, Frances Gorman.

**United Data Centers** 567  
 2228 Young Drive, Lexington, Ky. 40505

*Product:* Computerized CATV subscriber management system, Cablefactor, teleprocessor network. *Personnel:* Fred Cooley, Norm Johnson.

**United Press International** 310  
 220 East 42d Street, New York 10017

*Product:* UPI cable newswire. *Personnel:* Roy Mehlan, Don Brydon, Gordon Rice, Frank Spencer, Lou Tepke, Bill Ferguson, Bob Gately, Bill Reilly.

**Utility Products Co.** 521-2  
 3111 W. Mill Road, Milwaukee, Wis. 53209

*Product:* TV-40, TV-60, TV-80, TV-104, TV-106, TV-1024, TV-1228\*. *Personnel:* Kurt F. Glaisner, Kenneth C. Huff, Douglas A. P. Hamilton, Dennis J. Ellmaurer, Rick Sailor, Tom Dickerson.

**Utility Tool Corp.** 327  
 Town Street, East Haddam, Conn. 06423

*Product:* Cable preparation tools. *Personnel:* William Menezes, A. J. Tarpill, B. W. Hughes, J. J. Mathews, F. A. Rudolph, C. Booth, W. Hueg, Bill Piehler, J. Nemece.

**Thomas J. Valentino Inc.** 113  
 151 West 46th Street, New York 10036

*Product:* Music and sound effects libraries, audio production service. *Personnel:* Thomas J. Valentino, Frank Valentino, Chris Carrino.

**Van Ladder Inc.** 129  
 P.O. Box 709, Spencer, Iowa 51301

*Product:* Ladder, origination platform. *Personnel:* Mr. and Mrs. Eugene Faulstick, Mr. and Mrs. H. C. Taylor, William Snodgrass.

**Video Aids Corp. of Colorado** 561  
 112 West Fourth Street, Loveland, Colo. 80537

*Product:* Helical gen-lock sync generator (color)\*, electro-optical isolators for 19-inch Sony receiver for conversion to receiver/monitor\*. *Personnel:* Walter Skowron, Jim French, Bill Barton.

**Wavetek Indiana Inc.** 211  
 66 North First Avenue, Beech Grove, Ind. 46107

*Product:* CATV test equipment, simultaneous sweep system, 75 ohm miniature attenuators, display oscilloscope. *Personnel:* Edward T. McDonald, Louis W. Abbott, Jan D. Wiley, Lost Ladwig, Anthony Reuter, Phil Ray, Bob Welsh, Bob Burns, Rick Sweigart.

**ZEI-MARK Corp.** 568  
 Brookfield Center, Conn. 06805

*Product:* ZEI-MARK model 3200-4P telecine film chain, automatic neutral density wheel model ND-1\*, FCA series Super 8 and 16mm film chain adapters\*, Super 8 and 16mm color uniplaxers\*, Eastman Super 8mm and 16mm Videofilm projectors. *Personnel:* Richard Zeitler, Ken Mandelbaum, Carl Rosecrans, Oscar Kraut.

## The movies come home on pay TV

Teleprompter-Hughes Theta Cable to begin films-for-a-fee over its Los Angeles cable system

Pay TV is coming to a major metropolitan city under solid backing. The city is Los Angeles and the backing is by the financially strong Hughes Aircraft Co. and the CATV-savvy Teleprompter Corp. Both companies jointly own Theta Cable of California, a CATV system that serves 63,000 subscribers in the greater Los Angeles area and that last week announced its intention to inaugurate a pay TV feature movie channel on April 26.

The cable firm said it will charge \$6 extra per month for its "Z" channel, plus 95 cents for a special converter.

John Atwood, president of Theta Cable, said the firm plans to invest \$2-\$3 million in the pay TV move. George B. Storer Jr., manager of Theta's pay-TV division—and son of the broadcaster of the same name—said he hopes to have 30,000 pay subscribers by this time next year. Mr. Storer has been a consultant on cable to Hughes Aircraft since 1971.

Theta's Z channel will provide two movies a week to subscribers. One will be transmitted at 7 p.m.; the second at 9 p.m. First duo will be "Save the Tiger," for which Jack Lemmon won a best-actor Oscar two weeks ago. The second will be Woody Allen's "Play It Again, Sam." Others scheduled for the first month: "Jeremiah Johnson," "Sleuth," "The New Centurions," and "Lady Sings the Blues." Theta is using Television Program Services, New York, to book its films. There will be no X-rated films shown on the Theta channel, Mr. Storer said.

Initially the new pay TV channel will be available only to the higher-income sections of Theta's service area. These are principally Beverly Hills, Pacific Palisades, Santa Monica, Marina del Rey and the like. Later, Mr. Atwood said, other areas of the Theta franchise area will be plugged in, with expansions to follow outside the Los Angeles area (San Bernardino, for example).

Mr. Atwood noted that the success of the pay-TV project in Los Angeles, by far the largest community in which pay cable has been tried, could lead quickly to country-wide expansion. He also stressed the economic benefits that could accrue to the film industry that is centered in Los Angeles. "Much has been written and spoken about the future of pay TV," he said. "All of us at Theta feel the introduction of the Z channel in the entertainment capital of the world is the end of blue-sky promises. It is the beginning of a new era in home entertainment. . ."

Theta Cable was established in 1967 and at present provides 14 off-the-air TV channels to its subscribers, who pay \$6 to \$8.45 monthly depending on the franchise area. For an additional \$1 a month,



Something to celebrate. It's now estimated that 8 million American homes subscribe to cable television, and one out of every eight of these is signed up with Teleprompter Corp., nation's largest multiple system operator. Teleprompter took time out for jubilation March 29 when the company officially signed on its 1,000,000th cable subscriber (*Broadcasting*, April 8). The honor fell on the Howard Denny family of New York, which was chosen at random from a list of new Teleprompter subscribers. They also became the 55,196th subscriber of Teleprompter Manhattan CATV. Above, Teleprompter Chairman Jack Kent Cooke (l) shared the traditional cake with Morris Tashis, director of New York's Bureau of Franchises.

subscribers receive a converter that provides 14 more channels. The extra channels offer such special programs as news and weather, finance and business, sports, shopping guide, a call-in psychologist, Spanish lessons, an auction. The extra \$6 plus 95 cents for the pay channel would be on top of these charges.

### Cable Briefs

**Over.** FCC has terminated inquiries into cable ownership patterns, carriage of TV signals, exclusivity and syndicated programming protection. Commission said rules it adopted on Feb. 2, 1972, rendered those proceedings moot.

**Changeover.** LVO Cable, Tulsa, Okla., said it has completed sale of voice and data transmission facilities of its wholly owned subsidiary, United Video Corp., to Southern Pacific Communications Co. Price, which company said exceeds \$7.5 million, includes telecommunications link between Oklahoma City, Kansas City, Mo., Tulsa and St. Louis, with applications pending before FCC for additional 3,800 route miles. United Video microwave facilities serving CATV operators remain under LVO ownership.

**Unstricken.** Outgoing National Cable Television Association Chairman Amos (Bud) Hostetter, who suffered re-occurrence of old back injury during NCTA board meeting in San Diego three weeks ago (*BROADCASTING*, April 1), was re-

leased from Newton Wellesley hospital, Newton, Mass., last week after week of convalescence. His condition was said to have improved markedly. Mr. Hostetter suffered initial injury several years ago when he stepped into chuck hole during golf game.

**Expanding.** Heritage Communications Inc., Des Moines, Iowa, says it has agreed in principle to acquire cable interests of Leacom Inc., Colorado cable firm. Deal would be made through merger of Leacom with new Heritage subsidiary, in which existing Leacom shares would be converted into Heritage common at \$10 per share. Leacom operates cable systems in Dillon, Frisco, Silverthorne, Keystone, Summit county, Granby, Kremmling, Hot Sulphur Springs, Hideaway Park, Fraser, Grand county and Buena Vista, all Colorado, Andrews, Tex., and Truth or Consequences, and Playas, both New Mexico. Total subscribers are estimated to be 6,000. Leacom also holds franchises for Breckenridge, La Junta and Florence, all Colorado.

**Advance.** Tocom Inc., Dallas, introduces new "Blue Chip" signal handling system including integrated-circuit amplifiers and push-pull output for harmonic suppression. Hardware will be on display at Tocom's booth at National Cable Television Association convention in Chicago April 21-24.

**Grassroots activity.** *Gurdon, Ark.:* Great Southwest Media Group was awarded franchise by city council. *Mont Alto, Pa.:* town council granted 10-year franchise to Telecable Communications Corp., Baltimore. *Combined Locks, Wis.:* village board awarded franchise to Fox Cities Communications Inc., Appleton, Wis. *Avonmore, Pa.:* Kiski Video Corp., Saltsburg, Pa., was granted franchise by borough council. *U.S. Army Arsenal, Redstone, Ala.:* Missile Command and Satellite System Corp., Marquette, Mich., was authorized to take over and improve existing military-owned cable system serving base. *Wayne township, Ohio:* Continental Cablevision was granted nonexclusive franchise to augment cable system already authorized UltraCom Inc., Lansdale, Pa. *Leesville, La.:* Vernon parish authorized Leesville Cable Television Inc. to provide cable service within parish jurisdiction. *Campbell county, Va.:* County board authorized Campbell County Cablevision Inc. to serve northern portion of county. *El Paso:* El Paso Cablevision Inc. sought city council approval of request to raise monthly rates from \$4.50 to \$5.95. *Sunnyvale, Calif.:* Peninsula TV Power Inc. seeks rate increase from \$5.50 to \$6.50 monthly, and decrease of gross receipts tax from 14% to 3%. *Modesto, Calif.:* City council approved Cablecom-General Inc. request to boost basic monthly subscriber rate from \$3.95 to \$4.75. *Beaumont, Tex.:* Beaumont Cablevision seeks \$2 rate increase to \$6.50, and to \$7.50 by September 1975. *Parsons, Kan.:* American Television & Communications Corp. agreed not to oppose city's order that monthly fees be reduced 30% to \$3.47. *Vandergrift, Pa.:* borough council denied

Liberty Cable TV Co.'s request for \$1.54 rate increase—to \$5.95—because request exceeded rate of increase provided for in franchise. *Salina, N.Y.*: Newchannels Corp. has been granted \$1 monthly increase, to \$6.

Sold. Estes Park CATV Inc., Estes Park, Colo., was sold by Alan Harmon to Liberty Communications Co., Kansas City, Mo. System, with 30 miles of plant, passes 1,500 homes and has 550 subscribers. Terms weren't disclosed. Broker: Daniels & Associates.



Done. Stanley J. Solson (l), Vice President for administration of Trans World Communications, firms the deal with Viacom President Douglas Ditttrick which brought to the latter firm 100% control of the Viacode pay system. Viacom Vice President David A. Neuman looks on. The service is currently being offered to Smithtown, N.Y. subscribers of Viacom's Suffolk Cablevision.

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## Music

### Breaking In

**Billy, Don't Be a Hero**—Bo Donaldson & the Heywoods (ABC) ■ This song was released last month in two almost identical versions, one by the Heywoods, and one by a British group, Paper Lace (on Mercury), whose version was running as England's number-one requested song before it came to the U.S. ABC President Jay Lasker heard it in England and liked it so well he found an ABC group to record it. Now there's a cover battle between the two labels for the most airplay, and it looks as if ABC is winning, by about "10 to 20 points," according to an ABC source.

*Billy, Don't Be a Hero* is a very traditional rock ballad about a young man who leaves his sweetheart to enter combat and gets killed because he didn't heed her last words to him, namely, the song's title. Both versions are exceedingly simple arrangements of a simple song.

It's the Heywoods' second record for ABC, with which they signed last year after leaving MGM. The relatively obscure Cincinnati group has yet to hit it big in the charts; however, they've received exposure this year traveling with the Osmonds.

The Heywoods' version of *Billy, Don't Be a Hero* is a number-one request item at WFIL(AM) Philadelphia and is also being played on WCFL(AM) Chicago, WSGN(AM) Birmingham, Ala., WAKY(AM) Louisville, Ky., and KISN(AM) Portland, Ore. WIXY(AM) Cleveland is playing both versions, and the Paper Lace's version is being heard on WOKY(AM) Milwaukee and WPGC(AM) Morningside, Md. (Washington).

**After Midnight**—Maggie Bell (Atlantic) ■ There has been such a promotion barrage accompanying Maggie Bell's first solo album that it is doubtful that there are any programmers who haven't yet heard of her. If there are any out there left unblest, the vital statistics run like this: Glasgow, Scotland-born, lead singer with Stone the Crows (until the lead guitarist, also her fiance, was killed in freak electrical accident on stage, two years ago), twice winner of leading British pop journal *Melody Maker's* best female singer poll, back-up work on a slew of "superstar sessions" and first solo album produced by Aretha Franklin's producer, Jerry Wexler.

For her first single, a remake of J. J. Cale's *After Midnight*, she turns the song into a spunky, flirtation number. The Janis Joplin comparisons come so easy after hearing her. The back-up of a strong promotion force at Atlantic (a force that middle-sized Polydor could never muster for her while she was part of Stone the Crows) and a familiar song (Mr. Cale's version was top 10 two years ago) help to build a great potential for Maggie Bell and *After Midnight*.

Last week, the following stations,

among others, were playlisting *After Midnight*: WLCY(AM) Tampa-St. Petersburg, Fla.; KJOY(AM) Stockton, Calif.; WTRY(AM) Troy, N.Y.; WORC(AM) Worcester, Mass., and WPOP(AM) Hartford, Conn.

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

- THE AIR THAT I BREATHE, Hollies (Epic).
- ANOTHER PARK, ANOTHER SUNDAY, Doobie Brothers (Warner Brothers).
- BILLY DON'T BE A HERO, Bo Donaldson & the Heywoods (ABC/Dunhill).
- BILLY DON'T BE A HERO, Paper Lace (Mercury).
- 48 CRASH, Suzi Quatro (Bell).
- IF IT FEELS GOOD DO IT, Ian Lloyd and the Stories (Kama Sutra).
- IF YOU LOVE ME (LET ME KNOW), Olivia Newton-John (MCA).
- IF YOU WANT TO GET TO HEAVEN, Ozark Mountain Daredevils (A & M).
- JOLENE, Dolly Parton (RCA).
- KEEP ON SMILING, Wet Willie (Capricorn).
- LA GRANGE, ZZ Top (London).
- LET'S GET MARRIED, Al Green (London).
- LOVING YOU, Johnny Nash (Epic).
- MIGHT JUST TAKE YOUR LIFE, Deep Purple (Warner Brothers).
- MIGHTY MIGHTY, Earth Wind & Fire (Columbia).
- MY GIRL BILL, Jim Stafford (MCA).
- NEVER BE LONELY, New Colony Six (MCA).
- SKYBIRD, Neil Diamond (Columbia).
- TRAVELING BOY, Art Garfunkel (Columbia).
- UNBORN CHILD, Seals & Crofts (Warner Brothers).
- YOU WON'T SEE ME, Anne Murray (Capitol).
- (I'M A) YOYO MAN, Rick Cunha (GRC).

**Tracking the 'Playlist.'** While Paul McCartney & Wings still have their hit, *Jet*, barely out of the top 10, the title cut from their album, *Band on the Run*, jumps on the 'Playlist' at 35. Also coming on the chart, but not quite so high, are Leon Haywood's *Keep It in the Family* (56), Ray Stevens's *The Streak* (57), the O'Jays' *For the Love of Money* (58) and Mac Davis's *One Hell of a Woman* (60). Another record making a large move up the chart, after lingering in the lower regions, is Marvin Gaye's and Diana Ross's *My Mistake Was to Love You* (36). Breaking top 10 for the first time are Gladys Knight and the Pips' *The Best Thing That Ever Happened to Me* (5) and Grand Funk's remake of Little Eva's early sixties dance classic, *Loco-Motion* (10).

# The Broadcasting Playlist **Apr 15**

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	Hooked on a Feeling (2:54) Blue Swede—EMI	1	1	1	1
3	2	2	Bennie and the Jets (5:00) Elton John—MCA	3	2	3	2
2	3	3	Sunshine (3:18) John Denver—RCA	2	4	4	4
4	4	4	TSOP (3:18) MFSB—Phila. Int'l.	4	3	2	3
11	5	5	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	7	5	8	5
6	6	6	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	5	6	6	8
5	7	7	Seasons in the Sun (3:24) Terry Jacks—Bell	8	7	5	9
7	8	8	Dark Lady (3:26) Cher—MCA	9	8	7	11
8	9	9	The Lord's Prayer (2:59) Sister Janet Mead—A&M	6	10	11	7
18	10	10	Loco-Motion (2:45) Grand Funk—Capitol	10	9	9	6
13	11	11	Oh My My (3:39) Ringo Starr—Apple	11	11	10	13
9	12	12	Eres Tu (Touch the Wind) (3:12) Mocedades—Tara	12	12	12	10
10	13	13	Jet (2:48) Paul McCartney & Wings—Apple	13	14	13	15
12	14	14	Rock On (3:13) David Essex—Columbia	15	13	14	12
14	15	15	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	14	15	15	14
22	16	16	Dancing Machine (2:29) Jackson Five—Motown	19	16	18	16
26	17	17	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	18	19	17	18
20	18	18	A Very Special Love Song (2:44) Charlie Rich—Epic	16	23	16	22
17	19	19	Keep on Singing (3:03) Helen Reddy—Capitol	17	22	19	21
21	20	20	Tubular Bells (3:18) Mike Oldfield—Virgin	21	17	20	19
25	21	21	Lookin' for a Love (2:37) Bobby Womack—United Artists	24	20	22	17
16	22	22	Come and Get Your Love (3:30) Redbone—Epic	23	18	21	24
23	23	23	I've Been Searching So Long (4:19) Chicago—Columbia	22	21	25	20
24	24	24	Piano Man (4:30) Billy Joel—Columbia	20	24	23	23
30	25	25	The Entertainer (2:57) Marvin Hamlisch—MCA	25	25	27	27
32	26	26	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	27	27	24	25
27	27	27	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	28	26	26	26
15	28	28	Spiders & Snakes (3:03) Jim Stafford—MGM	26	28	28	28
41	▲29	29	I Won't Last a Day Without You (3:47) Carpenters—A&M	29	30	30	29
38	30	30	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	30	29	29	30
19	31	31	Boogie Down (3:30) Eddie Kendricks—Tamla	34	31	34	31
34	32	32	Don't You Worry 'Bout a Thing (3:40) Stevie Wonder—Tamla	31	36	31	32
43	▲33	33	I'm a Train (3:16) Albert Hammond—Mums	32	35	35	33
35	34	34	Tell Me a Lie (2:59) Sammi Jo—MGM South	35	32	33	40
—	▲35	35	Band on the Run (5:09) Paul McCartney & Wings—Apple	33	37	37	36
63	▲36	36	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	37	34	36	39
40	37	37	Thanks for Saving My Life (2:57) Billy Paul—Phila. Int'l.	43	33	39	35
29	38	38	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	42	40	32	38
36	39	39	Love Song (2:50) Anne Murray—Capitol	39	41	40	42
31	40	40	Last Kiss (2:31) Wednesday—Sussex	41	45	42	34
45	41	41	Star Baby (2:37) Guess Who—RCA	40	39	43	44

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
37	42	42	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	36	49	38	54
33	43	43	The Way We Were (3:29) Barbra Streisand—Columbia	38	53	41	59
51	44	44	You Make Me Feel Brand New (4:45) Stylistics—Avco	44	42	48	41
52	45	45	Touch a Hand, Make a Friend (3:26) Staple Singers—Stax	48	43	46	45
55	46	46	Payback (3:30) James Brown—Polydor	52	38	47	43
56	47	47	Dance with the Devil (3:32) Cozy Powell—Chrysalis	53	55	45	37
28	48	48	Jungle Boogie (3:08) Kool and the Gang—Delite	47	48	44	46
47	49	49	Help Me (3:22) Joni Mitchell—Asylum	49	44	49	50
39	50	50	My Sweet Lady (2:40) Cliff De Young—MCA	45	54	52	55
50	51	51	Oh Very Young (2:33) Cal Stevens—A&M	50	51	50	52
48	52	52	Happiness Is Me and You (3:06) Gilbert O'Sullivan—MAM	46	52	51	60
46	53	53	Outside Woman (3:35) Bloodstone—London	60	46	56	47
53	54	54	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	51	57	53	63
62	55	55	Daybreak (3:03) Nilsson—RCA	55	61	55	48
—	▲56	56	Keep It in the Family (2:47) Leon Haywood—20th Century	63	47	62	51
—	▲57	57	The Streak (3:15) Ray Stevens—Barnaby	54	58	57	58
—	▲58	58	For the Love of Money (3:45) O'Jays—Phila. Int'l.	73	50	61	53
60	59	59	I Am What I Am (2:32) Lois Fletcher—Playboy	61	62	58	49
—	▲60	60	One Hell of a Woman Mac Davis—Columbia	58	56	60	64
49	61	61	Last Time I Saw Him (2:45) Diana Ross—Motown	57	59	59	65
70	62	62	A Dream Goes on Forever (3:21) Todd Rundgren—Bearsville	64	66	63	62
72	63	63	Standing at the End of the Line (2:45) Lobo—Big Tree	59	63	66	67
54	64	64	Once You Understand (3:55) Think—Big Tree	70	70	64	56
58	65	65	Werewolf (3:30) Five Man Electrical Band—Polydor	74	73	54	61
68	66	66	Rock Around the Clock (2:08) Bill Haley—MCA	56	68	67	71
66	67	67	Honey Please Can't Ya See (2:54) Barry White—20th Century	67	60	69	70
69	68	68	Virginia (2:30) Bill Amesbury—Casablanca	69	65	65	69
—	▲69	69	Touch & Go (3:09) Al Wilson—Rocky Road	65	67	72	*
67	70	70	She's Gone (3:24) Daryl Hall & John Oates—Atlantic	72	69	71	66
—	71	71	All in Love Is Fair (3:50) Barbra Streisand—Columbia	71	64	68	*
42	72	72	Mighty Love (3:14) Spinners—Atlantic	66	*	70	68
—	73	73	I'm in Love (2:48) Aretha Franklin—Atlantic	62	*	*	73
—	74	74	Sundown (3:37) Gordon Lightfoot—Reprise	68	75	*	*
—	75	75	Your Cash Ain't Nothing but Trash (3:10) Steve Miller Band—Capitol	*	71	*	75

**Alphabetical list** (with this week's over-all rank): All in Love Is Fair (71), Band on the Run (35), Bennie and the Jets (2), The Best Thing That Ever Happened to Me (5), Boogie Down (31), Come and Get Your Love (22), Dance with the Devil (47), Dancing Machine (16), Dark Lady (8), Daybreak (55), Don't You Worry 'Bout a Thing (32), A Dream Goes on Forever (62), The Entertainer (25), Eres Tu (Touch the Wind) (12), For the Love of Money (58), Happiness Is Me and You (52), Help Me (49), Honey Please Can't Ya See (67), Hooked on a Feeling (1), I Am What I Am (59), I Won't Last a Day Without You (29), I'll Have to Say I Love You in a Song (15), I'm a Train (33), I'm in Love (73), I've Been Searching so Long (23), Jet (13), Jungle Boogie (48), Just Don't Want to Be Lonely (26), Keep It in the Family (56), Keep on Singing (19), Last Kiss (40), Last Time I Saw Him (61), Let It Ride (27), Loco-Motion (10), Lookin' for a Love (21), The Lord's Prayer (9), Love Song (39), Love's Theme (42), Midnight at the Oasis (30), Mighty Love (72), Mockingbird (6), My Mistake Was to Love You (36), My Sweet Lady (50), Oh My My (11), Oh Very Young (51), Once You Understood (64), One Hell of a Woman (60), Outside Woman (53), Payback (46), Piano Man (24), Rock Around the Clock (66), Rock On (14), Rock & Roll Hootchie Koo (38), Seasons in the Sun (7), She's Gone (70), The Show Must Go On (17), Spiders & Snakes (28), Standing at the End of the Line (63), Star Baby (41), The Streak (57), Sundown (74), Sunshine (3), Tell Me a Lie (34), Thanks for Saving My Life (37), Touch a Hand, Make a Friend (45), Touch & Go (69), TSOP (4), Tubular Bells (20), Until You Come Back to Me (54), A Very Special Love Song (18), Virginia (68), The Way We Were (43), Werewolf (65), You Make Me Feel Brand New (44), Your Cash Ain't Nothing but Trash (75).

## Worldvision makes its objections known on KTTV blacklist agreement

**Program producer urges FCC to void renewal deal station made with NABB and resolve whether licensee had abandoned programing responsibility**

Metromedia Inc.'s independent KTTV(TV) Los Angeles last October reached an agreement with citizen groups that was designed to grease the way to license renewal. But the agreement—providing for what broadcasters are referring to as the “blacklisting” and “graylisting” of specific programs—is still under review by the FCC. And last week, the commission was given something else to ponder in connection with the case—a complaint from a syndicator with eight programs cited in the agreement.

Worldvision Enterprises Inc. said it has no objection to KTTV's renewal of license “absent the agreement.” But it does object to the manner in which the agreement was executed. And it urged the commission “to nullify it and to prevent similar action by other broadcast licensees.”

Worldvision also said KTTV's acceptance of the agreement raises a number of questions that should be resolved before

the station's license is renewed. One is whether the station “unlawfully relinquished” to the local groups “its sole responsibility, as a commission licensee, for program selection, timing and content—in violation of applicable commission rules and policies.”

The petition was signed by Worldvision's president and chief executive officer, Kevin O'Sullivan, who has on previous occasions publicly criticized the agreement. Last October he presided over a meeting of major syndicators on the matter. And as a panelist at the National Association of Television Program Executives convention in Los Angeles, in February, he urged broadcasters to resist the efforts of outsiders to impose their program views on the stations (BROADCASTING, Feb. 25).

And in a statement last week, he said Worldvision's purpose in filing the petition was not to damage KTTV's position, but to stop pressure-group “censorship.” “If the television medium is to be a constructive, positive force in this country then it must continue to thrive in a free climate,” he said. “It's certainly not in the public interest for censorship of any kind to exist, particularly censorship imposed by outside pressure groups such as the National Association for Better Broadcasting.”

KTTV negotiated the agreement with the National Association for Better Broadcasting, Action for Children's Television, the Mexican-American Political Association and the San Fernando Valley Fair Housing Council (BROADCASTING, Oct. 8, 1973).

And its purpose was said to be to protect children from unsuitable programing. It calls for KTTV's promise not to broadcast 42 programs the station says contain “excessive violence and/or possible harmful program content” (the allegedly blacklisted programs) and to broadcast a “caution to parents” warning prior to the showing of any episodes of 81 specified live-action syndicated series if they are shown before 8:30 p.m. (the allegedly “graylisted” programs). In return, the groups withdrew their petition to deny the station's renewal application.

But Worldvision says that commission approval of the agreement will result in the establishment of a dangerous precedent. “The resultant pressures upon all U.S. television stations to accede to the demands of the NABB and other groups, rather than risk a hearing on their license renewal application would . . . adversely affect the public interest.”

Worldvision would also suffer. The signing of similar agreements by other stations will diminish or destroy the value of Worldvision's programs “blacklisted or graylisted,” it said.

Worldvision has not licensed any program on either list to KTTV. However, it has licensed three programs on the so-called blacklist—*Fantastic Four*, *Milton the Monster*, and *The Reluctant Dragon and Mr. Toad*—to eight stations, and five on the so-called graylist—*Garrison's Gorrillas*, *The Invaders*, *The Range Riders*, *The Rebel*, and *Twenty-Six Men*—to 71 stations.

Worldvision said it was not objecting

to KTTV making its own decision on programing, but it said that the station, in drawing up the two lists, had capitulated to groups petitioning to deny its license-renewal application. Worldvision noted that many of the programs involved “are the same programs of which NABB has, over the years, been most critical.” Indeed, Worldvision added, the phrases used to express criticism in the petition to deny “are precisely the same as have been used by the NABB in other circumstances.

“It is wholly improper for Metromedia, rather than undergo the expense and effort of meeting this [license-renewal] challenge head-on, to ‘buy off’ NABB by allowing NABB's program judgments to replace its own.”

Worldvision also noted what it regards as “a striking omission” from the graylist—*Mission: Impossible*, which NABB had criticized in its 1971 evaluations. Worldvision suggested that the program “may have been negotiated out of the agreement because of Metromedia's substantial investment in it.” Worldvision said the commission should look into the question of whether *Mission: Impossible* and other programs in which Metromedia had substantial investments had also been considered in connection with the agreement but had not been included on the graylist.

Most Metromedia officials had not seen the petition by midweek and so were unable to comment on it. But Metromedia counsel Thomas Dougherty reacted with some heat. “They have no place in this proceeding,” he said. Besides, he said, “They have known about this for some time, and now they are filing at the 11th hour.” He also said the document was internally inconsistent. “They talk about licensee discretion, and then list all of those things KTTV did that should be considered.”

### Program Briefs

**Let it be.** NBC last week urged FCC to oppose petitions for reconsideration of commission's proposed prime-time-access rule modifications, scheduled to go into effect at beginning of 1974-75 season. It pointed out that broadcasting and programing industries have already made programing commitments for new season and “they would suffer substantial injury” if commission changes rules or postpones effective date of modifications.

**Separate ways.** CBS-TV has canceled *The Sonny and Cher Comedy Hour* (Wednesday, 8-9 p.m., NYT), reflecting dissolution of that couple's marriage. Cancellation was reluctant because show consistently averaged high 30's shares, and frequently scored among top-10-rated programs in Nielsen's weekly averages. Replacement show is still to be determined.

**Substitute.** *Dean Martin's Comedyworld* (NBC-TV, Thursday, 10-11 p.m., NYT, beginning June 6) is new title for weekly summer show replacing canceled *Music Country USA*. *Comedyworld* stars Jackie Cooper, Barbara Feldon and Nipsey Russell. Greg Garrison (*The Dean Martin*

## KIT PROCLAIMS CCA “SUPER” IN YAKIMA

“I would be remiss if I didn't take time to write and tell you how *super* we feel CCA is for our market,” said Jack Goetz, president, KIT, Yakima, Washington, in a letter to John C. Gilmore, CCA's founder and president.

“The very fact that we were able to sell over \$71,000 for the first quarter '74, indicates the strength of Community Club Awards. Of the 65 accounts sold, 47 were advertisers who had not used the station for at least one year and 13 were accounts that had never advertised on KIT in my 22 years in Yakima.”

Mr. Goetz concluded, “We look forward to 1975 with a great deal of enthusiasm and we definitely are pointing toward a \$100,000 sales goal for next year's campaign. Congratulations on your *splendid* company and the job it does”.



JACK GOETZ

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Show) is executive producer and director.

**Solid pyramid.** ABC-TV will schedule *The \$10,000 Pyramid*, starting May 6 (Mon.-Fri., 4-4:30 p.m.), picking up game show which recently was canceled by CBS-TV (Mon.-Fri., 10:30-11 a.m.). Viacom Enterprises recently acquired prime-time, weekly halfhour version of series titled *The \$25,000 Pyramid* for syndication to stations starting in fall (BROADCASTING, March 18).

**Clio on the air?** Bill Evans, director of Clio awards, reports he is negotiating with television station in New York and with network with view toward presenting awards ceremonies on TV. Presentation of awards for outstanding television and radio commercials will be made on June 14.

**Emmy site.** Pacific Pantages theater, Hollywood, will be site of Emmy entertainment awards ceremonies May 20 (9-11 p.m. NYT) that will be televised by NBC. Theater was home of movies' Oscar ceremony shows from 1949 to 1960. Same day, NBC will televise daytime Emmy awards from Rockefeller Plaza, New York, (noon-1:30). ABC is covering news-documentary ceremonies on Sept. 4 from New York Hilton.

**Merv going strong.** Mctromedia Producers Corp., New York, reports that 12 new stations have bought *Merv Griffin Show* and another 43 have renewed daily, 90-minute TV variety series. Sold in more than 100 markets, series has been bought by stations including KOMO-TV Seattle, WTEN Albany, N.Y., and KOB-TV Albuquerque, N.M., and renewed by WNEW-TV New York, WNAC-TV Boston and WJW-TV Cleveland, among others.

**Factor in.** Alan Jay Factor, TV movie-of-week producer as well as movie theatrical producer, has joined Four Star International, Los Angeles, in co-production ventures, including *The Traipsers*, hour-long western comedy pilot for ABC-TV, and hour-long network science fiction series, network game show, two 90-minute network specials, two movies of week for 1974-75 season and two syndication projects for Four Star.

**Personal attacks.** Paul Kurtz, editor of the *Humanist* magazine, has filed personal-attack complaint with FCC against KODA-AM-FM Houston as result of broadcast of *Life Line* program containing what he says was personal attack on him. Mr. Kurtz says that 61 other stations that carried program—commentary on humanism movement by Melvin Munn—in February, agreed to make time available for reply after he requested it. Three stations, including KODA, refused; and all three refusals are being "appealed," Mr. Kurtz says. KODA, in letter to Mr. Kurtz that was signed by Martin Griffin, vice president and general manager, contended that station's lawyers do not regard program as constituting personal attack. Mr. Kurtz asked station to reconsider at same time he sent file of his correspondence to commission with letter expressing dissatisfaction with KODA's response. Mr. Griffin last week said request for reconsideration is in hands of his lawyers in Washington.



**All the way home.** NBC-TV estimates that 35 million people saw Henry Aaron break Babe Ruth's home-run record Monday (April 8) at 9:07 p.m., NYT. The special Los Angeles at Atlanta edition of NBC's Monday-night baseball telecasts harvested a better rating than any other regular-season baseball games on the network to date, averaging a 22.3 national Nielsen rating and 36 share from 8 to 11 p.m. Fram oil filters, Providence, R.I. (SFM Media), sponsored a special recap of the record-breaking homer and the ceremonies that followed—a seven-minute segment inserted into Monday-night's game in the sixth inning. The Fram Corp. also sponsored a four-minute replay of Aaron's 714th homer on April 4, which went out over the full network (NBC wasn't covering the game live) at 3:08 p.m.

In addition to the TV coverage, Westinghouse Broadcasting's seven AM stations broke into their regular schedules with taped voice-overs (by Atlanta announcers Milo Hamilton and Ernie Johnson) of the actual play-by-play accounts of the 714th and 715th home runs.

# EXPAND

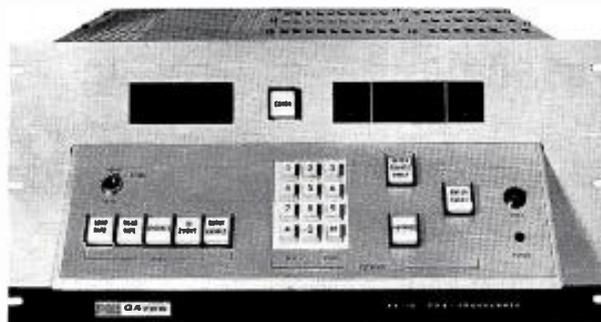
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## SAG warming up for upcoming contract talks

Actors union sends members 'fact file' which doesn't mention Weaver's equal-pay slogan

Screen Actors Guild, whose contract with the principal Hollywood TV and motion picture studios expires in June, has begun gearing its membership for the potentially long and arduous negotiations that begin May 15. Its first move was a "fact file" sent to its 29,000 members last week. In it, SAG makes a number of points, all apparently expected to be key topics in negotiations.

Right off, SAG states that it "neither expects nor wants a strike." It says there have been only three strikes in its 41-year history and that the last took place 14 years ago. Concern that a SAG strike might impinge seriously on TV programs for the 1974-75 season have been voiced by numbers of TV and motion picture spokesmen, who have also warned that higher costs in Hollywood will have adverse effects on the quality of TV programs.

Principally, SAG notes that 85% of its members are unemployed; that 51.2% of its members earn less than \$1,000 annually at their profession; that more than 75% of the membership earns less

than \$3,500 annually, and that only 3% earn \$25,000 or more a year.

The prime-time access rule, SAG says, has cost 16,000 jobs in the TV industry, a payroll loss of \$53 million yearly. It also says that the current rerun policy of the networks has impinged on employment of its members; reruns on the TV networks, SAG says, now account for more than 50% of time. SAG and other unions have asked the FCC to impose a 25% limit on reruns in prime time and hope for an FCC ruling later this year.

And, SAG reports that it found other unions are opposed to non-union film making by the federal government, said to amount to \$375 million yearly on audio-visual activities by 15 federal agencies, with \$150 million annually spent on film making. SAG and the other unions have asked that this work be stopped and placed with union professionals. SAG also notes that it and other unions are conducting a study to determine how the TV networks use the TVQ ratings of performers.

Nothing in the SAG packet refers to what many broadcasters consider the touchiest subject; this is SAG President Dennis Weaver's campaign pledge that would boost residual rates, under the slogan "Equal pay for equal play." More recently it has been explained that the equal pay section meant same time period, same season, and other factors.

SAG's present contract with the studios expires June 30.

## Broadcast Advertising

## WAVA slapped with fairness complaint for gas co. ads

De-regulation endorsements by Washington Gas present one side of issue, Consumers Union says in a filing that backs Stevenson's request for reply time

One of the volume of commercials spawned by the energy crisis has resulted in a fairness-doctrine complaint against a station in the Washington area with an audience that includes a senator who has strong views on regulation of energy companies.

The station involved is WAVA(AM) Arlington, Va., an all-news outlet in the Washington suburbs which, like a number of other stations in the area, has run commercials in behalf of the Washington Gas Light Co. endorsing de-regulation of natural gas wellhead prices.

Senator Adlai Stevenson (D-Ill.), the sponsor of legislation that would provide for de-regulation only of small gas companies and would maintain regulation of the large ones, wrote to the station asking for time, for himself or some other spokesman, to respond. The station rejected the request in December, stating that as an all-news outlet, it carries "many opposing views and opinions," and said it was the senator's responsibility to show that it has not aired contrasting views on the natural gas issue.

Senator Stevenson replied that he and his staff have listened to WAVA "over a lengthy period of time" and had not heard "an instance in which WAVA has commented on natural gas wellhead regulatory and price reform scheme or otherwise presented alternative viewpoints to the Washington Gas Light ads." He asked if the station had information to the contrary.

That was three months ago. And last week, the Consumers Union, which supports the senator's bill, filed a complaint with the FCC saying the senator had not received the information he requested and asserting that the station, in airing the ads, presented only one side of a controversial issue.

The Consumers Union also noted that it has broadcaster support for its position. It said that WTOP(AM) Washington, another all-news station, refused to carry the ads on the ground that they "reflected a position on a controversial issue of public importance." Four other Washington-area stations that carried the ads—WGMS(AM) Bethesda, Md., WPIK(AM) Alexandria, WXRA(FM) Woodbridge, Va., and WJMD(FM) Bethesda—agreed to carry spot announcements recorded by Senator Stevenson in reply.

Wynn Hott, general manager of WAVA, said he had never received a request for time from Consumers Union, and that, since the station does not tape everything it broadcasts, it would be difficult to

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respond to Senator Stevenson's request for documentation of the contention that all sides of the natural-gas issue had been aired.

However, he said he had written the Senator in January, directing him to contact the station's new director if he wants his views aired. The offer still stands, Mr. Hott said last week. "All he has to do is pick up the phone, and he'll get time," he said.

Counsel for Consumers Union, Harvey J. Shulman, said he was aware of a letter inviting the senator to contact the station's new director. But even if there were such an offer, he said, it would not be sufficient. He said the senator wants "spot time."

## Cloture clears way for campaign reform bill in Senate, but House fight looms

The Senate last week voted to gag Senator James Allen (D-Ala.) and end a three-week filibuster of campaign reform legislation. The cloture vote on the bill—which provides for public financing of campaigns for federal-level office—was 64-30, one more than needed. A similar effort two weeks ago failed by three votes. With debate on the bill now shut off, passage of the controversial measure is virtually assured.

The Senate version of the campaign reform bill includes a provision embargoing election tallies until midnight of election day, but also provides for a uniform poll closing time. Both measures are aimed at preventing the networks from broadcasting early results from East Coast districts and projecting the outcome of races before polls on the West Coast have closed.

When the reform measure is passed by the Senate, it will be on a direct collision course with one of the most powerful men in the House, Representative Wayne Hays (D-Ohio). Mr. Hays chairs the House Operations Committee, which must pass on such legislation before it can go to the floor. Mr. Hays's position directly opposes the public funding of congressional campaigns and the establishment of an elections commission, which is included in the Senate bill. Campaign reform legislation has been stalled in the Hays committee since last year.

(Representative Hays also heads the House Democrats fund-raising arm and directly controls the disbursement of party money to House incumbents. Also, under present law, the Clerk of the House oversees campaign reporting and practices—a function that will be taken over by an elections commission, if established—and the Clerk reports to Mr. Hays's House Operations Committee. Asked if he thought he might be involved in a conflict of interest in this issue, Mr. Hays said, "Every member of Congress is engaged in running a fund-raising committee—and they're all going to vote on this bill. It's just as much in my interest to



**Digital deal.** Three-way computer tie-in linking stations, ad agencies and rep firms was announced by Norfleet R. Turner (l), president of Data Communications Corp. and Michael Donovan (r), president of Donovan Data systems—a step designed to reduce the "paperwork jungle" resulting from three separate versions of order and invoice forms. ("Closed Circuit," Feb. 25). Data Communications, which operates an on-line computerized information system for 67 radio and TV stations, and Donovan Data, which performs a similar service for 14 of the top 20 U.S. ad agencies, have added New York rep firms John Blair, Petry and PGW as the first step in an "industry-wide common use of computers" to handle national-and local-spot accounting "from the point of buy right through to the final payment of the invoice," according to the companies' joint statement. Service is expected to begin next year.

have a good, tough, enforceable, reasonable bill.")

The House committee began marking up a campaign reform bill last week. The House draft is completely in line with Mr. Hays's stated positions and does not include provisions for public financing of any race except for the President or an

elections commission. It also provides for spending limits in House races that reform supporters are calling "unrealistic." A candidate for the House may spend only \$60,000 in a campaign. Such a low limit gives a decided edge to incumbents, Senate reformers say, because they have greater visibility.



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## BAR reports television-network sales as of March 10

ABC \$131,237,300 (31.4%), CBS \$147,158,600 (35.2%), NBC \$139,635,700 (33.4%).

Day parts	Total minutes week ended March 10	Total dollars week ended March 10	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	70	\$ 466,900	576	\$ 3,875,000	\$ 4,342,600
Monday-Friday 10 a.m.-6 p.m.	1,021	9,109,900	9,780	87,567,900	83,391,500
Saturday-Sunday Sign-on-6 p.m.	327	4,794,000	2,631	43,825,200	40,581,600
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,357,000	972	22,922,300	21,233,500
Sunday 6 p.m.-7:30 p.m.	14	261,600	154	4,552,700	4,469,900
Monday-Sunday 7:30 p.m.-11 p.m.	391	23,853,100	3,857	232,943,900	225,845,900
Monday-Sunday 11 p.m.-Sign-off	164	2,572,300	1,503	22,344,600	20,917,400
<b>Total</b>	<b>2,085</b>	<b>\$43,414,800</b>	<b>19,473</b>	<b>\$ 418,031,600</b>	<b>\$ 400,782,400</b>

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

## Network TV billings pass \$2 billion mark

It's an 11% gain by big spenders

Solid increases by major advertisers and a gradually widening circle of network TV users helped push network television billings past the \$2 billion mark in 1973 for the first time, up about 11% from 1972's \$1.8 billion, according to a Television Bureau of Advertising report being released today (April 15). The report is based on estimates compiled for TVB by Broadcast Advertisers Reports.

Nine of the year's top 10 network users boosted their outlays by increments ranging from 11% to 26.4% above their 1972 marks. Procter & Gamble, easily number one with almost \$129.3 million in network, was up 11.4%. Only Ford Motor among the top 10 tapered off, down 13.2% to \$43.6 million. Sears, Roebuck dropped out of the top 10, placing 12th, despite a modest increase in spend-

ing, while Colgate-Palmolive moved into the top 10, from 11th to ninth, on a 20.2% increase.

While Ford was cutting back, General Motors was adding 22.4% and improved its rank from seventh (just behind Ford) to sixth (just ahead of Ford). Chrysler tacked on almost \$2 million in moving from 17th to 16th. American Motors added \$2 million and went from 74th to 62d. Toyo Kokyo Co. Ltd.'s Mazda was one of the year's most impressive additions to network TV, placing second in the newcomer category on an outlay of almost \$1.8 million.

In all, 487 advertisers used network TV in 1973, spending \$2,043,634,300. The smallest expenditure was \$1,500 by Crowell, Collier & MacMillan. The 487 represented a net gain of eight and included 64 companies that had not used network before. Top newcomers in addition to Mazda were Cosmair Inc. (L'Oreal hair color), which led that list with \$3.2 million, and the American Bankers Association, whose \$1.2 million ranked third, after Mazda.

The New York Stock Exchange and Suzuki Motor Co. also broke into net-

work with outlays of more than \$1 million each, and Renfield Importers' Martini & Rossi wines came close with \$909,600. Others in the top 10 of newcomers were Blue Cross and Rust-Oleum Corp. with more than \$720,000 each, and Great Western United (Shakey's pizza parlors) and Filter Dynamics International (Lee oil filters), over \$650,000 each.

It took \$4,659,100 to make the top 100 in 1973. That expenditure gave Zenith Radio Corp. the 100th ranking—a drop of four positions despite a \$418,000 increase in spending. Metropolitan Life Insurance, which ranked 100th in 1972 on \$3,960,600, dropped nine places in rank in 1973 on a \$69,000 cutback in spending.

Network TV's top 100 for 1973:

Rank	Company	1973 Investments
1.	Procter & Gamble	\$129,292,700
2.	American Home Products	70,562,200
3.	Bristol-Myers	70,482,500
4.	General Foods Corp.	63,955,500
5.	Sterling Drug	62,625,100
6.	General Motors	48,113,000
7.	Ford Motor	43,577,300
8.	Gillette	43,335,900
9.	Colgate-Palmolive	42,579,500
10.	Warner-Lambert Pharmaceutical	40,999,100
11.	S. C. Johnson & Son	37,276,300
12.	Sears, Roebuck	35,748,100
13.	Lever Brothers	35,479,200
14.	Nabisco	32,365,700
15.	General Mills	30,648,100
16.	Chrysler	26,006,400
17.	Nestle	24,300,800
18.	Kellogg	23,622,000
19.	Miles Laboratories	23,152,600
20.	Cartier-Wallace	20,985,100
21.	Ralston Purina	20,637,600
22.	Schering-Plough	20,370,900
23.	Clorox Co.	19,114,600
24.	Johnson & Johnson	18,074,200
25.	Kraftco Corp.	17,608,200
26.	Block Drug	17,224,800
27.	Volkswagen	16,928,000
28.	AT&T	16,728,200
29.	Richardson Merrell	16,528,300
30.	Pepsico	16,358,600
31.	Coca-Cola	15,227,400
32.	Rapid American	14,797,800
33.	McDonald's	14,586,500
34.	American Cyanamid	14,434,700
35.	General Electric	13,991,800
36.	Morton-Norwich Products	13,747,000
37.	Alberto Culver	13,133,500
38.	Norton Simon	13,089,700
39.	Eastman Kodak	12,379,300
40.	Greyhound	12,218,000
41.	Campbell Soup	11,792,200
42.	Smithkline	11,518,000
43.	Heublein	11,447,000
44.	Noxell	11,304,300
45.	Pfizer	11,140,400
46.	Quaker Oats	11,009,300
47.	Chesebrough-Ponds	10,723,300
48.	Pillsbury	10,710,800
49.	Squibb Corp.	10,464,800
50.	Carnation Co.	10,141,300
51.	ITT	10,093,400
52.	J. C. Penney	9,589,700
53.	E. I. Du Pont de Nemours	9,548,700
54.	Mattel	9,466,700
55.	Exon	9,284,700
56.	Revlon	9,086,100
57.	Goodyear Tire & Rubber	9,084,300
58.	Polaroid	8,753,500
59.	Merck & Co.	8,531,000
60.	Mobil Oil	8,302,500
61.	RCA	7,999,300
62.	American Motors	7,990,200
63.	Firestone Tire & Rubber	7,965,400
64.	IBM	7,808,600
65.	Phillip Morris	7,796,300
66.	Union Carbide	7,690,600
67.	R. J. Reynolds	7,664,700
68.	Avon Products	7,307,900
69.	State Farm	7,244,500
70.	Mars	7,211,600
71.	Mennen	7,173,400
72.	Florida Citrus Commission	6,995,700
73.	Prudential Insurance	6,794,700

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**FM** — Medium to Major Markets . . . some with excellent ratings.

**AM** — Small single station, to large, major markets . . . as low as 1/4 x gross.

**TV** — Small and Medium Markets.

Give us your objectives, qualifications and requirements. We then develop only those properties worthy of your serious consideration. We do not advertise specific stations; nor do we mail out lists.

A Confidential Service to Owners and Qualified Buyers

**CECIL L. RICHARDS, Inc.**

Media Brokers

Negotiations - Appraisals

Suite 817, 1625 Eye St., N.W., Washington, D.C. 20006

(202) 296-2310

Rank	Company	1973 Investments
74.	Singer	6,775,100
75.	Scott's Liquid Gold	6,737,600
76.	U. S. Time	6,707,600
77.	Liggett & Myers Tobacco	6,616,500
78.	Jos. Schlitz	6,601,800
79.	Anheuser Busch	6,552,600
80.	Dow Chemical	6,430,200
81.	Uniroyal	6,285,400
82.	Hanes	6,254,900
83.	Shell Oil	6,241,500
84.	Schick	6,191,900
85.	E. & J. Gallo Winery	5,939,700
86.	American Express	5,900,700
87.	Texaco	5,873,600
88.	Oscar Mayer & Co.	5,259,100
89.	Hasbro Industries	5,232,500
90.	Pennwalt	5,206,800
91.	Unlted Air Lines	5,173,700
92.	H. J. Heinz	5,022,200
93.	STP	4,972,800
94.	B. F. Goodrich	4,958,100
95.	General Cigar	4,903,300
96.	Sperry Rand	4,850,000
97.	Standard Brands	4,824,700
98.	Church & Dwight	4,823,000
99.	North American Philips	4,770,800
100.	Zenith	4,659,100

## All around the small markets with the RAB

Three months of one-day sessions to build sales begin May 7

A schedule of 64 one-day seminars or "idearamas" to help small-market radio stations sharpen their selling to local advertisers was announced last week by the Radio Advertising Bureau. The annual series will start this year on May 7 at Madison, Wis., and continue through Aug. 6 at Anchorage.

"Idearama is a barrage of sales ideas—contests, promotions, salable copy—all selected for their adaptability to small-market selling," said Carleton F. Loucks, RAB senior vice president, who will head the bureau executives conducting the sessions. "The ideas came out of a massive idea search. We surveyed virtually every station in the country, and the ideas we're presenting can generate millions of dollars in new business for local radio."

Mr. Loucks said that "Idearamas are primarily for small-market stations, salespeople, copywriters, anyone involved with selling radio."

### The schedule follows:

May 7, Madison, Wis.; May 9, Eau Claire, Wis.; May 14, Albany, N.Y.; May 15, Binghamton, N.Y.; May 16, Buffalo, N.Y.; May 21, Des Moines, Iowa; May 21, Phoenix; May 21, Birmingham, Ala.; May 21, Albuquerque, N.M.; May 22, Jackson, Miss.; May 23, Lincoln, Neb.; May 23, Mobile, Ala.; May 23, Lubbock, Tex.; May 28, Charleston, W. Va.; May 28, Kansas City, Mo.; May 28, Evansville, Ind.; May 30, Louisville, Ky.; May 30, Springfield, Mo.; May 30, Indianapolis, Ind.;

June 4, Fargo, N.D.; June 4, Sacramento, Calif.; June 4, Tallahassee, Fla.; June 4, Akron, Ohio; June 6, St. Cloud, Minn.; June 6, San Jose, Calif.; June 6, Cincinnati; June 6, Orlando, Fla.; June 11, Corpus Christi, Tex.; June 13, Lake Charles, La.; June 18, Boise, Idaho; June 18, Raleigh, N.C.; June 18, Shreveport, La.; June 20, Eugene, Ore.; June 20, Columbia, S.C.; June 20, Little Rock, Ark.; June 20, Springfield, Ill.; June 25, Moline, Ill.; June 25, Macon, Ga.; June 25, Grand Rapids, Mich.; June 27, Harrisburg, Pa.;

July 9, Rapid City, S.D.; July 9, Spokane, Wash.; July 9, Nashville; July 9, Wichita, Kan.; July 11, Seattle; July 11, Bismarck, N.D.; July 11, Memphis; July 11, Oklahoma City; July 16, Hammond, Ind.; July 16, Richmond, Va.; July 16, Fort Worth; July

18, Salt Lake City; July 18, Two Rivers, Wis.; July 18, Roanoke, Va.; July 18, Austin, Tex.; July 18, Denver; July 23, Allentown, Pa.; July 25, Portland, Me.; July 26, Worcester, Mass.; July 30, Casper, Wyo.; Aug. 1, Great Falls, Mont.; Aug. 6, Anchorage.

## Milk products ads under fire from FTC

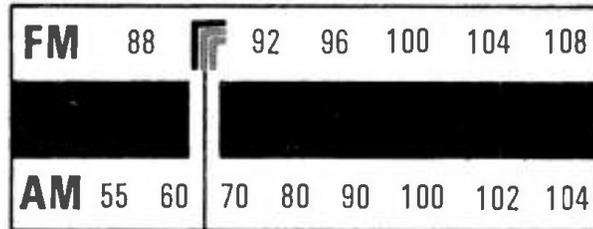
Mark Spitz, Vida Blue, Ray Bolger and "Dear" Abby Van Buren may be out of work endorsing California milk products if the Federal Trade Commission has its way.

The agency last week filed a complaint against the California Milk Producers

Advisory Board and its agency, Cunningham and Walsh, alleging that such claims as "Everybody needs milk" and "Milk has something for everybody" featured in radio, TV and print ads for the product are misleading. The complaint states the ads falsely indicated that consumption of milk is essential and beneficial to everyone, that large quantities can be consumed without adverse side effects and that milk consumption reduces probabilities of contracting colds or arthritis.

CMPAB replied that its ads were not fraudulent and challenged the FTC's jurisdiction in moving against a state agency (CMPAB is a division of the state's Dept. of Food and Agriculture).

# DIAL US!



FOR MONEY

(Music to your ears)



Searching for radio facility financing? Stop here. You'll like our format.

It's a pleasant combination of expertise, an easy-to-live-with extended payment plan . . . and our ever-popular "No Equity Kicker" feature.

We're professionals in broadcast financing. We've been financing broadcasting facilities since 1959. Accordingly, with all due modesty, we've become quite good at it. If you need \$100,000 or more to finance a radio facility, phone us collect at (317) 638-1331 and ask Alan Jones to explain our individualized flexible financing, new competitive rates and confidential analysis of your financing needs.

## Firstmark Financial

Firstmark Financial Corporation  
Communications Finance Division  
110 E. Washington Street  
Indianapolis, Indiana 46204  
(317) 638-1331

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Avco Corp.	3 mo. 2/28	148,080,000	- 1.3%	9,895,000	- 2.4%	.50	149,972,000	10,137,000	.52
CBS Inc.	3 mo. 3/31	415,500,000	+ 14.2%	20,900,000	+ 22.2%	.73	363,700,000	17,100,000	.60
Conrac Corp.	3 mo. 3/31	20,290,000	+ 27.7%	766,000	+ 26.0%	.57	15,892,000	608,000	.45
Creative Management Associates	year 12/31	10,329,800	+ 3.0%	822,900	- 0.2%	.80	10,023,700	824,800	.78
General Instrument Corp.	year 2/28	425,697,674	+ 33.6%	12,326,692	+ 63.1%	1.82	318,630,079	7,555,754	1.11
Reeves Telecom Corp.	year 12/31	9,271,614	+ 3.4%	793,629	- 36.2%	.32	8,965,205	1,244,267	.51
Scripps-Howard Broadcasting Co.	3 mo. 3/31	6,727,691	+ 2.2%	1,123,000	- 3.5%	.43	6,583,992	1,162,282	.45
Telemation Inc.	year 12/31	19,697,053	+ 25.8%	466,734	*	.44	15,656,309	(224,726)	(.21)
Telepro Industries Inc.	year 12/31	11,104,005	+ 51.0%	1,003,329	+265.3%	3.47	7,354,212	378,364	1.54

\* Percentage change is too great to provide a meaningful figure.

## Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. April 10	Closing Wed. April 3	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	23 3/4	24 3/8	- 5/8	- 2.56	34 1/4	20	9	16,584	393,870
CAPITAL CITIES COMM.	CCB	34 3/4	35 1/8	- 3/8	- 1.06	62 1/2	29	13	7,198	250,130
CBS	N	35 1/2	34	+ 1 1/2	+ 4.41	52	24 7/8	11	28,061	996,165
CONCERT NETWORK*	O	3/8	3/8		.00	7/8	1/4	8	2,200	825
COX	N	16 1/4	16	+ 1/4	+ 1.56	40 1/4	13 3/8	9	5,831	94,753
FEDERATED MEDIA***	O	5 3/4	5 3/4		.00	5 3/4	2	19	820	4,715
GROSS TELECASTING	GGG	11	11		.00	18 3/8	10	7	800	8,800
LIN	O	4 5/8	4 3/4	- 1/8	- 2.63	14 3/4	3 1/4	4	2,296	10,619
MOONEY*	O	2 7/8	3	- 1/8	- 4.16	10 1/4	2 1/4	8	385	1,106
PACIFIC & SOUTHERN	PSQU	4 3/4	5	- 1/4	- 5.00	13 3/4	4 1/2	68	1,751	8,317
RAHALL	RAHL	4 1/2	4 1/2		.00	12 1/4	2 3/4	7	1,297	5,836
SCRIPPS-HOWARD	SCRP	16	16 1/4	- 1/4	- 1.53	21 1/4	14 3/8	8	2,589	41,424
STARR	M	7 1/4	7	+ 1/4	+ 3.57	24 1/2	7	6	1,069	7,750
STORER	SBK	14 3/4	15	- 1/4	- 1.66	44	12	7	4,751	70,077
TAFT	N	18 1/4	18 1/4		.00	58 5/8	15 1/2	7	4,219	76,996
WOODS COMM.*	O	3/4	3/4		.00	1 5/8	1/4	6	292	219
<b>TOTAL</b>									<b>80,143</b>	<b>1,971,602</b>
<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	2 3/4	2 1/2	+ 1/4	+ 10.00	5 3/8	2	8	1,259	3,462
AVCO	AV	6 1/4	6 1/2	- 1/4	- 3.84	16	6 1/4	6	11,481	71,756
BARTELL MEDIA	BMC	1 3/8	1 1/2	- 1/8	- 8.33	3 1/2	1	4	2,257	3,103
JOHN BLAIR	BJ	6 1/4	6 1/2	- 1/4	- 3.84	13	4 7/8	5	2,403	15,018
CAMPTOWN INDUSTRIES*	O	3/8	3/8		.00	2	1/4	5	1,138	426
CHRIS-CRAFT	CCN	3 3/8	3 3/8		.00	6 5/8	2	9	4,162	14,046
COMBINED COMM.	CCA	11 5/8	12	- 3/8	- 3.12	44	10	8	3,274	38,060
COWLES	CWL	6	6 1/8	- 1/8	- 2.04	9 5/8	4 3/4	12	3,969	23,814
DUN & BRADSTREET	DNB	30 3/8	30	+ 3/8	+ 1.25	42	30	21	26,198	795,764
FAIRCHILD INDUSTRIES	FEN	5 3/8	5 3/8		.00	13 3/8	4	49	4,550	24,456
FUQUA	FQA	9	8 7/8	+ 1/8	+ 1.40	20 3/8	6 3/4	3	8,560	77,040
GENERAL TIRE	GY	15 3/8	15 7/8	- 1/2	- 3.14	28 3/4	12	4	21,505	330,639
GLOBETROTTER	GLBTA	3 5/8	3 5/8		.00	8 1/8	1 7/8	4	2,759	10,001
GRAY COMMUN.	O	8 1/2	7 3/4	+ 3/4	+ 9.67	12 7/8	6 1/2	6	475	4,037
HARTE-HANKS	HHN	8 7/8	8 3/8	+ 1/2	+ 5.97	29 1/4	7	7	4,337	38,490
JEFFERSON-PILOT	JP	27 3/4	28 3/8	- 5/8	- 2.20	40 7/8	27	13	24,082	668,275
KAISER INDUSTRIES	KI	7 5/8	8	- 3/8	- 4.68	9 3/8	4	5	27,487	209,588
KANSAS STATE NET.*	KSN	3 7/8	3 7/8		.00	6 1/8	3 1/4	7	1,741	6,746
KINGSTIP	KTP	4 3/4	5 1/8	- 3/8	- 7.31	14 1/4	3 1/2	5	1,154	5,481
LAMB COMMUN.***	P	1 1/4	1 1/4		.00	2 5/8	1 1/4	25	475	593
LEE ENTERPRISES	LNT	13	12 5/8	+ 3/8	+ 2.97	25	9 7/8	9	3,352	43,576
LIBERTY	LC	14	13 7/8	+ 1/8	+ .90	23 7/8	13 3/8	6	6,632	92,848
MCGRAW-HILL	MHP	8 1/2	8 1/2		.00	16 7/8	6 3/8	8	23,486	199,631
MEDIA GENERAL	MEG	25	25 3/4	- 3/4	- 2.91	43 1/2	20 1/2	10	3,546	88,650
MEREDITH	MOP	9 3/4	10	- 1/4	- 2.50	20 1/2	8 3/8	5	2,897	28,245
METROMEDIA	MET	8	8 5/8	- 5/8	- 7.24	32 1/4	7	5	6,493	51,944
MULTIMEDIA	MMED	12 3/4	13	- 1/4	- 1.92	30 1/4	11 1/2	9	4,388	55,947
OUTLET CO.	OTU	9 3/4	10 3/4	- 1	- 9.30	17 5/8	8	5	1,379	13,445
POST CORP.	PDST	9 1/4	10 1/4	- 1	- 9.75	17	8	4	893	8,260
PSA	N	8	8		.00	21 7/8	6 1/8	44	3,768	30,144
REEVES TELECOM	RBT	1 1/4	1 3/8	- 1/8	- 9.09	3 1/4	1 1/4	7	2,376	2,970
RIDDER PUBLICATIONS	RPI	13 1/2	14 3/8	- 7/8	- 6.08	29 7/8	7 1/2	9	8,312	112,212
ROLLINS	RDL	15 7/8	17 1/4	- 1 3/8	- 7.97	36 1/2	14 1/4	14	13,305	211,216
RUST CRAFT	RUS	7 3/4	7 3/4		.00	33 3/4	7 1/2	4	2,366	18,336
SAN JUAN RACING	SJR	11	11 1/8	- 1/8	- 1.12	23 3/4	11	9	2,367	26,037
SCHERING-PLOUGH	SGP	70 1/8	69 1/2	+ 5/8	+ .89	87 5/8	62 1/2	36	52,590	3,687,873
SONDERLING	SDB	8 1/2	8 1/2		.00	15 3/8	6 3/8	5	816	6,936
TECHNICAL OPERATIONS	TO	5	5 1/8	- 1/8	- 2.43	13 1/2	4	5	1,359	6,795
TIMES MIRROR CO.	TMC	14 1/4	15 3/4	- 1 1/2	- 9.52	25 7/8	13 7/8	9	31,145	443,816
TURNER COMM.***	O	3	3 1/4	- 1/4	- 7.69	6	3	7	1,486	4,458

# It's time for the telling

The story of UHF, that is— as it stands in 1974, ten years after the Congress passed a law directing that all television sets be equipped to receive the ultra high frequencies. That's the task we'll take on in the May 27 issue. Our object: to cram the story of one medium's lifetime into one issue's special report. It will be a story of success and failure, of hopes high and hopes dashed, and—most of all—the story of those hardy survivors who damned the odds to make a medium.

It's time to tell *your* story, too.

**You belong in Broadcasting ~~in~~ May 27**

	Stock symbol	Exch.	Closing Wed. April 10	Closing Wed. April 3	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
WASHINGTON POST CO.	WPD	A	22 1/2	22 3/8	+ 1/8	+ .55	37	15 3/4	8	4,749	106,852
WDMETCO	WDM	N	8 5/8	9 1/4	- 5/8	- 6.75	19 3/8	7 7/8	6	6,295	54,294
TOTAL										337,266	7,635,280
<b>Cablecasting</b>											
AMECO**	ACO	O	3/4	3/4		.00	3	1/8		1,200	900
AMER. ELECT. LABS**	AELBA	O	1 1/2	1 1/2		.00	3 5/8	1		1,673	2,509
AMERICAN TV & COMM.	AMTV	O	10 3/4	11 1/4	- 1/2	- 4.44	39	7 1/4	31	3,174	34,120
ATHENA COMM.**		O	1/2	1/2		.00	5 1/2	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O	18 3/4	19 1/4	- 1/2	- 2.59	34 3/4	15 1/8	22	7,907	148,256
CABLECOM-GENERAL	CCG	A	2 3/4	2 3/4		.00	8 7/8	1 3/4	92	2,536	6,974
CABLE FUNDING CORP.	CFUN	O	5 7/8	6 1/4	- 3/8	- 6.00	9 3/4	4 1/2	49	1,121	6,585
CABLE INFO.***		O	5/8	5/8		.00	2 1/2	5/8		663	414
CITIZENS FINANCIAL	CPN	A	3 1/4	3 1/4		.00	9 1/2	2 3/8	10	2,390	7,767
COMCAST*		O	2	2		.00	5 3/8	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	2 3/4	2 7/8	- 1/8	- 4.34	9 3/4	2 1/8	23	4,761	13,092
COX CABLE	CXC	A	7 7/8	8 1/8	- 1/4	- 3.07	31 3/4	7 3/4	15	3,560	28,035
ENTRON*	ENT	O	1/2	5/8	- 1/8	- 20.00	9 1/4	1 1/4	4	1,358	679
GENERAL INSTRUMENT	GRL	N	13 5/8	13 3/4	- 1/8	- .90	29 1/2	12 1/4	8	6,792	92,541
GENERAL TELEVISION*		O	1 1/2	1 1/4	+ 1/4	+ 20.00	4 1/2	1 1/4	75	1,000	1,500
LVO CABLE	LVOC	O	3 3/8	3 3/8		.00	11 1/4	2 3/4	18	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	8 1/2	9	- 1/2	- 5.55	15 3/8	6 1/4	10	917	7,794
TELE-COMMUNICATIONS	TCOM	O	3 3/8	3 3/8		.00	21	2 5/8	14	4,619	15,589
TELEPROMPTER	TP	N	5 1/4	5 5/8	- 3/8	- 6.66	34 1/2	3 3/4	31	16,482	86,530
TIME INC.	TL	N	38 1/8	37 1/2	+ 5/8	+ 1.66	63 1/4	25 3/4	8	10,380	395,737
TOCOM*	TOCM	O	4 5/8	4 7/8	- 1/4	- 5.12	12 1/8	2 3/4	11	634	2,932
UA-COLUMBIA CABLE	UACC	O	5 3/8	5 1/2	- 1/8	- 2.27	15	3 3/4	12	1,790	9,621
VIACDM	VIA	N	5 7/8	6 1/8	- 1/4	- 4.08	20	4 5/8	9	3,851	22,624
VIKOA	VIK	A	2 3/8	2 5/8	- 1/4	- 9.52	9 1/8	1 3/4	79	2,591	6,153
TOTAL										85,109	901,166
<b>Programming</b>											
COLUMBIA PICTURES**	CPS	N	3	2 7/8	+ 1/8	+ 4.34	9 7/8	2 1/4		6,748	20,244
DISNEY	DIS	N	45 1/4	50	- 4 3/4	- 9.50	123 7/8	37	27	29,155	1,319,263
FILMWAYS	FWY	A	3 7/8	4 3/8	- 1/2	- 11.42	5 3/4	2 1/8	7	1,801	6,978
GULF + WESTERN	GW	N	26 1/8	26 1/2	- 3/8	- 1.41	35 3/4	21 3/8	5	14,088	368,049
MCA	MCA	N	23 1/2	22 1/4	+ 1 1/4	+ 5.61	34 1/4	18 1/2	8	8,379	196,906
MGM	MGM	N	13 1/8	12 1/2	+ 5/8	+ 5.00	24	7 5/8	9	5,918	77,673
TELE-TAPE**		O	1/8	1/8		.00	1 3/4	1/8		2,190	273
TELETRONICS INTL.*		O	3 3/4	3 7/8	- 1/8	- 3.22	10 1/2	2 1/2	8	943	3,536
TRANSAMERICA	TA	N	8 7/8	8 7/8		.00	17 5/8	6 1/8	7	66,354	588,891
20TH CENTURY-FOX	TF	N	7 7/8	8 3/4	- 7/8	- 10.00	12 3/8	5	9	8,557	67,386
WALTER READE**	WALT	O	3/8	3/8		.00	1 3/8	1/8		2,203	826
WARNER	WCI	N	12 3/4	13 1/2	- 3/4	- 5.55	39 1/8	9	5	15,064	192,066
WRATHER**	WCO	A	7 5/8	7 5/8		.00	16 5/8	3 7/8		2,229	16,996
TOTAL										163,629	2,859,087
<b>Service</b>											
BBDO INC.		O	12 1/4	12 3/4	- 1/2	- 3.92	17 7/8	10	6	2,513	30,784
COMSAT	CO	N	34 1/4	33 3/4	+ 1/2	+ 1.48	64 1/2	32 1/2	9	10,000	342,500
CREATIVE MANAGEMENT	CMA	A	4 3/4	5	- 1/4	- 5.00	9 1/2	3	5	1,016	4,826
DOYLE DANE BERNBACH	DOYL	O	9	9 1/4	- 1/4	- 2.70	23 1/2	8 1/2	5	1,799	16,191
ELKINS INSTITUTE***	ELKN	O	5/8	5/8		.00	1 1/4	1/4		1,897	1,185
FOOTE CONE & BELDING	FCB	N	10 3/8	10 1/2	- 1/8	- 1.19	13 3/8	8 1/8	7	2,122	22,015
GREY ADVERTISING	GREY	O	8 1/4	8 3/8	- 1/8	- 1.49	17 1/4	7 1/2	4	1,264	10,428
INTERPUBLIC GROUP	IPG	N	11 3/4	12 5/8	- 7/8	- 6.93	25 3/8	9 3/4	4	2,464	28,952
MARVIN JOSEPHSON	MRVN	O	8 1/2	8 1/2		.00	18 1/2	6 3/4	6	957	8,134
MCCAFFREY-MCCALL***		O	9 1/4	9 1/4		.00	10 3/4	5	5	585	5,411
MCI COMMUNICATIONS+	MCIC	O	4 1/8	4 5/8	- 1/2	- 10.81	8 7/8	3 3/4		12,825	52,903
MOVIELAB**	MOV	A	1 1/8	1 1/4	- 1/8	- 10.00	1 7/8	1 1/2		1,407	1,582
MPO VIDEOTRONICS**	MPO	A	2 1/2	2 1/4	+ 1/4	+ 11.11	4 7/8	2		539	1,347
NEEDHAM, HARPER	NDHMA	O	6 1/4	6 1/2	- 1/4	- 3.84	26 1/4	5	3	917	5,731
A. C. NIELSEN	NIELB	O	18 1/4	20 3/8	- 2 1/8	- 10.42	40 1/2	18 1/4	16	10,598	193,413
OGILVY & MATHER	OGIL	O	14 3/4	15 3/4	- 1	- 6.34	32 1/2	12 3/4	6	1,777	26,210
PKL CO.***	PKL	O	1 3/4	1 3/4		.00	3	1/4	3	818	1,431
J. WALTER THOMPSON	JWT	N	10 1/8	10 3/8	- 1/4	- 2.40	24 3/4	8 1/4	5	2,625	26,578
UNIVERSAL COMM.*		O	5/8	3/4	- 1/8	- 16.66	12 1/2	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	8 5/8	9 1/8	- 1/2	- 5.47	21 1/8	7 1/2	4	1,631	14,067
TOTAL										58,469	794,134
<b>Electronics</b>											
ADMIRAL	ADL	N	13	12 7/8	+ 1/8	+ .97	18	7 1/4	8	10,796	140,348
AMPEX	APX	N	3 3/4	4	- 1/4	- 6.25	6 7/8	3 1/8	7	10,878	40,792
CCA ELECTRONICS*	CCAE	D	5/8	3/4	- 1/8	- 16.66	3	5/8	1	881	550
COHU, INC.	COH	A	3 1/8	3 1/8		.00	7 7/8	2 5/8	6	1,542	4,818
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 5/8	- 1/8	- 7.69	2 7/8	1 3/8	9	2,372	3,558
CONRAC	CAX	N	18 1/2	17 3/4	+ 3/4	+ 4.22	31 7/8	13 1/4	9	1,261	23,328
GENERAL ELECTRIC	GE	N	53 3/4	55 3/4	- 2	- 3.58	75 7/8	53 3/8	17	182,348	9,801,205
HARRIS-INTERTYPE	HI	N	28	29 3/4	- 1 3/4	- 5.88	49 1/4	24 1/2	9	6,227	174,356
INTERNATIONAL VIDEO	IVCP	O	4 3/4	5 1/4	- 1/2	- 9.52	14 3/4	3 3/4	12	2,741	13,019
MAGNAVOX	MAG	N	7	6 7/8	+ 1/8	+ 1.81	29 5/8	6 1/4	23	17,806	124,642
3M	MMM	N	73 7/8	75 1/8	- 1 1/4	- 1.66	91 5/8	71 1/4	28	113,086	8,354,228
MOTOROLA	MOT	N	54 5/8	55 7/8	- 1 1/4	- 2.23	68 3/4	41 1/4	19	27,740	1,515,297

Stock symbol	Exch.	Closing Wed. April 10	Closing Wed. April 3	Net change in week	% change in week	High	1973-1974 Low	P/E ratio	Approx. shares out ('000)	Total market capitalization ('000)
OAK INDUSTRIES	DEN N	11 1/4	11 7/8	- 5/8	- 5.26	20 1/2	9 1/2	5	1,639	18,438
RCA	RCA N	18 1/4	19 1/2	+ 1 1/4	+ 6.41	39 1/8	16 1/2	8	74,515	1,359,898
ROCKWELL INTL.	ROK N	27	26 1/4	+ 3/4	+ 2.85	32 5/8	23 1/8	6	27,245	735,615
RSC INDUSTRIES	RSC A	1 5/8	1 5/8	-	.00	2 1/2	1 1/8	10	3,458	5,619
SONY CORP	SNE N	27 7/8	28	- 1/8	- .44	57 1/4	21 1/4	22	66,250	1,846,718
TEKTRONIX	TEK N	41	42	- 1	- 2.38	56 5/8	29 7/8	17	8,646	354,486
TELEMATIION**	TIMT O	2 1/8	2 1/8	-	.00	4 3/4	1 1/2		1,050	2,231
TELEPRO IND.***	O	5	6	- 1	- 16.66	6	1/4	31	475	2,375
VARIAN ASSOCIATES	VAR N	10	10 1/2	- 1/2	- 4.76	19 1/2	9 5/8	10	6,617	66,170
WESTINGHOUSE	WX N	18 7/8	19 1/4	- 3/8	- 1.94	47 3/8	18 7/8	10	88,595	1,672,230
ZENITH	ZE N	26	27	- 1	- 3.70	56	25	8	18,888	491,088
TOTAL									675,056	26,751,009
GRAND TOTAL									1,399,672	40,912,278

Standard & Poor's Industrial Average 103.42 105.58 -2.16

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over the counter (bid price shown)  
P-Pacific Coast Stock Exchange  
††Stock did not trade on Wednesday; closing price shown is last traded price.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly highs and lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

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

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

## Fates & Fortunes®

### Media



Levine

**Jerrold Levine**, VP-finance, Sonderling Broadcasting Corp., New York, elected executive VP.

**Joseph W. Killeen**, station manager, WTJM-AM-FM Milwaukee, announces his retirement effective July 18. Mr. Killeen will become executive director of Wisconsin Broad-

casters Association.

**Stan Weisberger**, general sales manager, KCTC(FM) Sacramento, Calif., appointed general manager. He is succeeded by **Dick Burgess**, local sales manager.



Muriarty

**Eugene J. Muriarty**, VP-promotion and research, WTIC-TV Hartford, Conn. (now WFSB-TV), named VP-general executive, WFSB-TV.

**William P. Hinds**, sales manager, WKSS(FM) Hartford-Meriden, Conn., named station manager.

**Patricia Cady**, assistant director, promotion department, KING-TV Seattle joins KGW-TV Portland as promotion director. Both are King Broadcasting stations.

**Janice Gray**, media-production manager, Mount & Swearingen Advertising, Portland, Ore., named promotion manager, KOIN-AM-FM-TV Portland.

**Sharonlee Johnson**, corporate assistant, advertising-promotion, RKO General Radio, New York, named director, advertis-

ing-promotion, RKO's KFRC-AM-FM San Francisco.

### Broadcast Advertising



Zucker

Kaiser station.

**James B. French**, with sales staff, WRIF(FM) Detroit, appointed division manager, ABC-FM Spot Sales Inc., Detroit.



Masiano

**Dan DiLoreto**, national sales manager, WIOD(AM) Miami, named general sales manager. **Bill Izzard**, local sales manager, named sales manager.

**Charles R. Hitchins**, account executive, John Blair, Chicago, named general sales manager, WTVM(TV) Columbus, Ga.

**Rick Devlin**, general sales manager, WWDJ(AM) Hackensack, N.J., joins WPLJ(FM) New York in same position.

**Jack Seanor**, with sales staff, WFI(FM)

**Jerry Zucker**, director of sales development, ABC-TV, New York, named VP, promotion and sales development.

**James C. Warner**, Eastern sales manager, Kaiser Broadcasting's national sales group, Philadelphia, named general sales manager, WFID-TV Chicago,

Philadelphia, named sales manager, WJZZ(AM) Mount Holly, N.J.

**Ronnie Neal**, with sales staff, KILT(AM) Houston, named general sales manager, KLYX(FM) Clear Lake City, Tex.

**Robert A. Burke**, manager, Avco radio-TV sales, San Francisco, named national sales manager, KMST(TV) Monterey, Calif.

**Patrick R. Fallon**, with media department, Leo Burnett, Chicago, named VP-director marketing services, Stevenson & Associates Inc., Minneapolis agency.

**Jacqueline Soukup Silver**, VP-associate director, marketing-research, Grey Advertising, New York, named VP-director market research, strategic planning, Warren Miller Dolobowsky, New York.

**Lloyd Highbloom** and **Robert Rees**, management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.

**Charles F. Buccieri**, VP-assistant media director, SSC&B, New York, named VP-media director, Leber Katz Partners Advertising, New York.

**Mike Keen**, VP-creative director, Gordon Associates, West Palm Beach, Fla. agency, named executive VP.



Eversz

**Charles D. Schwartz**, with sales staff, CBS Radio Spot Sales, New York, named retail sales manager, WCBS(AM) New York.

**Ernest Eversz**, VP-creative director, Kenyon & Eckhardt, San Francisco, named VP-creative director, Draper Daniels, Chicago.

**Paul Kelley**, general manager, WHDH-AM-FM Boston, named local sales manager, WBZ-TV Boston.

**Earl E. Murton**, marketing services coordinator, WMAL(AM) Washington, named marketing services manager.

**William Watts**, regional sales manager, WSAZ-TV Huntington, W.Va., named marketing manager.

**Peter R. Goulazian**, association sales development director, Katz Television, New York, station representatives, named assistant to President Michael T. Membrado.

**John Novinsky**, with sales staff, WREB(AM) Holyoke, Mass., appointed sales supervisor.

**Norman J. Kerr**, creative group head, Campbell-Mithun, Minneapolis, joins Grey Advertising there, as creative director.

## Programing

**Bonny Dore**, associate producer, WXYZ-TV Detroit, named producer, children's programing.

**Bob Lockwood**, announcer, WTMR(AM) Camden, N.J., named program director.

**Richard E. Moore**, VP-director of network television programing and negotiations, Ted Bates & Co., New York, named VP, Trans World International Inc., producer-developer, TV sports programs.

**Harvey Mednick**, assistant to VP-programing, RKO General Radio, New York, named VP-program promotion.

## Broadcast Journalism

**Stan Felder**, department editor, *Washington Star-News*, Washington, named assignment editor, assistant TV news director, WTOP-TV Washington.

**Lou Waters**, reporter, KCST(TV) San Diego, named news director.

**Chuck Dent**, assistant news director, WIOD(AM) Miami, named acting news director.

**Phil Cogan**, reporter, KSDO(AM) San Diego, named news director, KTW(AM) Seattle. **Mike Hamilton**, Armed Forces

Radio; **Kevin Kelly**, KBES(AM) Bellvue, Wash.; **Linda Sullivan**, *Seattle Post Intelligencer*; **Linda Gist**, KGW-TV Portland, Ore., all named reporters at KTW.



Avery

**Dominique Anne Avery**, assistant news director, WAVZ(AM) New Haven, Conn., named news director.

**Michael D. Waite**, news director, WLTH(AM) Gary, Ind., joins WMEE(AM)-WMEF(FM) Fort Wayne, Ind., in same position.

**David Fowler**, news director, KULF(AM) Houston, joins KLYX(FM) Clear Lake City, Tex., in same position.

**Michael Morgan**, anchorman, WNYS-TV Syracuse, N.Y., joins WHEN-TV Syracuse as news assignment editor.

**Larry Woods**, freelance writer, and **Jacque Maddox**, reporter, WNGE(TV) Nashville, join WAGA-TV Atlanta, as reporters.

**Douglas C. Monroe**, with Nashville bureau, UPI, appointed UPI's Virginia news editor, and Richmond bureau manager.

## Equipment & Engineering

**Frank J. Deighan**, VP, International Telephone & Telegraph, New York, named president, Strand Century Inc., equipment manufacturer with headquarters in New York.



Deighan

**John M. McLane**, sales manager, Computer Communications Inc., Annandale, Va., named Eastern regional dealer/distributor sales manager, Telemation Inc. in company's Beltsville, Md., office.

**Stephen Gordoni**, with engineering department, WEAW(AM)-WOJO(FM) Evanston, Ill., named chief engineer.

## Cablecasting

**Graham Stubbs**, manager, CATV engineering, Jerrold Electronics Corp., Horsham, Pa., appointed director of engineering.

**W. E. (Eddie) Wade**, VP-general manager, Rentavision Cable TV, Brunswick, Ga., named president, Cablevision of Augusta Inc., Augusta, Ga.

**James L. Reinsch Jr.**, manager, Highlands Cable TV system, Ocala, Fla., division of Cox Cable Communications Inc., Atlanta, named regional manager of company's Southeast operating region.

**F. F. (Bud) Desmond**, national CATV products sales manager, Times Wire & Cable Co., cable equipment manufacturing firm in Wallingford, Conn., named director of marketing for CATV products.

**Paul Buddy Latham**, announcer, WSJS(AM) Winston-Salem, N.C., named manager, Telecable, Winston-Salem, cable TV facility currently under construction. Both WSJS and Telecable are subsidiaries of Triangle Broadcasting Corp., Winston-Salem.

**Donald J. Schiller**, president of own firm, Videoaid Productions, Simi Valley, Calif., appointed general manager, Mohave Cable Co., Lake Havasu City, Ariz.

**Jere J. Sullivan**, program director, WERA(AM) Plainfield, N.J., joins Plainfield Cablevision in same position.

**James L. Wheelan**, chief technician, Western CATV, Saugus, Calif., joins Madison County Cablevision, Alton, Ill., in same position.

## Allied Fields

**Jack Towers**, for 32 years with Department of Agriculture and head of USDA's radio services for last 22 years, retires at end of May.

## Deaths



Jones

**Rogan Jones Jr.**, 40, president, International Good Music Inc., Bellingham, Wash., radio program producers and distributors, died April 2 of multiple sclerosis. He is survived by wife and three children.

**Robert Brown**, 62, editor of *Columbus (Ga.) Ledger* when it won Pulitzer Prize in 1955 for meritorious public service, died April 8 at his home in Augusta, Ga. Mr. Brown was with NBC as news supervisor from 1942 to 1945, and news editor for ABC from 1947 to 1948. He is survived by his wife, Sarah, and daughter.

**Jose M. Kohn**, 36, southern European general manager, International Video Corp., Sunnyvale, Calif., was killed March 27 in automobile accident outside Paris. He is survived by his wife and two children.

**Robert L. Kaufman**, 54, general manager of WISR(AM) Butler, Pa., since 1949,



Felder

Seattle. **Mike Hamilton**, Armed Forces

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died March 21 while on vacation in Virgin Islands. He is survived by his father, four sisters and one brother.

**Beecher Hayford**, 71, president of Southeast Electronics Inc., Jacksonville, Fla., distributor of broadcast equipment, died March 31 in Jacksonville, following long illness. His survivors include his wife, daughter and son.

**Gordon L. Fullerton**, 53, senior VP, electronic components, GTE Sylvania Inc., Wayland, Mass., died from apparent heart attack April 2 at his home in Way-

land. His survivors include his wife, Catherine, and two sons.

**Clyde Carlson**, 63, transmitter engineer for KSAC(AM) Manhattan, Kan., for more than 20 years, died of a stroke April 5, in Manhattan. Mr. Carlson is survived by his wife Alta, daughter and son.

**Douglass Dumbrille**, 84, veteran movie and TV character actor, died April 2 in Woodland Hills, Calif. Mr. Dumbrille made stage debut in *Elmer the Great*, with Joe E. Brown in 1933. He was also

TV regular on *Phil Silvers Show* and *China Smith* series. Surviving are his wife, Patricia, and two sons.

**David Bohm**, 55, president of Carolyn Sholdar Associates, New York, broadcast programming and sales, died April 6 in Houston. He is survived by his wife, Carolyn, and daughter.

**Walter Krebs**, 80, president, editor, publisher, Tribune Publishing Co., Johnstown, Pa., licensee of WJAC-AM-FM-TV, there, died March 26 in Naples, Fla., of stroke.

## For the Record®

As compiled by BROADCASTING, April 1 through April 5, and based on filings, authorizations and other FCC actions.

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

### New TV stations

#### Final action

■ Fort Smith and Jonesboro, both Arkansas—FCC dismissed petition of George T. Henreich for 2½ hours for his presentation at oral argument scheduled before FCC for April 11, instead of 45 allotted minutes, in proceeding involving Mr. Henreich's applications for license to cover CP for KFPW-TV Fort Smith, and for renewal of license of KAIT-TV Jonesboro (Docs. 19291, 2). Action March 28.

#### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, granted petition by Jackson Television, to amend application to substitute Thelma L. Sanders for Dr. Jacob L. Reddix (deceased) as 6% stock subscriber and to substitute her financial commitment for his, what proviso that no comparative advantage accrue to Mr. Jackson by such amendment (Docs. 18845-49). Action March 22.

■ Administrative Law Judge James F. Tierney in New York, (WPIX, Inc. (WPIX) and Forum Communications), TV proceeding, denied motion by Forum to file additional pleadings (Docs. 18711-2). Action March 2.

#### Rulemaking petition

■ Manassas, Va.—National Capital Christian Broadcasting, seeks amendment of TV table of assignments to assign 66 to Manassas (RM-2344). Ann. March 29.

#### Rulemaking action

■ Mountain View, Ark.—Broadcast Bureau proposed amendment of television table of assignments to assign and reserve ch. 6 at Mountain View in notice of proposed rulemaking (RM-2297). Interested parties may file comments on or before May 6, and reply comments by May 16. Action March 22.

### Existing TV stations

#### Final actions

■ Berkeley, Calif.—Broadcast Bureau informed Marcus Wilcher, chairman, Community Coalition for Media Change, that no commission action is warranted on his request for reconsideration of Sept. 25, 1973, ruling that he had not submitted sufficient information to warrant commission action on his complaint that KGO-TV San Francisco practiced racial discrimination in its coverage by "regular and continual portrayal of black citizens nega-

tively" as in its coverage of news story on Representative Ronald Dellums (D-Calif.). Ann. March 28.

■ KTOV-TV Denver—Upon request by Comet Television Corp., chief, Broadcast Bureau, reinstated CP, call sign, and application (BMPCT-7476) for extension of time to complete construction of KTOV-TV, and has designated extension application of Comet Television Corp. for oral argument before xreview board. Action March 27.

■ WTCN-TV Minneapolis — Broadcast Bureau granted CP to replace expired permit (BPCT-4697). Action March 25.

■ KORK-TV Las Vegas—FCC denied application by Western Communications, licensee of KORK-TV for partial review of review board memorandum opinion and order. Proceeding involves mutually exclusive applications of Western for re-new TV on ch. 49, ERP; vis. 110 kw, aur. 112 kw Broadcasting Co. for CP for new TV at Las Vegas (Docs. 19519, 581). Action March 28.

■ \*Akron, Ohio—Broadcast Bureau dismissed on request of applicant, University of Akron, CP for new TV on ch. 49, ERP; vis. 110 kw, aur. 11.2kw (H). HAT: 384 ft. (BPET-142). Ann. March 28.

■ KTBC-TV Austin, Tex. — Broadcast Bureau granted request for issuance of tax certificate in connection with BAPLCT-109 granted Sept. 6, 1973. Action March 27.

■ \*WNVTV (TV) Goldvein, Va.—Granted mod. of license to Northern Virginia Educational Telecommunications Association (BMLET-128). Action March 25.

■ FCC denied application by Thaddeus L. Kowalski and Anti-Defamation Commission of Polish-American Congress for review of Sept. 26, 1973, ruling by Broadcast Bureau that ABC had not incurred fairness doctrine obligation nor violated personal attack rule in its broadcast of certain jokes during Aug. 10, 1972 *Dick Cavett Show*. Action March 28.

#### Action on motion

■ Chief Administrative Law Judge Arthur Gladstone in High Point, N.C. (Southern Broadcasting Company [WGHP-TV], Furniture City Television Co.), TV proceeding, designated Administrative Law Judge Chester Naumowicz to preside over proceeding due to resignation of presiding Judge Frederick W. Denniston (Docs. 18906-7). Action March 4.

#### Fine

■ WRLP(TV) Greenfield, Mass.—FCC denied petition by Springfield Television Broadcasting Corp., licensee of WRLP(TV), for reconsideration of commission's July 26, 1973, order assessing forfeiture of \$1,000 against it for failure to make and log daily frequency checks. Action March 28.

#### Rulemaking action

■ Traverse City, Mich.—FCC denied petition by Northern Entertainment for reconsideration of commission action adopted Aug. 29, 1972, which denied two proposals by Northern to make changes in TV table of assignments in order to alleviate problems it faced as UHF station operator in Traverse City (RM-1939, RM-1975). Action March 28.

### New AM stations

#### Initial decision

■ Santa Cruz, Calif.—Joint request by St. Cross Broadcasting Co. and Progressive Broadcasting Co. for dismissal of St. Cross application for new AM at Santa Cruz, Calif., and reimbursement of some of St. Cross's expenses by Progressive was granted in initial decision by Administrative Law Judge Chester F. Naumowicz Jr. (Doc. 19503). Ann. March 22.

### Existing AM stations

#### Application

■ KPVA Hilo, Hawaii—Seeks CP amendment to change frequency to 670 khz. Action March 28.

#### Final actions

■ KPHX Phoenix—FCC granted application by Phoenix Broadcasting Co., licensee of KPHX, to increase its power on 1480 khz from 500 to 1 kw, subject to certain technical conditions (BP-19518). Action March 28.

■ KBON San Francisco—Chief, Complaints and Compliance Division, informed Harvey S. Bryce that KBON was not unreasonable in its judgment that applying term "Twin Cities" to San Bernardino and Riverside, both California, was not controversial issue of public importance, and that fur-

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ther action on his complaint against station was unwarranted. March 27.

■ WFMW Madisonville, Ky.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only (BL-13587). Action March 27.

■ Carbondale, Ill.—Chief, Complaints and Compliance Division, informed Allen Maser that no further action was warranted on his complaint that WSIL-TV Harrisburg, Ill., violated fairness doctrine and political editorializing rule by broadcasting letter from candidate for student representative to board of trustees of Southern Illinois University while refusing to air similar letters from other candidates, since Communications Act and FCC rules apply only to "legally qualified candidates for public office." Ann. March 27.

■ WQLW Flora, Ill.—CP, call letters deleted from new station on 1530 khz, KW-D; CP expired.

■ WKPR Kalamazoo, Mich.—Broadcast Bureau granted Kalamazoo Broadcasting Co. transfer of control from William Kuiper and William E. Kuiper (50% each) to William E. Kuiper alone; consideration \$60,000 (BTC-7368). Action March 28.

■ KFNW Fargo, N.D.—FCC granted application by Northwestern College for change of frequency from 900 khz to 1170 khz (1 kw-D) for KFNW (BP-18271). Action March 28.

■ WCSV Crossville, Tenn.—FCC denied petition by WCSV Inc., for reconsideration of Sept. 19, 1973, commission action denying its petition for waiver of new AM allocation rules and returning its application for increase in facilities of WCSV.

■ WMQM Memphis—Broadcast Bureau granted license covering permit for new aux. trans. (BL-13577). Action March 27.

■ KWHI Brenham, Tex.—Broadcast Bureau granted license to cover BP-19461 for changes (BL-13601). Action March 27.

■ KIKR Conroe, Tex.—Broadcast Bureau granted Montgomery County Broadcasting Co. assignment of license to parent, Family Group Enterprises (BAL-8097). Action March 28.

■ KYOK Houston—Broadcast Bureau granted license to cover BP-19259 for changes; granted license covering use of former main trans. for remote control aux. trans. (BL-13561, BL-13108). Action March 27.

■ WVAB Virginia Beach, Va.—Broadcast Bureau granted direct measurement main trans. and license covering aux. trans. (BZ-8447m, BL-13337). Action March 27.

■ WKTS Sheboygan, Wis.—Broadcast Bureau granted mod. of license covering change of main studio and remote control location to 3811 Kohler Memorial Drive, Sheboygan; waived provisions of rules to extent of permitting relocation of main studio beyond corporate limits of Sheboygan; station identification to be continued; this authority upon notification to commission that operation has commenced from new studio (BML-2506). Action March 28.

#### Action on motion

■ Chief Office of Opinions and Review, in Indianapolis, Omaha, Vancouver, Wash. (Star Stations of Indiana, et al.), AM and FM proceeding, granted petition by Indianapolis Broadcasting to amend its application (Docs. 19122-5). Action March 20.

#### Fines

■ KEDI Manitou Springs, Colo.—FCC denied application by Garden of the Gods Broadcasting Co. for mitigation or remission of \$500 forfeiture assessed against KEDI for broadcasting lottery information in violation of section 1304, title 18 U.S. Code. Action March 28.

■ WSYL Sylvania, Ga.—FCC ordered Sylvania Broadcasting System, licensee of WSYL, to forfeit \$1,000 for repeated violations of terms of authorization and rules by operating with full daytime power prior to local sunrise. Action March 28.

■ KRZE Farmington, N.M.—FCC denied application of E. Boyd Whitney, licensee of KRZE Farmington, for mitigation or remission of forfeiture for repeated failure to abide by provisions of license and repeated violations of rules by operating during presunrise hours without authority. Action April 2.

■ KSAM Huntsville, Tex.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$300 for five violations of rules by failure to make required equipment performance measurements on timely basis. Licensee has 30 days to pay or contest. Action March 27.

## New FM stations

### Applications

■ Atascadero, Calif.—Gateway Broadcasters seeks 104.5 mhz, 3.6 kw. HAAT 1431 ft. P.O. address: Box 1450, Porterville, Calif. 93257. Estimated construction cost \$14,751; first-year operating cost \$39,519; revenue \$50,000. Principals: Gareth F. and Anna W. Garland (38.5% each) and Lawrence D.

Coita, Porterville city councilman (23%), own KTIP (AM) and KIOO(FM) Porterville. Ann. April 1.

■ Lewes-Rehoboth Beach, Del.—Melvin Gollub seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 547, Prince Frederick, Md. 20678. Estimated construction cost \$21,750; first-year operating cost \$41,600; revenue \$46,800. Principal: Mr. Gollub has interest in WABY(AM) Albany, N.Y., and owns WMJS(AM) Prince Frederick, Md. Ann. March 29.

■ Cape Coral, Fla.—Dr. E. Paul Eder seeks 103.9 mhz, 3 kw. HAAT 300 ft. P.O. address: 5627 Delido Court, Cape Coral 33904. Estimated construction cost \$81,138; first-year operating cost \$52,200; revenue \$100,000. Principal: Dr. Eder has real estate holdings in Minnesota. Ann. April 1.

■ Port Charlotte, Fla.—Broadcast Systems seeks 100.1 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 1421, Punta Gorda, Fla. 33950. Estimated construction cost \$48,500; first-year operating cost \$65,000; revenue \$48,000. Principals: E. James Robertson, J. L. Lynn Stephens and Elwood P. Saffron (33½% each) are, respectively, noncommercial broadcasting consultant, partner in creative communications agency and attorney. Ann. March 29.

■ Sun Valley, Idaho—Leisure Time Communications seeks 93.5 mhz, 50 kw. HAAT 2146 ft. P.O. address: Suite 1010, 1100 Connecticut Avenue, N.W., Washington 20036. Estimated construction cost \$11,500; first-year operating cost \$70,972; revenue not given. Principals: Joseph F. McInerney, president, Richard M. Messina and Henry A. Bertiner Jr. (all 33½%). Messrs. Messina and Bertiner are attorneys in New York and Washington, respectively. Leisure Time owns WDMV(AM) Pocomoke City, Md. Ann. March 29.

■ \*Cahokia, Ill.—Cahokia Unit School District No. 187 seeks 89.5 mhz, TPO 10 w. P.O. address: 1700 Jerome Lane, Cahokia 62206. Estimated construction cost \$8650; first-year operating cost \$1500. Principal: Francis C. Myer, president of school board. Ann. April 1.

■ Carlinville, Ill.—Illinois Bible Institute seeks 91.1 mhz, 50 kw. HAAT 258 ft. P.O. address: R.R. 3, Box 225, Carlinville 62626. Estimated construction cost \$51,957; first-year operating cost \$35,000. Principal: Richard W. Dortch, president. Ann. March 29.

■ Hampton, Iowa—Harold A. Jahnke seeks 104.9 mhz, 3 kw. HAAT 94 ft. P.O. address: 421 Central Avenue East, Hampton 50441. Estimated construction cost \$16,450; first-year operating cost \$18,000; revenue \$42,000. Principal: Mr. Jahnke is freelance writer and broadcaster in Hampton. Ann. March 29.

■ Pocomoke City, Md.—Leisure Time Communications (see Sun Valley, Idaho, above) seeks 102.5 mhz, 50 kw. HAAT 500 ft. Estimated construction cost \$132,000; first-year operating cost \$15,712; revenue not given. Ann. March 29.

■ \*Kettering, Ohio—Kettering City School District seeks 90.1 mhz, TPO 10 w. HAAT 140 ft. P.O. address: 3490 Far Hills Avenue, Kettering 45429. Estimated construction cost \$9,105; first-year operating cost \$2,000. Principal: John T. Lucas, associate superintendent. Ann. March 29.

■ Media, Pa.—Alexander S. Klein Jr. seeks 100.3 mhz, 50 kw. HAAT 500 ft. P.O. address: 3600 Conshohocken Avenue, Philadelphia 19131. Estimated construction cost \$150,800; first-year operating cost \$96,000; revenue \$84,000. Principal: Mr. Klein is former sales manager of Max M. Leon Inc., which owns WDSB-AM-FM Philadelphia. Ann. March 29.

■ Lubbock, Tex.—Troy Raymond Moran seeks 101.1 mhz, 32.5 kw. HAAT 841 ft. P.O. address: Box 3205, Albuquerque, N.M. 87110. Estimated construction cost \$64,366; first-year operating cost \$39,120; revenue not given. Principal: Mr. Moran is director of Burroughs Broadcasting Co., licensee of KRZY(AM) and KRST(FM) Albuquerque. Ann. April 1.

■ Lander, Wyo.—Fremont Broadcasting seeks 97.5 mhz, 25 kw. HAAT 434 ft. P.O. address: Box 430, Lander 82520. Estimated construction cost \$32,000; first-year operating cost \$31,000; revenue \$48,000. Principal: Daniel E. Brece (100%) owns KOVE(AM) Lander. Ann. April 1.

### Starts authorized

■ WPFL Winter Park, Fla.—Authorized program operation on 88.9 mhz, TPO 10 w. Action March 26.

■ WJCK Rensselaer, Ind.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action March 20.

■ WKME Gardner, Me.—Authorized program operation on 104.3 mhz, ERP 14 kw, HAAT 340 ft. Action March 25.

■ WMDL East Lansing, Mich.—Authorized program operation on 89.9 mhz, TPO 10 w. Action March 19.

■ WKBB West Point, Miss.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 175 ft. Action March 26.

■ WRQR Farnville, N.C.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action March 22.

■ KWHW-FM Altus, Okla.—Authorized program

operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action March 22.

### Final actions

■ \*Gadsden, Ala.—Gadsden State Junior College. Broadcast Bureau granted 89.9 mhz, 3.5 kw. HAAT 75.5 ft. P.O. address 100 Wallace Drive, Gadsden 35903. Estimated construction cost \$10,691; first-year operating cost \$12,500; revenue none. Principals: Dr. A. D. Naylor is president of Gadsden State Junior College (BPED-1717). Action March 26.

■ Sitka, Alaska—FCC, in letter to Office of Telecommunications Policy, concurred with proposal from Department of Interior for establishment of low-power noncommercial FM at Bureau of Indian Affairs' Mt. Edgumbe High School at Sitka, to operate on nongovernment frequency of 100.1 mhz. Action March 28.

■ West Palm Beach, Fla.—Initial decision, released January 31, proposing grant of request by Guy S. Erway, Sandpiper Broadcasting Co. and Marshall W. Rowland for approval of reimbursement of \$14,479.89 of expenses by Sandpiper to Mr. Erway in connection with dismissal of his application for FM at West Palm Beach became effective March 22 (Doc. 19601).

■ Camilla, Ga.—Enterprise Broadcasting Inc. Broadcast Bureau granted 105.5 mhz, 3 kw. HAAT 300 ft. P.O. address 47 East Oakland Avenue, Camilla 31730. Estimated construction cost \$53,818; first-year operating cost \$37,065; revenue \$95,075. Principals: John W. Burson (76%), and Mary G. Burson (24%) (BPH-8658). Action March 12.

■ Elkhorn City, Ky.—Mountain Interstate Broadcasting Co. Broadcast Bureau granted 103.1 mhz, 2.05 kw. HAAT 209 ft. P.O. address Box 34, Elkhorn City 41522. Estimated construction cost \$29,244; first-year operating cost \$15,520; revenue \$26,200. Principals: Allen Epling (51%) and Phillip Epling (49%). Allen Epling is teacher at Elkhorn City High School and Phillip Epling has coal mining interests in Pike county (BPH-8707). Action April 1.

■ Harrison, Mich.—David A. Carmine. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT 3,000 ft. P.O. address 303 Park Street, Plymouth, Mich. 48170. Estimated construction cost \$5,875; first-year operating cost \$29,322; revenue \$36,750. Principals: Mr. Carmine (100%) is station manager, WNRS(AM) Saline and WNRR(FM) Ann Arbor, both Michigan (BP11-8587). Action March 22.

■ Geneva, N.Y.—Initial decision, released January 30 proposing grant of application of Bucaneer Broadcasting Ltd. for new FM on channel 269A at Geneva, and dismissal of competing application of Radio Geneva became effective March 21 (Docs. 19709-10).

■ \*Norristown, Pa.—Montgomery county area Vocational Technical School Board. Broadcast Bureau granted 91.5 mhz, 10 kw. HAAT 200 ft. P.O. address Plymouth Road and New Hope Street, Norristown 19401. Estimated construction cost \$38,043; first-year operating cost \$2,500; revenue none. Principals: Robert B. Newell is director of Central Montgomery county area Vocational Technical School (BPED-1721). Action March 25.

■ Jackson, Wyo.—Teewinot Broadcasting. Broadcast Bureau granted 96.9 mhz, 55.1 kw. HAAT 963 ft. P.O. address Box 1345, Jackson 83001. Estimated construction cost \$87,909; first-year operating cost \$67,000; revenue 102,600. Principals: Newbold Morris (80%), Ted Widmer and Mary C. Cohen (each 10%). Mr. Morris is retired. Mr. Widmer is audio consultant and Ms. Cohen is music instructor, both Jackson (BPH-8704). Action April 1.

### Actions on motions

■ Administrative Law Judge John H. Conlin in Hattiesburg, Miss. (Deep South Radio, et al.), FM proceeding, granted petition by James A. McCullough Enterprises to amend application to provide omitted information as to James A. McCullough's association with El Paso Broadcasting Corp., applicant for new FM in El Paso, and accepted new exhibit 1 (Docs. 19889-91). Action March 22.

■ Chief Administrative Law Judge Arthur A. Gladstone in South Lake Tahoe, Calif. (KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises), FM proceeding designated Administrative Law Judge Chester F. Naumowicz Jr. to serve as presiding judge; scheduled prehearing conference for May 1 and hearing for June 12 (Docs. 19978-80). Action April 1.

■ Chief Administrative Law Judge Arthur A. Gladstone in Joplin, Mo. (J. R. Broadcasting Co. and Pentecostal Church of God of America), FM proceeding designated Administrative Law Judge Jay A. Kyle to serve as presiding judge; scheduled prehearing conference for May 1 and hearing for June 12 (Docs. 19976-7). Action April 1.

■ Administrative Law Judge David I. Kraushaar in Arab, Ala. (Brindlee Broadcasting Corp. and Marshall County Broadcasting Co.), granted petition by Marshall to amend its application to reflect death of principal and revisions of its application thereby necessitated (Docs. 19849, 19851). Action March 21.

■ Administrative Law Judge James F. Tierney in Ppsilanti, Ann Arbor and Plymouth, all Michigan. (Eastern Michigan University [WEMU(FM)], et

al.), reminded parties that they are to vigorously pursue all reasonable approaches to effect resolution of issues by settlement or compromise without need for formal trial; ordered nongovernment parties to submit formal report to presiding judge of steps undertaken and progress achieved, 30 days from release of order (Docs. 19911-4). Action March 21.

■ Administrative Law Judge James F. Tierney in Fulton, Miss. (Itawamba County Broadcasting Co. and Hombigbee Broadcasting Company), in view of review board memorandum opinion and order enlarging issues in this proceeding, reopened proceeding; canceled dates for filing proposed findings and conclusions and reply findings; ordered further arrangements made by subsequent order (Docs. 19838-9). Action March 21.

#### Other actions

■ Review board in Santa Paula and Fillmore, Calif., FM proceeding, granted request of Broadcast Bureau for extension of time through May 20 to file responsive pleadings to petitions to enlarge issues by William F. Wallace and Anne K. Wallace, in proceeding involving mutually exclusive applications of William and Anne Wallace, Jerry Lawrence, Clark Ortone and Class A Broadcasters for new FM at Santa Paula and Fillmore (Docs. 19865-8). Action March 28.

■ Review board in Leonardtown and Lexington Park, Md., FM proceeding, granted request by Broadcast Bureau for extension of time through May 13 to file exceptions to initial decision in proceeding, which would grant application of Key Broadcasting Corp. for new FM at Lexington Park and deny competing application of Sound Media for same facility at Leonardtown (Docs. 10410-1). Action March 28.

#### Rulemaking actions

■ Cabool, Mo.—Broadcast Bureau proposed amendment of FM table of assignments to assign either channel 283 or 292A to Cabool in notice of proposed rulemaking (RM-2124). Interested parties may file comments on or before May 9, and reply comments by May 20. Action March 25.

■ FCC adopted rule amendments to implement further the United States-Mexico FM Broadcast Agreement, effective April 12. Commission also adopted notice of proposed rulemaking to amend further section 73.507 in order to establish mileage separation protection for educational channels in the border area in most respects identical with those concerning the assignment and use of commercial channels (221-300) in the United States. Comments may be filed on or before May 14, and reply comments on or before May 23 (Doc. 19987). Action March 28.

#### Designated for hearing

■ South Lake Tahoe, Calif.—Mutually exclusive applications of KOWL Inc., New World Broadcasting Co., and Entertainment Enterprises for new FM on 100.1 mhz have been designated for hearing in consolidated proceeding by Chief, Broadcast Bureau. Action March 25.

■ Joplin, Mo.—Broadcast Bureau designated for hearing mutually exclusive applications of J. R. Broadcasting Co. and Pentecostal Church of God of America Inc. for new FM on channel 273 (102.5 mhz) at Joplin. Action March 25.

### Existing FM stations

#### Final actions

■ KEZL San Diego—Broadcast Bureau granted license covering changes (BLH-6083). Action March 22.

■ \*KPBS-FM San Diego—Broadcast Bureau granted mod. of license to change licensee name to State of California, San Diego State University (BMLD-82). Action March 27.

■ KFOG San Francisco—Broadcast Bureau granted license covering aux. trans. and ant. (BLH-6102). Action March 27.

■ KDB-FM Santa Barbara, Calif.—Broadcast Bureau granted CP to change trans. location to Gibraltar Road, 3 miles northeast of Santa Barbara; install new trans.; install new ant.; make change in ant. system; ERP 12.5 kw; ant. height 870 feet; remote control permitted (BPH-8723). Action March 27.

■ WSHU Fairfield, Conn.—Broadcast Bureau granted license covering changes (BLED-1214). Action March 27.

■ \*WWUH West Hartford, Conn.—Broadcast Bureau granted request for SCA (BSCA-1,263). Action March 25.

■ WHYI Ft. Lauderdale, Fla.—Broadcast Bureau granted Hefel Broadcasting-Ft. Lauderdale assignment of license and SCA to Hefel-South Florida Inc. (BALH-1942). Action March 28.

■ KGMQ Honolulu—Broadcast Bureau granted Hefel Broadcasting Corp. assignment of license and CP and SCA to Hefel Broadcasting-Contemporary (BAPLH-163). Action March 28.

■ WLAK Chicago—Broadcast Bureau granted CP to change trans. location to Sears Tower, Chicago; install new ant.; make change in ant. system (BPH-8805). Action March 27.

## Summary of broadcasting

According to the FCC, as of Feb. 28, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	3	23	4,400	52	4,452
Commercial FM	2,456	0	52	2,508	161	2,669
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	191	0	3	194	38	232
Total commercial TV	696	1	10	707	45	752
Educational FM	619	0	26	645	93	738
Educational TV-VHF	88	0	3	91	5	96
Educational TV-UHF	131	0	10	141	3	144
Total educational TV	219	0	13	232	8	240

\* Special temporary authorization

■ WCLR Skokie, Ill.—Broadcast Bureau granted CP to change trans. location to Sears Tower, 233 So. Wacker, Chicago; install new ant.; make change in ant. system (BPH-8832). Action March 27.

■ KRLS Knoxville, Iowa—Broadcast Bureau granted license covering new station (BLH-5882). Action March 27.

KTAV Knoxville, Iowa—Broadcast Bureau granted license covering new station (BLH-5871). Action March 27.

■ WLAP-FM Lexington, Ky.—Broadcast Bureau granted CP to change studio location to Huffman Mill and Russell Cave Roads, near Lexington; install new trans.; install new ant. (BPH-8669). Action March 27.

■ WPAD-FM Paducah, Ky.—Broadcast Bureau granted CP to change ERP to 70 kw; ant. height 337 feet (BPH-8835). Action March 27.

■ \*WRPS Rockland, Mass.—Broadcast Bureau granted license covering new station (BLED-1210). Action March 27.

■ WRSR Worcester, Mass.—Broadcast Bureau granted license covering use of formerly licensed trans. with nw alternate ant. for aux. purposes only; granted license covering alternate ant.; granted license covering use of former main trans. and new main ant. for aux. purposes only; granted license covering new main trans. and main ant. (BLH-6076-9). Action March 27.

■ \*KCOU Columbia, Mo.—Broadcast Bureau granted license covering new station (BLED-1176). Action March 22.

■ \*KOPN Columbia, Mo.—Broadcast Bureau granted CP to change frequency to 89.5 mhz; install new trans. and ant.; make change in ant. system; ERP 40 kw; ant. height 200 feet (BPED-1,680). Action March 27.

■ \*KMNR Rolla, Mo.—Broadcast Bureau granted license covering new station; studio location re-described as 203-A Mining Building, University of Missouri, Rolla (BLED-1184). Action March 22.

■ \*WDAV Davidson, N.C.—Broadcast Bureau granted license covering new station (BLED-1128). Action March 27.

■ \*WGFM Schenectady, N.Y.—Broadcast Bureau granted licenses covering changes in aux. trans. and main trans. (BLH-6125, BLH-6111). Action March 27.

■ \*WMHT-FM Schenectady, N.Y.—Broadcast Bureau granted license covering changes (BLED-1213). Action March 27.

■ WCUE-FM Akron, Ohio—Broadcast Bureau granted mod. of license covering change in studio location to 1675 State Road, Cuyahoga Falls, Ohio (BMLH-486). Action March 27.

■ WBRO Cidra, Puerto Rico—Broadcast Bureau granted CP to change trans. and studio location to Ruito 785, Km. 4, Mm. 9, approximately 2000 feet away at 5 degrees North, Aguas Buenas, Puerto Rico; install new ant.; make change in ant. system; waiver of section 73.210 of rules (BPH-8827). Action March 25.

■ WDSC-FM Dillon, S.C.—Broadcast Bureau granted license covering changes (BLH-6095). Action March 22.

■ KBPO Beaumont, Tex.—Broadcast Bureau granted license covering changes (BLH-6105). Action March 27.

■ \*WSHC Shepherdstown, W.Va.—Broadcast Bureau granted license covering new station (BLED-1194). Action March 27.

#### Rulemaking actions

■ Gilroy, Calif.—Broadcast Bureau proposed amendment of FM table of assignments to assign channel 233 in lieu of 232A at Gilroy in notice of proposed rulemaking (RM-2109), as requested by Entertainment Radio, licensee of KSNB(FM) operating on channel 232A. Gilroy. Interested parties may file comments on or before May 6, and reply comments by May 16, Action March 27.

■ St. George, S.C.—FCC proposed substitution of channel 298 for channel 240A as requested by WPWR(FM). Comments may be filed on or before

May 6, reply comments by May 16 (RM-2155). Action March 22.

## Renewal of licenses, all stations

■ FCC sent EEO letters of inquiry to 18 stations (normal license term is April 1) and deferred action on renewal applications of following stations pending resolution of inquiry: Colorado stations KPBF-FM Denver, KCOL(AM) Ft. Collins, KFML-AM-FM Denver, KLAQ-AM-FM Denver, KLMR(AM) Lamar, KUAD(AM) Windsor, KUBC(AM) Montrose, KYSN(AM) Colorado Springs and KOAA-TV Pueblo; Minnesota stations KEYE-AM-FM St. Paul, \*KJSN(FM) Minneapolis, WDGY(AM) Minneapolis and WUTC(AM) Minneapolis; Montana station KBMN(AM) Bozeman and South Dakota station \*KUSD-TV Vermillion.

■ Broadcast Bureau granted renewal of licenses for following TV stations and co-pending aux. when appropriate on March 28: KABY-TV Aberdeen, S.D.; KAUS-TV Austin, Minn.; KBTV Denver; KDAL-TV Duluth, Minn.; KDLO-TV Florence, S.D.; KEYC-TV Mankato, Minn.; KHSD-TV Lead, S.D.; KMGH-TV Denver; KPAX-TV Missoula, Mont.; KREX-TV Grand Junction, Colo.; KREY-TV Montrose, Colo.; KREZ-TV Durango, Colo.; KRTV Great Falls, Mont.; KSFY-TV Sioux Falls, S.D.; KSTP-TV St. Paul; KTHI-TV Fargo, N.D.; KTVS Sterling, Colo.; KXJB-TV Valley City, N.D.; KXMB-TV Bismarck, N.D.; KXBC-TV Minot, N.D.; KVON-TV Mitchell, S.D., and WDAZ-TV Devils Lake, N.D.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux. when appropriate on March 29: KCND-TV Pembina, N.D.; KKTV Colorado Springs; KOTA-TV Rapid City, S.D.; KRDO-TV Colorado Springs; KROC-TV Rochester, Minn.; KTVQ Billings, Mont.; KULR-TV Billings, Mont.; KXLF-TV Butte, Mont., and WDAY-TV Fargo, N.D.

■ \*Broadcast Bureau granted renewal of licenses for following noncommercial stations and co-pending aux. when appropriate on March 28: KAVT-TV Austin, Minn.; KDSD-TV Aberdeen, S.D.; KESD-TV Brookings, S.D.; KFME Fargo, North Dakota; KRMA-TV Denver; KTCA-TV and KTCI-TV St. Paul; KTSC Pueblo, Colo.; KTSJ-TV Pierre, S.D.; KWCM-TV Appleton, Minn.; WDSE-TV Duluth, Minn., and KBHE-TV Rapid City, S.D.

■ Broadcast Bureau granted renewal of licenses for following AM and FM stations, co-pending aux., and SCA's when appropriate on March 28: KAGE(AM) Winona, Minn.; KANO(AM) Anoka, Minn.; KAOH(AM) Duluth, Minn.; KASM(AM) Albany, Minn.; KATE(AM) Albert Lea, Minn.; KATL(AM) Miles City, Mont.; KAVI-AM-FM Rocky Ford, Colo.; KBEW-AM-FM Blue Earth, Minn.; KBHB(AM) Sturgis, S.D.; KBLL(AM) Helena, Mont.; KBMO-AM-FM Benson, Minn.; KBMR-FM Bismarck, N.D.; KBMY(AM) Billings, Mont.; KBRF-AM-FM Fergus Falls, Minn.; KBRK-AM-FM Brookings, S.D.; KBRR(AM) Leadville, Colo.; KCAP(AM) Helena, Mont.; KCSJ(AM) Pueblo, Colo.; KDAL(AM) Duluth, Minn.; KDIO(AM) Ortonville, Minn.; KDLM(AM) Detroit Lakes, Minn.; KDLO-FM Watertown, S.D.; KDMA(AM) Montevideo, Minn.; KDWB(AM) St. Paul; KDZA-Pueblo, Colo.; KEHG-FM Fosston, Minn.; KELO-FM Sioux Falls, S.D.; KEXO(AM) Grand Junction, Colo.; KEYC-FM Mankato, Minn.; KEYZ(AM) Williston, N.D.; KFAM(AM) St. Cloud, Minn.; KFEL(AM) Pueblo, Colo.; KFGO(AM) Fargo, N.D.; KFJM(AM) Grand Fork, N.D.; KFNW-AM-FM Fargo, N.D.; KGEK(AM) Sterling, Colo.; KGPC(AM) Grafton, N.D.; KIDA(FM) Moorhead, Minn.; KIMN(AM) Denver; KJAM-AM-FM Madison, S.D.; KKXL(AM) Grand Forks, N.D.; KLFD-AM-FM Litchfield, Minn.; KLMO-AM-FM Longmont, Colo.; KLOH(AM) Pinestone, Minn.; KLTZ(AM) Glasgow, Mont.; KLPM(AM) Minot, N.D.; KLTFF(AM) Little Falls, Minn.; KLZ-AM-FM Denver; KMHL(AM) Marshall, Minn.; KNAB(AM) Burlington, Colo.; KNDC(AM) Langdon, N.D.; KNOX(AM) Grand Forks, N.D.; KNWC-AM-FM Sioux Falls, S.D.; KOBH(AM) Hot Springs, S.D.; KOFI(AM) Kalispell,

Mont.; KOOK(AM) Billings, Mont.; KORN(AM) Mitchell, S.D.; KOZY(AM) Grand Rapids, Minn.; KPIK-AM-FM Colorado Springs; KPIR(FM) Duluth, Minn.; KPOF(AM) Denver; KPRK(AM) Livingston, Mont.; KPRM-AM-FM Park Rapids, Minn.; KPUB(AM) Pueblo, Colo.; KQIC(FM) Willmar, Minn.; KQWB(AM) Fargo, N.D.; KRSD(AM) Rapid City, S.D.; KRWB(AM) Rosseau, Minn.; KRWC(AM) Buffalo, Minn.; KRYT-AM-FM Colorado Springs; KSDN(AM) Aberdeen, S.D.; KSJB(AM) and KSJM(FM) Jamestown, N.D.; KSTP(AM) St. Paul; KTFN(FM) Anoka, Minn.; KTYN(AM) Minot, N.D.; KUXL(AM) Golden Valley, Minn.; KVFC(AM) Cortez, Colo.; KVMN(FM) Pueblo, Colo.; KVOF(FM) Denver; KVOX(AM) Moorhead, Minn.; KVRM(AM) and KVRP(FM) Vermillion, S.D.; KYSR(FM) Rapid City, S.D.; KWAT(AM) Watertown, S.D.; KWLM(AM) Willmar, Minn.; KWOA-AM-FM Worthington, Minn.; KWWB(AM) Bismarck-Mandan, N.D.; KXGN(AM) Glendive, Mont.; KXLF(AM) Butte, Mont.; KXLO(AM) Lewistown, Mont.; KYNT(AM) Yankton, S.D.; KYOU(AM) Greeley, Colo.; KYSS-AM-FM Missoula, Mont.; KYTN(FM) Grand Forks, N.D.; WCMF(AM) Pine City, Minn.; WCTS-FM Minneapolis; WDAY-FM Fargo, N.D.; WEVE(AM) Eveleth, Minn.; WKLK(AM) Cloquet, Minn.; WKPM(AM) Princeton, Minn.; WVAL(AM) Sauk Rapids, Minn.; WWJC(AM) Duluth, Minn.

■ Broadcast Bureau granted renewal of licenses for following AM and FM stations, co-pending aux., and SCA's when appropriate on March 29: KAAL(FM) and KAUS(AM) Austin, Minn.; KBBR(AM) Bismarck, N.D.; KBMW(AM) Wahpeton, N.D.; KBOL(AM) Boulder, Colo.; KBOW(AM) Butte, Mont.; KCMT-FM Alexandria, Minn.; KDLR-AM-FM Devils Lake, N.D.; KKWB(FM) Breckenridge, Minn.; KLIR(FM) and KOSI-FM Denver; KQAO(AM) Austin, Minn.; KRAD(AM) East Grand Forks, Minn.; KRKS(AM) Denver; KRCC-FM Rochester, Minn.; KSNO(AM) Aspen, Colo.; KSSS(AM) Colorado Springs; KSUM(AM) Fairmont, Minn.; KTCR-AM-FM, KTIS-AM-FM and KUOM(AM) Minneapolis; KXRB(AM) Sioux Falls, S.D.; KYSM-AM-FM Mankato, Minn.; WCAL-AM-FM Northfield, Minn.; WEBC(AM) Duluth, Minn.; WHLB(AM) and WIRN(FM) Virginia, Minn.; WMFG-AM-FM Hibbing, Minn., and WNAX(AM) Yankton, S.D.

■ Broadcast Bureau granted renewal of licenses for following noncommercial FM stations, co-pending aux., and SCA's when appropriate on March 29: KASD Aberdeen, S.D.; KAUR Sioux Falls, S.D.; KAVS Thief River Falls, Minn.; KBEM-FM Minneapolis; KBSB Bemidji, Minn.; KCFR Denver; KCFB Sioux Falls, S.D.; KUCM-FM Crookston, Minn.; KDSU Fargo, N.D.; KEMC Billings, Mont.; KESD Brookings, S.D.; KGLT Bozeman, Mont.; KHTC-FM Helena, Mont.; KMSU Mankato, Minn.; KSTI Springfield, S.D.; KTEQ Rapid City, S.D.; KTSC-FM Pueblo, Colo.; KUFM Missoula, Mont.; KUMD-FM Duluth, Minn.; KUNC-FM Greeley, Colo.; KUSD-FM Vermillion, S.D.; KVSC St. Cloud, Minn.; KWBI Morrison, Colo., and KWSB-FM Gunnison, Colo.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate on March 29: KCOB-AM-FM Newton, Iowa; KCRV(AM) Caruthersville, Mo.; KJPW and KYSD(FM) Waynesville, Mo.; KSIB-AM-FM Creston, Iowa; KXTR(FM) Kansas City; WBLCA(AM) Lenoir City, Tenn.; \*WJMU(FM) Decatur, Ill.; WMIR(AM) Lake Geneva, Wis., and WVAB(AM) Virginia Beach, Va.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate on March 29: KLEE(AM) Ottumwa, Iowa; KTRI(AM) Sioux City, Iowa; \*WGRN(FM) Greenville, Ill.; WHA(AM) Madison, Wis.; WJZZ(FM) Detroit, and \*WRHS(FM) Park Forest, Ill.

■ Broadcast Bureau granted renewal of license for following California translators on March 29: K72AD Altura; K76AL Canby; K71BC Woodlake and Lemoncove; K55AB Ridgecrest and China Lake; K29AB Monterey and Salinas; K76CX, K78CY and K80CS Lucerne Valley; K76BG Chester, Westwood and Greenville; K70AL, K37AD and K77AV Palm Springs and Desert Hot Springs; K70AP Greenville; K61BD Lakewood and Clear Lake Basin; K73BQ, K68AL, K77BS and K80BG Lakewood; K77AU Likely; K78BR, K80AD and K82AA Lone Pine; K83BT Altura; K80BE Twenty-nine Palms and Twentynine Palms Marine Corps Base; K71AB, K75AD and K79AA Blythe; K73AY and K77BB Blythe and Palo Verde Valley; K77CQ Point Arena; K70DF Running Springs, Redlands and Ontario; K75BK Victorville; K70EL Yreka-Shasta Valley; K74BJ and K78BO Three Rivers; K11KJ, K09HL and K07IH Baker; K11HS and K13EX Bridgeport; K08FV Rio Dell; K08GR Willow Creek; K08HE Garberville and Redway; K11IQ Orleans; K11KA South Lake Tahoe and Meyers; K06GZ Whitmore; K11JU Quincy; K05EQ Green Point, Bald Mount and Murphy Meadow area; K02BZ and K04EM Hayfork; K12EV Hoopa; K04EZ, K06ET and K13MJ Big Bend and Bushy Bar; K05EX Burnt Ranch and Hawkins; K08FL Santa Barbara; K02CN, K04BT and K05BR North, Central and South Dunsuir and Mount Shasta; K13FC Castella; K04FL Lakeshore; K03CT and K06EX Lewiston; K05ET Likely; K06FP Lake City and Fort Bidwell; K13IT Canby and Altura; K13IU Eagleville and Cedarville; K13IV Tule Lake; K08EQ Seiad Valley; K04CM Weed; K06FR, K08GJ, K10GL and K12GV Lay-

tonville; K04HE Yreka and Montague; K08HJ Orleans; K06DK, K10EQ and K12DV Potter Valley; K06GP Yreka; K05EU, and K09KX Covelo; K02FF Lakehead; K05DY O'Brien; K05DQ Burney, McArthur and Fall River Mills; K05EM Paradise; K08FO Oroville; K08FZ Maxwell; K10FZ Maxwell K10HP Eagle Lake and Spaulding areas; K131G Weed and Abrams Lake; K13LO Yreka; K04EQ and K13HU Ft. Jones, Greenville, Etna and Callahan; K06GR Weed; K08FX, K10GC and K12HL Lake Isabella area; K02EE Weaverville; K05CR Hayfork; K12IU Stataline and Meyers; and K04DD and K05CF Weaverville.

## Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

- KLAQ-FM Lakewood, Colo.—Extend completion date to May 7 (BMPH-14,008). Action March 28.
- WMOD(FM), Washington—Extend completion date to Oct. 1 (BMPH-14,030). Action March 28.
- WIGL(FM) Miami. Make changes in DA pattern (BMPH-14,040). Action March 27.
- WKZM(FM) Sarasota, Fla.—Extend completion date to Sept. 10 (BMPH-14,025). Action March 28.
- WGUN(AM) Atlanta—Extend completion date to June 28 (BMP-13,749). Action March 28.
- KBBK-FM Boise, Idaho—Change trans.; change ant. (BMPH-14,045). Action March 27.
- WKDC(AM) Elmhurst, Ill.—Extend completion date to Aug. 21 (BMP-13,745). Action March 25.
- WXFM(FM) Elmwood Park, Ill.—Change trans.; change ant.; make change in ant. system (BMPH-14,042). Action March 27.
- WQFL(FM) Rockford, Ill.—Extend completion date to Aug. 27 (BMPH-14,021). Action March 26.
- WCMR(AM) Elkhart, Ind.—Extend completion date to May 5 (BMP-13,746). Action March 25.
- WMGH(FM) Vevay, Ind.—Change trans. and studio locations to northwest corner intersection Lake Road and State Road 56, approximately 4.5 miles north and 2.5 miles northeast of Vevay and .15 mile northeast of Center Square, Ind. (BMPH-14,035). Action March 25.
- WFIA-FM Louisville, Ky.—Change trans. location to 101 South 5th Street, Louisville; change trans.; make change in ant. system (BMPH-14,048). Action March 27.
- \*WUSM(FM) North Dartmouth, Mass.—Change trans. location and ant. height (BMPED-1,088). Action March 25.
- WIGN(FM) Midland, Mich.—Specify studio location and remote control at 325 East Main Street, Midland; change trans.; change ant. (BMPH-14,038). Action March 25.
- \*WOOW(FM) Oak Park, Mich.—Extend completion date to June 6 (BMPED-1085). Action March 25.
- WL0L(AM) Minneapolis—Extend completion date to June 5 (BMP-13,753). Action March 28.
- WRAL-FM Raleigh, N.C.—Change ant.; change ERP to 150 kw (BMPH-14,041). Action March 27.
- WALO(AM) Humacao, P.R.—Extend completion date to Sept. 10 (BMP-13,755). Action March 25.
- WREI(FM) Quebradillas, P.R.—Extend completion date to Aug. 11 (BMPH-14,026). Action March 28.
- WSIX(AM) Nashville—Extend completion date to Sept. 9 (BMP-13,750). Action March 28.
- KEZB(FM) El Paso, Tex.—Change trans. location to South Slope of Comanche Peak at airways beacon 0.4 miles north of Scenic Drive, El Paso; operate by remote control from studio location: 2419 N. Piedras, El Paso; change ant.; make changes in ant. system; ERP 87 kw; ant. height 730 feet (BMPH-14,005). Action March 25.
- WORK(FM) Barre, Vt.—Change trans. location to top of Millstone Hill, Barre town, Vt.; operate by remote control from studio site: 1 Jacques St., Barre; change trans.; change ant.; make change in ant. system (BMPH-14,036). Action March 25.
- WRDN-FM Durand, Wis.—Change trans.; change ant. (BMPH-14039). Action March 27.

## Translator actions

- Lake Havasu City, Topock, Mohave Valley, Riviera, Fort Mohave Indian Reservation and National Wildlife Refuge, all Ariz.—At request of permittee, Mohave County Board of Supervisors, CP's were cancelled and call letters deleted for UHF translators K55AH (ch-55), K58AB (ch-58) and K61AD (ch-61). Ann. March 29.
- K65AK Gypsum Creek and East Cottonwood Pass, Colo.—Broadcast Bureau granted CP for new UHF TV translator to serve Gypsum Creek and East Cottonwood Pass, on channel 65 by rebroadcasting programs of KOA-TV Denver (BPTT-2573). Action March 22.

■ K09LT Leadville, Colo.—Broadcasting Bureau granted CP for new VHF TV translator to serve Mt. Massive Trout Club (south of Leadville) operating on channel 9 by rebroadcasting programs of KRDO-TV Colorado Springs (BPTTV-4635). Action March 15.

■ K08HZ, K10IV and K12JH Capitol Reef National Park, Utah—Broadcast Bureau granted CPs for three new VHF TV translators to serve Capitol Reef National Park (Fruita), Utah and operating (1) on channel 8 by rebroadcasting programs of KUTV Salt Lake City; (2) on channel 10, by rebroadcasting programs of KCPX-TV Salt Lake City; and (3) on channel 12, by rebroadcasting programs of KSL-TV Salt Lake City (BPTTV-4933-5). Action March 26.

## Other actions, all services

■ Chief, Broadcast Bureau, on request of California Broadcasters Association and Southern California Broadcasters Association, extended through June 3 time in which to file petition for reconsideration of Feb. 27 action by FCC rescinding waivers of section 317 of Communications Act granted to 17 state broadcasters associations in connection with "Non-Commercial Sustaining Announcement" plans conducted by those associations. Action March 27.

■ FCC established Fairness/Political Broadcasting Branch located in Complaints and Compliance Division of Broadcast Bureau. New branch will handle all complaints and inquiries relating to fairness doctrine and political broadcasting, including Federal Election Campaign Act of 1971. Ann. April 3.

■ In view of substantial questions raised by opinion of Supreme Court, FCC, by order of March 29, effective April 1, has suspended collection of annual fees for cable television systems and broadcast stations pending revision of schedule of fees.

## Ownership changes

### Applications

■ KXLA-TV Fontana, Calif.—Seeks transfer of control of International Panorama TV from Angel Lerma Maler (100% before, none after) to Trinity Broadcasting Network (none before, 100% after). Consideration: \$699,000. Principal: Mr. Maler is president of International Panorama TV. Trinity is nonstock, nonprofit; Paul F. Couch, president. Ann. March 28.

■ KWAV(FM) Monterey, Calif.—Seeks assignment of license from Johnston Broadcasting Co. to the A-B Chemical Corp. for \$450,000. Seller: Stoddard P. Johnston (100%), president, is also selling KMST(TV) Monterey. Buyers: National Distillers and Chemical Corp. (100%). John E. Bierwirth is president of A-B Chemical. Ann. April 1.

■ KNAB(AM) Burlington, Colo.—Seeks assignment of license from Burlington Radio to KNAB Inc. for \$97,000. Seller: Al Ross (100%) is also manager of KNAB. Buyers: Ray H. Lockhart (40%) Marvin A. Ronig (30%) and E. Charles Robacker (30%) also own KOGA(AM) Ogallala, Neb. Ann. April 1.

■ WKIZ(AM) and WFYN(AM) Key West, Fla.—Seeks transfer of control of Florida Keys Broadcasting Corp. from R. E. Hook and R. C. Cobb (68% before, none after) to Gayle D. Swofford and Norman D. Artman (15% before, 83% after). Consideration \$306,900. Principal Mr. Hook is president of licensee. Mr. Swafford is vice president and Mr. Artman is real estate associate in Key West. Ann. March 28.

■ WRDO(AM) Augusta, Me.—Seeks assignment of license from WRDO Inc. to Ocean Coast Properties for \$100,000. Seller: Mary R. Thompson, president, et al. Buyer: Philip L. Corper is president of Ocean Coast, which owns WPOR-AM-FM Portland, Me. Ann. April 1.

■ WPGC-AM-FM Morningside, Md.—Seeks assignment of license from WPGC Inc. to First Media Corp. for \$4,500,000. Seller: Samuel Shapiro, Treasurer. Buyers: Richard E. Marriott (44%), J. W. Marriott Jr. (31%) et al. Marriotts are vice-president and board chairman, respectively, of Marriott Corp., hotel and recreational firm. Ann. March 20.

■ WWUN(AM) Jackson, Miss.—Seeks 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 WVM-AM-FM Biloxi, all Mississippi. Kenneth R. Rainey (10%) is manager of Meridian stations. Ann. March 20.

■ KRFS(AM) Superior, Neb.—Seeks transfer of control of Valley Broadcasting Co. from William L. Gratopp (100% before, none after) to Leroy Wolfe, Gilbert Wolfe, et al. (none before, 100% after). Consideration: \$115,000. Principal: Mr. Gratopp is president of Valley Broadcasting, Leroy (30%) and Gilbert Wolfe (25%) are, respectively, hairdresser and park concessionaire in Colorado. Ann. April 1.

■ WHDM(AM) McKenzie, Tenn.—Seeks transfer of control of Northwest Tennessee Broadcasting Co.

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from Holiday Inns Inc. (80% before, none after) to Ben M. Gaines, Edgar R. Perkins, et al. (20% before, 100% after). Consideration: 3603 common shares of Holiday Inn stock. Principals: Messrs. Gaines and Perkins (49% each) also own WBHT-AM-FM Brownsville, Tenn. Mr. Perkins is manager of WHDM. Ann. April 1.

■ WUCR(AM) Sparta, Tenn.—Seeks transfer of control of WUCR Inc. from C. A. Cameron (51% before, none after) to Robert W. Gallaher (49% before, 100% after). Consideration: \$42,024. Principal: Mr. Cameron is president of WUCR Inc. Mr. Gallaher is general manager of station. Ann. April 1.

## Actions

■ WLPR(FM) Mobile, Ala.—Broadcast Bureau granted acquisition of positive control of Sound Broadcast Corp. by Nicholas C. Panayiotou (42.8% before, 52.3% after) through purchase of stock from John L. Harris Jr. (9.5% before, none after) for \$5,000 (BTC-7362). Action March 26.

■ KVEE-AM-FM Conway, Ark.—Broadcast Bureau granted assignment of license from Brown Broadcast Inc. to Communications Media Inc. for \$190,000. Seller: Robin Brown, president, et al. (100%). Buyers: Lloyd V. Stone and Richard P. Osborne (each 50%). Mr. Stone has interest in Russellville, Ark. car dealership and Mr. Osborne is Fayetteville, Ark. attorney. Messrs. Stone and Osborne also own car wash in Russellville (BAL-8027). Action March 28.

■ KFQG(FM) San Francisco—FCC granted assignment of license from Kaiser Broadcasting Corp. to General Electric Broadcasting Co. for \$1,000,000. GEBCO is licensee of WRGB-TV, WGY-AM and WGFN-FM Schenectady, N.Y.; WSIX-AM-FM and WNGE-TV Nashville, and WJIB-FM Boston. Its wholly owned subsidiary, General Electric Broadcasting Co. of Colorado, is licensee of KOA-AM-FM-TV Denver. Action April 2.

■ WKSJ(FM) Hartford-Meriden, Conn.—Broadcast Bureau granted acquisition of positive control of license, Comunico Inc., by Frederic W. Constant (49% before, 63% after) through sale of stock for \$115,000 by L. Stevens Edwards (22% before, none after) to licensee corporation (BTC-7341). Action March 28.

■ WDLF-FM Deland, Fla.—Broadcast Bureau granted assignment of license from Show Broadcasters to WLE Radio Inc. for \$200,000. Seller: Brian E. Tolby, president. Buyer: Joe Gratz (100%), president, owns WLE(AM) South Daytona, Fla. (BALH-1954). Action March 27.

■ WQXK(FM) Hialeah, Fla.—Broadcast Bureau granted transfer of control of Great Joy Inc. from Joseph S. Field Jr., John T. Rutledge, et al. (100% before, none after) to Herbert S. Dolgoff (none before, 100% after). Consideration: \$345,000. Principals: Mr. Field is president and director of Great Joy. Mr. Dolgoff also owns WCMQ Inc., licensee of WCMQ Miami (BTC-7321). Action April 1.

■ WRS(AM) Homestead, Fla.—Broadcast Bureau granted transfer of control of Radio South Dade Inc. from Clement L. and Helen L. Littauer (100% before, none after) to Southland Radio Inc. (none before, 100% after). Consideration: \$215,800. Principal: James L. Wiggins, president (100%) of Southland also owns WYNR-AM-FM Brunswick and WQDE(AM) Albany, both Georgia (BTC-7269). Action April 1.

■ WTM(AM) Ocala, Fla.—Broadcast Bureau granted assignment of license of Osceola Broadcasting Co. to Hunter Arnette Broadcasting Co. for \$479,000. Sellers: Walter Beinecke Jr. (100%). Mr. Beinecke also owns WORJ-FM Mount Dora and WORL(AM) Orlando, both Florida. Buyers: William A. Hunter (42%), E. Vernon Arnette (22%), et al. Mr. Hunter has interest in WDOT(AM) Burlington, Vt., WBAZ(AM) Kingston, N.Y. and WWPJ(AM) Brooksville, Fla. Mr. Arnette has interest in WTM(AM) Ocala, Fla. (BAL-8007). Action March 28.

■ WAOK(AM) Atlanta—Broadcast Bureau granted transfer of control of Atlanta OK Broadcasting Co. Joseph S. Field Jr., John T. Rutledge, et al. (100% before, none after) to Broadcast Enterprises Inc. (none before, 100% after). Consideration: \$2.8 million. Buyers: Ragan A. Henry, president (53%), et al. Mr. Henry, partner with Philadelphia law firm of Goodis, Greenfield, Henry, Shaiman & Levin, is vice president and owns 8% of WAMO-AM-FM Pittsburgh, WUFO(AM) Amherst, N.Y., and WILD(AM) Boston (BTC-7174). Action April 1.

■ WNIR(AM) Indianapolis — Broadcast Bureau granted assignment of license from B & G Broadcasting Co. to S & M Broadcasting Co. for \$487,837. Sellers: Velina Gordon and Milton L. Bohard (together 100%). Buyers: Samuel W. Smulyan (100%). Mr. Smulyan has real estate development and other business interests in Indianapolis (BAL-8070). Action April 1.

■ WPCO(AM) Mt. Vernon, Ind.—Broadcast Bureau granted transfer of control of Mt. Vernon Broadcasting Co. from Bertha E. Sanders (75% before, none after) to Kenneth Johnson (none before, 75% after). Consideration: \$110,000. Principal: Mr. Johnson owns accounting firm and other business inter-

ests in Evansville, Ind. (BTC-7285). Action March 28.

■ KTIV(TV) Sioux City, Iowa—Broadcast Bureau granted transfer of control from Perkins Brothers Co. to Black Hawk Broadcasting Co. Consideration: \$3,300,000. Robert Buckmaster is president of buying firm, which has over 50 stockholders. Black Hawk also owns KWWL-AM-TV and KFMW (FM) Waterloo, and KLWW(AM) Cedar Rapids, both Iowa, and KAUS-AM-TV and KAAL(FM) Austin, Minn. (BTC-7322). Action March 28.

■ KSEK(AM) Pittsburg, Kan.—Broadcast Bureau granted assignment of license from Great Plains Broadcasting Co. to Douglas Broadcasting Corp. for \$166,000. Seller: William S. Morgan, president, et al. (100%). Buyer: James D. Harbart (100%). Mr. Harbart is employed with United Business Communications, telephone interconnect supplier in Shawnee Mission, Kan. (BALH-1954). Action March 27.

■ WKRX(FM) Louisville, Ky.—Broadcast Bureau granted assignment of license from WKRX Inc. to Stoner Broadcasting System Inc. for \$761,250. Sellers: Keith L. Reising, president et al. (100%). Mr. Reising also has interest in WQXE(FM) Elizabethtown, Ky. Buyers: Thomas H. Stoner is president of Stoner Broadcasting which also operates KSO(AM)-KFMG(FM) Des Moines, Iowa; WGN(T)AM) Huntington, W. Va. and WNB(F)AM)-WQY(FM) Binghamton, N.Y. (BALH-1943). Action April 1.

■ KLGR-AM-FM Redwood Falls, Minn.—Broadcast Bureau granted acquisition of negative control of license corporation by each, Eugene G. Randolph (40%) and Donald C. Schiel (20%) through \$72,636 purchase of stock from Alver G. Leighton (40% before, none after) (BTC-7369). Action March 28.

■ WPAW(AM) East Syracuse, N.Y.—Broadcast Bureau granted assignment of license from Houston Broadcasting Co. to Richard T. Crawford for \$104,000. Sellers: Bruce A. Houston, president, et al. (100%). Buyer: Mr. Crawford (100%) has interest in KPBC(FM) Dallas, KFMK(FM) Houston; WUZZ(FM) Detroit; WYCA(FM) Hammond, Ind.; WWMG(AM) Nashville; WDC(AM) Lancaster, Pa.; WDCX(FM) Buffalo, N.Y.; WDJC(AM) Birmingham, Ala.; KELR(AM) El Reno, Okla. and WPEO(AM) Peoria, Ill. (BAL-8089). Action March 22.

■ WBRJ(AM) Marietta and WMMW(AM) Wilmington, both Ohio—FCC granted transfer of control of 5 KW Inc. from Times Co., William E. and Betty McKinney, Daniel E. and Jane Burton and Ruth Haupt (100% before, none after) to Gannett Co. (none before, 100% after). Consideration: \$574,750. Sellers: Burtons, McKinneys and Ms. Haupt are sole owners of Times Co. They own 5 KW Inc. through Times Co. and as individuals. 5 KW Inc. is applicant for new FM at Wilmington pending before review board. Buyers: Allen H. Neuharth, president; Paul Miller, board chairman; et al. (100%). Gannett Co. owns national newspaper chain. Gannett also owns WHEC-TV Rochester, N.Y. (BTC-7228). Action April 2.

■ KNN(AM) Cottage Grove, Ore.—Broadcast Bureau granted assignment of license from Keith L. Stiles to KTOB Inc. for \$121,700. Seller: Mr. Stiles (100%). Buyers: Robert S. Lipman (35%), Irwin B. Lipman (25%), David F. Devoto and Jack R. Garrison (each 20%). Robert Lipman owns KTOF(AM) Petaluma, Calif. and Irwin Lipman has law practice in Washington. Mr. Devoto is insurance broker in Petaluma and Mr. Garrison has investments in Florence, Ore. (BAL-8067). Action March 22.

■ WIXZ(AM) McKeesport, Pa.—Broadcast Bureau granted assignment of license from Norman Wain, Robert C. Weiss and Joseph T. Zingals to Renda Broadcasting Corp. for \$892,000. Sellers: Messrs. Wain, Weiss and Zingals have interest in WVON(AM) Cicero, Ill., WDEE(AM) Detroit, WIXY(AM) and WDOK(FM) Cleveland; Mr. Zingals is permittee for new UHF in Cleveland. Buyer: Anthony F. Renda (100%) is former manager of WOHI(AM)-WRTS(FM) East Liverpool, Ohio (BAL-8086). Action March 27.

■ KVS(RM) Rapid City, S.D.—Broadcast Bureau granted assignment of license from John W. Larson to Donald A. Swanson for \$38,000. Seller: Mr. Larson (100%). Buyer: Mr. Swanson (100%) also owns KTFC(FM) Sioux City, Iowa (BALH-1915). Action April 1.

■ KPNG(AM) Port Neches, Tex.—Broadcast Bureau granted assignment of license from Coastal Broadcasting Corp. to L & R Broadcasting Corp. for \$150,000. Sellers: Delwin Morton, president, et al. (100%). Mr. Morton owns KCAD(AM) Abilene, Tex. and has interest in KTEO(AM) San Angelo, Tex. and KRGO(AM) Salt Lake City. Buyers: Lester J. and Janet Ledet (together 51%) and Robert F. Ritchey (40%). Mr. Ledet is lease manager of Port Arthur car dealership and Mr. Ritchey is operation director of KPNG (BAL-8035). Action March 22.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC

announced March 29 (stations listed are TV signals proposed for carriage):

■ Hernando Cable TV, c/o James Ackrman, 1800 North Meridian Street, #410, Indianapolis 46202 for Hernando county, Fla. (CAC-3677). Proposes to carry: WTGC Atlanta; WSWB-TV Orlando, Fla.; WEDU, WTVT, WUSF-TV, WFLA-TV Tampa, Fla.; WLCY-TV Largo, Fla.; WSUN-TV, WTOG St. Petersburg, Fla.; WESH-TV Daytona Beach, Fla.; WDBO-TV, WFTV, WMEF-TV Orlando, Fla.; WLTW Miami.

■ North Georgia Cablevision Co., Box 117, Tucker, Ga. 30084 proposes for Blairsville, Ga. (CAC-2216) to add: WCLP-TV Chatsworth, Ga.

■ Washington Cable T.V., Box 187, Junction City, Kan. 66441, for Washington, Kan. (CAC-3666). Proposes to carry: KMTV Omaha; KHTL-TV Superior, Neb.; KHAS-TV, KHNE-TV Hastings, Neb.; KOLN-TV, KUON-TV Lincoln, Neb.; KTWU, WIBW-TV, KTSB Topeka, Kan.

■ Michigan CA-TV Co., 120 1/2 West Chicago Road, Sturgis, Mich. 49091 proposes for Sturgis (CAC-3499) to add: WKBD-TV Detroit, and delete: WFLD-TV Chicago.

■ Mid-Continent Cable Systems, 1505 Haven Lane, Olathe, Kan. 66061 for Salisbury, Mo. (CAC-3676). Proposes to carry: KOMU-TV, KCBI-TV Columbia, Mo.; KRCC Jefferson City, Mo.; KTVO Kirksville, Mo.; KHQA-TV Hannibal, Mo.; KGEW-TV Quincy, Ill.; WDAF-TV, KCMO-TV, KMBC-TV, KCPT-TV, KBMA-TV Kansas City, Mo.; KQTV St. Joseph, Mo.

■ K & K Cable T.V., Fourth Street and Second Avenue, Devils Lake, N.D. 58301 proposes for Devils Lake, N.D. (CAC-3531) to add: CKY Brandon, Manitoba, and delete: CBY Brandon.

■ Buckeye Cablevision, 1122 North Byrne Road, Toledo, Ohio 43607 for Springfield township, Ohio (CAC-3675). Proposes to carry: WTOL-TV, WSPD-TV, WDHO-TV, WGTE-TV Toledo, Ohio; WKBD-TV, WXYZ-TV, WTVS, WJBK-TV Detroit; WBGU-TV Lima, Ohio; CKLW-TV Windsor, Ont.; WOSU-TV Columbus, Ohio.

■ Capitol Cablevision Systems, 991 Broadway, Albany, N.Y. 12204 for Guilderland (CAC-3669), Albany (CAC-3670), Menands (CAC-3671) and Watervliet (CAC-3672) all New York. Proposes to add: WSBK-BV Boston, and delete: WHCT-TV Hartford, Conn.

■ Teleprompter of Jamestown, 316 Washington Street, Jamestown, N.Y. 14701 for Kiantone (CAC-3673) and Busti township (CAC-3674) both New York. Proposes to add: CFTO-TV Toronto; WUTV Buffalo, N.Y.; WQLN Erie, Pa.

■ Good-Vue CATV, 230 Park Avenue, New York 10017 for Spring Valley (CAC-3682), Ramapo (CAC-3683) and Clarkstown (CAC-3684) all New York. Proposes to add: WNJM Montclair, N.J.

■ Warner Cable of Claremont, 75 Rockefeller Plaza, New York 10019 for Weathersfield, N.Y. (CAC-3685) requests certification of existing CATV operations.

■ Southwest CATV, 77 Sunshine Strip, Harlingen, Tex. 78550 for Elsa (CAC-3678) and Edcouch, Tex. (CAC-3679). Proposes to carry: KGBT-TV Harlingen, Tex.; KRGV-TV Weslaco, Tex.; KIII, KRIS-TV, KZTV Corpus Christi, Tex.; KLRN, KWEX-TV San Antonio, Tex.; KHX, XET, XEFB Monterrey, Mexico; KTVT Ft. Worth.

■ Warner Cable of Bellows Falls, 75 Rockefeller Plaza, New York 10019 for Bellows Falls (CAC-3680) and Westminster, Vt. (CAC-3681) requests certification of existing CATV operations.

## Final actions

■ Oakland, Calif.—FCC denied petition by Committee for Open Media and Community Coalition for Media Change, two public interest groups, for clarification, ruling and order to show cause directed against Focus Cable of Oakland, operator of cable system at Oakland (CSC-65), Action March 28.

■ Columbia, Mo.—On request of city of Columbia, declaratory ruling has been issued by FCC that potential cable TV franchisee may carry signals for which two prior franchisees were authorized by commission under rules. Stations authorized to be carried are KTVI, KMOX-TV, KPLR-TV, KSD-TV all St. Louis, and KCPT Kansas City, Mo. Action March 28.

■ Saratoga Springs, N.Y.—FCC authorized Saratoga Cable TV Co., to substitute WOR-TV and WPIX, New York for previously authorized carriage of WKBG-TV Cambridge, Mass., and WHCT-TV Hartford, Conn., on its cable system at Saratoga Springs, N.Y. (CAC-3459). Action March 28.

## Other action

■ FCC initiated review of existing mandatory program origination requirements for cable systems with over 3,500 subscribers in notice of proposed rulemaking and notice of inquiry. Comments are due by May 14 and reply comments by May 23 (Doc. 19988). Action March 28.

# Classified Advertising

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

## RADIO

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**Vice President/General Manager.** Exceptional opportunity for dynamic radio executive interested top ten market. Highly profitable 5kw full time station with expanding group. Base salary of \$40,000 plus negotiable incentive. Send resume to Confidential, Box D-38, BROADCASTING.

**General Manager** position and ownership available with major market station. Salary range, \$30,000 to \$35,000 per year plus 10% ownership given out of profits. We will not contact previous employers without your permission. Young, aggressive program directors and sales managers rush complete resume to President, Box D-39, BROADCASTING.

**Versatile Executive Needed.** Experienced exec. needed to take charge of company in NYC specializing in purchasing and shipment of broadcasting equipment, including parts, to Brazil. Must speak fluent Portuguese & have strong financial background. 12 person office with unlimited growth. Salary open. Send resume, Box D-79, BROADCASTING.

**Western PA AM Radio Station,** seeking experienced take charge manager, potential ownership in two station medium size market, salary, expense, plus percentage of profit. Send resume to Box D-136, BROADCASTING.

**Expanding group broadcaster** needs retail sales manager for black format station medium southern market. Three to five years experience required. Must have proven, stable background and be a hard driver. \$9,000 & override, opportunity for station management within 18 months. Equal Opportunity Employer. Box D-141, BROADCASTING.

**Sales Manager—medium market,** top rated station salary & over-ride to \$20,000 first year. Require 3 to 5 years advertising sales experience, stable & RAB trained. Must sell, carry substantial list and lead 5 man sales staff. Equal Opportunity Employer. Resume with photo to Box D-150, BROADCASTING.

**Station manager** for southeast 50,000 watt stereo University FM. Masters degree or near and experience required. Equal Opportunity Employer. Send resume to Box D-157, BROADCASTING.

**Personnel/operations management.** Part-time employment for graduate student at university-owned public radio station. Responsibilities: scheduling, training, and supervising student air personnel; and supervising log/continuity operations. Prefer PBP sports person capable of training students in sportscasting. Ability to stimulate cooperation among students necessary. 30 hour work week; \$400/month. Contact: Manager, KCMW-FM/Central Missouri State University/Warrensburg, MO 64093. CMSU is an affirmative action equal opportunity employer.

### Help Wanted Sales

**Account Executive.** Network owned and operated station. Opportunity to advance into national sales in 18 to 24 months. Excellent salary plus commission. Mail resume to Box D-27, BROADCASTING.

**Leading National Representative** expanding sales staff in New York, Atlanta, Chicago, Detroit, Dallas, San Francisco and Los Angeles. Two to five years station sales experience preferred. 30 to 35K depending on performance. Submit resume to Box D-31, BROADCASTING.

**Top-rated St. Louis radio station** has immediate opening for sales executive. College graduates with limited sales experience considered. \$15,000 salary with realistic potential for \$20,000 first year. Equal Opportunity Employer. Rush resume to Box D-34, BROADCASTING.

### Help Wanted Sales Continued

**National Sales Manager** positions have been created at our seven radio stations due to change in management structure. Unusual opportunity for rep or station account execs to move up. Confidential. Send resume and income requirements to Box D-36, BROADCASTING.

**Recent college graduate** with Radio/Television Degree and sales experience can move quickly into top management with expanding radio and television group. All replies answered. Send resume to Box D-41, BROADCASTING.

**On a sales staff** but have knowledge, imagination, drive for sales manager? Sign on new AM in sparkling, new, rapidly growing, affluent Southeast market. Send resume and requirements. Box D-106, BROADCASTING.

**Good Guarantee Plus** commission and continuous sales training for salesperson or programmer wanting sales. Interview required. No phone calls. Dale Low, KLSS & KSMN. Mason City, IA.

**Sales Manager.** WRAC/WRKR Racine, WI seeks experienced person. If you're aggressive, full of fresh ideas and like community involvement you're the one. Call or write Mr. O'Connor, 2200 N. Greenbay. 414-632-1627.

**Need Salesperson,** F.M. station, Midwest, send resume to Box 205, Savanna, IL 61074.

**Grow along with us.** Aggressive, growing company needs aggressive self starter, able to eventually move into management at this or second station. Hard work, long hours, lots of money if you can produce. Send resume to Box 1233, Rockingham, N.C. 28379.

**Male or female,** experienced and able to travel. Sell our proven sales promotion to AM's and earn more than you have ever made in your life selling locally. Ksy Marketing Corp. P.O. Box 650, St. Petersburg, FL 813-821-0986.

**Tired? See my "Tired" ad** in display section under Radio Help Wanted.

### Help Wanted Announcers

**Opening for full time** air and news position with medium market Massachusetts radio station. Send detailed replies to Box D-43, BROADCASTING.

**Mid-east AM-FM-TV** needs afternoon Drive-Time Jock. Must be experienced, versatile & dependable. MOR format. Good production a must. We are an equal opportunity employer. Send resume, pix and salary requirements to Box D-131, BROADCASTING.

**Announcer with First Phone** and some technical ability. Send resume and wage demands. Box D-132, BROADCASTING.

**Contemporary MOR,** mid-East. PM drive with enough experience to help with programming. Immediate opening. Send resume. Box D-160, BROADCASTING.

**Radio as a career?** Willing to learn? First ticket required. If interested contact Program Director, Steve Campbell, KPOW. Box 968, Powell, WY 82435.

**MOR ANNO—good production,** sober, stable, experienced only. Lovely Rocky Mountain city—90 miles from Sun Valley. Call Mike Fisher, 208-733-3381, no collect calls. KTFI, Box 65, Twin Falls, ID.

**News/Production Announcer.** Will train bright college grad. WATS, Box 189, Sayre, PA 18840.

**Adult MOR Station** seeks experienced, dependable, versatile announcer. Good salary for good work. Sales potential. Resume and aircheck to: WNDH, Box 87, Napoleon, OH 43545.

**WOBM, Toms River,** New Jersey, is always looking for capable tri-state area people who know us and what we do. Call Paul Most, 201-269-0927. E.O.E.

**Suburban Washington, D.C.** First phone for week-ends, some experience necessary. Contemporary, WPRW 703-368-3108.

**All night announcer** heavy on personality needed immediately for a top rated M.O.R. station in one of the nation's fastest growing markets. New studios, excellent opportunity for advancement, full company benefits, profit sharing. E.O.E. Send tape and resume to Ed Marks, P.O. Box 1457, Colorado Springs, CO 80901.

**Gospel D.J.'s and Sales** help Big Gospel Station in Texas. Write Box 52, Greenville, S.C.

### Help Wanted Announcers Continued

**Charlevoix, Michigan's** new 5,000 watt AM will be on the air this summer in the midst of Michigan's bluest waters and best ski slopes. Frankly, we may not be able to afford the people we're looking for, but if you're looking for a beautiful place to raise a family and the challenge and excitement of a new operation, we'd like to hear about you. Terry Edger, New Broadcasting Corp., 211 Bridge St., Charlevoix, MI 49720.

**Announcer—Strong** personality to handle afternoon drive and production schedule. TV-affiliation provides opportunity to eventually do some work on the tube. Send pic, air-check, and resume to Allen Strike, P.O. Box 699, Elkhart, IN, 46514. E.O.E.

**Tired? See my "Tired" ad** in display section under Radio Help Wanted.

**Coming soon: "The Truth About Announcers or How Conceited they Are".** Watch for it!

### Help Wanted Technical

**Engineer wanted,** New England area, 50 Kw AM/FM, able to do board work and must have maintenance experience. Pay according to experience. Box D-17, BROADCASTING.

**Sunny Florida Calling!** One of the state's most important AM-FM stations needs a technical supervisor who knows his stuff. Electronics know-how, intelligence and industry are the main ingredients. An immediate opportunity to live in the world's garden spot and be well paid; work in happy atmosphere; excellent fringe benefits. Rush resume to Box D-148, BROADCASTING.

**Ready to move up?** Excellent opportunity in the midwest for an up and coming engineer who is ready to assume the responsibilities of Chief Engineer. At least three (3) years experience necessary. All inquiries confidential. All inquiries will be answered. Send resume to Box D-154, BROADCASTING.

**Chief Engineer—Announcer** for West Virginia Day-timer, 90 miles southwest Pittsburgh. Good equipment and conditions. Box D-159, BROADCASTING.

**Broadcast Engineer,** 1st phone, solid state equipment maintenance experience. Program Engineering capability. University operates two fully qualified public FM radio stations. Send resume and references to KHKE/KUNI, University of Northern Iowa, Cedar Falls, IA 50613, an affirmative action employer.

**Transmitter Supervisor,** 50 kw remote controlled directional AM. Duties include maintenance of entire transmitting plant. Call Harrison Klein, KING-AM, Seattle, 206-682-3555.

**Radio Group Chief.** Young, growing, west coast radio group looking for Group Chief Engineer. Directional and non-directional AM's, FM's and widest variety of formats means plenty of stimulation and challenge for well-rounded radio engineer. You would supervise engineering of stations in the Pacific Northwest and northern California from a Seattle home base. Broadly based parent company, well-established in recreation, entertainment and broadcasting. Send detailed resume to Manager, KTW, 1426 Fifth Avenue, Seattle WA 98101.

**Immediate Opening** for a Transmitter Engineer. Some board work. Station WAMD, Aberdeen, MD 21001.

**50 kww AM** with expanding FM looking for a first class engineer to join fine staff at a great station. I'm looking for a individual who loves radio. Lots of room for advancement. Send resume to Mike Venditti, c/o WRCP 2043 Locust Street, Philadelphia, PA. 19103 215 LOcust 4-2300.

### Help Wanted News

**News person,** interested in writing, airing & gathering local news. No. 1 rated N.Y. state. Good voice. Send resume & photo to Box D-114, BROADCASTING.

**Minority Applicants encouraged.** WBBQ in Augusta, Georgia, is looking for someone who can gather, write, edit, and read local radio news. Rip and readers and those not genuinely interested in news need not apply. Prefer experience but will consider a promising beginner. Send tape, picture, resume, salary requirements, and writing samples to: Henry Holmes, N.D., WBBQ, Box 2066, Augusta, GA 30903. No collect calls please.

**News Director/Public Relations & Production** expert needed for upstate New York high energy progressive Black Top 40 FM-er. Should have capable editing ability! Local news gathering a must. Contact: Bill Mack-WDKX, 716-288-5470.

## Help Wanted News Continued

Wanted, A dynamite morning newscast. We want an individual who wants to be in a top 10 market in a year. You give us major market quality, we'll give you good \$\$\$ and fringes. Rush tape and resume to Bob Paiva, WLEE Radio, P.O. Box 8477, Richmond, Virginia 23226.

WLEE wants you, if you're a dynamite A.M. drive newscaster ready for a fast paced spot. This job is one step away from the top 10. We offer a great package. Rush tape and resume to Bob Paiva, WLEE Radio, P.O. Box 8477, Richmond, VA.

WOBM, Toms River, New Jersey, is always looking for capable tri-state area newscasters who know us and what we do. Call Paul Most, 201-269-0927. E.O.E.

Florida—Metro Market top news operation needs a strong, authoritative newscaster. Must have good news sense and crisp writing ability. Salary open. Excellent benefits including paid insurance and hospitalization, vacation etc. Send air check, resume and salary requirements to: Al Morgan, News Director, WVOJ, Box 37150, Jacksonville, FL 32205.

## Help Wanted Programing Production, Others

Full time Major Market Black Contemporary Station seeking resident P.D. w/Major Market Experience. Mail resume to Box D-71, BROADCASTING.

Medium market, modern country, 24 hrs., need Program Director \$2-3 now in 10 station market. Young, experienced, hard-driver starts at \$10,000. Our current PD is moving into sales. Equal Opportunity Employer. Resume & photo. Box D-151, BROADCASTING.

Wanted. Experienced Country Music Jock. Must be experienced. Contact Don Kern, W-SHO Radio, 2820 Canal Street, New Orleans, LA 70119. 501-822-2271.

## Situations Wanted Management

Strong sales and programing, group experience, major markets, all three networks, \$40,000.00 plus to start. Write Box C-238, BROADCASTING.

Programing, production, traffic, promotion, license renewal. Young, take-charge operations manager of suburban major market station with \$300,000 annualized ready for move. Turned this one around, now seek new challenge. Interested in participation. Box D-3, BROADCASTING.

Salas Manager ready to be General Manager in top 25 market. Proven performance with major group. 33 married, degree, outstanding references. Box D-53, BROADCASTING.

Large market General Manager needs greater challenge and financial opportunity. Doubled gross in top 10 market station in three years to \$2,000,000. Married, mid-30's, well educated and willing to relocate anywhere for \$40,000 plus with right company. Box D-55, BROADCASTING.

Ambitious young medium market Sales Manager interested in long term growth with expansion minded group. All offers considered over 25K. Box D-56, BROADCASTING.

Money Selling Team. Presently General Manager. Sales Manager. Competitive medium-small market. Complete knowledge of how to make money. Can substantiate sales and personal records. Would like to take charge and produce. Only professional broadcasters considered. Want to remain team. Will continue separating. Selling Salesmanager 3 years successful. Selling General Manager 14 years successful. Box D-91, BROADCASTING.

"To succeed in this business, prepare yourself." My 13 years preparation in small to top 50's markets include announcing, production, talk, news, sports, numerous network credits, 1st phone, and top sales training. 32, family, and ready to put it all together as manager of small to medium market operation. Box D-122, BROADCASTING.

Aggressive young Sales Manager at small market AM station seeks GM position. Box D-167, BROADCASTING.

General Manager, wide experience in air work, programming country music, management and sales, can provide references. Ralph Daily, 1213 La Loma, Modesto, CA. 95351. 209-522-6560.

Sales pro—Experience includes rep and international sales, major and secondary market radio TV sales management. Creative common sense leader with demonstrated ability to increase sales, motivate people. Box 456, Honesdale, PA. 18431. 717-488-6790.

## Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Personality Jock with first phone: 27, seeking medium market station with Top 40/Contemporary format. I'm energetic, creative and dedicated. Want stable organization with room to grow. Want to settle. Have excellent references. Box D-24, BROADCASTING.

Creative young D.J. looking for 1st break. Can listen, can produce, tight board, imaginative show, now for news. Ready, willing, able. Box D-74, BROADCASTING.

Attention Rock or uptempo Country: Talented, professional, Renaissance Man. B.S. Broadcasting. Currently afternoon drive, production, sports, seeks challenge. Southern coast or West. Exceptional. Box D-77, BROADCASTING.

11 years experience, major markets, program director, music director, personality, progressive rock, Top 40, Q, top references. Want position with good: People, Money & Programing! Box D-78, BROADCASTING.

Number one rated major market personality with good track record seeks to relocate where the weather is warm. Prefer contemporary MOR. Top industry references. Talented, creative and stable. Ten years in major market radio. Box D-89, BROADCASTING.

Two 27 year old professionals with varied experience want chance to direct programing and news for medium or small market station. Box D-102, BROADCASTING.

Stable broadcasting veteran with good announcing and production skills seeking permanent position with professional medium or major market M.O.R. or Modern Country station in the Southeast. Box D-109, BROADCASTING.

First Phone Communicator. 6 yrs. experience medium markets. Highly motivated. Reasonable salary. Box D-120, BROADCASTING.

Versatile and Professional, production, news, interviews, tight board. Experienced with all formats. Vast knowledge of music. 203-767-0402 or Box D-123, BROADCASTING.

DJ, announcer, professionally trained, third endorsed, all formats considered, low key FM preferred. Would like N.Y., N.J. area, will relocate. Box D-125, BROADCASTING.

Wanted: Good, stable, modern country station, in medium market, looking for hard working, dedicated air person. Qualifications: Modern country PD, MD, afternoon jock, Part time sales. Single, 22, college, third. 814-234-3317. Box D-134, BROADCASTING.

Experienced, all formats, three years. Some college, endorsed third. Speech and acting background. Good, deep voice. Box D-144, BROADCASTING.

Evening Rock Jock in 55th market looking for same in top 30 markets. High energy or personality. Box D-145, BROADCASTING.

Jock, 3 years commercial experience. Looking for move to creative, professional station. Top 50. Also sports. Reply Box D-163, BROADCASTING.

Florida, Carolinas, Georgia, FM. Beautiful Music. EZ. Adult MOR. Major market TV background. Family man. Good voice. Third endorsed. Impeccable references. Security important, not money. Tape. 301-320-4664.

Morning personality: put-on commercials, phone bits, etc. 3 1/2 yrs. exp., 3rd; medium market, contemporary anywhere. Jerry Allen, 7800 Grant Ln. Apt. #17, Overland Park, KS. 66204. 913-649-0495.

Experienced personality in top 40 and rock, with 7 years total dedication. Good voice, imaginative, first class engineer, seeking stable position. Salary open, will relocate. Air check and resume available on request. Alan Bianco, 315 Arizona, Silver City, NM. 88061. 505-388-4780.

Looking for that greater opportunity! Experience all phases radio—including play-by-play. Married. Phone 507-925-4416.

Worked for #1 FM in Detroit. Wanna get back into Top 40. Call Steve 313-478-0089.

Enthusiastic, soon to be ex-student ready for the "real world." Air work and/or production. Dave Jenkins, Box 49, Elliott Hall, Muncie, IN 47306.

New England anywhere. FM. Beautiful music, EZ. MOR. Top 10 TV background. No hot shot personality. Conservative family man. Third endorsed. Impeccable references. Salary secondary to security. Tape. 301-320-4664.

## Situations Wanted Announcers Continued

Sports and Play By Play or Oldies But Goodies; tape and resume upon request. Broadcasting School Graduate, third class endorsement; David Jarne, One Fifteen Main Street, Easthampton, MA.

Announcer and salesman: Two people for the price of one. Four years experience in retail sales. Trained for radio announcing and sales. Well liked personality by all age groups. Try me on your staff. For a resume contact: John Urbanczyk, Jr., 7020 W. Oxford Street, Bridgeview, IL 60455.

First phone: Experienced top 40, contemporary, production. Married, conscientious. Prefer East Coast or Midwest. Phone Mark Chenoweth, 516-728-2110.

11 years experience, major Mid-West market, relocate, prefer Houston or Dallas area, prefer sports, also successful personality. 32, family man. Call 816-358-0346.

## Situations Wanted Technical

Bluenose! Gray matter! Chief job wanted. FCC first phone, second telegraph, radar endorsement, "ham." Age 38, single, college, non-drinker, bondable. Very heavy theory. \$12K. Box D-117, BROADCASTING.

Chief Engineer; experienced in construction and maintenance, all phases, including UHF. Will assume full responsibility with quality broadcaster. Box D-165, BROADCASTING.

Experienced C.E. Looking for new challenge, in Midwest. AM-FM. Automation. Strong on maintenance. Write Box D-166, BROADCASTING.

## Situations Wanted News

Well Salaried small market sports pro seeks major college PBP. Excellent PBP/Talk/News and industry references. Box D-93, BROADCASTING.

Young Aggressive Newsmen, College, First Phone, 2-years experience in Radio-TV News. Presently medium market News Director. Box D-110, BROADCASTING.

Four year experience: Music director, Newsmen at 5,000 watt Midwest station. BA degree, 3rd endorsed. Prefer West. MOR - Contemporary station. 313-982-1203. Box D-121, BROADCASTING.

Troublemaker! Looking for investigator-editorial newsman, iconoclast? Former head of broadcast news chain, plus winner of top state and local awards. 18 years experience, references, first phone. Major or medium markets. Box D-130, BROADCASTING.

May Female Graduate of Big Ten University desires position in news-reporting and air work. Three years experience, excellent references. Enthusiastic, willing to learn. Midwest preferred. Box D-143, BROADCASTING.

News Director. Midwestern background, currently in 100,000 Southeastern market, seeking advancement. Family, university degree, 30, solid record, references, professional service, awards. Jack Marlowe, PO Box 73, Anniston, AL 36201. 205-237-2256.

Recent CSB grad. Excel. voice, presentation. Ambitious worker. Prefer small station in Northeast. Some exp. Tom Robustelli, 72 York, Waterbury, CT. 06704 203-753-2002.

News Director-Operations Mgr.-Talkshow host. 15 years broadcast professional seeking position in major-medium market. Ted Lahn, 5003 Arlington St., Rockford, IL. 61111. 815-877-4957 Eve.

Hard work, dedication, ability, all phases news coverage. I take news seriously. Journalism B.A., commercial experience. 3307 Martindale Rd. N.E., Canton, Ohio 44714. 216-454-4150.

ARB shot down by poor local news? Replace that "wire copy for lunch bunch" with a 29-year-old pro who has done morning drive in Detroit. ABC delivery and writing style. Money car and freehand brings you results. Call Evenings 1-414-764-1318.

## Situations Wanted Programing, Production, Others

Major market program manager with proven track record available for right opportunity. Creative and good administrator. 28, married, require minimum 24K. Box D-54, BROADCASTING.

Wanted: Fresh Challenge as Ops Manager or PD in medium/major market. Currently PD/MD stereo FM rocker in Top 25 market. Degree. Ten years experience. 25. Excellent references. Box D-80, BROADCASTING.

Radio Turns Me On. Produced/directed, engineered for local stations, syndication, ABC network. Administrative experience. 29, MA. Want creative position in public broadcasting or ? . Box D-152, BROADCASTING.

## Situations Wanted Programing, Production, Others Continued

Public service is alive! Mostly relegated to worst broadcast hours, public affairs can make profit; garner ratings; help people. I have dedicated broadcast career to these goals, can prove them at your station, regardless of market size, Credentials? Programing/News/PS with Metromedia and ABC-owned major stations; six years researcher/writer for media oriented psychologist; free-lancing coverage special L.A. happenings. UCLA educated. No oversized ego; just realistic humanistic, people oriented concern. Let me make public affairs at your station rise to high level excellence. It can be done profitably and beautifully. Give me three months to prove my theorems. If haven't fulfilled agreed goals, I'll split. You haven't much to lose; everything to gain! Let's talk! Box 1642, NH, CA 91604 1-213-766-7421.

Planning, training and work my guides for programming. Graduate May with BA. 10 yrs. radio experience. Family man. Jim Stephens, 723 Willow Dr., Newport News, VA 23605.

## TELEVISION

### Help Wanted Management

**News Management:** The requirements are stringent: TV news experience, Master's Degree, imagination, creativity, flair and intelligence. The demands will be intense. The reward: For the aggressive, an opportunity to grow and participate in broadcast news on a national level. Send photograph with resume to Box C-53, BROADCASTING.

**Local Sales Manager.** We're one of America's leading television stations located in large Midwestern market. Position available as result of internal promotion. Candidates must have local sales experience and possess ability to develop and implement effective marketing strategy and planning for 6 man local sales department. 40K. Your identity will be protected. Send resume to Box D-28, BROADCASTING.

**Sales manager.** Profitable Top-10 market independent. Exceptional opportunity for experienced account executive ready to move up. Top salary plus percentage of station gross. Mail resume to Box D-32, BROADCASTING.

**General manager.** Medium market network affiliate. Solid opportunity for sales manager or account executive with top-level management potential. Current general manager will retire September 1. Salary, good incentive, and ownership possibilities. All replies held in confidence. Send detailed resume to Box D-37, BROADCASTING.

**Engineering Manager (PTV).** Direct, supervise staff, some operations duty. Radio Studios, VHF Station, full color. On air; remote; closed-circuit; student training. Contact Don Nattress, Personnel Division, 2nd Floor Hub, University of Florida, Gainesville, FL 32611. Equal Opportunity Employer.

### Help Wanted Sales

**Sales national or local.** Currently employed with national representative. 15 years experience in midwest. Intent on relocating Pacific Northwest or Rocky Mountain region. Box C-148, BROADCASTING.

**Account Executive.** Large Midwest market. List earned \$42,000 in 1973. Management possibilities with growing company. Submit resume to Box D-26, BROADCASTING.

**Leading Florida network affiliate.** Excellent list with advancement possibilities. Mail resume and salary requirements to Box D-30, BROADCASTING.

**Recent college graduate with television/radio degree and sales experience** can move quickly into top management with expanding television and radio group. All replies answered. Send resume to Box D-40, BROADCASTING.

### Help Wanted Technical

**Needed At Once—Top 10 market UHF seeks maintenance supervisor with active "hands-on" maintenance experience on studio cameras, film chains and 2" VTR's. M.O.R. salary offered. Equal Opportunity Employer. Box D-149, BROADCASTING.**

**Wanted: Video Engineer with 1st class ticket—some VTR experience. Ideal living in the West. Skiing, fishing, hunting. Clean air. Salary open. Write Bill Walter, KYCU-TV, 2923 E. Lincolnway, Cheyenne, WY 82001. Equal Opportunity Employer. Fringe benefits.**

**TV maintenance engineer:** Kaiser Broadcasting in Boston requires engineer experienced in latest RCA Color Equipment. FCC 1st Class license required. Kaiser is an equal opportunity employer M/F. Call or write R. W. Leeth, WKBG-TV, 75 Morrissey Blvd., Boston, MA 02125. 617-288-3200.

## Help Wanted Technical Continued

**Wanted: TV broadcast engineer with 5-10 years current broadcast experience in area of quadruplex recording equipment operation and maintenance, color studio camera and color film system set up and shading color studio operations including lighting, audio, camera and set. Salary range \$10-15,000 depending on qualifications & experience. Respond to Personnel Director, State University of New York, 99 Washington Ave., Albany, N.Y. 12210.**

**TV Maintenance Engineer—Also willing to work as operation engineer for video tape production facility. Send resume to E. J. Stewart, Inc., 38B Reed Road, Broomall, PA 19008. 215-543-3548.**

### Help Wanted News

**Young, aggressive personality with news production background, ready to move up to News Director in top 50. Letter, resume and salary expectation. Box D-97, BROADCASTING.**

**TV News Reporter, experienced, with knowledge of film production technique, college preferred, must be creative and willing to work all hours for top-10 East Coast major market TV station. An Equal Opportunity Employer. Box D-137, BROADCASTING.**

**Need Experienced News Film Editor ready to move up from small to large market. We are an aggressive, film oriented operation. You will replace a film editor going to network. Send all information first letter to Box D-164, BROADCASTING.**

**Sports Director. Aggressive, controversial sports journalist who wants to speak his mind about sports, someone who can cover Packer and all professional sports as well as hunting and fishing. Contact Bob McMullen, WFRV-TV, Green Bay, WI. 414-437-5411.**

### Help Wanted Programing, Production, Others

**Director of media production.** Central NJ community college is seeking individual experienced in automated audio and visual distribution systems with background in ITFS Programing. Must have production and management experience in video, graphics, photography, cinematography, audio and visual recording. An equal opportunity/affirmative action employer. Respond in confidence with full particulars including salary requirements to Box D-135, BROADCASTING.

**Lab Technician.** Experienced lab individual needed to take charge of TV station film processing. Strict quality control. Some filming in emergencies. Send resume and salary requirements to Box D-139, BROADCASTING.

**Director/Switcher for Florida top 50 market.** Must be capable of directing newscasts. Should have minimum of two years experience. Equal Opportunity Employer. Send resume to Box D-161, BROADCASTING.

### Situations Wanted Management

**Company's selling last TV station. Corporate staff VP/operations desires relocation with station or group. Only 39 with twenty years experience all phases TV management. Box D-2, BROADCASTING.**

**General Manager top 15 market. VHF station seeks change to medium market. Successful 18 year track record. Box D-124, BROADCASTING.**

**Administrative assistant to Production Manager/Program Manager, PTV only. Experienced in all phases of PTV. Currently with large PTV network. Will relocate anywhere. Must be in or near university town. Reply Box D-155, BROADCASTING.**

### Situations Wanted Announcers

**First phone, experienced in supervision, maintenance, proofs, and remote operation of AM, FM, and TV transmitters. Box D-138, BROADCASTING.**

### Situations Wanted Technical

**Operations Engineer. Experienced with GE/RCA cameras, RCA/Ampex tape, RCA, Grass Valley, GE associated equipment. ETV only. Currently with PTV station. Must be near college town. First Phone. Reply Box D-156, BROADCASTING.**

**Maintenance Engineer seeks a position with TV or CATV, prefer northern Michigan or Pennsylvania. Box D-162, BROADCASTING.**

### Situations Wanted News

**News Director—Anchorman. Mature, authoritative delivery. Efficient administrator with proven track record. Thorough production knowledge assures action and interest in newscasts, special events, and public affairs programs. Resume, best references and aircheck VTR available. Box D-107, BROADCASTING.**

## Situations Wanted News Continued

**Street Reporter Female:** Former fashion model New York with BA Political Science, writing ability and TV experience. Willing to relocate anywhere for opportunity. References and VTR available. Box D-119, BROADCASTING.

**Radio News Director with TV background seeks general assignment position. Solid investigative experience. References from all former employers and community leaders. Box D-133, BROADCASTING.**

**Weather-caster, announcer. Washington, D.C., 15 years. Will wear several hats. All markets considered. Family man. Impeccable industry references. Money secondary to security. VTR 301-320-4664.**

**College grad, 22, single 3rd phone. Good voice, go anywhere. College film production & documentary work, P/T KJH news department experience. Want TV news, on camera. Dan 213-283-1084.**

**Just completed MA Communications (BA-History). Want position as News/PA reporter in R or TV, want relocation. Experience includes 2 yrs. radio reporting, production; published research in PA programming, also PR work for pro sports team and sports PBP. 919-748-1718. Don Kobos, 914 Westend Blvd., Winston-Salem, N.C. 27101.**

### Situations Wanted Programing, Production, Others

**Art Director—with great visuals to make you look best in market. Excellent portfolio. Let's communicate. Box D-87, BROADCASTING.**

**Writer—children's, women's or documentary programs. Career-oriented young woman, writer for national news magazine; experienced children's scriptwriter. Box D-95, BROADCASTING.**

**Friday—With my three years experience in radio and TV, and a degree in english/communications I could be very helpful to any small television station needing someone to run camera, write, light, announce, produce/direct, etc. Box D-169, BROADCASTING.**

**Any television station with tired late-night ratings can benefit from my original characterization. Could double as weathercaster and movie host. Boffo skits, final wisdom. VTR, scripts. Box D-170, BROADCASTING.**

**Need challenging position in film. Dedicated and creative with five years behind camera shooting commercials, features, documentaries and TV news. P.O. Box 5153, Columbus, OH 43212.**

## CABLE

### Help Wanted Management

**General Manager for 5,000 subscriber system in Ohio. Expanding MSO wants college graduate with sales/marketing experience in broadcasting or CATV. \$15-18K. All replies answered. Send resume to Box D-99, BROADCASTING.**

**College graduates from the Midwest can move quickly into system management with expanding CATV company. Business experience in marketing and promotion helpful. Call Fred Harms, Management Consultant at 312-693-6171.**

### Help Wanted Technical

**Chief Engineer. Rapidly expanding CATV Company—Midwest location—needs first class licensed engineer, experience required for headend microwave and supervision of qualified technical staff. An equal opportunity employer. Reply to Box D-49, BROADCASTING.**

**CATV Operations Engineers. MSO seeks outstanding engineers in N.E., S.E., Midwest locations. Must have B.S.E.E. or equivalent education/experience in directing construction, supervising maintenance of head-end, trunk, and distribution systems and microwave. These are "hands on" positions for personnel who understand the practical, technical needs of operating cable systems. Send resume in confidence to: Box D-168, BROADCASTING.**

### Help Wanted Programing, Production, Others

**Large system of MSO needs program director. Good opportunity for experienced programmer. Must have television production experience and ability to sell and administrative. Send resume with salary requirements to: Continental Cablevision of Ohio, Inc., 211 S. Main St., Findley, OH 45840. 419-423-8515.**

## Situations Wanted Programing, Production, Others

Telecommunicator steeped in cable/satellite lore. Has desire for gainful employment starting June. Documentation, with respectable references. Quality work sample. FCC First Class, M.S. Attending NCTA convention. 212-996-7902. Box D-158, BROADCASTING.

## WANTED TO BUY EQUIPMENT

Need to purchase 3 RCA MI-11965-A Tape Decks. New or used in excellent mechanical condition only. Garland Brantley KEND Radio, Lubbock, TX 806-747-0109.

Wanted: 200 foot galvanized radio tower. Call: M. N. Bostick, 817-776-1330 KWTX, Waco, TX.

Gates Model 500K (or equivalent) 500 Watt AM Transmitter, in good condition, for use as auxiliary. Write: General Manager, WKTS Radio, Sheboygan, WI 53081.

Wanted: Superturndial 3 Bay Channel 5 antenna good condition, in ground. XEFB-TV, P.O. Box 1879, Monterrey, Mexico.

Used guyed tower over 600 feet. Greg Perdue, 205-262-2701, collect.

Wanted: useable studio equipment for new college radio program. Cloud County Community College—913-243-1435. Peggy Doyen, Concordia, KS 66901.

Good used 300 foot self supporting tower needed urgently, call 305-772-8657 or write Engineer, 6231 N.E. 19th Terrace, Fort Lauderdale, FL 33308.

50 twenty-foot sections of rigid 3/8" transmission line for use on Channel 7, either flanged or universal. Contact E. M. Tink, Black Hawk Broadcasting Company, 500 East Fourth Street, Waterloo, IA 50703.

Used RCA TR-4HB's, TR-50's, TR-60's—Before you trade them in call: E. J. Stewart, Inc., 388 Reed Road, Broomall, PA. 19008. Phone: 215-543-3548.

## FOR SALE EQUIPMENT

Overstocked on Scotch 176 1/2-2500' HPB \$55 per case of 12. Ampex 350 Full Track, 7 1/2-15 ips in carrying case \$800. Ampex AG-350 Full Track, 7 1/2-15 ips console, \$1200. Box D-129, BROADCASTING.

RCA Model BTA-50G, 50,000 watt AM transmitter. 820 khz. Excellent condition. Best reasonable offer. Box D-142, BROADCASTING.

Telechrome Model 3508 Test Signal Generator. Reasonable. Box D-153, BROADCASTING.

McMartin B-803 Dual Channel mono console. Less than two years old. Good condition. Contact Tedd Tramaloni WHRW-FM S.U.N.Y. at Binghamton, Binghamton, N.Y. 13901. 607-798-2137.

16mm film cameras, Auricons, Flanders. WRTV, Indianapolis. 317-635-9788.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Marti & Sparta new and used equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Eastman 275 Projector, reverse kit and new intermittent assembly \$3250. Chief Engineer, 3355 Valley View Bl. Las Vegas, NV 89102. 702-876-1313.

Consoles: Sparta A20B, McMartin B501. Carts: Spotmaster 405A, Tapecaster 700P, 700RP. Reels: Ampex AG600B, Revox. Sparta Turntables. Racks, Mikes. Write Equipment, 5419 Merrimac, Dallas, TX. 75206. 214-824-7646.

New Fidelipac Cartridges—Wound to any length with Scotch 156 tape, \$1.25 each. Send check with order. Largest stock in Rockies, lowest prices anywhere. Idaho Magnetics, 106 Anderson, Caldwell, ID 83605. Call 208-459-8591 for quantity, prices.

Sparta A-50 Portable Studio. Excellent condition. Private party. \$700.00. P.O. Box 581, Salinas, CA 93901.

Make offer on 16 year old RCA 10kw transmitter, Model #BT 10H. AI - on air until 30 days ago. Transmitter site move necessitated new transmitter purchase. 813-251-1861.

Six hours used videotape, segmented, reels, boxes. Good condition. 713-634-3178.

## COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Laugh all the way to higher billings. Book of 101 Humorous Commercials in 32 categories, usable for many more. \$10.00. Brain Bag, P.O. Box 875, Lubbock, TX 79408.

One-liners! Jokes! Topical humor exclusively for jocks. Free sample—"Funnies" Box 11-511, Newington, CT.

The National Rag is here, despite good taste. Tons of one liners twice weekly. Send for free sample and more info. Stu Bulman, 5500 Friendship Blvd. Apt. 2319N, Chevy Chase, Md. 20015.

## MISCELLANEOUS

Free! A great 14:00 Religious Public Affairs interview show! Daily or weekly. Taped outdoors. Exciting, entertaining. On 50 stations already, including 50 KW telephone-talk format KGBS, Los Angeles; 50 KW rocker KOMA, Oklahoma City; WHEN Syracuse, N.Y. Write Vern Grimsely, c/o "On Campus," Box 347, Berkeley, CA 94701.

Jocks, P.D.'s. 3 Personal I.D.'s, \$10. 3 Station I.D.'s, \$15. MHL Productions, Dept. BR, 1522 East Edwards, Maryville, MO 64468.

Biographies on hundreds of rock groups. Free sample: Write Rock Bio's Unltd. Box 978, Beloit, WI 53511.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more: Write: Command, Box 26348, San Francisco, CA 94126.

Prizes—Excellent low, low cost, very high value. Box 223, Westfield, IL.

Contemporary Religious Radio Tapes. Free. Starlight, Box 465, Warwick, N.Y. 10990.

Old Radio shows available on tape. Sample catalogue: 45g. MAR-BREN, 420 Pelham, Rochester, N.Y. 14610.

Wanted—transcription discs and tapes featuring 1963-1969 English jock groups; also colored promotional discs of same, e.g. Yardbirds, Beatles, E. Chaperone, 21-35 Steinway St. L.I.C., N.Y. 11105.

Free lance writers create sixty, 20 second campaign messages four times annually. Outline your experience including your phone number. Write: Radio Campaigns, Box 61, Morton Grove, IL 60053.

Job leads! 'The Chucker' leaves no stone unturned. Introduction rates: 75g/issue, \$2.50/mo., \$6/3 mo. 117 1/2 Broadfoot, Fayetteville, N.C. 28305.

## 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 April 29, June 10, July 15, August 26. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

## Instruction Continued

First Class FCC license theory and laboratory training in six weeks. Be prepared... let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas,\*\*\* 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta\*\*, 51 Tenth St. at Spring, N.W.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston\*\*\*, 351B Travis.

Elkins in Memphis\*\*\*, 1362 Union Ave.

Elkins in Minneapolis\*\*\*, 4103 E. Lake St.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Oklahoma City, 5620 N. Western.

Elkins in San Antonio\*\*, 503 S. Main.

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.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

FCC License. Our course teaches you electronics the right way, through understanding, at a price you can afford. Home study. Free catalog. GTI, 5540 Hollywood Bv. 9, Hollywood, CA 90028.

San Francisco. FCC license, 6 weeks, April 29 Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

First Phone, tape recorded instruction. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, CA 90266.

## RADIO

### Help Wanted Sales

#### I'M TIRED

of running kids through my programing and sales departments. I want a real communicator who can sell. Salary for air, and commission for sales. Established sales territory. If right person, you may be able to get a piece of the action. Want mature, heavy weight who will stay in this small Northeastern market. Now doing \$250,000 yearly with this daytime. Competition doing \$450,000. Great potential? I am majority owner, and do air shift and sales. Looking for same kind of person. Interested? Sell me! Write:  
Box D-146, BROADCASTING

50 kw, Southwest, group-owned station has immediate opening for a young aggressive Account Executive to assume established list. Excellent draw and commission plan plus many outstanding company benefits.

An Equal Opportunity Employer M/F

Forward resume and earnings history to:

BOX D-147, BROADCASTING

You belong in

# Broadcasting

The newswEEKLY of broadcasting and allied arts



**Employment Service Continued**

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

Weekly, Nationwide Employment Listings for Radio & TV including PD's, DJ's, News, Sales & Engineers.

\$1.50 per issue  
\$5.00 per month  
\$12.00 3 months  
Cash with order, please



BOX 61  
LINCOLNDALE, N.Y. 10546

**Miscellaneous**

An NRR radio audience survey can help you:

- \* INCREASE SALES REVENUE
- \* ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- \* GAIN KNOWLEDGE OF PROGRAMMING ACCOMPLISHMENTS
- \* INCREASE STATION PRESTIGE AMONG EMPLOYEES.

**National Radio Research**

8585 N. STEMMONS FREEWAY — SUITE 922  
DALLAS, TEXAS 75247 (214) 630-2521 (Collect)

**WANTED: M.O.R. RECORD LIBRARY**

Stereo FM station contemplating format change needs mint condition M.O.R. records. Prefer titles/artists popular late 50's thru present. Will purchase partial or entire library. If you can fill the bill send catalog listings and other descriptive/price information.

Box D-128, BROADCASTING

**Wanted to Buy Station**

Financially well qualified and experienced broadcaster wants to purchase small market station. Price up to 250M. Prefer Northeast or North Central but will consider all replies confidentially.

Reply Box D-116, BROADCASTING

**For Sale Stations**

**STATION OWNERS**

We could easily print 1000 flyers to advertise your station. Some firms do. And then you may see one in the hands of your competitor or most valued employee. We don't use flyers. Or mass mailing lists. But we do sell properties—a lot of them. And we profit a lot of sellers as a result. We can profit you—and we won't tell the world your business. (This is where the action is!)



Brokers & Consultants  
to the  
Communications Industry

**THE KEITH W. HORTON COMPANY, INC.**  
200 William Street • Elmira, New York 14902  
P.O. Box 948 • (607) 733-7138

Television \$3.2 million  
Television \$3.5 million

John Grandy  
Western Business Brokers  
773 Foothill Boulevard  
San Luis Obispo, California  
805/544/1310

**CLASS C FM—NEW ORLEANS**

Exceptionally attractive price and terms to qualified buyer who can act quickly.

**WIXO**

c/o Advance Communications, Inc.  
2622 Peterson Avenue  
Chicago, Illinois 60659  
(312) 761-1800

**For Sale Stations Continued**

**SOVRAN ASSOCIATES, INC.**  
BROKERS & CONSULTANTS  
SUITE 217  
11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 369-9545

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact: William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202/223-1533

**FAR NORTHWEST: 1000 watt day-timer with 500 watt PSA in one roof operation. \$150,000 with \$40,000 down and 10 years on balance is less than 1 1/2 times gross plus real estate. Positive cash flow. Great living for owner operator.**

Bill Exline  
WILLIAM A. EXLINE, INC.  
31 Carroll Court  
San Rafael, California 94903  
(415) 479-0717

Gulf small	Profitable \$ 165M terms	IL small	Profitable \$ 260M terms
N.E. metro	Profitable 350M 29%	N.E. metro	Profitable 825M cash
Coastal metro	Profitable 1,975M cash	S.W. major	Profitable 1,200M 29%

**CHAPMAN ASSOCIATES**  
business brokerage service

Atlanta—Chicago—Detroit—Dallas  
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

**BROADCASTING'S CLASSIFIED RATES AND ORDER FORM**

**Payable in advance.** Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

## Profile

### Bob Sherman: a bull in broadcasting's china shop

Some early-sixties rock-and-roll freak might have among his collected 45's a half-dozen records by an obscure Long Island duo going by the two-thirds patriotic name, Red & Blue. "Red" was a flame-haired, leather-jacketed ruffian who sang songs such as *A Tear For a Tear*, *Dear*, and who also was known as Bobby Love.

Followers of Bobby Love's short-lived recording career might be intrigued to learn that six months ago he became vice president and general manager of CBS Radio Spot Sales and that he is really Bob Sherman, son of the New York radio newsman, Paul Sherman, of WINS(AM).

The young (31) Mr. Sherman now occupies one of the sunny corner offices at CBS Inc. headquarters, where he is known as a rising star in radio. The flaming red hair once worn in a ducktail is now thin and sandy and the clothes are strictly uptown Sixth Avenue. And although he no longer frequents recording studios, his office singing (now mostly country ballads) can be heard clear down the hall at almost any time of day. "He comes in singing, and he goes out singing," a 15th-floor secretary reports.

Mr. Sherman's good spirits are being shared by everyone at CBS Radio Spot Sales, whose revenues in developmental business for the first quarter of this year are approximately 80% of 1973's total development figure, and 60% of that, about \$370,000—has never used radio. Furthermore, the encouraging return follows a period of transition for the rep firm, which lost four Cox Broadcasting stations late last year to the Cox-owned Christal Co. and which gained two new stations just as Bob Sherman was made general manager.

The developmental business explosion is largely attributable to Mr. Sherman's having the "keen managerial insight"—according to one of his bosses—to boldly hire three (soon to be four) noncommissioned, salaried sales managers whose sole job is to drum up advertising new to the medium of radio, as well as new to CBS Spot Sales' 13 stations.

The development and special projects managers—four in New York, one in Chicago, and one to be hired in Los Angeles—exceed "by at least four people" the managerial staffs at CBS Spot Sales' nearest competitors among the limited-list national radio rep firms. "The old idea that development is a long-term, long-investment area need not be so," Mr. Sherman says. "The fact is that radio was not holding hands with advertising very well, and that the preponderance of business was coming from established advertisers, with the result that salesmen in radio were letting sales slide. You can



Robert Barry Sherman—vice president and general manager, CBS Radio Spot Sales; b. June 28, 1942, Jersey City, N.J.; BA, psychology, Adelphi University, 1963; New York State National Guard, 1966-71; account executive, WINS(AM) New York, 1968-69; account executive, Radio Advertising Representatives, New York, 1969-70; account executive, WHN(AM) New York, 1970; assistant sales manager, WNBC-AM-FM New York, 1970-71; joined CBS in 1971 as one of two New York sales managers for CBS Radio Spot Sales; named vice president and general manager in October, 1973; m. Carol Fromm, June 14, 1964; children—Scott David, 4; Jessica Lynn, 7 months.

have new advertising on a new medium as well as old advertising on an old medium."

Broadcasting was not Mr. Sherman's first love, although working the four-to-midnight shift in his father's WINS newsroom was his first job. During his last two years in college, he was a WINS "producer," who "produced coffee and weather reports." "We're not a broadcast family," he demurs. "The last time my father's position in broadcasting was an important factor in my life was when I was five foot three and 163 pounds and used his name to impress girls I wanted to date."

By that time, the younger Sherman had abandoned "Bobby Love," played baseball at Florida State University, and adjusted to "the hardest decision of my life"—that he "wasn't good enough" to be a major league catcher.

A degree in psychology from Adelphi University and exposure to the early civil rights movement led him into a year's stint as a social worker in Harlem. Frustration with that job coincided with his pleasant impression of "the standard of living" of the WINS salesmen. Mr. Sherman then whizzed through posts at half a dozen product companies, selling everything from typewriters to life insurance before resolving that he "wasn't doing very well. People never had any problems

listening to me. But they wouldn't buy anything."

A natural talent for sales is "colossal bull," Mr. Sherman says. "Every good salesman always has someone to show him the techniques." Although fortunate to have found such a mentor just before he entered broadcast sales in 1968 back at WINS, Mr. Sherman retains a personal touch in selling which a close friend describes as a "bully style."

High school friends affectionately remember Mr. Sherman as "an absolute monster" and "a rampaging bull elephant." When Bob Sherman looks up from his office desk he sees a large drawing of Muhammed Ali, one of his favorite people. (When he looks back down at his desk, he sees one of the cups of coffee he has been chain-drinking all day.) "There have been times," he says, "when I've had to break down the door to make a sale."

Nonetheless, not only WINS, but Radio Advertising Reps, WHN(AM), WNBC(AM) and finally CBS wanted him in their sales departments. "Bob can overwhelm people because he is so strong," says Bob Derrough, vice president of CBS-owned radio stations. "But I'll always accept 100% from someone whom I have to pull back, rather than take what I can get from someone I have to urge on. I never have to worry about Bob's trying hard. He's competent, he's positive and he's honest."

Bob Sherman has what sounds like an explanation for his formidable approach to business, especially the broadcast business. "There is no dearth of very mediocre people selling in broadcasting," he maintains. "One reason is that the salesmen tend to stay in one area because broadcasting is a narcotic. Once you're in it's very difficult to get out. Glamour is the least of it—and I'm not even so sure it's there at all.

"I am convinced that if this country ever needs salvation, our industry has the best chance at it. I think we perform our responsibilities magnificently. The respect, the influence, is worldwide. And it's that power that is so compelling to people."

He says "the jury is still out" on the success of his development projects, but insists that he isn't "terribly concerned about the outcome. I don't think I take business as seriously as some others.

"I would never take a job in this industry with hours going against a normal family life," he says, "and I don't demand any more than reasonable commitments from my associates. This industry has a ton of anxiety-ridden people working hard for diminishing returns. I derive my greatest satisfaction from my personal life, my wife and my kids. When I leave the office, I don't even think about business. I go home and put on my Bronx T-shirt and play."

# Editorials

## Sour note

After more years of germination than anybody but cable operators had wanted, a copyright bill has at last emerged from the Senate subcommittee headed by the cables' friend, John McClellan (D-Ark.). Broadcasters will wish it were back in the pod.

The broadcasters' objections will be directed not as much to the cable provisions in the bill, although there are serious questions to be raised about them, as to the inclusion of a new performers' and manufacturers' right in sound recordings for which broadcasters would have to pay royalties. Apart from the introduction of a whole new scale of expense for the use of recorded music, this section of the subcommittee bill creates a precedent that could hugely raise the price of other forms of programming.

The bill provides that radio and television stations will pay royalties of 2% of their total revenue to a new sound recording pool. Stations that program little music would be assessed somewhat less, according to a formula to be devised by the register of copyrights. By conservative estimate the broadcasters' total bill would run more than \$50 million a year.

Half of that heavy windfall would be disbursed to the record companies and half to the record performers and divided among participants of each class according to another formula to be devised by the register of copyrights. This distribution would be an addition to the money that record companies and performers are already taking in. It goes without saying that recording stars are handsomely paid and that ordinary musicians have achieved high union scales for recording sessions.

A \$50-million-plus annual bonus for a recording industry that is already a big business is unreasonable enough — especially when extracted from the media that create musical popularity and therefore record sales. But there would be no way to stop the principle at the recording studio door. If the drummer for Gladys Knight & the Pips is entitled to share in royalties from broadcasting — in addition to whatever he is paid for his original work — why deny equal participation in royalties to the bit player in a movie broadcast on television or, for that matter, Lucille Ball? Put the sound recording royalties into the copyright law, and amendments to include the makers and performers of films and video recordings would be inevitable.

No matter what the defects of other provisions, this part of the bill must be marked as target number one.

## Age of reason

The National Cable Television Association will hold its annual convention next week in Chicago. It met a year ago in Anaheim, Calif. The change in sites reflects the change in the prospects and the moods of cable venturers: from Disneyland to the gray brick of the Conrad Hilton.

Last year the talk was of a wired nation, plugged into a universal satellite system that would supersede all earlier communications forms. Teleprompter hauled in an earth station to demonstrate the wild blue yonder. FCC Chairman Dean Burch saw the television networks facing "a competitive challenge the likes of which [they] have never really had to contemplate." NCTA President David Foster was ready to "get it out in the open": Pay cable would go after "first-class entertainment and, yes, ultimately, sports

programming." Satellite connection would create not a fourth network but "a fourth through 20th network."

Things have simmered down since then. Teleprompter stock was trading during last year's convention at around 17. It was trading last week between 5 and 6. Mr. Burch has moved to the White House without achieving his aim of relaxation of the cable antisiphoning rules. Mr. Foster still sits firmly in his boat, but it has rocked more in the past year than other boats he said would be set rocking by the waves of the cable industry. This year's NCTA has been liberated from its adolescent fantasies.

For the sake of the industry, it is well that the age of overexpectation and overpromising has passed. A Teleprompter that fell into fiscal disarray while management concentrated on promotion to the exclusion of administration is now recovering under firmer hands. Other major companies that a year ago were still grappling for franchises in big markets as though they were tickets to the mint are now making careful market surveys. Businessmen are running the business, and the results are bound to be salutary.

This is not to suggest, however, that the visionaries have all been left with Mickey Mouse or that system operators have abandoned the ultimate dream of a wired U.S. Pay cable is still seen as the inducement it will take to open major markets, and the efforts go on with greater intensity than ever to lift government restrictions on the programming pay systems may acquire.

But, meanwhile, cable television in its present form is finding its new markets and refining those it has had. Whatever the future brings, the cable industry in its present composition is growing up to meet it.

## Aftermath

Now that the dead have been counted and the work of cleaning up the frightful wreckage has begun, broadcasters in the Southern and Midwestern regions where tornadoes struck two weeks ago have begun to hear from grateful survivors. The testimony of those who have volunteered their thanks suggests the casualties would have been grossly larger than they were without broadcast warnings.

In this age of instant communications, radio and television are accepted as ordinary features of everyday life. It is when disaster strikes that their absolute essentiality is re-emphasized.



Drawn for Broadcasting by Jack Schmidt

"You and your 'Who'd know if we both went for coffee at the same time!' "

# Mention Public Affairs and most Radio Managers change the subject!

If you're one of them  
here are some key questions  
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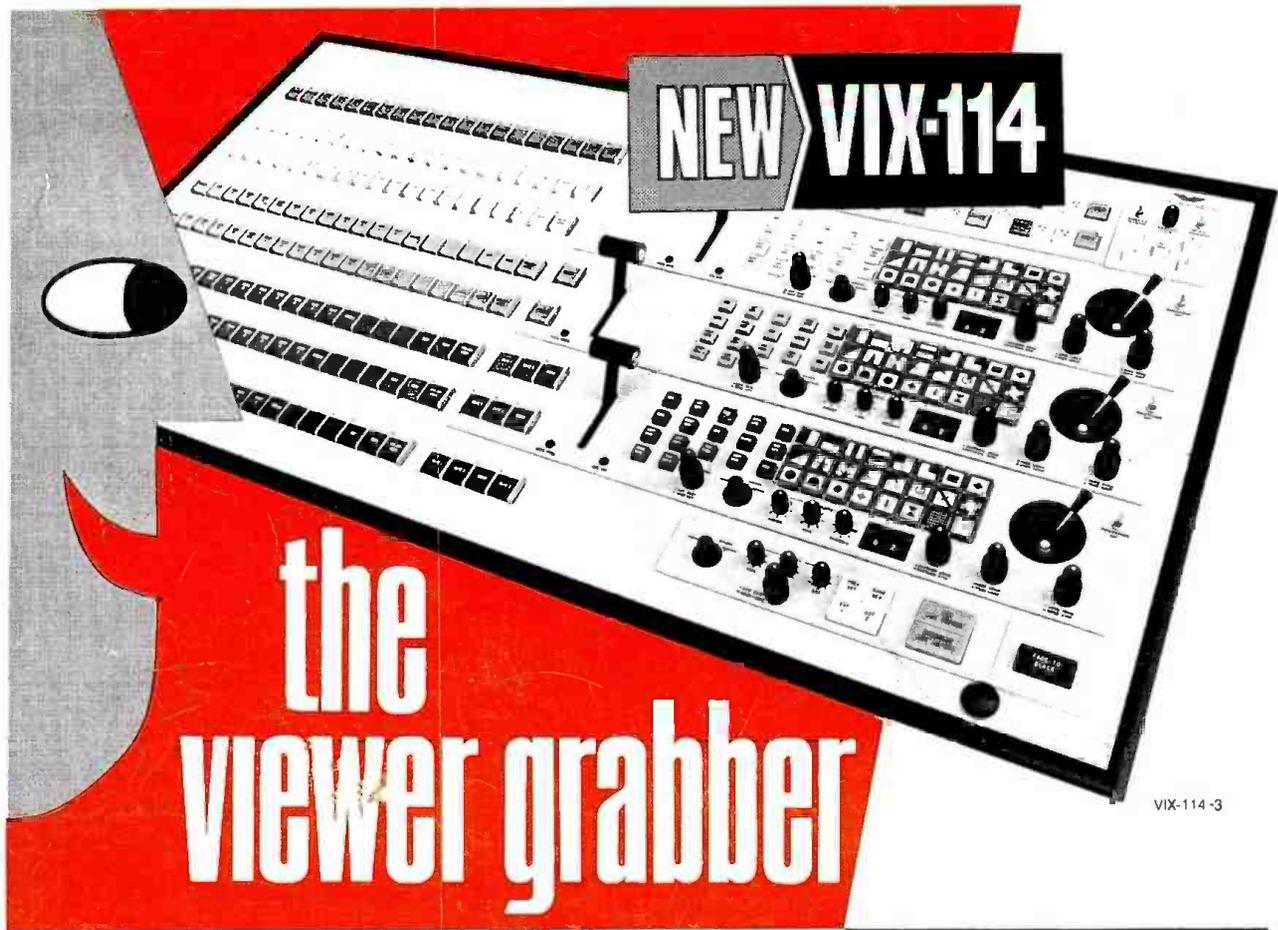
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