

FCC: cranking up for one big action after another
Cable franchising: seized with a chill of cold reality

Broadcasting Feb 4

The newsw Weekly of broadcasting and allied arts

Our 43d Year 1974

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The Scripps-Howard Foundation is again sponsoring the Roy W. Howard Public Service Awards to bring recognition and reward to individuals in those professions for outstanding public service reporting in 1973.

Cash grants, not to exceed \$2500, each accompanied by a bronze plaque, will be awarded one newspaper and one television or radio station. Runnerup prizes of \$1000 and \$500 may also be awarded.

Prizes will be given to the editor and station manager for distribution to the individual or among the individuals at the newspaper, television or radio station who contributed most significantly to the winning entry.

Top prize winners in last year's Howard Awards were the St. Louis Globe-Democrat and WABC-TV, New York. Seven other en-

tries received either cash grants or special mention.

No entry blank is required, and material must have been published or broadcast in 1973. Accompany each entry with a sponsoring letter from the editor or station manager, along with a brief history of the endeavor.

Entries must be postmarked no later than March 15, and received no later than March 23. Address newspaper entries to Roy W. Howard Awards, Scripps-Howard Foundation, 200 Park Avenue, New York, New York 10017. Television and radio entries should be sent to Roy W. Howard Awards, WEWS Building, 3001 Euclid Avenue, Cleveland, Ohio 44115.

All entries become property of The Scripps-Howard Foundation unless accompanied by sufficient postage to provide for their return.

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Broadcasting Feb 4

Vol. 86 No. 5

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Monday Memo®

A broadcast advertising commentary from Ted Steele, former chairman of Benton & Bowles, New York

Back over four decades, one star always shines through in advertising

It has been my great good fortune to spend my entire career in the advertising agency business. And my 42 years (37 of them with Benton & Bowles) have been marked by an interesting transition in terms of the "stars" who emerged in each decade from the 1930's to the 1970's.

I don't pretend that the entire advertising agency world revolved around one type of executive for 10 years and then turned around and revolved entirely around a different type. I do mean that in each block of 10 years, certain—and differing—types of occupational specialists in effect "came into their own" and were rewarded with greater celebrity, more money and a heartier welcome than other people in other departments or divisions of the agency world.

The 1930's—copywriters were kings.

I suppose it was the Depression and the desperate competitive struggle for corporate survival which brought about the first great change I observed in advertising agencies. They suddenly stopped being just pleasant places for Ivy League types to work in, where newly-graduated sons and sons-in-law of industrialists could get a job and sort themselves out.

The agencies that survived became very serious indeed about how many packages of the clients' products they were selling. Two phenomena emerged: numbers and writers. They were completely interrelated and interdependent. The better your writers were, the better your numbers came out.

Corporate management leaned heavily on such agency figures as Young & Rubicam's Clarence Eldridge, McCann's fabulous Marion Harper, Jr., BBDO's tough-minded Ben Duffy and the great man who had taken over the reins at Benton & Bowles, the late Atherton W. Hobler. These fellows correctly claimed that they knew almost as much about every aspect of their clients' marketing operations as did the presidents of the client corporations themselves.

The 1940's—full marketing partnership.

By the 1940's, advertising agencies really had come of age, and so had the increasingly visible and powerful mass-marketing corporations: General Foods, Standard Brands, Procter & Gamble, General Mills, American Tobacco, the major distillers and many others.

And in the agencies, the stars of the decade were *marketing-minded*. They thought in terms of share-of-market, share-points per point of distribution and distribution in terms of all-commodity-volume percentages.



L. T. (Ted) Steele retired last year as chairman of the executive committee of Benton & Bowles and chairman of Benton & Bowles International. He had been with the agency for 37 years. From 1967 to 1971, he was chairman and chief executive officer of B & B. From 1946 to 1948 he was vice president and manager of the radio and television department of B & B and two years later was placed in charge of B & B's West Coast operations. Though retired from B & B, Mr. Steele is still active as an advertising counsel in New York.

The 1950's—ad biz meets show biz.

The fifties were the great era of agency-produced programing, a highly pleasurable activity which young people in advertising agencies may never know again. By this time television was an honest-to-goodness, coast-to-coast universal advertising medium.

Pioneers in the medium, such as Pat Weaver at Y & R, could say "whoever controls prime network time controls market share of his product category"—and be right.

I Love Lucy, The Danny Thomas Show, Roy Rogers, King of the Cowboys and Loretta Young—these are some of the many TV hits which were conceived, reshaped, guided and nursed into greatness by agency executives with names like Walter Craig, Nat Woolf, Rod Erickson and Tom McDermott. They were a highly talented, electric coterie. Their official clubhouse was the Bel-Air hotel. They took their evening meals at Dave Chasen's. And alpaca sweaters were very big to wear on the plane to the Coast, after the girl had hung up your jacket.

We all can think of copy stars of that era (at least we can if we're as old as I am). I would nominate, in addition to Chet Bowles, his own copy chief of those days, Walter O'Meara. I would also cite such men as J. Stirling Getchell, who wrote some of the toughest, most competitive, hardest-selling automobile advertising ever to appear over Detroit logotypes. And certainly I should mention BBDO's great John Caples, who wrote the best book ever on how to write selling copy.

The 1960's—Europe, here we come.

In the decade just preceding the present, a great deal of advertising agency attention was paid to the opportunities overseas—and the *international man* became the star of the decade.

Agency executives were familiar commuters on Pan Am, BOAC and TWA trans-Atlantic flights. I don't know the exact amount of U.S. advertising-agency capital which shifted into European countries from 1960 to 1970, but it must be a very large bundle of money.

The big names of those 10 years would surely feature the Grey agency's hard-driving Al Hollender, Ross McLennan (then with Ted Bates), Jerry Gury (another Bates star) and of course people such as Norman B. Norman and David Ogilvy. (I sort of emerged a little myself during this time.)

The 1970's—a time for management.

By 1974, the advertising agency business has become big business. More than a dozen of the top 20 agencies are public corporations; two are actively traded on the Big Board. The half-billion-dollar billings which once seemed just one of Marion Harper's pipe-dreams are now, if not commonplace, at least a reassuring reality for a number of U.S.-based international advertising agencies.

And big business needs big management. The new stars of the 1970's are going to be executives who understand the management of cash-flow, to whom an analyst is a guy whom you want to recommend your stock to, not a guy to whom you reveal your inner life.

Agencies are enjoying that kind of sophisticated financial management today from Jack Devine at J. Walter Thompson, from Bob Lyman at Benton & Bowles (and of course the master who really cut the pattern for this era was Maxwell Dane at Doyle Dane Bernbach).

The years to come—copy still king.

The more things change, the more they stay the same. All through these five decades, the writer has never been dethroned. Nor will he ever be. Copy—creativity—is, always was and always will be the very essence of the advertising agency business.

These other fellows. The marketing mavens, the stop-watch set, the global travelers and the P/E ratioists—each has had his decade of stepping downstage into the spotlight and doing his particular number. And each has done a very good number indeed. They've been show-stopping numbers, in fact.

But through it all, the writer remains the one indispensable talent. If you haven't got a writer, you haven't got an advertising agency. For that's what this business is all about: creativity.

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Virtually the same provisions are contained in Representative Rogers's one-paragraph bill (H.R. 12294).

Sen. Mansfield though has said he will try to attach the repeal measure as a rider to an appropriate bill in hopes of quicker action.

U.S. I-A and I-B clear channels, and were not previously eligible for presunrise operations because of the danger of interference with the dominant stations on the channels. Nevertheless, the commission permitted them to begin operating each day one hour earlier than usual, but with power limited to 50w.

However, some 270 AM stations that were eligible for presunrise authority but had never applied for it were obliged to continue beginning their broadcast day at daylight. Most had not applied for presunrise authority because of the engineering realities; they would be entitled to operate with only minimal power—say, two or three watts. And the commission said such stations would be required to apply for presunrise authority before they could qualify for early-morning sign-on privileges—which in some cases would permit more than one hour of broadcasting before sunrise.

As a result, the commission has received a number of complaints from PSA “eligibles” about what they regard as the unfairness of their remaining off the air until dawn while stations ineligible for presunrise authority begin operating one hour earlier in the morning with 50w.

Furthermore, some 50 stations operating before sunrise with presunrise authority may have ground for complaint also. Their PSA prescribes operation with less than 50w. Some, however, are operating as much as two hours before dawn.

The commission staff last week was drafting a recommendation to deal with these matters. It would permit stations eligible for presunrise authority but unable to qualify for more than 50w to sign on one hour before dawn with 50w. Stations that prefer the even earlier sign-on permitted in their PSA’s could continue to take advantage of it—but with the power specified in the authorization.

Commission adoption of this proposal would do nothing for day timers on foreign clear channels. Existing treaties prevent the commission from giving them relief.

The commission then is also expected to give further consideration to the problems of WLIB(AM), the only black-owned station in New York, which says it may become a victim of the new daylight-saving law. It says it is losing \$1,700 each week in advertising revenues.

WLIB is one of the stations given special authority to operate with 50w before sunrise. But to WLIB, whose normal power is 10 kw, that is hardly adequate, according to Dorothy Brunson, the general manager.

WLIB petitioned the commission to permit it to operate with 1260w before sunrise; it said an engineering survey indicated that the station could operate with that much power without causing interference to other stations on its frequency, 1190 khz, an I-B clear channel. However, the commission rejected the request—the only one like it that has been received from a station that had been given special relief.

WLIB last week came in with a new, more modest request. It is seeking permission to operate presunrise with 100w.

Cable report: Will it live as legacy of Whitehead?

Its forecast of a wired system all but free of content control seems at odds with White House swipes at journalism media—but its architect now explains why it's of a piece with the past

Clay T. Whitehead who as director of the Nixon administration's Office of Telecommunications Policy has been consigned by some media commentators to the same region of outer darkness occupied by many now-departed antimedia henchmen of the President's—the Agnews, Ehrlichmans, Colsons, Magruder and the like—seems to be undergoing something of a rehabilitation. If he is (it is too early to make a definitive assessment), it would have implications for more than Mr. Whitehead's reputation; it could affect national communications policy.

The changing light in which he is being seen emanates from a document that is as close to a statement of personal philosophy as any that a middle-level government official is likely to have the satisfaction of seeing issued from the Government Printing Office—the report of the Cabinet Committee on Cable Television, which he headed. The report speaks of barring government from the regulation of programming on cable channels, of letting the marketplace determine what people will watch, of developing cable as a means of assuring a wide diversity of voices—all of which stems from principles Mr. Whitehead espoused since his days as a White House assist-

ant, when he drafted the White House paper advocating an “open skies” domestic communications-satellite policy to encourage competition among a multitude of corporations.

Some erstwhile Whitehead critics greeted the cable report with admiration tinged with disbelief. *The New York Times* said, editorially, that Mr. Whitehead, “whom we have had occasion to criticize in the past and the other authors of the report have written a document that can have beneficial reverberations for years to come. They have put their trust in free communications.” Walter Cronkite, in a commentary on CBS Radio, noted that “to some, it's strange to view Whitehead in a new role as champion of the First Amendment in an increasingly important sector of electronic communications—cable TV.” Yet, he concluded, after discussing the report, “the idea of such free, very vigorous communication over cable TV excites the mind.” Martin Agronsky, in an interview with Mr. Whitehead on public television's *Evening Report*, said the OTP director had made “a 180-degree turn from being a villain.” Such disparate publications as the *Wall Street Journal* and the *Rocky Mountain News* were also complimentary.

Others, however, have postponed a rush to judgment on the report, possibly because they have not yet been able to sort out the conflicting bits of evidence regarding Mr. Whitehead, who is, after all, a member of an administration openly hostile to the news media, particularly the networks. And Mr. Whitehead himself, in that celebrated speech in Indianapolis, on Dec. 18, 1972, lashed out at network programming generally and network news in particular; and he called on network affiliates to use their influence in eliminating “elitist gossip” and “ideological plugola” from network newscasts, and to express their views to the networks on matters of “taste, violence, and decency.”

Mr. Whitehead last week helped in the sorting-out process by providing some of the background of that speech, in which he announced the administration's plans



Whitehead. Basking in the glow of a new notoriety.

to offer license-renewal legislation to Congress. "The President," he said, "wanted it [that kind of speech]. And there was controversy within the White House regarding the bill."

Taken by itself, the bill reads like the answer to a broadcaster's dream: five-year license periods, protection against competing applicants at renewal time (the commission would have to find an incumbent had not served the public interest before it could designate the renewal application and a competing application for hearing), a bar on commission use of quantitative standards for judging programming and on restructuring the ownership of the industry on a case-by-case basis (BROADCASTING, Jan. 1, 1973).

The President, Mr. Whitehead said, favored the bill. (Indeed, Mr. Whitehead said, the President usually supports him on arguments favoring an unfettered press. He conceded this suggests that the White House is "schizophrenic" on that matter, with some aides—as reflected in the memoranda that Senator Lowell Weicker [R-Conn.] made public—urging the use of the FCC, the Justice Department and other agencies of government to intimidate broadcasters, and others, like himself, he said, favoring a First Amendment-oriented approach. "I know what the President says to me on these matters," Mr. Whitehead said. "I don't know what he says to the others." Neither does he know how the President reconciles the conflicting approaches in his own mind.)

But although favoring license-renewal relief, the President wanted it made clear that the administration remained critical of the media and that the bill was not the administration's reward for meritorious conduct.

As for Mr. Whitehead, other sources have reported, he felt the punchy language of the Indianapolis speech would help "sell the bill" to others on the White House staff who were at best lukewarm toward it and would also catch the attention of the Congress and the media. But Mr. Whitehead's venture into high-level public relations proved a disaster.

The speech captured at least as much attention as Mr. Whitehead sought, but it unexpectedly enmeshed the rhetoric of media criticism and the provisions of the bill. To many in the media and Congress, the administration was seen to be proposing a bill that would require the denial of renewal of licenses of stations that did not blot out "ideologic plugola." As a result, Mr. Whitehead who had already collected his share of enemies and critics in the media and in government, came to be regarded as another member of the White House gang out to get the media. Everything he touched, whether a request for a budget appropriation or a suggestion for an FCC vacancy, turned to ashes. The bill itself never had a chance.

Complicating things even more was the Watergate scandal. The damage it was doing to the administration's credibility was one reason the cable report—on which work had begun in June 1971—was so long in coming. Work on the

Lonely feeling. Office of Telecommunications Policy Director Clay Whitehead will meet Feb. 13 with the Joint Council on Educational Telecommunications to discuss the OTP cable report. JCET President William G. Harley, who also heads the National Association of Educational Broadcasters, described the council's reaction to the report as "mixed." He noted the report recommended free channels for public access, but none for local government or educational operation.

project, which had never progressed at breakneck speed, slowed as the Watergate clouds thickened. Mr. Whitehead kept waiting for the clouds to break. But when it began to appear they never would, he asked the White House for permission to issue the report as one made to the President. (There was no thought of its being issued by the White House. "We were bending over backwards" to avoid the problems that would present, said Mr. Whitehead.)

Even so, getting approval proved a sticky problem. White House aides had been lobbied by representatives of both the broadcasting and the cable industries who had raised objections to what they understood was in the report, and then suggested that it be delayed indefinitely. Other aides were simply worried about the reaction to any administration plan dealing with the media. (As for one broadcaster concern. Mr. Whitehead said, the report "is not inconsistent" with the consensus agreement he helped engineer among cable interests, broadcasters and copyright owners in November 1972 as a prelude to adoption by the FCC of its new package of cable TV rules.)

When Mr. Whitehead overcame arguments against deferring the report's release, he found that everyone who was anyone on the White House staff wanted to offer some input. Among the would-be contributors were the top aides—Alexander Haig, Melvin Laird, Ronald Ziegler and Bryce Harlow. Then, too, there were George Shultz, who remains a presidential adviser while serving as secretary of the treasury; Kenneth Cole, head of the domestic counsel; Patrick Buchanan, editor of the President's daily news summary; Roy Ash, director of the Office of Management and Budget; Kenneth Clawson, director of the Office of Communication, and Richard Moore, special counsel to the President. Mr. Whitehead said he managed to reject all such offers of help.

Some observers feel that Mr. Whitehead wanted the report released before he leaves government—which he expects to do within the next few months—as a means of refurbishing a tarnished reputation. And he concedes he would have felt "bad" if the report had been held up beyond his tour of government duty—not only because he regards it as a personal statement but because he doubts it would ever have been released if he had not been on hand to make sure

that it was. However, the report was not tailored to the needs of refurbishing a reputation; the basic provisions, including the key one calling for a separation of ownership of cable systems from control of content of cable channels, were drafted more than a year before Indianapolis (BROADCASTING, Dec. 20, 1971).

There is one ironic aspect in the rehabilitation of Clay T. Whitehead, if that is what is under way. The popular cry last year was that the White House generally and Mr. Whitehead in particular were attempting to intimidate the networks because of what the administration considered their anti-Nixon attitude. Now, he is less a hatchetman; yet the cable report, in looking to a nationwide cable system that would provide scores of new channels of service—including news and entertainment—could cause the networks more trouble, in terms of competition, than a carload of Agnew speeches. However, Mr. Whitehead does not see the networks in danger. As he said in an interview last winter, the potential for more programming, more audience and more advertising revenue is present for the networks to tap (BROADCASTING, Feb. 12, 1973). And the cable report—unlike current FCC regulations—would put no barrier in the way of network or television-licensee ownership of cable systems.

Mr. Whitehead last week initially was unimpressed by the praise that was coming to him from some liberal quarters. "I didn't pay attention to them when they were criticizing me, so why should I pay attention to them now?" he asked. But later, the change in his circumstances suggested a more positive reaction: "It shows that people of different political persuasions can work together on communications policy issues. That kind of rational debate is what is needed over the next few years if we are to come up with national policy."

The debate has already begun. The conference sponsored by the Aspen Program on Communications and Society in Washington on the day the report was released, Jan. 16, provided the initial forum (BROADCASTING, Jan. 21). Much of the comment heard then and subsequently is critical. The section of the report dealing with the "transition" period, in which the country would move from existing cable policy to final implementation of all of the report's proposals, is regarded as fuzzy. Some critics say that in proposing to withhold implementation of all proposals until cable penetration reaches 50% of all TV homes, the cabinet committee may be guaranteeing that those recommendations will never be implemented.

Others say that some of the political compromises evident in the report—the decision, for instance, to permit cable owners to program one or two channels instead of requiring them to lease all of their channel capacity—seriously weaken the over-all impact.

But these, at least, involve real issues. Discussion of them, Mr. Whitehead feels, is a step in the development of policy. Indianapolis, it seems, is beginning to fade into the background.

The anti-Quellos still outnumber the pro's in Senate testimony — but apparently not in Senate votes

Ex-Commissioner Johnson leads the attack against ex-broadcaster's appointment to the FCC, with public interest advocates Westen and Wilcher not far behind; Pastore's wrestling with his conscience; Hart still loves him like a rock

The political carcass of Robert H. Morris, the Standard Oil Co. lawyer denied Senate confirmation to a seat on the Federal Power Commission seven months ago, was exhumed repeatedly last week in hopes it would convince the Commerce Committee to reject the appointment of James H. Quello to the FCC on similar grounds. But as the second and last week of confirmation hearings neared an end, senators supporting Mr. Quello seemed successful in burying the troublesome Morris case again.

Principal among those urging Mr. Quello's rejection—and they were in the majority last week—was the man Mr. Quello is expected to replace, Nicholas Johnson. Booming each phrase of his prepared statement at the committee, Mr. Johnson said that Mr. Quello not only lacked "talent, independence and a willingness to serve the public" but that his year-long campaign for the appointment coincided "precisely [with] the time when Capital Cities executives" donated \$120,000 to Mr. Nixon's re-election campaign "and were waging a behind-the-scenes promotion effort to have a broadcaster named to the next available FCC seat."

(Syndicated columnist Jack Anderson

first published the account of "associates" of Mr. Quello who "poured at least \$120,000 into the Nixon campaign coffers." Thomas S. Murphy, chairman of Capcities, contributed \$6,000 to the Nixon campaign but denied any attempt to influence the Quello appointment. Further research indicated that William S. Lasdon, who is a director of Capcities but, more prominently, is vice chairman of the board of Warner-Lambert Pharmaceutical Co., had contributed \$66,500 of that total. Another \$31,000 was represented by donations of the Brown Brothers investment bank and Loeb Rhoades and Co., both of which held Capcities stock in their portfolios. The remainder came from Judson S. Branch, chairman of the executive committee of All State Insurance, who has yet to be identified with Mr. Quello.)

Mr. Quello's own contribution of \$1,100 to the Nixon campaign not only "raised the question whether Mr. Quello is a genuine Democrat," Mr. Johnson felt, but "far from being a detached Democrat that should ideally turn up in the minority on a Republican-controlled FCC, Mr. Quello, too, is a member of the Nixon team."

But Chairman John O. Pastore (D-R.I.) called Mr. Johnson to task for his allusions to conspiracy in the Quello appointment. "You don't really mean that," he chided the former commissioner. Indeed, Senator Pastore, who has not committed himself on his vote, voiced his first strong defense of the Detroit broadcaster after Mr. Johnson's statement.

"I have my serious doubts about this nomination, as you well know," Mr. Pastore said. "I have been struggling with my conscience, as well. I voted against Morris. He might have been a fine man, I don't know. When you're dealing with a human being you have to be careful. You don't want to do something that will haunt you for the rest of your life."

Mr. Pastore went on to cite the supporting testimony of the previous week of U.S. District Court Judge Damon

Keith and Detroit Urban League director Francis Kornegay, both blacks. "You couldn't have bought them to come here. . . . And they have the same concerns as you, Nick Johnson," the chairman said.

Perhaps the most dramatic moment of that day's (Monday) testimony was Senator Philip Hart's (D-Mich.) defense of the Quello nomination. "I made a commitment to support Jim Quello before we took this Morris tack," he said in characteristic even tones. "But, if you want, it's a perfectly legitimate position to take that industry association per se is forever barred. I probably went too far on the floor when I was arguing against Morris, who was a lawyer who had done no community service that I ever heard of and who undoubtedly after service on the Power Commission [was] going to go out and reap some hay. But that doesn't describe Jim Quello."

In fact, the Michigan liberal said "I examined my conscience" after the Morris defeat and considered asking Mr. Quello to relieve him of his commitment. "I guess the hard truth is that you figure out is this a person about whom I know enough to feel comfortable in recommending him to my colleagues. . . . This is a person I have known for almost 25 years and with whom I've had disagreements. But I am comfortable with this bird in the hand."

"He's some bird," Mr. Johnson shot back.

"Now, Nick, that's not fair," Senator Hart replied quickly. "You really don't know [him]. You're talking about a decent man."

"Do you think he is the best that Michigan can offer our government?" the ex-commissioner asked.

"I suppose I have a wife who would make a magnificent commissioner. She really would be," Mr. Hart answered. "Do I vote against Quello in order that I get that great woman on that commission? No way; it's not going to happen."

A statement made by Senator Warren Magnuson (D-Wash.), chairman of the



Big guns. Some of the strongest opposition to the appointment of James Quello to the FCC came last week from activist-heavies Marcus Garvey Wilcher, chairman of the Community Coalition for

Media Change (l); former FCC Commissioner Nicholas Johnson (c), and Tracy Westen (r), director of Public Communication Inc., Los Angeles.

parent Commerce Committee, during the Morris debate, was cited several times. It read in part:

"The public is legitimately skeptical toward regulatory agencies whose important positions are assumed from the industries to be regulated. If public confidence is to be restored in the fair dealing and integrity of government during these troubled times, there would seem to be no better way to begin than with conflict-of-interest-free appointments to federal offices."

Tracy Westen, director of Public Communications Inc., Los Angeles, and one-time head of the Stern Community Law Firm in Washington as well as a Johnson associate on the FCC, testified that "[The] appearance of bias may be in fact more damaging than bias itself." But Mr. Pastore wouldn't buy it. "We are dealing with a human being here," the chairman said again and again. "Would you put appearance before justice to a human being? I have to vote and I have to live with that vote."

Mr. Westen replied that the committee's decision was not "a personal one" but an "institutional judgment. Does this man with his qualifications fit the needs of the institution at this time." Mr. Westen asked the committee to reject Mr. Quello on three "independent" grounds (that is, grounds separate from Mr. Quello's personal character). First, he said, the nomination would "undermine the public's confidence" in the FCC. "None of us would want to be judged by

a person with a deep and life-long commitment to one's opponents, no matter how often that person might pronounce his independence." Second, Mr. Quello's appointment would "only decrease the richness and diversity of thought necessary for healthy FCC decisions. Over 1,000 attorneys, inside and outside Washington, are paid between \$50 and \$100 million a year to articulate the broadcast industry's concerns to the FCC. . . . If there is anything the commission does not now need, it is still another spokesman for the broadcast industry." Third, Mr. Westen felt that a commissioner should have "a proven commitment to communications law or valuable experience in areas of communications other than commercial broadcasting." He cited Appeals Court reversals of FCC decisions on the WLBT(TV) Jackson, Miss. case, the non-application of the fairness doctrine to cigarette and high-powered automobile advertising cases, various format change cases and the reimbursement of community groups for challenging license renewals. "These reversals suggest that in each instance, a majority of commissioners failed to understand the law. . . . Mr. Quello appears to possess no special skill that would add to the dimensions of the commission's decisions," Mr. Westen concluded.

Mr. Westen also suggested the committee withhold its decision on Mr. Quello until the White House sends up its nominee to replace H. Rex Lee on the FCC. "It might give us an idea of whether we

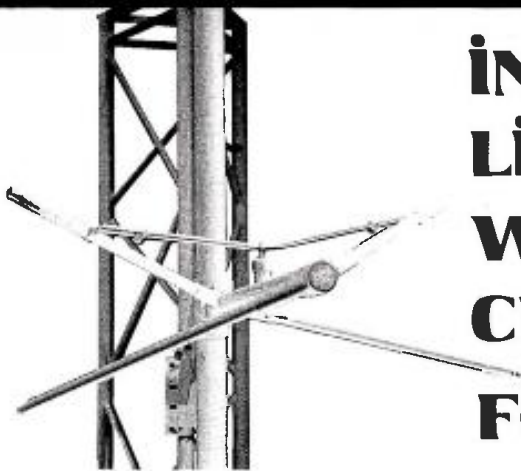
are going to get the required diversity [on the commission]," he said.

Senator Pastore said he would bring that suggestion up for discussion, but reluctantly. "I don't want to get a misunderstanding abroad that I am looking for a package deal. I don't think this committee should be bargaining this way," he said.

The hearing went unexpectedly off course at one point, when Stephen R. Barnett, communications law professor at the University of California, Berkeley, who was there to oppose Mr. Quello, attacked Commissioner Ben Hooks as well. He said that Judge Hooks has "on all issues except one—the interests of minorities—been a loyal follower of the broadcast industry's line, in some ways even more holy than his popish Republican colleagues."

Professor Barnett charged that Mr. Hooks's votes with the majority on the short-term renewal of WVLK(AM) Lexington, Ky., this fall and the AT&T rate hike in 1972 proved his inclination to vote "the industry line," and that Mr. Hooks also "took the lead in arguing for a waiver in Atlanta" so that Cox Cable could operate in the same city where it owned broadcasting properties. "Thus Commissioner Hooks continues invoking the claimed interests of his minority constituency, to defend the positions of the broadcast establishment," he said.

The charges came while defending his stated point that the five incumbent com-



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missioners were "all aligned in the industry's favor."

Senator Howard Baker (R-Tenn.), among Mr. Hooks's sponsors for the FCC, was quick to take issue. He called the professor's statement "an unfair, overstated generalization that disrespects you, the commission and certainly renders a disservice to Mr. Hooks." The commissioner, too, reacted with some anger to Professor Barnett's remarks. "Either he has misread the record, or he has chosen to distort it," Mr. Hooks said. "I'm not running from any appellation—I call 'em as I see 'em. But I resent his taking three cases and saying I walk in lock step with the industry. Besides," he asked, "what does that word mean? Different segments take different positions."

The commissioner sought to buttress his rebuttal with a hastily prepared two-page memorandum listing "selected examples" of positions he has taken "in opposition to the commission's Republican majority" on issues in which he said racial issues were not present. Senator Baker entered the memorandum into the hearing record.

Marcus Garvey Wilcher, chairman of the Community Coalition for Media Change, Berkeley, introduced his statement by calling Senator Hart to task for his support of Mr. Quello. "We black people see you as a truly good white man," he told the senator. "You can be trusted. So it's kind of disappointing that we see you supporting a broadcaster, Mr. Quello." Later, Mr. Hart remarked, "I'm glad he thinks I am worthy of trust. If Jim Quello is confirmed, I hope he'll have faith in my wisdom, too."

Mr. Wilcher continued with a litany of allegedly unsuccessful attempts to meet with Bay Area broadcasters and gain concessions in the areas of minority programming and hiring. "In each and almost every case, instead of being listened to, we have been discredited, we have been denounced, we have been called blackmailers, we have been called militants. And yet all we have done is exercise our rights as citizens. . . . Now the question is: Do we need another broadcaster on this board, this FCC which already says no to us?"

And of Mr. Quello's political contributions to President Nixon, he said, "To me, it looks like bribery. It looks like people using their money to buy gifts."

Two Detroit residents, who have had dealings with Mr. Quello in the past, also appeared to testify against his appointment. They were Ron Scott, who sits on the WJR(AM) Detroit minority advisory board and represented the claims of Detroit public housing tenants to the Housing and Urban Renewal Commission of which Mr. Quello was a member, and Palma Martinez-Knoll, director of Project Latino, Detroit. Mr. Scott charged that Mr. Quello attempted to "obstruct tenant representation" on the Detroit Housing and Urban Renewal Commission, representation that was finally won through the courts. During that time, Mr. Scott said, Mr. Quello stated he believed tenant representation on that commission was "like students

running the university." He also said Mr. Quello was absent from 46% of the commission sessions. "These things are not just innuendo about my concerns about Mr. Quello having been a broadcaster. My concern is whether or not he has the sensitivity, the background and the qualifications to do the job."

Ms. Martinez-Knoll, a communications teacher at a suburban Detroit high school, cited difficulties in negotiating with Mr. Quello during his term as general manager of WJR and the station's past alleged "abominable hiring practices."

Sanford Wolff, national executive secretary of the American Federation of Television and Radio Artists, also appeared to speak against Mr. Quello. His appointment, Mr. Wolff asserted, "would cause the commission to be dominated by a single political philosophy, contrary to the intent of Congress and the best interests of the country. As you know, senator [Pastore], being a Democrat is a philosophy. And I don't believe it's Mr. Quello's philosophy. I found nothing in the record to prove that it is." He also struck at Mr. Quello's broadcasting background and said that the commission "needs members with a history of advocacy of the public interest rather than commercial interest."

Charles Firestone, a former FCC lawyer and now employed by the Citizens Communications Center, Washington, charged that FCC was an "industry-dominated bureaucracy" in a Wednesday appearance before the committee. He "urged the committee to view Mr. Quello's nomination from the viewpoint of staff morale, day-to-day operations and [FCC] diversity." He believed the "greatest complaint and impediment to strong morale on the staff was the feeling by many that some of the commissioners are not professionally qualified for their positions. There must be respect for the commissioners, if high quality work at the staff level is to be obtained."

Earlier, Mr. Firestone speculated that if Vice President Gerald Ford, a proponent of Mr. Quello's candidacy while in the House, became President, it was "very conceivable" that Mr. Quello could be named chairman of the FCC. "I urge you to look at this nomination from that vantage," he said.

Blacks offer CPB candidates

Blacks who have broken ties with the public broadcasting establishment and formed the Independent Corporation for Blacks in Public Broadcasting (BROADCASTING, Nov. 12, 1973, et seq.), are pushing two politically moderate black candidates for nomination to the board of the Corporation for Public Broadcasting. The group is seeking nominations for Dr. Elma Lewis of Boston and Dr. Berkeley Burrell of Washington. Ms. Lewis, political independent, is founder of the Elma Lewis School of Fine Arts, Boston. Mr. Burrell, a Republican, is president of the National Business League and former vice chairman of the Committee to Re-Elect the President. CBPB will submit more names—one black and two "non-whites."

Hill study finds stutter in its own communications

Report stressed problems not faced by other branches of government, offers suggestions for rectification

A congressional study group advised the Congress last week on how it might be able to correct a communications-access imbalance that "poses a serious threat to the balance of powers between the branches of national government." The report, "Congress and Mass Communications: An Institutional Perspective" issued by the Joint Committee on Congressional Operations, based most of its suggested remedies on Congress opening up regular floor sessions to television coverage.

"The President can routinely present his views to the people, directly and in his own words, with simultaneous coverage by three networks, public television, independent stations and radio," the report states. "Congressional views, for better or worse, must first pass through the filter of network news organizations, usually appearing in highly fragmented and episodic form. The end product of this system is to give the President a distinct advantage."

Initially, the report cites the "barely adequate level of facilities for journalists, especially those of the broadcast media" on Capitol Hill as being a deterrent to impactful coverage. The physical limitations of the Capitol's facilities has precluded the network news departments from maintaining permanent staff and equipment there. Unlike the White House, the Capitol has no central briefing room and the "internal communications services provided are geared to the needs of individual members and not those of the institution," it says.

The report cites a "formidable barrier of noncommunication" that exists because "members believe a more open and professional approach to the communications media will hamper Congress in its operations or will not be in the political interests of individual members. In the end, the issue [of increased coverage] could well turn on a consideration of whether certain modifications of floor procedure in response to broadcast coverage would be worth the increased opportunity afforded Congress to present its viewpoints to the people."

The study suggests four alternate forms of floor coverage produced and managed by four different types of organizations. The Congress could either permit coverage of the closing portions of debate (the last 30 minutes is suggested) and the roll call vote on major bills; or, Congress could "work out an agreement with commercial and public broadcasters" to cover the full debate and vote on major bills only; or, Congress could hold periodic evening sessions where important matters before the Congress during that term would be dis-

cluded (as suggested in the Twentieth Century Fund study "Presidential Television"); or, it could simply open itself up for gavel-to-gavel coverage.

The four approaches to who should provide the coverage comprise: (1) establishing a congressional TV and radio service similar to that of the United Nations, that would supply subscribers with a feed; (2) authorizing the commercial and public electronic news organizations to set up pool facilities; (3) creating a "quasi-public" corporation, made up of congressmen, communications industry representatives and private citizens, to manage the service or (4) establishing a special unit of the Library of Congress to manage it.

The study anticipates broadcaster objection to a Congressionally run service as "a program of government propaganda. The most effective response to this allegation would be a record of dealing objectively with events on the floor," it asserts.

Despite open floor coverage, the report says that without the single spokesman aspect, inherent in the Executive, Congress might still not be co-equal with the President in terms of impact. It suggests that if a majority opinion on an issue can be found in Congress, that that majority choose a spokesman for that one issue. Still it concedes that the nature of the legislature does not lend itself to an easy solution of that problem.

Senator Lee Metcalf (D-Mont.) and Representative Jack Brooks (D-Tex.), co-chairmen of the Joint Congressional Operations Committee, open hearings on Feb. 20 on the report's findings. CBS President Arthur Taylor, among others, will testify. Hearings will also be held Feb. 21, March 7 and 12.

The chosen 50

FCC redoes its list of markets that are subject to limitations on television-station ownership

The FCC has adopted a new criterion for determining the top 50 markets in which station trading is discouraged under rules limiting any one owner to three TV stations (or two VHF's)—absent a showing of "compelling public interest."

The list had been based on Arbitron's reports of net weekly circulation of the largest station in each market (last issued in 1968). As of April 1, it will be based on market ranking by prime-time households (average quarter-hour audience, all home stations). The most recent ranking under the new method (published in November 1973, and based on February-March 1973 Arbitron sweeps):

New York; Los Angeles; Chicago; Philadelphia; Boston; Detroit; San Francisco; Cleveland; Washington; Pittsburgh; Dallas-Fort Worth; St. Louis; Houston; Minneapolis-St. Paul; Baltimore; Miami; Atlanta; Indianapolis; Seattle-Tacoma; Kansas City, Mo.; Hartford-New Haven, Conn.; Tampa-St. Petersburg, Fla.; Cincinnati; Milwaukee; Sacramento-Stockton, Calif.; Portland,

Ore.; Denver; Columbus, Ohio; Buffalo, N.Y.; Nashville; Providence, R.I.; Memphis; New Orleans; Albany-Schenectady-Troy, N.Y.; Grand Rapids-Kalamazoo, Mich.; Charlotte, N.C.; * Phoenix; Charleston-Huntington, W. Va.; Birmingham, Ala.; Oklahoma City; Louisville, Ky.; Greenville-Spartanburg, S.C.-Asheville, N.C.; *Wilkes-Barre-Scranton, Pa.; Dayton, Ohio; * San Antonio, Tex.; * San Diego; * Salt Lake City; * Norfolk-Portsmouth-Newport News-Hampton, Va.; Daytona Beach, Fla.; Greensboro-Winston-Salem-High Point, N.C.

Markets with an asterisk are new to the top 50 list. The seven that have been deleted: Wheeling, W. Va.-Steubenville, Ohio; Toledo, Ohio; Johnstown-Altoona, Pa.; Harrisburg-York-Lancaster-Lebanon, Pa.; Syracuse, N.Y.; Flint-Saginaw-Bay City, Mich., and Lansing, Mich.

Arbitron's penetrating look at U.S. television

Winter 'Census' figures show that nearly nine out of 10 homes receive UHF, almost two out of three have color

Approximately 86% of U.S. TV homes were equipped to receive UHF signals, 44% had more than one TV set, 64% were equipped for color and 12% were linked to cable television. That's the situation as reported in the winter 1974 edition of Arbitron's *Television Census*, released last month.

The *Census* shows how those figures break down, in household totals as well as percentages, for each of Arbitron's 209 ADI (area of dominant influence) markets. Except for CATV, they are all as of last November, based on that month's Arbitron sweep surveys. The CATV figures are based on Arbitron's annual June-August cable-systems survey, updated through last Oct. 1.

The report puts total TV homes at 66,575,000, with 57,134,800 having UHF, 29,310,700 identified as multiset, 42,610,200 with color and 7,668,100 with CATV.

Arbitron noted that five markets had color penetration of 75% or more—Fort Myers, Fla., Las Vegas, and Sacramento-Stockton, Calif., with 76% each, and Fort Wayne, Ind., and Odessa-Midland, Tex., 75% each. In addition, 32 markets had color penetration of 70%-74%.

AMST sets Houston agenda

The Association of Maximum Service Telecasters will hold its 18th annual membership meeting to coincide with the National Association of Broadcasters convention. A membership meeting on Sunday, March 17, will be devoted to the election of new board of directors and to reports on association activities.

A special board of directors meeting is scheduled for March 16; the annual board of directors meeting and election of officers will follow the membership meeting on March 17. All meetings will be held at the Hyatt Regency hotel, Houston.

AWRT survey finds progress by women

Better salaries, more responsibilities cited by Pitts, who views gains as prelude to further improvements

A statistical profile of the membership of American Women in Radio and Television reflects "both a changing industry and the changing role of women in broadcasting," according to Elaine Pitts, AWRT president. Among the changes: AWRT members now fill a broader range of posts, are being paid more and their numbers in management are increasing.

Forty percent of AWRT's ranks are employed directly by the broadcast industry, according to the survey, with other members drawn from advertising, station rep firms, program syndicators and public relations firms. The job most frequently held by AWRT members is—and has long been—in on-the-air programming, but the type of programs women are involved in is beginning to change. Women's programs account for one third of that on-air talent, but discussion and news programming are utilizing more women; the survey shows a 29.3% and 15.3% representation in those last two categories.

Along with on-air posts, AWRT members have assumed a variety of broadcasting spots—camera operator, engineer, sales, announcers and public service posts among them.

And substantially more women are filling management posts than five years ago, the study reports. Eleven percent of its members are management executives (compared to 5.6% five years ago) and 14% are department managers (compared to 7%).

Income compared to five years ago is up 25% for 25.1% of the membership, and up 50% for another 15.3%. In dollar figures, today's typical AWRT member earns between \$10,000 and \$15,000, although 31% earn more than that amount.

While job category breakdowns and hard dollars-and-cents figures make up the main substance of the report, other facts brought to light may be equally useful in combatting stereotypes about professional women, according to Mrs. Pitts. Women are a good bet as employment risks, she points out. The report revealed that the typical AWRT member has worked from three to five years for her present employer, with the next most common category six to ten years. The report also rebuts the notion that men can't work for a woman—almost one third of the women responding had at least one male employe reporting to them.

While the study paints a bright picture for AWRT members, and indicates some changes for the role of women in broadcasting in general, it may not be a valid reflection for all levels of women in broadcasting. AWRT membership is a fraction of the total number of women employed in the industry (2,280 of some 30,000) and membership is confined to women holding professional posts. Mrs.

Pitts said that AWRT would like to see management give the same professional backing to women employes as is given to men. And, she expressed hope the studies will be instrumental in encouraging employers to offer more management training courses for women as well as contribute financial support to women's professional affiliations.

Media Briefs

No change in Media, Pa. Effort by supporter of Dr. Carl McIntire to force FCC to let WXUR-AM-FM Media, Pa., return to air has failed in U.S. Court of Appeals for Third District, in Philadelphia. Court upheld district court's ruling rejecting request by Cleo Smith, of Line Lexington, Pa., for order temporarily barring FCC from silencing stations, which are owned by seminary headed by Dr. McIntire. Mrs. Smith, who can still seek permanent injunction, contended that shutdown was sought by enemies of Dr. McIntire and said it violated her First Amendment rights of freedom of speech and religion. Stations went off air July 5, 1973, after commission denied renewal of licenses on grounds of violating fairness doctrine and making misrepresentations to commission.

Appeals. Robert Beecroft, former employe of Mutual Broadcasting System, has filed complaint with National Labor Relations Board charging he was illegally fired last month. Mr. Beecroft, member of American Federation of Television and Radio Artists, said he was discharged after Mutual President C. Edward Little overheard telephone conversation Mr. Beecroft had with Mutual employe in New York about proposal reportedly advanced by AFTRA and endorsed by Mutual. Proposal, for insertion in new AFTRA contract, would supposedly eliminate so-called "man-in-charge" positions held by Mr. Beecroft and other AFTRA members who work at Mutual. Mutual had no immediate comment on NLRB filing. In another complaint, filed with NLRB last week, former Mutual correspondent Robert A. Edwards charged he also was illegally fired for AFTRA activities. He said he spoke out against union proposal to increase severance pay, arguing it would make it more attractive for network to fire newer employes, and disagreed over what he thought was discriminatory allocation of substitution duties.

Miller's hat in ring. Howard Miller, law professor at University of Southern California, who is regular participant on public television's *The Advocates*, has announced his intention to seek Democratic nomination for California lieutenant governor. He also said he will ask FCC to force TV stations to provide time for the cross-examination of all candidates as counter to those who buy commercial time and present themselves to voters in packaged form.

Interference charges. FCC has designated for consolidated hearing application of Eastern Michigan University's WEMU-FM) Ypsilanti to switch from channel

201 to 206, renewal application of University of Michigan's WCBN-FM Ann Arbor on channel 208 and Plymouth Community School District's application to renew WSDP(FM) Plymouth, Mich., on channel 207. Commission said applications were mutually exclusive because proposals would result in objectionable interference within stations' predicted one mv/m contours. Gross Telecasting, licensee of WJIM-TV Lansing, Mich., was also made party to proceeding on basis of its objection that proposals would cause interference to WJIM-TV.

These dark Eaton stations. Proceeding involving application of United Television Co. for construction permit and license renewal of WFAN-TV Washington and United Television Co. of Eastern Maryland for renewal of WMET(TV) Baltimore has been scheduled for March 29 oral argument before commission. Both licensees are subsidiaries of United Broadcasting Co., owned by Richard Eaton. Stations, which have been dark since February 1972, were ordered to resume operation by Dec. 1, 1973. By failing to meet deadline, Broadcast Bureau claims that stations have forfeited rights to license and that facilities should be open for new applicants.

New base. Robert M. Richmond, radio research consultant, formerly in Newtown, Conn., has moved to 224 Park Lane, Warwick, N.Y. 10990; telephone (914) 986-4871.

ETV wants waivers. Educational Broadcasting Corp., licensee of WNET(TV) Newark, N.J. has urged FCC to abandon plans to hold educational stations to formalized ascertainment procedures. EBC said formalized procedures are unnecessary and could work to detriment of public interest by adding new financial burdens to already strained budgets of educational stations. EBC said "primary motivation and reason for being" for majority of noncommercial stations is to provide community oriented programming. As alternative, EBC suggests that PTV stations be permitted to establish their own means of community ascertainment.

WHCT-TV loses fight

The FCC denied a petition by WHCT-TV Hartford, Conn., for reconsideration of the commission's action that waived leapfrogging provisions to allow cable systems in the Albany-Schenectady-Troy, N.Y., market to carry New York independents WOR-TV and WPIX(TV). WHCT-TV had asked that cable systems relying on waiver relief for carrying New York stations must also carry WHCT-TV on a primary basis, because it was the closest independent UHF to the Albany-Schenectady-Troy market.

Oppositions to WHCT-TV's petition, filed by the Commission on Cable Television of the State of New York and by affected cable operators, pointed out that the FCC's earlier ruling permitted carrying WOR-TV and WPIX(TV), it did not require it, and that cable system operators were free to carry WHCT-TV when they felt it served subscriber interests.

Wiley urges NRB members to use potential of "electronic pulpits"

Gerald Ford welcomes members; Wasilewski outlines broadcast issues; Foster talks of cable television as vehicle for religious programming

During a four-day event that saw a number of religious broadcasters take the podium, it was a speech by a secular FCC commissioner that "electrified" the audience and received the longest standing ovation in the 31-year history of conventions of the National Religious Broadcasters Association.

That was the judgment of NRB Executive Secretary Ben Armstrong following a speech by Richard E. Wiley that exhorted religious broadcasters to use their "electronic pulpits" to stress man's personal relationship with God. Addressing a luncheon session of nearly 1,000 members during NRB's national convention in Washington, Commissioner Wiley said the church's concern with secular matters is a "new and disturbing concept. . . . Whatever the continuing and altogether legitimate role of the church in society, it must never be permitted to obscure or eclipse the personal relationship which can exist between God and man," he said.

"Never have I seen such a long standing ovation in the 31-year history of our association," Mr. Armstrong said.

In other convention activities:

■ FCC Chairman Dean Burch received a special citation for his efforts in upholding moral and spiritual values.

■ Vice President Gerald Ford congratulated NRB "for transmitting this [gospel] message during a period when it sometimes seemed that no one was listening. We know now that they were listening, and we know that they are listening now in ever increasing numbers."

■ National Association of Broadcasters President Vincent Wasilewski expressed hope that an "acceptable" license-renewal bill would emerge from the House Commerce Committee before spring. In discussing the status of a number of other broadcast issues, he outlined NAB's anti-pay siphoning campaign and said it is only through "vigilance" that "we can preserve our system of broadcasting."

■ National Cable Television Association President David Foster gave the religious broadcasters tips on how they could get involved in cable—find out some facts (much of originated material, he said is "good, solid, religious programming"); get involved in the franchising process (he urged them to reject the option of municipal ownership); consider the programming possibilities (he suggested approaching operators of pay channels to see if religious programming could be carried during hours the channels are not operating).

The convention was held Jan. 27-30 at the Washington Hilton.

FCC okays Post buy in Hartford; Okla. Publishing purchase in Tacoma

Commission finds 'compelling public interest' showing of new owners; WTIC-AM-FM spin-off to Patricelli also passes muster at commission

Two major media combines—the Washington Post Co. and the Oklahoma Publishing Co.—last week added major television properties to their portfolios, as a result of two FCC actions.

In one, the commission approved the sale of Travelers Corp.'s WTIC-TV (ch. 3) Hartford, in the 20th-ranked market, to the Post's subsidiary, Post-Newsweek Stations, Conn., for \$33.9 million.

In the other, the commission approved the acquisition by the Oklahoma Publishing Co.'s WKY Television System of the Tribune Publishing Co.'s KTNT-TV (ch. 11) Tacoma, Wash., in the 18th-ranked Seattle-Tacoma market, for \$4.5 million.

Nor was that the end of the major sales approved by the commission last week. A third was a spin-off of the Travelers' WTIC-AM-FM to a company in which Leonard Patricelli, president of the former licensee, Broadcast-Plaza Inc., is 50% owner. The other 50% owner of the company, Ten Eighty Corp., is David

Chase, of Hartford. Sales price was \$6 million.

Katharine Graham, chairman of the board of the Washington Post Co., and Larry H. Israel, president, issued a statement in which they welcomed the opportunity to become part of the greater Hartford-New Haven area and said that the station "will be locally managed and responsive to local needs."

They also said that when the sale is consummated, which is expected to occur in early March, the station's call letters will be changed to WFSB-TV, the initials of the late Frederick S. Beebe, former chairman of the Washington Post Co., who died last May.

Both the Post company and the Oklahoma Publishing Co. are heavily engaged in publishing and broadcasting. The Post Co.—50.1% of whose Class A stock is owned by Mrs. Graham and her family; its Class B common is listed on the American Stock Exchange—owns the *Washington Post* daily and Sunday newspaper, publishes *Newsweek*, owns 50% of the Los Angeles Times-Washington Post News Service, and 30% of the Paris-based *International Herald Tribune*. Through subsidiaries, it owns WTOP-AM-TV (ch. 9) Washington, WJXT-TV (ch. 4) Jacksonville and WPLG-TV (ch. 10) Miami, both Florida, and WCKY(AM) Cincinnati.

The Oklahoma company, which is owned principally by the family of E. K. Gaylord, chairman of the board, publishes *The Oklahoman* and *The Times*,

morning and evening newspapers, respectively, in Oklahoma City. Through WKY, it owns five television stations—WKY-TV (ch. 4) Oklahoma City, KTNT-TV (TV) (ch. 11) Fort Worth, KHTV-TV (ch. 39) Houston, WVTV-TV (ch. 18) Milwaukee, and WTVT-TV (ch. 13) Tampa, Fla., and two AM stations—WKY Oklahoma City and KOGM Albuquerque, N.M.

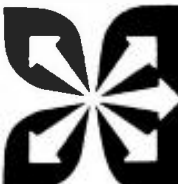
Despite these holdings, the commission found grounds to decide that both the Post Co. and the Oklahoma company had made "compelling public interest" showings warranting approval of the sales. Commission policy requires such showings on the part of applicants seeking to acquire more than three television stations—or more than two VHF's—in the top-50 markets; the commission wants assurances the benefits resulting from the acquisitions will outweigh the presumed detriments to its policy aimed at diversifying ownership of mass media. The Oklahoma company is acquiring its fifth top-50 market stations; KTNT, KHTV, WVTV and WTVT are all in top-50 markets. The Post Co. will be adding its third top-50 market VHF station; its others are WTOP-TV and WPLG-TV.

The commission, in approving the KTNT-TV sale, noted that WKY said that it would revitalize a financially ailing station, that the sale would contribute to the diversification of mass media control in the Puget Sound area (the Tribune Co. owns an AM and FM in Tacoma, publishes the only daily newspaper there, and operates a cable system in Pierce County) and that it would provide new and responsive programming.

WKY also sought to minimize the concentration of control problems its holdings suggest. It said that its stations do not dominate their respective markets and are not geographically concentrated. The commission five years ago refused to approve Oklahoma Publishing's purchase of KTVH-TV Wichita-Hutchinson, Kan., on the ground that it would result in a regional concentration of control. (BROADCASTING, Aug. 18, 1969). Moreover, the commission last week said the same problem is not presented in the purchase of the Tacoma station. The only WKY stations that might be said to constitute a "cluster" the commission said, are located in Oklahoma City, Fort Worth and Houston.

The commission made these points in recounting the Post Co.'s "compelling public interest" showing: The sale would significantly diversify mass-media ownership in Hartford by breaking up an AM-FM-TV combination, and the new owner proposes substantial qualitative and quantitative improvements in the television station's programming; and The Post Co. also said that its acquisition of WTIC-TV would not result in a concentration of control of mass media because of the many competitive voices now serving the area and that the same is true of the other markets which are served by Post-Newsweek stations—and which are widely separated from Hartford.

Complicating the sale of the three Travelers stations were two discrimina-



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74-2

tion complaints that had been filed against them with the Equal Employment Opportunity Commission. The commission said that both Post-Newsweek and Ten Eighty had committed themselves, in addition to proposing affirmative EEOC programs, to terminate any practices of the stations that are "adjudged to be in violation" of the Civil Rights Act as a result of the complaints, and to take any action required by the adjudication.

Accordingly, the commission said, the EEOC complaints should not bar the assignment of the licenses.

Both sales were approved by 5-to-0 votes. However, Chairman Dean Burch and Commissioner Benjamin L. Hooks concurred in the result in the KTNT-TV case.

Changing Hands

Approved

The following transfers of station ownership has been approved by the FCC (for other FCC activities see page 53):

■ WTIC-TV and WTIC-AM-FM Hartford, Conn.: Broadcast Plaza Inc. sold WTIC-TV to Post-Newsweek Stations Inc. for \$33.9 million, and WTIC-AM-FM to Ten Eighty Corp. for \$6 million (see story page 26). WTIC-TV is CBS affiliate on channel 3 with 100 kw visual, 13.8 kw aural and antenna 910 feet above average terrain. WTIC-AM operates full time on 1080 khz with 50 kw and WTIC-FM is on 96.5 mhz with 15 kw horizontal, 13 kw vertical and antenna 810 feet above average terrain.

■ KTNT-TV Tacoma, Wash.: Sold by Tribune Publishing Co. to WKY Television System for \$4.5 million (see page 26). KTNT-TV is on channel 11 with 316 kw visual, 47.9 kw aural and antenna 800 feet above average terrain.

■ WAZE(AM) Clearwater, Fla.: Sold by Radio Clearwater Inc. to Three Rivers Communications Inc. for \$350,000. Gene A. Robinson, Margaret P. Coachman and Charles H. Adams own Radio Clearwater. Carl J. Marcocci, president of Three Rivers, also has interest in WEAS-AM-FM Charleroi, Pa. WAZE is daytimer on 860 khz with 500 w.

■ WCAS(AM) Cambridge, Mass.: Sold by Kaiser Broadcasting Corp. to Family Stations Inc. for \$225,000. Kaiser Broadcasting Corp. owns WKBG-TV Cambridge; KFOG(FM) San Francisco and KBSC-TV Corona, both California. Kaiser Broadcasting Corp. has 77.5% interest in Kaiser Broadcasting Co., licensee of KBHK-TV San Francisco, WFLD-TV Chicago, WKBD-TV Detroit, WKBF-TV Cleveland and WKBS-TV Burlington, N.J. Family Stations Inc.'s principals are Harold Camping, Scott L. Smith and Richard Van Dyk. Family Stations Inc., non-profit corporation, is licensee of KEAR(FM) San Francisco, KEBR(FM) Sacramento, KECR(FM) El Cajon, all California; WFSI(FM) Annapolis, Md.; and WKDN-FM Camden and WFME(FM) Newark, both New Jersey. WCAS is daytimer on 740 khz with 250 w.

Wiley hints fairness will not be in for major overhaul

In speech denouncing Shayon charges, he indicates inquiry will lead to an easier-to-understand policy

FCC Commissioner Richard Wiley has labeled as "patently absurd" charges that the commission and the broadcast industry are collaborating to dismember the fairness doctrine and "licensee core obligations" in the name of re-regulation. He notes that such allegations ignore the fact that substantive changes in regulation can be made only after a public rulemaking proceeding and, in the case of the fairness doctrine, with congressional oversight and approval.

The charges were made in a background paper that Robert Lewis Shayon, professor at the Annenberg School of Communications of the University of Pennsylvania, prepared for public-interest-group representatives who met with the commission three weeks ago (BROADCASTING, Jan. 21).

Commissioner Wiley does not rule out the possibility that the FCC might "at some future time" consider different applications of the doctrine in different sized markets; i.e., it might not be necessary to apply the doctrine in a market with many broadcast services in the same way as in a market with only three or four outlets. But he says the commission is

not even in a position to address that matter pending completion of the fairness inquiry and another on ascertainment of community needs.

Mr. Wiley's rebuttal came in a speech in which he gave his "tentative thoughts" on the likely outcome of the long-pending fairness inquiry. And since he heads the unit within the FCC that is preparing a document for commission consideration on the doctrine, his "thoughts" indicate that changes to be made will not be major. One principal aim of the work now under way, he said, is a "doctrine which can be read and reasonably understood" by the average citizen and by broadcast journalists who must apply it. He opposes a doctrine which "tries to force licensees to conform to a single, preconceived notion of what constitutes compliance." The public is better served by a system which encourages the "exercise of journalistic discretion," he said. But, he said, the fairness doctrine must not preclude "commission review, and perhaps even reversal, of the licensee's judgment where warranted."

Mr. Wiley made his remarks before the Georgia Radio-Television Institute in Athens on Jan. 24.

WMCA, WACT to be fined

Two radio stations have been notified that they face probable fines of \$1,000 for violations of the FCC's personal-attack rule.

WMCA(AM) New York was informed

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in a commission staff letter that it had incurred the apparent liability by broadcasting a personal attack on Representative Benjamin S. Rosenthal (D-N.Y.) and failing within one week to offer him a reasonable opportunity to respond. The personal attack was said to have occurred in March 1973 when a WMCA program moderator called Mr. Rosenthal a coward after Mr. Rosenthal's earlier refusal to appear on the show and discuss the meat boycott. At the time, Mr. Rosenthal was one of the leaders and organizers of the boycott.

In a similar letter, the commission notified WACT(AM) Tuscaloosa, Ala., that it also failed to adhere to the one-week requirement after broadcasting a personal attack. The action followed a complaint by a listener, Morris Gardner, who claimed that after he called in on a WACT talk show last February to present his views on race relations and integration, several unidentified listeners called to attack his character, describing him as a mental patient and a troublemaker. He claimed that his attempts to obtain reply time were refused by the station.

UHF that challenged local radio renewals is accused of spite

Dubuque paper says its coverage of TV station's FCC troubles can't count against co-owned AM-FM

Telegraph Herald Inc., licensee of KDTH-(AM)-KFMD(FM) Dubuque, Iowa, has gone on the offensive in response to a renewal challenge by Dubuque Communications, permittee of KDUB-TV Dubuque.

Telegraph Herald said that KDUB-TV's petition was "founded solely on spite," was an abuse of the FCC's processes and raised serious questions about KDUB-TV's own qualifications.

KDUB-TV had asserted that Telegraph Herald had used its control of Dubuque's only daily newspaper to damage KDUB-TV's reputation in the community and cripple its ability to compete for advertisers and audience (BROADCASTING, Jan. 7). It charged that stories appearing in the *Telegraph Herald* exaggerated the involvement of KDUB's president, Gerald Green, in an ABC affiliate bribery case. (In an initial decision last December, Mr. Green was exonerated of wrongdoing in the case involving an ABC employe, Thomas G. Sullivan, who was accused of extorting pay-offs for various affiliate favors.)

Telegraph Herald said the commission has no jurisdiction over the newspaper's news judgment. According to the petition, "this simply is an area into which the commission should not, and will not, intrude."

The newspaper categorized its coverage of KDUB-TV's difficulties as accurate and fair, and it said that there is not a "scintilla of evidence that the judgments exercised by the *Telegraph Herald* . . . were anything but reasonable and consistent with the tenets of good responsible journalism."

News Council ends attempt to probe Nixon charges

Statement says White House refuses to cite specifics of 'vicious' reporting

The National News Council took the White House to task last week for failing to support—or even trying to support—President Nixon's charges that network TV news organizations had been guilty of "outrageous, vicious and distorted" reporting (BROADCASTING, Nov. 5, 1973).

At its fourth regular meeting, held in New York Monday (Jan. 28), the council's 15 members unanimously decided to drop their inquiry into the President's charges, made at an Oct. 26 news conference.

"Through a period of three months, the National News Council has been unable to obtain from the White House specific grounds for the charges," a statement drafted at the meeting reads. "It would be difficult, if not futile . . . for the council to attempt to deduce, from broad and nonspecific charges, the particular actions of the television networks that inspired the President's remarks. . . . Under the circumstances, the . . . council cannot proceed with the type of study and analysis it contemplated.

"We believe it is seriously detrimental to the public interest for the President to leave his harsh criticisms of the television networks unsupported by specific details that could then be evaluated objectively by an impartial body," the report concludes.

Council Executive Director Bill Arthur explained that "what the council is doing is closing the door on this case, simply because we have been unable to get specifics. And we place the blame at the door of the White House."

Mr. Arthur and Ned Schnurman, associate director of the council, sent at least two telegrams and made more than 15 phone calls to presidential news staffers since Oct. 30, in an attempt to meet with Presidential News Secretary Ron Ziegler. The two did meet Nov. 6 with Kenneth Clawson, deputy director of the White House Office of Communications (promoted to director last week). Mr. Clawson cited several charges about television network reporting, but without reference to the President's Oct. 26 remarks.

Meetings were eventually arranged with Mr. Ziegler on Nov. 29 and Jan. 17 to discuss White House cooperation in providing specifics of Mr. Nixon's charges. At both meetings, the two council directors were told the White House did not have time to prepare specific complaints, and that it did not wish to participate in "a cooperative research venture" with the council. Mr. Arthur said Mr. Ziegler assured him there would be a definite response from the White House on the extent to which it would cooperate before Jan. 28. "No such an-

swer has been received," the council report stated.

At the first meeting Mr. Ziegler told the council directors it would be "inappropriate" for him to participate in the inquiry. According to the council's report, Mr. Ziegler "expressed a fear that a superficial, 'quickie' study of the record would result in a council finding that the networks were simply doing their job and that they were really 'good boys.' He said that he firmly believes that certain elements of the media are out to get the Nixon administration."

Mr. Arthur said that Mr. Ziegler did not specify which news media he thought were "out to get" the administration, that he told Mr. Ziegler "we certainly did not have in mind a 'quickie' report; what we have in mind is a detailed study."

At the second meeting with Mr. Ziegler, the two council directors turned over abstracts of six categories of reporting cited as "unfair" by either Mr. Clawson or Mr. Ziegler:

- Reporting early last fall on Mr. Nixon's personal finances.

- Accusations that the October Middle East military alert was manufactured to divert attention from Watergate.

- Coverage of the ITT settlement.
- Alleged preponderance of "unfavorable" comments and interviews after the sudden discharge Oct. 20 of Archibald Cox.

- Coverage of Hanoi's charges of presidential tyranny during the resumption of North Vietnam bombing Dec. 18, 1972.

- Mention of a trust fund for the President subsequent to White House denials of its existence.

Mr. Ziegler was asked to identify from the abstracts newscasts falling under the category of "outrageous, vicious and distorted." He accepted the abstracts, but the council received no listings of specific newscasts by the time of its Jan. 28 meeting.

No more underwriting at RTNDA conventions

Bos Johnson says decision needed in 'era of national mistrust'

The Radio Television News Directors Association has decided it wants, in the words of President Bos Johnson, "to be more like Caesar's wife." The organization's board of directors has adopted a new policy under which RTNDA will no longer "accept or solicit any commercial sponsorship or underwriting of any conference-related function."

Mr. Johnson said RTNDA is "not guilty of anything improper, but if we give off an appearance of partial mistrust, then that appearance must be corrected." He said the subject of sponsorship had been discussed for the past four years at RTNDA's annual meetings, but now, "in an era of national mistrust of which Watergate is the most obvious but not the only example," it appears particularly appropriate.

The RTNDA action follows a blast leveled at press junkets by CBS News's

60 Minutes (BROADCASTING, Jan. 21), which included a segment on a party hosted by the Chrysler Corp. at 1973's RTNDA convention.

Under the new policy, RTNDA will continue to receive financial support from member organizations but will now pay for some services previously donated, including convention registration and the daily newsletter.

'Pensions' court fight produces some line-up surprises

With validity of fairness doctrine at issue, citizen groups go to bat for FCC; NAB and RTNDA back NBC in its request for expedited appeal and stay of commission ruling

The court battle over the FCC's ruling on NBC's documentary on pensions is shaping up as a possibly critical one in the life of the fairness doctrine, and it is making for some strange bedfellows in the process.

The make-up of the two sides began emerging last week, as NBC petitioned the U.S. Court of Appeals in Washington for an expedited appeal of the commission ruling, and for a stay of that ruling pending the outcome of the litigation.

NBC's motion was supported in friend-of-the-court briefs by the National Association of Broadcasters and the Radio Television News Directors Association. CBS is expected to enter the case on NBC's side when briefs are filed on the merits. (ABC has not yet decided whether to participate). Another starter may be Henry Geller, former general counsel of the FCC who is now associated with the Rand Corp. However, it was not certain last week whether his request to participate would get the necessary clearance from either NBC or the FCC, in view of his position on the fairness doctrine. He recently completed a major study for Rand in which he concluded that fairness complaints should be considered by the commission only at license-renewal time (BROADCASTING, Dec. 17, 1973).

On the other side, the commission and Accuracy in Media, the conservatively oriented media watchdog that filed the original fairness complaint in connection with the NBC documentary—"Pensions: The Broken Promise"—will not be alone. Two liberally oriented citizen organizations—the Citizen Communications Center and the Office of Communication of the United Church of Christ, which had their legal differences with the commission and ideological ones with AIM—will be on their sides.

Ellen S. Agress, of CCC, said the citizen groups plan to enter the case out of concern that the fairness doctrine might be eroded or killed. "We don't want this to develop into a case in which the fairness doctrine itself could be overruled," she said. "Even if the FCC is not upheld, it should be clear that the fairness doctrine is not to be thrown out."

The commission on Jan. 23 denied NBC's request for a stay of the ruling

pending appeal. It said prompt compliance with the ruling was required, in view of possible congressional action this spring on legislation dealing with private pension systems. (NBC had requested an expedited briefing schedule, which would be completed by March 5.) However, the commission stayed the effective date of the ruling for seven days to permit NBC to seek relief from the court and said the stay would remain in force until the court acted.

NBC (which asked for oral argument on its request for the stay), and NAB and RTNDA said denial of the stay would serve as a deterrent to broadcasters otherwise interested in aggressive journalism. Forced compliance with the commission ruling in advance of judicial review, NBC said, "can only be taken as a warning to all broadcast licensees that, however dubious or legally suspect commission orders may be which compel broadcast of supposedly balancing 'positive' material, they are not subject to meaningful judicial review."

NBC contends that the documentary, broadcast on Sept. 12, 1972, was investigative reporting of certain pension plan failures, and does not raise the kind of controversial issue of public importance which would impose on the network a fairness-doctrine obligation.

NBC said the commission had in effect transformed "a traditional expose-type study of a social problem into a different kind of news program altogether—i.e., a general examination of the system in which the problem is found." To permit the commission to require compliance with directives to present both sides of such issues, NBC added, "can only throttle investigative journalism on television."

Confiscated ABC film aired in 'Evening News'

'Misunderstanding' blamed in Saigon's jailing of news crew and seizure of footage that focuses on South Vietnam trade practices

ABC News film confiscated by South Vietnamese government troops Jan. 26 was broadcast Wednesday (Jan. 30) on the ABC Evening News with Harry Reasoner. The three minutes of film—of a Vietcong village—and all ABC News film equipment had been held for 24 hours by Saigon troops who also jailed overnight the four-person ABC News crew: Steve Bell, TV correspondent, Peter Collins, radio correspondent, Y. B. Yang, cameraman, and Dieter Arndt, sound technician.

In what an ABC News source in New York termed a "one hundred dollar misunderstanding," the four were held until the ABC Saigon bureau chief, Frank Mariano, presented the Saigon government officials with appropriate permission papers to film the village of Tan Lap, a town of 12,000 some 65 miles north of Saigon.

The crew was arrested as they returned to Saigon from Tan Lap, but was released on Jan. 27.

Still at it. Former CBS Vice Chairman Frank Stanton, who spent much of his broadcasting career defending the medium's First Amendment freedoms, hasn't given up the fight. Dr. Stanton, now chairman of the American National Red Cross, told a graduation-day audience at the University of Southern California last week that "[N]ever have there been so many voices, both in and out of government, denying the press's duty to gather the news, challenging the judgment of reporters as to how to present the news, and pressuring editors on what to publish and what not to publish." He said that there had not been such sustained attacks by government on the press since the days of the Alien and Sedition Acts of 1798.

Committee presses for information on journalists thought to be prisoners of Cambodian guerrillas

A committee headed by CBS Evening News anchorman Walter Cronkite is working to locate 20 missing war correspondents and photographers believed held in prison camps near the borders of Cambodia and South Vietnam.

Chairman of the American Committee to Free Journalists Held in Southeast Asia, Mr. Cronkite said the source of new information about the missing 20 will not be revealed because it could jeopardize lives of the sources and the journalists. The committee announced it has evidence that as many as 10 of the missing journalists are being held by the Khmer Rouge, a Cambodian independent guerrilla group. The evidence corroborates results of investigations by former journalist Zalin B. Grant, who in 1970, 1972 and 1973 interviewed freed Vietnamese and Cambodian prisoners about the missing newsmen.

Twelve of the newsmen had worked for U.S. news media, and five were American. Broadcast journalists missing in Southeast Asia are: Dieter Bellendorf, NBC News cameraman, captured in April 1970; Roger Colne, NBC News sound technician, captured in May 1970; Welles Hagen, NBC News correspondent, captured in May 1970; Tomoharu Ishii, CBS News cameraman, captured in May 1970; Kojiro Sakai, CBS News sound technician, captured in May 1970; Dana Stone, freelance cameraman on assignment for CBS News, captured in April 1970; Yoshihiko Waku, NBC News cameraman, captured in May 1970; and a correspondent and cameraman with the Japanese Fuji Television.

Journalism Briefs

Principle involved. Richard Strout, 75-year-old reporter for *Christian Science Monitor*, lost membership in Washington congressional press galleries on Feb.

I because he refused to comply with new membership regulation which, among other things, prohibits newsmen from accepting pay for appearances on TV or radio programs sponsored by members of Congress or federal government. Mr. Strout, who has been with *Monitor* for 50 years, has over years occasionally appeared on Voice of America weekly *Issues in the News* radio program. He earned only \$240 from four such appearances last year. Mr. Strout contends rule infringes on rights of journalists, but galleries' governing committee feels journalists, like public officials, should give appearance of propriety. Mr. Strout will still be permitted to use galleries' facilities, but will be denied membership card, which is entrance ticket to congressional hearings.

Disclosure dispute. Despite objections

by Reporters Committee for Freedom of the Press and other news organizations, AT&T has promised to supply government with list of certain reporters' long-distance telephone calls subpoenaed in past five years. News organizations have threatened legal action if AT&T continues to divulge to law enforcement agencies information that could identify confidential news sources. In letter to Reporters Committee, AT&T said it was "sympathetic" with news media's concern but indicated it lacked authority to question whether information was being abused. It agreed to supply committee with information on subpoenaed telephone billing records.

Filmed Evidence. During telephone call made from KPRC-TV Houston's mobile news car, Elmer Wayne Henley admitted to his mother that he killed Dean Corll,

station says. TV news film of confession, shot by KPRC-TV reporter Jack Cato, has been entered as evidence in pretrial hearing of alleged mass murderer.

Hawkeye quiz. All TV stations in Iowa (and one in Nebraska) cleared prime-time slots last month for presentation of hour-long special, *Iowa 2000*. Utilizing test-questionnaire format, program quizzed viewers on Iowa's economy, history, future needs and outlooks in 25-question test anchored by ABC-TV's Harry Reasoner. Question's were prepared by Governor Robert T. Ray's Planning Committee on the Future of Iowa; public service effort was spearheaded by two Iowa broadcasters on committee, William T. Turner, KCAU-TV Sioux City, and Bruce Anderson, WMT-TV Cedar Rapids. Participating stations staggered presentations on network-by-network basis.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Jan. 30	Closing Wed. Jan. 23	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
SYMBOL	EXC.	WEEK	WEEK	CHANGE	CHANGE	HIGH-LOW	P/E	SHARES OUT	TOTAL MARKET		
Broadcasting											
ABC	ABC	N	25	23 7/8	+ 1 1/8	+ 4.71	34 1/4	20	9	16,584	414,600
CAPITAL CITIES COMM.	CCB	N	29	31 3/8	- 2 3/8	- 7.56	62 1/2	29	12	7,074	205,146
CBS	N	28 3/8	27 7/8	+ 1/2	+ 1.79	52	24 7/8	9	28,315	803,438	
COX	N	18	19 1/8	- 1 1/8	- 5.88	40 1/4	13 3/8	10	5,831	104,958	
FEDERATED MEDIA*	D	5 1/2	5 1/2		.00	5 1/2	2	18	820	4,510	
GROSS TELECASTING	GGG	A	12 7/8	11	+ 1 7/8	+ 17.04	18 3/8	10	8	800	10,300
LIN	LNH	O	5 1/8	5 1/2	- 3/8	- 6.81	14 3/4	3 1/4	5	2,296	11,767
MOONEY	MOON	O	3 1/8	3	+ 1/8	+ 4.16	10 1/4	2 1/4	8	385	1,203
PACIFIC & SOUTHERN	PSQU	O	5 1/2	5 3/4	- 1/4	- 4.34	13 3/4	5 1/4	79	1,751	9,630
RAHALL	RAHL	O	6	5 1/2	+ 1/2	+ 9.09	12 1/4	2 3/4	10	1,297	7,782
SCRIPPS-HOWARD	SCRP	O	15 1/2	15 1/2		.00	21 1/4	14 3/8	7	2,589	40,129
STARR	SBG	M	8 7/8	8	+ 7/8	+ 10.93	24 1/2	7	7	1,069	9,487
STORER	SBK	N	14 3/4	14 5/8	+ 1/8	+ .85	44	12	7	4,751	70,077
TAFT	TFB	N			+ 7/8	+ 4.76	58 5/8	15 1/2	7	4,219	81,215
WHDH CORP.**	O	32	32		.00	32	14			589	18,848
WOODS COMM.	O	3/8	3/8		.00	1 5/8	1/4	3		292	109
									TOTAL	78,662	1,793,199
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	2 1/4	2 1/4		.00	5 3/8	2	6	1,259	2,832
AVCO	AV	N	8 1/4	6 3/4	+ 1 1/2	+ 22.22	16	6 3/8	3	11,482	94,726
BARTELL MEDIA	BMC	A	2 3/8	2	+ 3/8	+ 18.75	3 1/2	1	3	2,257	5,360
CAMPTOWN INDUSTRIES	O		3/8			.00	2	1/4	5	1,138	426
CHRIS-CRAFT	CCN	N	3 5/8	2 1/2	+ 1 1/8	+ 45.00	6 5/8	2	13	4,162	15,087
COMBINED COMM.	CCA	A	11	11		.00	44	10 1/2	8	3,274	36,014
COWLES	CWL	N	6	6		.00	9 5/8	4 3/4	13	3,969	23,814
DUN & BRADSTREET	DNB	N	33 1/4	30	+ 3 1/4	+ 10.83	42	30	23	26,305	874,641
FAIRCHILD INDUSTRIES	FEN	N	4 7/8	5	- 1/8	- 2.50	13 3/8	4	44	4,550	22,181
FUQUA	FQA	N	8 1/4	8 5/8	- 3/8	- 4.34	20 3/8	6 3/4	3	8,560	70,620
GENERAL TIRE	GY	N	16 7/8	16 1/4	+ 5/8	+ 3.84	28 3/4	12	5	20,679	348,958
GLOBETROTTER	GLBTA	O	4 1/2	4 5/8	- 1/8	- 2.70	8 1/8	1 7/8	6	2,759	12,415
GRAY COMMUNICATIONS	O				.00	12 7/8	9	7	7	475	4,512
HARTE-HANKS	HHN	N	8	7 1/8	+ 7/8	+ 12.28	29 1/4	7	7	4,337	34,696
JEFFERSON-PILOT	JP	N	33 1/4	34	- 3/4	- 2.20	40 7/8	27	15	24,082	800,726
KAISER INDUSTRIES	KI	A	8 1/4	7 7/8	+ 3/8	+ 4.76	9 3/8	4	6	27,487	226,767
KANSAS STATE NETWORK	KSN	O	3 3/8	3 3/8		.00	6 1/8	3 3/8	6	1,741	5,875
KINGSTIP	KTP	A	6 1/4	6 5/8	- 3/8	- 5.66	14 1/4	4 1/4	6	1,154	7,212
LAMB COMMUNICATIONS	P				.00	2 5/8	1 1/2	35		475	831
LEE ENTERPRISES	LNT	A	12 1/2	12	+ 1/2	+ 4.16	25	9 7/8	9	3,352	41,900
LIBERTY	LC	N	13 7/8	14 1/2	- 5/8	- 4.31	23 7/8	13 3/8	6	6,631	92,005
MCGRAW-HILL	MHP	N	7 1/8	7 1/4	- 1/8	- 1.72	16 7/8	6 3/8	7	23,525	167,615
MEDIA GENERAL	MEG	A	23 5/8	23 3/8	+ 1/4	+ 1.06	43 1/2	20 3/4	9	3,546	83,774
MEREDITH	MDP	N	10 3/4	9 5/8	+ 1 1/8	+ 11.68	20 1/2	8 3/8	6	2,887	31,035
METROMEDIA	MET	N	8 7/8	8 3/8	+ 1/2	+ 5.97	32 1/4	7	5	6,493	57,625
MULTIMEDIA	MMED	O	11 1/2	11 1/2		.00	30 1/4	11 1/2	8	4,388	50,462
OUTLET CO.	OTU	N	9 1/4	8 3/4	+ 1/2	+ 5.71	17 5/8	8	5	1,379	12,755
PDST CORP.	POST	O	9 3/4	9 3/4		.00	17	8	4	893	8,706
PSA	PSA	N	8 5/8	8 5/8		.00	21 7/8	6 1/8	13	3,768	32,499
REEVES TELECOM	RBT	A	1 5/8	1 3/4	- 1/8	- 7.14	3 1/4	1 1/4	10	2,376	3,861
RIDDER PUBLICATIONS	RPI	N	11 7/8	11 3/4	+ 1/8	+ 1.06	29 7/8	11 3/8	8	8,312	98,705
ROLLINS	RDL	N	16 7/8	17 3/4	- 7/8	- 4.92	36 1/2	14 1/4	15	13,305	224,521
RUST CRAFT	RUS	A	8 1/2	9	- 1/2	- 5.55	33 3/4	7 1/2	5	2,366	20,111
SAN JUAN RACING	SJR	N	12	13 1/8	- 1 1/8	- 8.57	23 3/4	12	10	2,367	28,404
SCHERING-PLOUGH	SGP	N	70 1/2	71	- 1/2	- .70	87 5/8	62 1/2	37	52,590	3,707,595
SONDERLING	SDB	A	9 1/8	8 3/4	+ 3/8	+ 4.28	16 3/8	6 3/8	5	816	7,446
TECHNICAL OPERATIONS	TO	A	5 7/8	6	- 1/8	- 2.08	13 1/2	4	6	1,376	8,084
TIMES MIRROR CO.	TMC	N	14 7/8	14	+ 7/8	+ 6.25	25 7/8	14	9	31,145	463,281
TURNER COMM.	O			3		.00	6	3	7	1,486	4,458

Stock symbol	Exch.	Closing Wed. Jan. 30	Closing Wed. Jan. 23	Net change in week	% change in week	High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
WASHINGTON POST CO.	WPO	A	16 1/4	16 3/8	- 1/8	-	.76	37	15 3/4	6	4,749	77,171
WOMETCO	WDM	N	9 1/8	8 3/4	+ 3/8	+	4.28	19 3/8	7 7/8	7	6,295	57,441
Cablecasting									TOTAL	334,190	7,867,147	
AMECO**	ACD	O	1/4	1/4			.00	3	1/8		1,200	300
AMER. ELECT. LABS**	AELBA	O	1 1/2	1 3/8	+ 1/8	+	9.09	3 5/8	1		1,672	2,508
AMERICAN TV & COMM.	AMTV	O	15 3/4	19 1/4	- 3 1/2	-	18.18	39	7 1/4	54	3,056	48,132
ATHENA COMM.**	D	O	1/2	3/8	+ 1/8	+	33.33	5 1/2	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O	19 5/8	18 7/8	+ 3/4	+	3.97	31 3/4	18 7/8	25	7,692	150,955
CABLECOM-GENERAL**	CCG	A	3 3/4	4 3/8	- 5/8	-	14.28	8 7/8	1 3/4		1,121	4,203
CABLE FUNDING CORP.+	CFUN	O	5 5/8	7	- 1 3/8	-	19.64	9 3/4	4 1/2		1,233	6,935
CABLE INFORMATION**	O		3/4	3/4			.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	4	4 1/4	- 1/4	-	5.88	9 1/2	2 3/8	12	2,390	9,560
COMCAST	O		1 3/4	1 3/4			.00	5 3/8	1 1/2	7	1,705	2,983
COMMUNICATIONS PROP.	COMU	O	3 1/4	3 1/8	+ 1/8	+	4.00	9 3/4	2 1/8	17	4,435	14,413
COX CABLE	CXC	A	10 3/4	14 5/8	- 3 7/8	-	26.49	31 3/4	7 3/4	21	3,560	38,270
ENTRON	ENT	O	1/2	5/8	- 1/8	-	20.00	9 1/4	1/4	4	1,358	679
GENERAL INSTRUMENT	GRL	N	15 5/8	14 7/8	+ 3/4	+	5.04	29 1/2	12 1/4	9	6,792	106,125
GENERAL TELEVISION**	O		1 1/4	1 1/2	- 1/4	-	16.66	4 1/2	1 1/4	63	1,000	1,250
HERITAGE COMM.**	O		5 1/2	5 1/4	+ 1/4	+	4.76	17 1/2	4 3/4		345	1,897
LVO CABLE	LVOC	O	4 1/4	4	+ 1/4	+	6.25	11 1/4	2 3/4	18	1,879	7,985
SCIENTIFIC-ATLANTA	SFA	A	8 3/8	8 3/4	- 3/8	-	4.28	15 3/8	6 1/4	10	917	7,679
TELE-COMMUNICATIONS	TCOM	O	4 3/4	5 3/4	- 1	-	17.39	21	2 5/8	19	4,619	21,940
TELEPROMPTER	TP	N	6 1/2	6 5/8	- 1/8	-	1.88	34 1/2	3 3/4	38	16,482	107,133
TIME INC.	TL	N	35 5/8	34 1/2	+ 1 1/8	+	3.26	63 1/4	25 3/4	8	10,380	369,787
TOCOM	TOCM	O	3 1/4	3 1/4			.00	12 1/8	2 3/4	8	634	2,060
UA-COLUMBIA CABLE	UACC	O	5 1/4	5 1/2	- 1/4	-	4.54	15	3 3/4	11	1,794	9,418
VIACOM	VIA	N	6 3/4	7	- 1/4	-	3.57	20	4 5/8	11	3,851	25,994
VIXOA	VIX	A	3 1/2	3 5/8	- 1/8	-	3.44	9 1/8	1 3/4	117	2,591	9,068
Programing									TOTAL	83,495	950,834	
COLUMBIA PICTURES**	CPS	N	4 1/4	3 7/8	+ 3/8	+	9.67	9 7/8	2 1/4		6,335	26,923
DISNEY	DIS	N	46 1/8	45 3/4	+ 3/8	+	.81	123 7/8	37	28	29,174	1,345,650
FILMWAYS	FWY	A	4 1/8	4 3/8	- 1/4	-	5.71	5 1/2	2 1/8	7	1,801	7,429
GULF + WESTERN	GW	N	25 1/4	24 1/4	+ 1	+	4.12	35 3/4	21 3/8	5	13,945	352,111
MCA	MCA	N	23 3/4	20 5/8	+ 3 1/8	+	15.15	34 1/4	18 1/2	8	8,380	199,025
MGM	MGM	N	11 7/8	11	+ 7/8	+	7.95	24	7 5/8	34	5,918	70,276
TELE-TAPE**	O		3/8	1/2	- 1/8	-	25.00	1 3/4	3/8		2,190	821
TELETRONICS INTL.	D	O	4 1/8	3	+ 1 1/8	+	37.50	10 1/2	2 1/2	9	943	3,889
TRANSAMERICA	TA	N	10 3/8	9 1/4	+ 1 1/8	+	12.16	17 5/8	8	8	66,561	690,570
20TH CENTURY-FOX	TF	N	6 1/2	6 3/8	+ 1/8	+	1.96	12 3/8	5	7	8,557	55,620
WALTER READE**	WALT	O	3/8	1/4	+ 1/8	+	50.00	1 3/8	1/8		2,203	826
WARNER	WCI	N	16 5/8	14 5/8	+ 2	+	13.67	39 1/8	9	7	17,064	283,689
WRATHER	WCD	A	6 5/8	7	- 3/8	-	5.35	16 5/8	3 7/8	51	2,229	14,767
Service									TOTAL	165,300	3,051,596	
BDDO INC.	O		11 1/2	11 3/4	- 1/4	-	2.12	17 7/8	10	5	2,513	28,899
JOHN BLAIR	BJ	N	6 1/4	6 3/8	- 1/8	-	1.96	13	4 7/8	5	2,403	15,018
COMSAT	CO	N	33 3/8	34 3/4	- 1 3/8	-	3.95	64 1/2	33 3/8	11	10,000	333,750
CREATIVE MANAGEMENT	CMA	A	6 1/8	5	+ 1 1/8	+	22.50	9 1/2	3	8	1,016	6,223
DOYLE DANE BERNBACH	DOYL	O	11 1/2	11 1/2			.00	23 1/2	8 1/2	6	1,834	21,091
ELKINS INSTITUTE**	ELKN	O					.00	1 1/4	1/2		1,897	1,185
FOOTE CONE & BELDING	FCB	N	9 1/2	9 1/4	+ 1/4	+	2.70	13 3/8	8 1/8	7	2,129	20,225
GREY ADVERTISING	GREY	D	7 5/8	7 5/8			.00	17 1/4	7 1/2	4	1,263	9,630
INTERPUBLIC GROUP	IPG	N	11 1/8	11	+ 1/8	+	1.13	25 3/8	9 3/4	4	2,464	27,412
MARVIN JOSEPHSON	MRVN	O	7 3/8	8	- 5/8	-	7.81	18 1/2	6 3/4	6	957	7,057
MCCAFFREY & MCCALL	O		5	6	- 1	-	16.66	10 3/4	5	3	585	2,925
MCI COMMUNICATIONS+	MCIC	O	4 7/8	4 3/4	+ 1/8	+	2.63	8 7/8	3 3/4		12,825	62,521
MOVIELAB**	MOV	A	3/4	7/8	- 1/8	-	14.28	1 7/8	1/2		1,407	1,055
MPO VIDEOTRONICS**	MPO	A	2 3/8	2 3/8			.00	4 7/8	2		540	1,282
NEEDHAM, HARPER	NDHMA	O	6	6 3/4	- 3/4	-	11.11	26 1/4	5	3	917	5,502
A. C. NIELSEN	NIELS	O	20 3/4	21 1/2	- 3/4	-	3.48	40 1/2	20 1/8	18	10,598	219,908
DGILVY & MATHER	DGIL	O	17 1/4	14	+ 3 1/4	+	23.21	32 1/2	13	7	1,777	30,653
PKL CO.	PKL	O	1 1/4	1 1/8	+ 1/8	+	11.11	3	1 1/4	2	818	1,022
J. WALTER THOMPSON	JWT	N	11 1/2	12	- 1/2	-	4.16	24 3/4	8 1/4	5	2,625	30,187
UNIVERSAL COMM.*	O		3/4	3/4			.00	12 1/2	1/2	1	715	536
WELLS, RICH, GREENE	WRG	N	8 3/8	8 1/2	- 1/8	-	1.47	21 1/8	7 1/2	4	1,623	13,592
Electronics									TOTAL	60,906	839,673	
ADMIRAL	ADL	N	12	11 3/8	+ 5/8	+	5.49	18	7 1/4	6	5,863	70,356
AMPEX	APX	N	4 3/4	4 3/8	+ 3/8	+	8.57	6 7/8	3 1/8	11	10,878	51,670
CCA ELECTRONICS	CCAE	O					.00	3	7/8	1	881	770
COHU, INC.	COH	A	3 1/2	3 5/8	- 1/8	-	3.44	7 7/8	2 5/8	7	1,542	5,397
COLLINS RADIO	CRI	N	24 3/4	24 3/4			.00	25 7/8	15 1/4	17	2,968	73,458
COMPUTER EQUIPMENT	CEC	A	1 7/8	1 3/4	+ 1/8	+	7.14	2 7/8	1 3/8	12	2,372	4,447
CONRAC	CAX	N	16 3/4	14 1/2	+ 2 1/4	+	15.51	31 7/8	13 1/4	8	1,261	21,121
GENERAL ELECTRIC	GE	N	60 5/8	64 3/4	- 4 1/8	-	6.37	75 7/8	55	19	182,348	11,054,847
HARRIS-INTERTYPE	HI	N	30	32 1/4	- 2 1/4	-	6.97	49 1/4	24 1/2	11	6,223	186,690
INTERNATIONAL VIDEO	IVCP	O	6	4 3/4	+ 1 1/4	+	26.31	14 3/4	3 3/4	15	2,741	16,446
MAGNAVOX	MAG	N	9 1/2	9 1/4	+ 1/4	+	2.70	29 5/8	6 1/4	20	17,806	169,157
3M	MMM	N	75 7/8	77	- 1 1/8	-	1.46	91 5/8	71 3/4	30	113,054	8,577,972
MOTOROLA	MOT	N	53 7/8	52 5/8	+ 1 1/4	+	2.37	68 3/4	41 1/4	19	27,740	1,494,492
OAK INDUSTRIES	OEN	N	10 3/8	10 1/4	+ 1/8	+	1.21	20 1/2	9 1/2	5	1,639	17,004
RCA	RCA	N	18 7/8	18 3/4	+ 1/8	+	.66	39 1/8	16 1/2	8	74,515	1,406,470
RSC INDUSTRIES	RSC	A	1 7/8	1 1/2	+ 3/8	+	25.00	2 1/2	1 1/8	12	3,458	6,483
SONY CORP	SNE	N	26 5/8	26 1/8	+ 1/2	+	1.91	57 1/4	21 1/4	20	66,250	1,763,906
TEKTRONIX	TEK	N	35 7/8	37 1/2	- 1 5/8	-	4.33	56 5/8	29 7/8	15	8,179	293,421
TELEMATION**	TIMT	O	2 3/4	2 1/2	+ 1/4	+	10.00	4 3/4	1 1/2		1,050	2,887

Stock symbol	Exch.	Closing Wed. Jan. 30	Closing Wed. Jan. 23	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
						High	Low			
TELEPRO INDUSTRIES	O	6		+ 3 1/2	+ 140.00	6	1/4	38	475	2,850
WESTINGHOUSE	WX	23 1/2	24 1/2	- 1	- 4.08	47 3/8	23 1/2	11	88,595	2,081,982
ZENITH	ZE	28 1/8	28 1/8		.00	56	25	9	18,888	531,225
TOTAL									638,726	27,833,051
GRAND TOTAL									1,361,279	42,335,500

Standard & Poor's Industrial Average 108.35 108.40 —.05

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

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

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

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

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
American Television and Communications Corp.	6 mo. 12/31	12,454,046	+ 29.6%	832,820	+ 62.0%	.20	9,608,387	514,050 ¹	.11
Cablecom-General Inc. ²	year 11/30	19,829,584	+ 4.2%	64,575	*	.03	19,034,559	(352,275)	#
Cox Broadcasting Corp.	year 12/31	90,616,000	+ 17.2%	10,635,000	+ 5.3%	1.82	77,281,000	10,102,000	1.73
General Electric Co.	year 12/30	11,600,000,000	+ 13.3%	585,000,000	+ 10.4%	3.21	10,239,500,000	530,000,000	2.91
General Tire & Rubber Co. ³	year 11/30	1,379,966,000	+ 26.2%	77,512,000	+ 18.7%	3.65	1,093,477,000	65,290,000	3.25
Lee Enterprises Inc.	3 mo. 12/31	12,335,605	+ 3.4%	1,743,585	+ 12.0%	.52	11,929,012	1,556,979	.46
Rockwell International Corp. ⁴	3 mo. 12/31	908,035,000	+ 29.8%	30,310,000	+ 12.5%	1.01	699,464,000	26,936,000	.84
Technical Operations Inc.	3 mo. 12/29	24,402,000	+ 29.8%	300,000	+ 25.0%	.22	18,793,000	240,000	.17

* Percentage change is too great to provide a meaningful figure.
Per-share figure not given.

¹ Before tax credit of \$497,164.

² Income for 1973 and 1972 is before special charges of \$4,414,930 and \$734,056, respectively, from reserve of \$3 million before giving effect to tax credit for possible loss on sale of cable system in Colorado Springs, and loss incurred on sale of certain unprofitable cable systems in California.

³ Income for 1973 is before debit of \$666,000, which consists of various gains and a loss of \$2,035,000 from a provision taken by RKO General to reduce the book value of a CATV property. Income for 1972 does not include credit of \$9,549,000, which consists of a gain of \$9,323,000 from recognition of undistributed earnings of A. M. Byers Co., a subsidiary, and various extraordinary gains and losses.

⁴ Figures for 1973 include results of Collins Radio Co., purchased during the quarter.

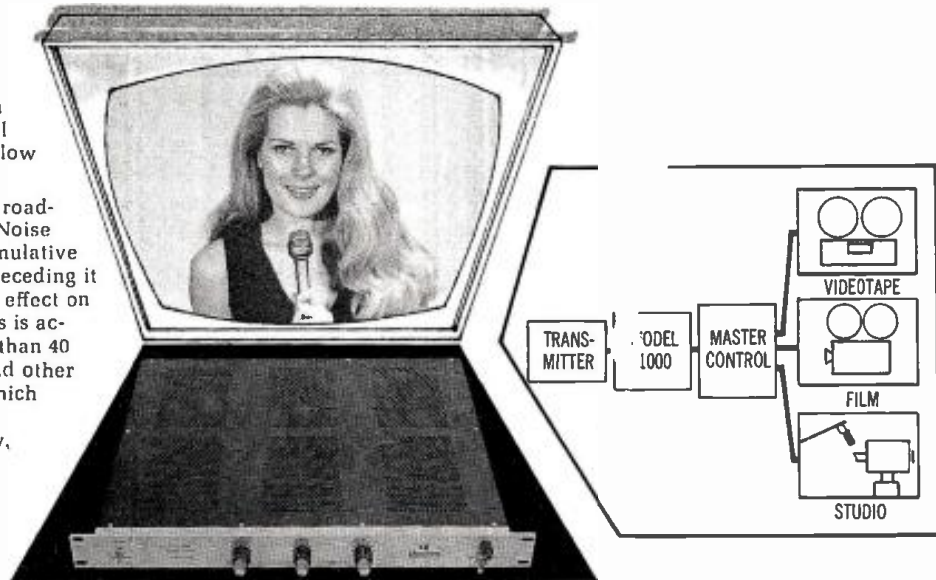
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Grammy nominations in

Flack, Rich, Wonder all in at least three top categories

Stevie Wonder, Roberta Flack and Charlie Rich have the best chance this year of winning a number of Grammy Awards when the program is broadcast by CBS-TV on March 2 (10-11:30 p.m.). All three artists were nominated for awards in the best song, single and album categories. Two Charlie Rich-performed songs are nominated for the best country song of the year, *Behind Closed Doors* and *Most Beautiful Girl in the World*, as well.

Nominations in other categories appear below:

Record of the year: *Bad, Bad Leroy Brown* (Jim Croce), *Behind Closed Doors* (Charlie Rich), *Killing Me Softly With His Song* (Roberta Flack), *You Are the Sunshine of My Life* (Stevie Wonder), *You're So Vain* (Carly Simon)

Album of the year: *Behind Closed Doors* (Charlie Rich), *The Divine Miss M* (Bette Midler), *Inner-Visions* (Stevie Wonder), *Killing Me Softly* (Roberta Flack), *There Goes Rhymin' Simon* (Paul Simon)

Song of the year: *Behind Closed Doors* (Kenny O'Dell), *Killing Me Softly With His Song* (Norman Gimbel and Charles Fox), *Tie a Yellow Ribbon Round the Ole Oak Tree* (Irwin Levine and Russell Brown), *You Are the Sunshine of My Life* (Stevie Wonder), *You're So Vain* (Carly Simon)

Best new artist: Eumir Deodato, Maureen McGovern, Bette Midler, Marie Osmond, Barry White.

Best pop vocal performance, female: *Boogie Woogie Bugle Boy* (Bette Midler), *Danny's Song* (Ann Murray), *Killing Me Softly with His Song* (Roberta Flack)

Best pop vocal performance, male: *And I Love You So* (Perry Como), *Bad, Bad Leroy Brown* (Jim Croce), *Daniel* (Elton John), *There Goes Rhymin' Simon* (Paul Simon), *You Are the Sunshine of My Life* (Stevie Wonder)

Best pop vocal performance, group or duo: *Diamond Girl* (Seals and Crofts), *Live and Let Die* (Paul McCartney and Wings), *Neither One of Us* (Gladys Knight and the Pips), *Sing* (Carpenters), *Tie a Yellow Ribbon Round the Ole Oak Tree* (Dawn)

Best pop instrumental performance: *2001* (Deodato), *Birds of Fire* (Mahavishnu Orchestra), *Frankenstein* (Edgar Winter Group), *Spaca Race* (Billy Preston), *You've Got It Bad Girl* (Quincy Jones)

Best R&B vocal performance, female: *Alone Again (Naturally)* (Esther Phillips), *Etta James* (Etta James), *I Can't Stand the Rain* (Ann Peebles), *Master of Eyes* (Aretha Franklin), *Pillow Talk* (Sylvia)

Best R&B vocal performance, male: *Call Me (Come Back Home)* (Al Green), *I'm Gonna Love You Just a Little More Baby* (Barry White), *Keep on Truokin'* (Eddie Kendricks), *Let's Get It On* (Marvin Gaye), *Superstition* (Stevie Wonder)

Best R&B vocal performance, group or duo: *Be What You Are* (Staple Singers), *Cisco Kid* (War), *Could It Be I'm Falling in Love* (Spinners), *Love Train* (O'Jays), *Midnight Train to Georgia* (Gladys Knight and the Pips)

Best R&B song: *Cisco Kid* (War), *Family Affair* (Sly Stewart), *Love Train* (Ken Gamble and Leon Huff), *Midnight Train to Georgia* (Jim Weatherly), *Superstition* (Stevie Wonder)

Best country vocal performance, female: *Country Sunshine* (Dolly Parton), *Kids Say the Darndest Things* (Tammy Wynette), *Let Me Be There* (Ollivia Newton-John), *Paper Roses* (Marie Osmond), *Teddy Bear Song* (Barbara Fairchild)

Best country vocal performance, male: *Amazing Love* (Charley Pride), *Behind Closed Doors* (Charlie Rich), *Old Dogs . . . Children and Watermelon Wine* (Tom T. Hall), *Rednecks, White Socks and Blue Ribbon Beer* (Johnny Russell), *Why Me* (Kris Kristofferson)

Best country vocal performance, group or duo: *Carry Me Back* (Stallier Brothers), *From the Bottle to the Bottom* (Kris Kristofferson and Rita Coolidge), *If Tears Were Pennies* (Dolly Parton and Porter Wagoner), *Louisiana Woman, Mississippi Man* (Loretta Lynn and Conway Twitty), *We're Gonna Hold On* (Tammy Wynette and George Jones)

Best country song: *Behind Closed Doors* (Kenny O'Dell), *Country Sunshine* (Billy Davis and Dottie West), *The Most Beautiful Girl in the World* (Rory Bourke, Billy Sherrill and Norris West), *Old Dogs . . . Children and Watermelon Wine* (Tom T. Hall), *Why Me* (Kris Kristofferson)

melody may be too ethereal for the after-school listener. Better to wait for the late-night and the discriminating.

Stations playing *Sexy Mama* last week included WPIX(FM) New York, KEWI(AM) Topeka, Kan, WCFL(AM) Chicago and WIXY(AM) Cleveland.

Thanks for Saving My Life—Billy Paul (*Philadelphia International*) ■ *Me and Mrs. Jones* is the biggest selling single in Columbia Records' history. Unfortunately, on Billy Paul's LP, *360 Degrees*, there was not another cut strong enough to provide him with a follow-up. A year later, producers Kenny Gamble and Leon Huff have turned their attention back to one of the artists that has made their company, Philadelphia International, the

Continues on page 35

“A splendid service...”

“Unduplicated by any other source...”

“An honest approach...”

“Clear, Concise, Unbiased...”

These are typical of scores of user comments on State Farm's *No-Fault Press Reference Manual*. Since its publication in January of 1973, it's become the standard reference work on auto insurance reform. More than 800 copies are in use in the nation's newsrooms.

Encyclopedic in scope, the 300-page loose leaf manual is a tab-indexed guide to every aspect of the no-fault auto insurance story. For every state that's passed major auto insurance legislation, the manual provides a concise run-down of the law's principal provisions, along with an analysis and its complete text.

Other sections include a historical overview of the auto insurance reform effort, proposed federal legislation and a glossary. Updates are mailed to all manual users as laws are amended and new ones passed. They also get *Advisory*, a one-page newsletter that thumbnails interim developments.

Altogether, the manual, updates, and newsletter offer authoritative, unbiased help to everyone reporting on auto insurance reform. For this free service, write to:



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

The Broadcasting Playlist™ Feb 4

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
3	1	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	2	1	1	2
1	2	You're Sixteen (2:50) Ringo Starr—Apple	3	2	2	3
7	3	The Way We Were (3:29) Barbra Streisand—Columbia	1	4	3	1
5	4	The Joker (3:36) Steve Miller Band—Capitol	4	3	5	5
8	5	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	9	5	4	4
4	6	The Most Beautiful Girl (2:42) Charlie Rich—Epic	5	6	6	6
2	7	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	7	7	7	9
6	8	Show and Tell (3:28) Al Wilson—Rocky Road	6	8	8	7
11	9	Let Me Be There (3:00) Olivia Newton-John—MCA	8	9	9	10
15	10	Seasons in the Sun (3:24) Terry Jacks—Bell	11	11	10	11
10	11	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	12	10	12	8
9	12	Living for the City (3:12) Stevie Wonder—Tamla	10	14	11	13
13	13	Never Never Gonna Give You Up (3:58) Barry White—20th Century	15	12	13	12
12	14	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	13	13	16	14
16	15	Spiders & Snakes (3:03) Jim Stafford—MGM	14	16	14	16
20	16	Last Time I Saw Him (2:45) Diana Ross—Motown	16	15	15	19
22	17	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	17	17	18	15
31	18	Rock On (3:13) David Essex—Columbia	20	21	20	17
21	19	Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	25	19	17	18
14	20	Goodbye Yellow Brick Road (3:13) Elton John—MCA	18	22	19	26
30	21	Me and Baby Brother (3:30) War—United Artists	23	18	22	20
37	22	Dark Lady (3:26) Cher—MCA	24	20	21	22
17	23	Helen Wheels (3:45) Paul McCartney & Wings—Apple	19	23	23	24
45	24	Boogie Down (3:30) Eddie Kendricks—Tamla	22	24	24	25
23	25	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	29	25	25	21
28	26	Americans (3:48) Byron MacGregor—Westbound	26	26	29	32
32	27	One Tin Soldier (3:14) Coven—MGM	27	29	27	28
18	28	Hello It's Me (3:27) Todd Rundgren—Bearsville	21	32	28	35
25	29	Jungle Boogie (3:08) Kool and the Gang—Delite	32	27	30	23
26	30	I Shall Sing (3:26) Art Garfunkel—Columbia	30	31	26	30
35	31	Come and Get Your Love (3:30) Redbone—Epic	33	28	32	27
27	32	Rockin' Roll Baby (3:15) Stylistics—Avco	28	30	34	36
36	33	Midnight Rider (3:22) Gregg Allman—Capricorn	35	33	33	33
33	34	Jim Dandy (2:38) Black Oak Arkansas—Atco	40	36	31	31
19	35	Top of the World (2:56) Carpenters—A&M	31	34	40	34
29	36	Walk Like a Man (3:21) Grand Funk—Capitol	51	35	35	29
39	37	My Sweet Lady (2:40) Cliff De Young—MCA	36	37	37	37
49	38	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	37	41	36	38
50	39	Photograph (3:59) Ringo Starr—Apple	42	38	42	39
38	40	Love Song (2:50) Anne Murray—Capitol	38	40	47	45
47	41	I Love (2:06) Tom T. Hall—Mercury	41	39	45	48

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
—	42	Bennie and the Jets (5:00) Elton John—MCA	43	42	43	42
42	43	I Got a Name (3:09) Jim Croce—ABC/Dunhill	34	51	48	43
58	44	Mockingbird (3:45) Carly Simon—Elektra	50	42	41	44
41	45	Mind Games (3:59) John Lennon—Apple	39	48	39	55
24	46	If You're Ready (Come Go with Me) (3:19) Staple Singers—Stax	47	44	46	54
—	47	Energy Crisis '74 (2:00) Dickie Goodman—Rainy Wednesday	46	46	49	46
34	48	Are You Lonesome Tonight (3:12) Donny Osmond—MGM	45	53	44	51
40	49	The Love I Lost (3:39) Harold Melvin & the Bluenotes—Phila. Int'l.	44	47	54	41
57	50	Touch the Wind (3:12) Mocedades—Tara	48	45	50	52
54	51	Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	69	55	38	40
51	52	Can This Be Real (3:17) Natural Four—Curton	53	49	51	49
53	53	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	54	52	57	53
—	54	Sunshine (3:18) John Denver—RCA	49	54	56	58
75	55	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	60	57	52	50
73	56	In the Mood (2:35) Bette Midler—Atlantic	55	56	55	61
46	57	Just You 'n Me (3:44) Chicago—Columbia	52	62	53	62
59	58	Last Kiss (2:31) Wednesday—Sussex	56	60	58	64
65	59	You're So Unique (3:18) Billy Preston—A&M	58	58	60	57
44	60	Sexy Mamma (3:05) Moments—Stang	73	59	59	56
—	61	Jet (2:48) Paul McCartney & Wings—Apple	63	65	63	67
56	62	Painted Ladies (3:30) Ian Thomas—Janus	*	50	*	47
84	63	If We Can Make It through December (2:41) Merle Haggard—Capitol	57	70	67	66
—	64	I Miss You (3:30) Dells—Cadet	71	63	68	63
—	65	Jessica (4:00) Allman Brothers—Capricorn	*	64	65	59
69	66	W O L D (3:56) Harry Chapin—Elektra	62	71	73	65
66	67	Let Me Get to Know You (2:52) Paul Anka—Fame	66	67	70	68
63	68	This Is Your Song (3:12) Don Goodwin—Silver Blue	65	68	69	69
—	69	Mighty Love (3:14) Spinners—Atlantic	59	73	64	*
62	70	Daddy What If (2:39) Bobby Bare—RCA	68	61	*	71
71	71	Show Down (3:49) Electric Light Orchestra—United Artists	74	69	71	70
48	72	Tell Her She's Lovely (3:50) El Chicano—MCA	64	*	61	*
—	73	Star (2:58) Stealers Wheel—A&M	61	*	66	75
68	74	Livin' For You (3:09) Al Green—Hi	67	72	74	72
—	75	Lookin' for a Love (2:37) Bobby Womack—United Artists	*	66	71	60

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (25), Americans (26), Are You Lonesome Tonight (48), Bennie and the Jets (42), Boogie Down (24), Can This Be Real (52), Come and Get Your Love (31), Daddy What If (70), Dark Lady (22), Doo Doo Doo Doo Doo (Heartbreaker) (19), Energy Crisis '74 (47), Goodbye Yellow Brick Road (20), Helen Wheels (23), Hello It's Me (26), I Got a Name (43), I Love (41), I Miss You (64), I Shall Sing (30), I Like to Live the Love (53), I've Got to Use My Imagination (11), If We Can Make It through December (63), If You're Ready (Come Go with Me) (46), In the Mood (56), Jessica (65), Jet (61), Jim Dandy (34), The Joker (4), Jungle Boogie (29), Just You 'n Me (57), Last Kiss (58), Last Time I Saw Him (16), Leave Me Alone (Ruby Red Dress) (14), Let Me Be There (9), Let Me Get to Know You (67), Livin' for You (74), Living for the City (12), Lookin' for a Love (75), The Love I Lost (49), Love Song (40), Love's Theme (1), Me and Baby Brother (21), Midnight Rider (33), Mighty Love (69), Mind Games (45), Mockingbird (44), The Most Beautiful Girl (6), My Sweet Lady (37), Never Never Gonna Give You Up (13), One Tin Soldier (27), Painted Ladies (62), Photograph (39), Put Your Hands Together (55), Rock On (18), Rock & Roll Hootchie Koo (38), Rockin' Roll Baby (32), Seasons in the Sun (10), Sexy Mamma (60), Show and Tell (8), Show Down (71), Smokin' in the Boys Room (5), Spiders & Snakes (15), Star (73), Sunshine (54), Teenage Lament '74 (51), Tell Her She's Lovely (72), This Is Your Song (68), Time in a Bottle (7), Top of the World (35), Touch the Wind (50), Until You Come Back to Me (17), W O L D (66), Walk Like a Man (36), The Way We Were (3), You're Sixteen (2), You're So Unique (59).

Continued from page 33

hottest small label in the business.

Thanks for Saving My Life is quick, and incisive. Initial airplay is coming from black-oriented stations with only a slight spillover onto pop playlists so far.

Those playing the new Billy Paul last week included WFLB(AM) Fayetteville, N.C., WHAT(AM) and WDAS(AM) both Philadelphia, KGFJ(AM) Los Angeles, WSOK(AM) Savannah, Ga., KPRS(AM) Kansas City, Mo., WPDQ(AM) Jacksonville, Fla., KYAC(AM) Kirkland, Wash., WEBB(AM) Baltimore and WHUR(FM) Washington.

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

- AMERICANS, Gordon Sinclair (Avco).
- APPLE OF MY EYE, Badfinger (Apple).
- BICYCLE MORNING, Billy Sans (Atco).
- A FOOL SUCH AS I, Bob Dylan (Columbia).
- GET THAT GASOLINE BLUES, NRBO (Buddah).
- I JUST CAN'T GET YOU OUT OF MY MIND, Four Tops (ABC/Dunhill).
- IT DOESN'T HAVE TO BE THAT WAY, Jim Croce (ABC/Dunhill).
- JOY, Isaac Hayes (Enterprise).
- LET YOUR HAIR DOWN, Temptations (Gordy).
- LIFE IS A SONG WORTH SINGING, Johnny Mathis (Columbia).
- LOVE HAS NO PRIDE, Linda Ronstadt (Asylum).
- MUST BE LOVE, James Gang (Atco).
- RAISED ON ROBBERY, Joni Mitchell (Asylum).
- SHE'S GONE, Daryl Hall & John Oates (Atlantic).
- TELL ME A LIE, Sammi Jo (MGM/South).
- THANKS FOR SAVING MY LIFE, Billy Paul (Phila. Int'l.).
- THERE WON'T BE ANYMORE, Charlie Rich (RCA).
- TRYING TO HOLD ON TO MY WOMAN, Lamont Dozier (ABC/Dunhill).
- WHEN I FALL IN LOVE, Donny Osmond (MGM).
- YOU WON'T FIND ANOTHER FOOL LIKE ME, New Seekers (MGM/South).

Music Briefs

New president for MGM label. Gil Beltran, vice president and general manager of RCA Records, New York, named president, MGM Records, Los Angeles. Mr. Beltran replaces Mike Curb, who resigned several months ago.

Country Radio Scholarship. Nashville Country Radio Seminar will earmark profits for scholarship to be presented to student pursuing broadcasting career. Fifth annual conference will be held in Nashville at Airport Hilton, March 15-16.

TV Music Poll. ABC-TV will present first *American Music Awards* produced by Dick Clark Teleshaw Feb. 19 (8:30-10 p.m. NYT). Awards will be presented on basis of public opinion research conducted by independent firm. Over 43,000 ballots have been mailed with five nomi-

nees in three categories—pop, country and soul. Nominations were compiled from year-end charts published by music trade magazines and BROADCASTING.

First new Opry. First broadcast of 48-year-old *Grand Ole Opry* from new broadcast center at Opryland U.S.A., Nashville, will be March 16. Owned by WSM-AM-FM-TV Nashville, 4,400-seat center, costing about \$15-million to build, claims to be largest broadcasting studio in world.

Name change. Bonneville Program Services, New York, has changed name to Bonneville Broadcast Consultants to highlight its activity as consultant to radio stations.



Anchor's abroad. ABC Leisure Group has formed Anchor, a record and music publishing concern in England. Pictured above is: I. Martin Pompadur (r), president of Leisure Group, with Ian Ralfini, president and chief executive of Anchor. Mr. Ralfini was formerly managing director of Warner Communications record labels in England.



David Clayton Thomas'
"Yolanda" is hot.
APBO-0216
With no sweat.

Once you hear it, you don't forget it.
That's what makes a single hot.

RCA Records

More than the usual plug in the hole

ABC's 'Americans All' series, aired after prime-time movies, pulls some good numbers in the ratings and some good response by affiliates

When ABC News's first *Americans All* minidocumentary aired Oct. 14, trailing the Sunday Night Movie, *John and Mary*, it looked like a good way to kill the time. Profiling a prominent member of an ethnic minority seemed a well-intentioned means of filling in the gap before the late-evening news. *John and Mary* got a 12.6 rating. *Americans All* got an 8.2 rating, which meant viewers in some 5½ million homes saw in 10 minutes how black comedian Godfrey Cambridge devoted his time to drug rehabilitation and prevention in New York City.

Since Oct. 14, the *Americans All* acorn has begun to sprout. Four more segments were broadcast, and the one on Nov. 11, a 15-minute close-up on the Alvin Ailey Dance Ensemble, pulled a 30 share and a 17 rating by itself, following the rating-surfeited *ABC Movie*, "Airport," which drew a network-pleasing 62 share, 42 rating. Three more *Americans All* segments are scheduled to follow ABC February movies, and the series has been renewed for another 12 segments in 1974-75.

Several ABC affiliates have asked the network for prints of the complete series, which ABC makes available for re-use by its 190 affiliates. ABC Cleveland affiliate WEWS-TV goes the network one better, however. General Manager Don Perris has decided to produce a northern Ohio version of *Americans All*, and to combine WEWS-TV minidocumentaries with those of the network into half-hour documentaries airing every few months in prime-access time.

The first Cleveland *Americans All* will air in March, Mr. Perris said. The program will feature ABC's six-minute segment on the Rev. Leon Sullivan of Philadelphia (aired nationally Dec. 2 following "Prudence and the Pill"), ABC's eight-minute segment on the late black author, Langston Hughes (aired nationally Jan. 13 following "True Grit"), and two locally produced segments on prominent Cleveland blacks Obie Elie, a successful businessman, and Robert and Julian Madison, internationally known architects.

"The theory is that you make a statement that minorities, in this case blacks, are doing well," said Mr. Perris. "Secondly, you show how achievements of blacks in the Cleveland area compare to achievements of blacks nationally. 'It can happen here' is the idea."

Sponsorship of the network series, however, is a bit different story. The sponsor for the three nonsustaining shows thus far is the Ford Motor Co., through Grey Advertising. ABC News approached Ford, a Grey spokesman said, and the company was "very excited" because it believed in the concept and because it



Spotlight. Two prominent minority-group members featured in ABC's *Americans All*, are comedian Godfrey Cambridge (top photo), working with New York City police to help combat drug abuse, and chicano leader and lieutenant governor of New Mexico, Robert Mondragon, with ABC news-woman Melba Tolliver.

would be a sure-fire way to reach the minority automobile market.

But John Bowers, Ford's special marketing program director, said last week "it is unlikely we'll be continuing the sponsorship" of *Americans All*. According to Grey sources, the series is "a very sensitive topic" at Ford.

An ABC network sales representative said last week ABC has several other advertisers in the wings who are very interested in *Americans All*, which demands about \$50,000-per-minute commercial rate. Rates for most of the movies preceding *Americans All* run between \$80,000 and \$100,000 per minute, ABC said. Production costs for *Americans All* are in excess of \$2,500 per minute, said Av Westin, ABC News vice president and director of documentaries.

FCC Commissioner Benjamin Hooks requested a special screening of one *Americans All* segment, and later commented "It's a very creative use of the time." Often the half-hour or hour-long public service programs are unnecessary. And doing something in that amount of time forces you to be entertaining. [The program] was neither talking heads nor preaching. And Langston Hughes is one of my favorite people. I'll bet most white folks never even heard of him."

Business magazine firm enters TV production

Chilton will buy station line-up for first series, on car care, and seek national advertisers

Chilton TV Productions, Los Angeles, has been formed as a division of Chilton Publications, Radnor, Pa., to produce TV program series and specials, industrial films and video cassette materials.

Its first effort will be a half-hour tele-

vision series tentatively titled *Car Care*, which will be available for telecasting in late spring or the fall. Chilton officials said in a news conference in New York last week that the company will pay for time on the stations and for the production of the series and will sell it to sponsors on a national basis.

K. Robert Brink, Chilton executive vice president, said time bought on about 100 stations on a Saturday afternoon would cost about \$1 million for 26 weeks. He ventured that the production costs for each episode would be about \$25,000. Thirteen original and 13 repeats are planned for the series.

Chilton TV Productions is directed by James W. Belcher, vice president and general manager, who formerly was creative director of Petersen Productions, Los Angeles. The series on car care will be syndicated by Don Blank, Los Angeles.

Chilton Publications publishes 23 specialized business magazines and hopes to draw on the expertise of its staff to produce TV series and specials about automobiles, motorcycles and boating.

PBS moves the stage to noncommercial TV

It starts theatrical series with \$2 million in grants

Thanks to grants of \$1 million each from Exxon and from the Corporation for Public Broadcasting, producer Jac Venza and the Public Broadcasting Service have put together *Theater in America*, a weekly series of 11 new productions (all but two of them TV adaptations of plays that originated at a regional theater in the U.S.) and seven repeats of productions already telecast by PBS. The series began last month on 244 PBS stations with an elaborate two-hour production of the Lincoln Center Repertory Theater's version of Maxim Gorky's "Enemies."

This week's entry is an equally elaborate two-and-a-half-hour production based on the American Conservatory Theater of San Francisco's recent staging of "Cyrano de Bergerac." The latter work, with its huge cast, and five sets that had to be completely redesigned for television, was brought in for about \$200,000, the most expensive in the series, according to Mr. Venza, who said that costs would average \$150,000 or so for the 11 originals. (Because of the "modest residuals," he added, the price tag on the seven reruns is "almost negligible.")

Mr. Venza said he tried to hit all of the major repertory companies but, for example, Arena Stage in Washington's productions of *Our Town* and *Inherit the Wind* were out because *Our Town* is owned by a company that's planning another network-TV production of it, and United Artists holds the rights to *Inherit the Wind* (having financed and distributed the movie version). To take another example, Tyrone Guthrie's Minneapolis theater's only suitable offering was a production of Gogol's "The Inspector General," which would have clashed with



'Mass' medium. Scheduled for broadcast Feb. 27 on PBS's *Theater in America* is Leonard Bernstein's 'Mass,' as performed by Yale University students.

Gorky's "Enemies." "I wanted to avoid two Russian plays in the same season," Mr. Venza said.

One production he was particularly delighted to get is Joseph Papp's Shakespeare in Central Park "King Lear" (air date: Feb. 20), with James Earl Jones in the title role.

The two nonregional-theater originations are specially commissioned productions of the George S. Kaufman-Ring Lardner comedy "June Moon" (which was telecast Wednesday, Jan. 30) and of Eugene O'Neill's last play, "A Touch of the Poet" (air date to be announced). Mr. Venza said he wanted some American plays represented, particularly "June Moon," because commercial network productions of "The Man Who Came to Dinner" (with Orson Welles) and "Of Thee I Sing" (with Carroll O'Connor) were so bad "they've almost destroyed Kaufman's reputation in this country." The only American work among the new regional productions—Adrian Hall's and Richard Cumming's "Feasting with Panthers," from the Trinity Square Repertory Co., Providence, R.I., which will be aired March 27—is actually based on the life and writings of Oscar Wilde.

"We do want to dispel the myth that only British actors can perform successfully in classics like 'King Lear' or 'Cyrano de Bergerac,'" Mr. Venza said. "But I also want to do some great American plays. The regional theaters have to emphasize the classics in order to get an audience, just the way an opera company, for instance, has to do the staples, like 'La Traviata' and 'La Boheme.' There'd be nothing but empty seats for a season of new American plays."

Hits still going strong

The Six Million Dollar Man (ABC), *Happy Days* (ABC) and *Dirty Sally* (CBS), all new shows, continue to look like second-season winners (BROADCASTING, Jan. 28), according to the national Nielsen for the week ended Jan. 27. All three captured 30-plus shares against strong competition.

NBC's one new show, *Music Country USA*, came up its second 30 share in a row, a 20% improvement over its pre-

decessor in the time slot, *NBC Follies*. The new show may end up in the hit category if the *CBS Thursday Movie* can't come up with better titles than the Jan. 24 rerun of "Valley of the Dolls," which managed only a 26 share.

ABC's once-a-month *Doc Elliot* drama premiered as a weekly series on Wednesday, Jan. 23 (10-11 p.m., NYT), with a strong 20 rating and 33 share, finishing second in the time period to CBS's *Kojak* (24.2 rating, 40 share), the most successful of last fall's new shows.

ABC's two new Thursday-night half-hour action shows, *Chopper One* and *Firehouse*, ran into *The Waltons* on CBS and a Jack Benny special on NBC, and could manage only 25 and 23 shares.

For the week as a whole, CBS won three nights (Monday, Wednesday and Saturday), ABC picked up Tuesday and Friday, and NBC took Thursday and Sunday.

'Blimps' take off

Take some contemporary rock music and offbeat sound effects, add actualities and comedy segments and tightly edit them into a stereo collage around a feature news story. What do you have? A News Blimp.

Richard Barna, president of Progressive Radio Network, which puts together the three-minute features for about 100 radio stations—most of them FM rockers—sees the News Blimp as a way stations can program public-affairs material "that won't turn the listener off."

Cost of the programs, which contain space for local advertising, depends on a station's rate card, said Mr. Barna, adding that Progressive Radio is negotiating for a national sponsor.

The features are aimed primarily at the 18-to-34 age bracket.

He said many of the Blimps are compiled by PRN affiliates and freelance producers, but final production is done at PRN's Storrs, Conn., facilities.

The Blimps deal with hundreds of subjects, ranging from Watergate and the energy crisis to computer dating for dogs and flagpole sitting.

FACT:

WTOP-TV DELIVERS 13*

Of the Top 25 Prime Time Shows

Station A: 7,
says ARB.

Station N: 5,
ARB reports.

And if you
happen to prefer
Nielsen, these
two stations are
tied with 6 each.

More of
the Top 25
in Metropolitan
Washington
are on

WTOP-TV
WASHINGTON, D.C.
a Post-Newsweek Station.

Washington gets
the message...
when it's on WTOP-TV.

*Source: ARB and Nielsen, November 1973
Sweep. Total Homes. Audience estimates
subject to qualification. Details on request.

Program Briefs

'Storm' signals changed. American Home Products Corp., New York, has dropped its plan for barter syndication of *The Secret Storm*, half-hour daytime drama, ending 20-year run Feb. 8 on CBS-TV (BROADCASTING, Jan. 21). Spokesman would only say that American Home Products had made decision not to distribute series itself, but added that company, which holds rights to *Storm*, is now negotiating with several syndicators to place it back on the air.

Brisk. Worldvision Enterprises, New York, has sold its one-hour *Great Adventure* series in 12 markets in first 10 days of release. Included: KABC-TV Los Angeles; KOIN-TV Portland, Ore.; KOOL-TV Phoenix, and KUTV-TV Salt Lake City. Worldvision also has sold *The World of Liberace* one-hour special in more than 60 U.S. markets, with recent sales to



Raves. Pauline Kael, the movie critic of *The New Yorker* magazine, called last Thursday's (Jan. 31) airing (CBS, 9-11 p.m., NYT) of "The Autobiography of Miss Jane Pittman" "quite possibly the finest movie ever made for American television." Moreover, according to Judith Crist, in *New Yorker* magazine, Cicely Tyson in the title role of a 110-year-old Southern black woman who spans the gap from pre-Civil War slavery to the civil-rights movement of the 1960s—"goes beyond appearance . . . [her] accomplishment is sheer perfection and it is complemented by the remarkable balance of the screenplay and the gentle pacing of the direction. . . ." The made-for-TV movie, produced by Tomorrow Entertainment, cost \$1,100,000 (more than twice the average) and the company spent 30 days on location in Louisiana, where the entire film was shot. With the raves it's gotten from some of the national movie critics, the picture would have everyone talking about Academy Awards if it were being released to American theaters. But an industry source says such a theatrical release is not likely because CBS has the contractual right to two repeat showings of the movie and would not want to dilute the rating by allowing it a full theatrical showing in the interim.



Seriously, folks. Sex and violence on the air have been revived as topics of discussion; last month at its winter meeting, the National Association of Broadcasters' joint board took notice of that fact and reaffirmed a statement stemming from last year's uproar over "topless" radio (Broadcasting, Jan. 21). More locally, WJZ-TV Baltimore took three and a half hours out of its late evening programming one night late last month and devoted them to a viewer call-in panel discussion show on broadcast programming. The most interesting aspect of the evening, according to WJZ-TV General Manager Steve Seymour, was that viewers realized that the "experts" on the panel were as confused as the viewers over the effects of television violence. And a call-in poll of viewers revealed that the audience was more concerned with violence than with sex on television, and that it was wary of government intervention and preferred industry self-regulation. Ultimate control, panel and viewers agreed, should rest with the viewer, who can "simply turn his switch."

The panel for the WJZ-TV *Special Report*, enjoying a lighter moment here, were (clockwise): Dr. Ralph Jennings, United Church of Christ; Horace Newcomb TV critic, *Baltimore Sun*; Jeff Schliffman, WJZ-TV program manager; Mr. Seymour; Dr. David Viscott, psychiatrist and author; Robert L. Shayon, Annenberg School of Communications, University of Pennsylvania; Alfred Schnelder, ABC vice president; Dr. Robert Liebert, psychology professor, State University of New York, Stony Brook; Henry Levinson, TV Information Office; Dr. Sheldon Zigelbaum, Human Resources Institute, Boston; Barbara Gold, American Civil Liberties Union; the Rev. Robert Woodworth, chairman, Citizens Council for Decency, Baltimore, and Louis Cedrone Jr., TV critic, *Baltimore Evening Sun*.

NBC's owned TV stations, plus WNCN-TV Boston, WRTV-TV Indianapolis, WSB-TV Atlanta, WBAL-TV Baltimore, WTVJ-TV Miami and WITI-TV Milwaukee.

Transition. W. Clement Stone, Chicago insurance executive and a principal stockholder in Trans-American Video Inc., Los Angeles video tape production firm, has assumed its presidency. He succeeds former son-in-law David E. Bradshaw, Chicago attorney once mentioned as successor to FCC Commissioner Nicholas Johnson (BROADCASTING, Feb. 12, 1973). Mr. Bradshaw has resigned as a director.

Nine in nine. Independent Television Corp., New York, reports purchase of its new one-hour, action-adventure series, *My Partner The Ghost*, by WNBC-TV New York, KHJ-TV Los Angeles, KING-TV Seattle, KOIN-TV Portland, Ore., and five other stations in first sales push.

For Easter. Lutheran Television, St. Louis, communications arm of Lutheran Church-Missouri Synod, is offering free, new half-hour animated color special, *Easter Is*, for network or local station broadcast at Easter time. Year in production, \$150,000 *Easter Is*, follows successful 1970 *Christmas Is*, also produced by Lutheran Television. *Easter Is*, like its predecessor program, allows for commercials.

Hold on lottery ruling. U.S. Court of Appeals for Third District, in Philadelphia, has stayed effectiveness of its order reversing FCC decision that broadcast stations may not air winning numbers in state lotteries (BROADCASTING, Jan. 7). Original court ruling, in response to

appeal by New Jersey lottery commissioner, said numbers are legitimate news and that their broadcast is protected by First Amendment. Commission requested stay to enable it to petition Supreme Court for review.

Hope for 'Advocates'. *The Advocates* public broadcasting series, scheduled to be canceled at end of February, may continue beyond that date. The Arthur Vining Davis Foundations of Miami have made "challenge grant" of \$100,000 to WGBH-TV Boston, producing station, if it can raise additional \$200,000 needed to continue series until May 23. Spokesman for station said \$400,000 is needed to produce 10 one-hour episodes. Several PBS stations have pledged \$100,000 in use of facilities, and, with provisional grant from the Foundations, an additional \$200,000 is needed.

Super sag. About five million fewer people—a total of 63,220,000—watched some part of this year's Super Bowl game on CBS-TV, compared to the 68 million who viewed the 1973 contest on NBC-TV, according to CBS statisticians working with the national Nielsen figures. NBC's researchers showed just about the same drop-off, although, using different methods of computation, they claimed that 69,540,000 watched the Miami-Minnesota game this year, as opposed to 74,320,000 viewers of last year's Miami-Washington match. The reason for the massive desertion of TV viewers? "It was a dull game," said a CBS spokesman.

Consumer proposals on advertising aimed at children draw poor reviews

TV and advertising executives say Some of proposed restrictions are already applied by codes and others are extreme, unneeded

Broadcasters and advertisers reacted cautiously but skeptically last week to the latest round of consumer proposals to limit television advertising to children (BROADCASTING, Jan. 28).

The skepticism was implicit in expressions of doubt about the need for some of the proposed restrictions, the practicality of some and, in general, the qualifications of the consumer groups involved to speak for anyone but themselves. The caution showed in refusals to comment on the specific proposals, in careful wording of general reaction and in unwillingness to be identified by name with some of the harsher criticisms directed against the proposals and their sponsors.

Most of the companies sampled by BROADCASTING had not adopted formal positions on the proposals and were, in fact, still studying them. The initial individual reactions thus were preliminary and informal.

What they seemed to net down to were (1) a belief that TV advertising to children is already self-regulated to the point where only a clear showing of need would justify further restrictions, and (2) a hope that, if advertisers and broadcasters can avoid escalating the controversy with the consumer groups, they might get this point across to the Federal Trade Commission and show that most of the proposed new restrictions are needless.

The proposals, submitted to FTC as part of a guidelines project initiated

there last summer, are wide-ranging. Among other things they would cut in half the commercial time in children's programs, ban the advertising of certain products in such programs—including foods and beverages that exceed specific limits in sugar content—and deal in detail with the manner in which commercials are presented to children.

Some of the proposals, as several executives noted last week, are redundant. They would, for instance ban advertising of vitamins and over-the-counter drugs in children's programming. But vitamin advertisers have themselves dropped out and over-the-counter drugs have never been in, as one broadcaster put it. In addition, the TV code itself imposes restrictions on the manner in which commercials are presented, among other elements.

Some proposals that were not redundant were described as "extreme" or "far-out." One broadcast executive, for instance, said his reading suggested that "apparently nobody could deliver a commercial to a child." Another proposal would ban the offering of premiums or memberships conditioned on the purchase of a product, which to at least one broadcast official "makes no sense whatever"

On the advertiser side, several officials emphasized that advertising to children is already under extensive self-regulation.

Spencer Boise, corporate affairs vice president of Mattel Toys, went into some detail: "We're already heavily regulated by some very stringent National Association of Broadcaster guidelines. For example, we can't use animation in any of our ads. We can't have any copy telling children to ask their parents to buy them a particular toy. We can't use comparatives. We can't use superlatives. We can't use slow-motion or speeded-up motion. Every one of our commercials is pre-cleared with the NAB [code authority], and if they ask us to make changes, we make them."

A spokesman for General Foods said his company and the food industry generally recognize they have a special responsibility in advertising to children—and also have a substantial degree of

FACT:

WTOP-TV DELIVERS 100,000* Adults,

(Average quarter hour, Monday thru Saturday)

18-49 with Eyewitness News 5:30-7 P.M.

Station N, Early Local News: 75,000

Station A, Early Local News: 81,000

Eyewitness News, The only 90 minute local news in

Washington on WTOP-TV WASHINGTON, D.C. a Post-Newsweek Station.

Washington gets the message... when it's on WTOP-TV.

*Source: ARB, November 1973 Sweep. Audience estimates subject to qualification. Details on request.

BAR reports television-network sales as of Jan. 6

NBC \$15,558,600 (40.6%), CBS \$12,322,200 (32.2%), ABC \$10,443,700 (27.2%)

Day parts	Total minutes week ended Jan. 6	Total dollars week ended Jan. 6	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	34	\$ 253,200	31	\$ 229,900	\$ 387,400
Monday-Friday 10 a.m.-6 p.m.	832	10,052,300	694	8,962,500	10,424,100
Saturday-Sunday Sign-on-6 p.m.	191	2,921,200	191	2,921,200	3,901,800
Monday-Saturday 6 p.m.-7:30 p.m.	98	3,246,100	83	2,928,900	2,698,800
Sunday 6 p.m.-7:30 p.m.	18	527,400	18	527,400	199,200
Monday-Sunday 7:30 p.m.-11 p.m.	391	24,270,700	334	21,405,900	21,810,400
Monday-Sunday 11 p.m.-Sign-off	132	1,927,500	101	1,348,700	1,712,000
Total	1,696	\$43,198,400	1,452	\$ 38,324,500	\$ 41,133,700

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

self-regulation through the NAB code and through company policies. He was confident that General Foods and the industry would consider changes—if there is reasonable evidence that present activities are causing harm and if the changes proposed can alleviate any problems.

Robert Thurston, Quaker Oats senior vice president, corporate affairs, said his company proposed last fall that the National Advertising Review Board, advertising's self-regulatory arm, take a leadership role and "undertake a broad study of children's television commercials." He felt that this would still be a valid approach.

Although he declined comment on the consumer groups' specific proposals, he alluded to one in observing that an organization like NARB would have no mandate to "deal with the content of a given product that's being advertised, like the amount of sugar in a box of cereal." He also acknowledged that in his view there is "room for improvement" in other areas of children's programming, such as the number of commercials per hour.

Representatives of several advertisers as well as broadcasters declined to comment even generally on the proposals. Among those who did speak for attribution, one of the blunter comments came from Harry F. Schroeter, Nabisco vice president for communications and corporate marketing, whose observation seemed to typify the hopes that others expressed privately. "Anyone can make a proposal," Mr. Schroeter said. "I doubt these will be adopted as they read now."

Business Briefs

Sine-Aid to Compton. Compton Advertising, New York, has been named by Johnson & Johnson, New Brunswick, N.J., as agency for its Sine-Aid headache remedy, replacing Kelly, Nason Inc., New York. Account annually bills more than \$2 million, of which about \$1.3 million is in broadcast.

Tempo picks up. RCA Corp. has expanded advertising spending for its consumer electronic products during first half of 1974, spotlighted by sponsorship of *Jack Benny's Second Farewell Special* on NBC-TV Thursday (Jan. 24), 8-9 p.m.

Company plans "a definite increase in expenditures devoted to broadcast media for the first half, geared to maintaining a strong RCA color TV sales trend." RCA consumer electronics allotted about \$2.2 million to television in first half of 1973. Agency: J. Walter Thompson, New York.

Opens for ITT. International Telephone & Telegraph Corp., New York, began its first corporate campaign on television Jan. 15, with participating sponsorship on *NBA All-Star Basketball* on CBS-TV, starting at 9 p.m. During first quarter of 1974, IT&T, through Needham, Harper & Steers, New York, has bought 24 minutes of commercial time on all three networks on prime-time sports and feature films and early evening news shows. Commercials will stress IT&T's efforts to improve quality of American life through new products.

Pounding away. Foodways New York Inc., New York, food licensee of Weight Watchers International Inc., has begun heavy TV-radio campaign for WWI's brand of frozen entrees, Bouillon and "Sweet'Ner" sugar substitutes. With slogan, "Join the Great American Shape-Up," spotlighted on TV and radio commercials, Weight Watchers has bought schedule throughout 1974 on NBC-TV's *Tonight* and TV spot campaign in major markets. Supporting television will be network radio effort on ABC, CBS and NBC. About \$1.8 million of \$2-million budget is going to broadcast. Agency is Ted Barash & Co. Inc., New York.

Explaining the computer. International Radio and Television Society, New York, will sponsor conference on "The Now and Future Role of Computers in Broadcasting and Advertising." Maurie Webster, president of IRTS said purpose of conference is to "de-mystify" broad range of computer applications now available so that buying, selling and use of broadcast media can be made more efficient. Conference, April 16, at Biltmore hotel in New York, will last all day.

Auto movers. PAMS Productions, Dallas music producer, is offering syndicated promotion package to assist broadcasters in generating car dealer accounts. "You Auto Think Twice" campaign, designed for dealers of medium- and larger-sized American cars, points out advantages of purchasing large models. Promo-

tion includes radio spots, jingles, video aids, pamphlet and recorded sales presentation with exclusive local rights being sold to one broadcaster per market.

Burchill on board. Bolton/Burnside International Ltd., station representatives, has changed its name to Bolton/Burchill International Ltd., New York. Change reflects appointment of Thomas F. Burchill as vice president, radio division (formerly with Blair Radio) and resignation of Glen Burnside, vice president. Bolton/Burchill represents CKLW-AM-TV Windsor, Ont.-Detroit; KELP-TV El Paso, Tex.; WLYF(FM) Coral Gables, Fla.; WLAK-(FM) Chicago and WWDJ(AM) Hackensack, N.J.

NBC puts on paper its rules for comparative ads

And NAB code board, meeting in May, will use them as taking-off point in its examination of technique

The code board of the National Association of Broadcasters will have something specific to work with this spring when it meets and tackles the question of guidelines for comparative advertising. It will have NBC's guidelines, which NBC officials made public last week and which code authority sources expect to provide a basis for the board's own study.

NBC's new guides are essentially a codification of existing NBC policies governing commercials in which advertised products are compared with competing products. In fact, NBC authorities say, there are only two main differences between the guides and the policies. One is that the guides are in written form. The other is that the guides contain a somewhat more stringent requirement that competitors be "properly identified."

"Proper" identification, they say, doesn't necessarily require that the competitors be identified by name. It does require identification sufficient to insure that viewers won't be confused about which competitor it is. "If you compare your product with one shown in a little green bottle," NBC Broadcast Standards Vice President Herminio Traviesas explained, "we want to make certain that people know what product is in the little green bottle."

Some NBC sources indicated that a few commercials currently on NBC-TV do not meet all of the new guidelines. Presumably they fall short on the identification requirements, since that represents the main change from earlier policies. It was also assumed the advertisers and agencies involved would be asked to make changes bringing them into line.

NBC has been reviewing its comparative advertising policies for several months. During that time it also offered its ideas to the code board, which indicated it would keep the issue under study. NBC stepped up its work and released the

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
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POB 4008, 85717, phone (602) 795-1050

A record year at TV networks. Advertiser investments in network television in 1973 surpassed \$2 billion for the first time, rising 11.4% above the 1972 mark to a total of \$2,043,634,300, the Television Bureau of Advertising reported last week.

CBS-TV was shown as the billings leader with \$728,600,900, followed by NBC-TV at \$695,543,300 and ABC-TV at \$619,490,100.

TVB, whose figures were compiled by Broadcast Advertisers Reports, said the greatest spending gain, 14.3%, was in nighttime TV. However, all day parts showed increases.

Spending in December rose 10.8% to \$201,618,800, also reflecting gains in all dayparts.

The TVB/BAR tables follow:

Network television time and program billing estimates by day parts and by network (add 000)

	December			January-December		
	1972	1973	% Chg.	1972	1973	% Chg.
Daytime	\$ 61,315.4	\$ 68,260.5	+ 11.3	\$ 625,171.6	\$ 662,618.2	+ 6.0
Mon.-Fri.	29,876.3	33,152.6	+ 11.0	397,303.5	427,669.8	+ 7.6
Sat.-Sun.	31,439.1	35,107.9	+ 11.7	227,868.1	234,948.4	+ 3.1
Nighttime	120,692.4	133,358.3	+ 10.5	1,208,645.0	1,381,016.1	+14.3
Total	\$182,007.8	\$201,618.8	+ 10.8	\$1,833,816.6	\$2,043,634.3	+11.4

	ABC	CBS	NBC	Total
January	\$ 52,617.2	\$ 57,918.5	\$ 62,578.2	\$ 173,113.9
February	52,915.7	56,089.3	53,684.9	162,689.9
March	55,028.2	64,284.5	62,887.0	182,199.7
April	50,830.8	59,482.6	59,412.8	169,726.2
May	47,487.8	56,430.7	50,807.1	154,725.6
June	42,529.5	47,741.6	45,870.6	136,141.7
July	36,471.5	41,929.4	41,864.0	120,264.9
August	39,036.6	42,945.1	42,085.7	124,067.4
September	53,299.9	61,622.4	58,992.4	173,914.7
October	64,094.9	78,681.7	79,727.0	222,503.6
November	67,220.6	84,641.9	70,804.4	222,667.9
December	57,957.4	76,832.2	66,829.2	201,618.8
Full-year	\$619,490.1	\$728,600.9	\$695,543.3	\$2,043,634.3

Source: Broadcast Advertisers Reports (BAR). *Revised

results, officials said, because the National Advertising Review Board's decision in the Schick Flexamatic shaver case last December generated new interest in the subject.

The NARB decision dealt at length with comparative testing done by Schick and concluded that its advertised claims of superiority over Norelco, Remington and Sunbeam shavers were false in some respects and misleading over-all (BROADCASTING, Dec. 31, 1973).

All three TV networks had cleared the Flexamatic commercials, which were subsequently discontinued by Schick. And all three were reluctant to discuss the NARB decision in that context, but it was clear that the decision was prompting reviews of existing comparative advertising policies not only by networks but also by advertisers generally.

Code authorities said the NBC guidelines almost certainly would provide a basis for the code board's consideration of the subject at its May meeting. They are as follows:

"1. The products identified in the advertising must actually be in competition with one another.

"2. Competitors shall be fairly and properly identified.

"3. Advertisers shall refrain from discrediting, disparaging or unfairly attacking competitors, competing products or other industries.

"4. The identification must be for comparison purposes and not simply to up-

grade by association.

"5. The advertising should compare related or similar properties or ingredients of the product, dimension to dimension, feature to feature, or wherever possible by a side-by-side demonstration.

"6. The property being compared must be significant in terms of value or usefulness of the product to the consumer.

"7. The difference in properties must be measurable and significant."

Boxscores on complaints

National Advertising Division of the Council of Better Business Bureaus reports that it had initiated or received 635 challenges to national advertising in the first two years of its operations. During the period, NAD said, 222 advertising matters were dismissed, while 123 required modification or withdrawal of the advertising. NAD referred 10 unresolved advertising disputes to the National Advertising Review Board for panel adjudication and closed 191 additional matters for administrative reasons. At the end of 1973, 89 matters were still under investigation.

During December 1973, according to NAD, White Cap Inc. agreed to discontinue use of a TV commercial for its pine oil cleaner. NAD also ruled that a TV commercial for Dow Chemical's Saran Wrap, which compared the product's strength to other wraps, was acceptable.

FACT:

**WTOP-TV
DELIVERS
139,000*
Adults,
18-49**

(Average quarter hour
Monday thru Friday)

**with
Early
Evening
News
6:00-7:30 P.M.**

**Station N:
105,000
Station A:
106,000**

**The #1 Early
Evening News in
Metropolitan
Washington is
EYEWITNESS
NEWS and
CBS Evening
News on**

WTOP-TV
WASHINGTON, D.C.
a Post-Newsweek Station.

*Washington gets
the message...
when it's on WTOP-TV.*

*Source: Nielsen, November 1973
Sweep. Audience estimates
subject to qualification. Details on request.

WLS-TV antenna finds a new perch atop Sears

Station hopes for improved reception, is first of three Chicago outlets to sit on new 110-story structure

WLS-TV Chicago, which last week became the first station to switch its antenna to the top of the new 110-story (1,454 feet) Sears Tower building, says it expects reception problems to be substantially reduced by the move.

According to a WLS-TV spokesman, the station received about 1,500 calls between 10 p.m. on Jan. 29, when the switch was made from the 890-foot Marina City antenna, and the following day. Of that number, about 600 callers had praised their reception, he said. He also estimated that the reception problems of at least 75% of the remaining 900 were due to a need for viewers to reposition their sets and antennas toward the Sears building.

The channel 7, ABC-owned outlet, which has used the Marina City antenna since 1964, made plans for the move two years ago. At that time the station started having reception difficulties due to interference from the Standard Oil Building and the Sears Tower, which were still under construction then. WLS-TV had earlier decided not to move the antenna to the 1,456-foot John Hancock Building, where the systems of almost all other TV outlets were located, because tests showed the move would not improve the signal.

To hasten solution of the reception problems, WLS-TV constructed an interim antenna it will use until late 1975 or early 1976, when the permanent antenna is scheduled for completion.

WLS-TV spent nearly \$4 million on the new antenna facilities, including new transmitting equipment on the 102d floor of Sears Tower. In the next few weeks WLS-TV will be joined on the tower by noncommercial outlets WTTW(TV) (ch. 11) and WXXW(TV) (ch. 20).

No cutback for L.A. broadcast day

Mayor Thomas Bradley of Los Angeles told broadcasters last week that he and his administration have no intention of imposing limits on broadcast hours of operation during the current energy crisis. "The last thing in the world we want to do is to make you limit your hours of operation," he told a meeting of the Hollywood Radio and Television Society. Determining how to conserve energy "is for you to decide," he said.

He lauded TV and radio stations for their energy conservation measures, reporting that stations had reduced power consumption by from 14% to 22% since the city imposed a blanket 10% reduction of energy use on broadcasters (BROADCASTING, Dec. 17, 1973). A

threatened increase to a 16% cutback, part of the original energy ordinance, has been held in abeyance as unnecessary as has the imposition of penalties for failing to make required reductions. For the city as a whole, Mayor Bradley said, power use has declined 19% from the year-ago level.

Mr. Bradley also praised the broadcasters for bringing news and information on the city's power crunch to the attention of the public. This, he said, played a large part in getting the cooperation of citizens.

IGM in two-way sale

IGM Inc., Bellingham, Wash., manufacturer of switching systems and music libraries for radio stations, has been sold to E. C. Burkhart. Mr. Burkhart, who developed the multiple cartridge Instacast audio player, is the former owner of Northwestern Technology Inc., also of Bellingham, which IGM acquired in 1970. Remaining with IGM are Danny Coulthurst, as executive vice president, and Tim Waide, in charge of installation and service.

In a separate transaction, IGM's Paperwork Systems Inc., a computerized accounting, billing and logging service formed last March and now serving 20 customers, has been sold to Lee Facto, former IGM executive vice president, and Joseph D. Coons, former IGM sales manager. PSI is located at 2000 A Street, Bellingham, Wash. 98225.

Rogan Jones Jr., son of the IGM founder, retired from active management of the company Dec. 31, 1973 for health reasons. Consideration in the two transactions was not disclosed.

Video disk system is unveiled

I/O Metrics enters the program recording field with introduction of unit with TV, music playback capability

A home video-disk system, capable of carrying one full hour of color TV program material, or 500 hours of high fidelity music, has been shown by I/O Metrics Corp., Sunnyvale, Calif. Initial demonstrations were held in San Francisco Jan. 23-25; others are scheduled for major cities in the next few months.

Peter G. Wohlmüt, president of the company, said that a playback unit for consumers should cost about \$300; disks, he said, will be able to sell for \$5 each—the current price of a long-playing record. The master recording unit, he said, would cost about \$30,000.

The system, using a 10-mhz bandwidth, also could be used for storage and retrieval of computer data, Mr. Wohlmüt noted.

In recording, the recorder's analog input signal modulates a laser beam that in turn prints a continuous spiral track on a holographic film disk. For video playback, the disc is placed on a transparent turntable, revolving at 30 rpm, illuminated from below by a 25-w electric light

bulb. This light projects an image of the track through a magnifying lens and associated optical devices to three photodiodes, one of which reads the video tracks. This output is then converted to TV frequencies and fed into the antenna leads of a standard TV set.

I/O Metrics has no plans to manufacture or sell the system, Mr. Wohlmüt announced; it plans to license other manufacturers to make and sell the equipment. I/O Metrics is a 30-month-old firm specializing in recording and retrieval of film-stored information.

Technical Briefs

Camera order. WKY-TV Oklahoma City has received delivery of 10 Mark VIII automatic color television cameras ordered from Marconi Electronics Inc. Six units will be used in station's production studios; four will be utilized in its remote unit. WKY-TV's order brings number of Mark VIII's Marconi has sold in U.S. and other countries to over 200.

See in dark. Javelin Electronics division, Apollo Lasers Inc., Los Angeles, announces availability of night-vision device for TV cameras as well as movie and still cameras. Light amplifier electronically amplifies image presented by objective lens. It also contains automatic brightness control that increases or reduces gain corresponding to scene-illumination level.

Cable contract. Telemation Inc., Salt Lake City, has entered into \$300,000 contract with Cable Video Communications Inc. to install local-origination facilities at CVC's cable system in North Charleston, S.C. Set-up will include color production studio with two film chains, film-to-video-tape transfer and duplicating capabilities, Telemation's TCG-1432 character generator, T'Matic automated programers and software package. Turnkey system is to be delivered this spring.

Price cut. International Video Corp., Sunnyvale, Calif., announces new models of its IVC-500A broadcast color camera, priced from \$22,000. Previous models were priced from \$32,000. Lower cost models use same camera head as before, but with two Plumbicon tubes and silicon diode tube for red channel. Over 300 of standard IVC-500A's have been sold in last two years, primarily to broadcasters, IVC said.

Price changes. Magnavox Co., Fort Wayne, Ind., announced it has set selective price increases on many of its consumer electronics products. Increases, ranging from 2% to 16%, will affect products items such as color and black-and-white TV's, console stereos and audio parts.

RCA set increases. Citing rising production costs, RCA Corp. announced it will increase prices on nearly all new color TV sets, on some current models and most current and new black-and-white sets. Company did not detail extent of color set increases but said black-and-white set prices would be raised \$10 effective Feb. 1.

Teleprompter's bombshell sends shockwaves through cable

Dissent by industry's biggest firm to trade association's stand on pole-rental negotiations draws mixed response from others but dramatizes rise in rental rates

The controversy over present and future rates for CATV pole attachments, which up until two weeks ago was regarded as a sensitive but not terribly dramatic issue within the cable industry, has escalated into a crisis. As of last week, it had precipitated a rift between the National Cable Television Association and Teleprompter Corp., the industry's largest firm. It had moved the FCC close to a decision as to whether it must assert jurisdiction in the pole-rental area—a decision the agency hopes it will be able to avoid. And, in the opinion of some cable operators, it had forced developments that ultimately could jeopardize NCTA's ability to represent the entire industry.

The pole issue surfaced as a serious problem two weeks ago, when Teleprompter President William Bresnan publicly declared that his firm had dissociated itself from the negotiations now in progress between a special NCTA committee and the nation's two leading telephone utilities, AT&T and General Telephone (BROADCASTING, Jan. 28). Blasting what he termed NCTA's "hat in hand" posture in the pole negotiations, Mr. Bresnan indicated that, while it wasn't its immediate intention, Teleprompter could eventually withdraw from NCTA.

Despite an immediate NCTA conciliation effort, relations between Teleprompter and the association had not improved as of last week. NCTA Chairman Amos Hostetter, who earlier had stated in a letter to association members that "every possible effort" would be made to resolve the differences with Teleprompter, met Wednesday afternoon (Jan. 30) in New York with Mr. Bresnan and Teleprompter Chairman Jack Kent Cooke. Immediately following the meeting, however, Mr. Bresnan told BROADCASTING that nothing had changed as a result of the discussions. "If his mission was to reconcile the differences," the Teleprompter president said, "then he failed. We weren't convinced at all. He didn't put forth anything that we didn't already know."

Teleprompter's friction with NCTA stemmed from a decision two weeks ago by the NCTA board to proceed with the telephone negotiations under a modified plan for settlement. According to industry sources, the board endorsed an agreement through which cable operators' annual pole-rental fees would be increased by \$1 over a four-year period—a 30-cent increase in each of the first two years and a 20-cent rise each of the two subsequent

Shop by cable. Formont Associates of New York and Nieman-Marcus of Dallas plan to take the direct-mail catalogue into cable TV via a 30-minute "Cable Catalog" tape. The tape, which showcases merchandise that can be ordered by mail, is being sent free to cable systems in 17 states reaching up to 500,000 cable subscribers, according to Elizabeth Forsling Harris, the chief executive officer of Formont. The 31 items of merchandise displayed on the tape range in price from a baby Nieman-Marcus print pillow retailing for \$10 to a Kimberly three-piece pant suit tagged at \$120. The tape, produced at a Nieman-Marcus store in Dallas and narrated by Chairman of the Board Stanley Marcus, was put together by Caravatt-Kleiman Inc., New York, at a cost of \$25,000. After the first nine weeks of the experiment, Ms. Harris said that Formont will pay each system a nickel for each order received from a subscriber of that system, or 6% of the gross revenues taken in from people on that system who order merchandise, whichever is higher.

years. The increase, sources said, would be conditioned on two other agreements—one calling for a roll back in "rearrangement" costs to the operator (the fee charged by the phone company to adopt existing utility facilities for cable usage) and another demanding the initiation of "good faith" negotiations regarding future joint cable-utility ownership of poles.

After seven hours of deliberations, during which an initial proposal from NCTA's seven-man negotiating committee was modified to specify the two conditions, the board endorsed the plan by a 19-1 vote. The sole dissenter was Teleprompter's Northwest regional manager, Wallace (Dee) Miller.

According to an NCTA source, the two phone companies have agreed to proceed with the current negotiations, although they were "not happy" with the recent development. No dates had been set for further meetings as of last week. Presently, the source said, attorneys for the parties are preparing "memoranda of understanding" outlining individual proposals for settlement. The documents, he said, would be exchanged and collated on completion. At this point, the source said, the parties have agreed in principle on terms of the agreement, although wording of a formal pact will take some time to resolve. Any final agreement must be ratified by the NCTA board, which will meet in late March.

Meanwhile, the Jan. 31 deadline the FCC had imposed for a private settlement of the pole issue came and went. NCTA lawyers last week filed a request for an extension and were confident that the commission would not take any immediate action on the issue.

Mr. Bresnan's declaration of two weeks ago touched off a furor in the cable industry. Reaction was particularly severe from NCTA board members, many of whom objected strongly to Teleprompter's

FACT:

WTOP-TV DELIVERS 119,000* Adults, 18-49

(Average quarter hour)

7 days a week with Late News

(pure programming).

Station A:
102,000
Station N:
76,000
Station I:
57,000 (10 P.M.)

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*Source: ARB, November 1973 Sweep. Audience estimates subject to qualification. Details on request.

Cable Briefs

decision to use the forum of a press release to express its dissatisfaction. "I have no problems with what Teleprompter decided," said one board member. "But," he said, "the way they did it infuriates me." Another board member found Teleprompter's methodology "unfortunate," but added that he is sympathetic with the company's individual position. "Teleprompter is having its headaches," he said. "They think this agreement is going to cost them a lot of money . . . Given their cash-flow problems, they're saying 'goddamnit, we've got to fight for every penny we can get.'"

Mr. Bresnan expressed regret last week that his company's action has created a rift in the cable ranks, but maintained the firm's position that the present average pole-rental rate (\$4 according to Mr. Bresnan, \$3.35 according to a source on the negotiating committee) is too high and should be lowered—as opposed to the increase now apparently conceded by NCTA. "We're really not trying to make a political deal out of this," he said. "It's a matter of principles. You let them [the utilities] kick you around on this one and they're going to kick you around the rest of your life." Mr. Bresnan said he had not received a response from either phone company to his telegram of two weeks ago advising them of Teleprompter's position. "If the phone companies want to talk to us, we'll talk to them," he said. But Mr. Bresnan added that Teleprompter will fight any unilateral rate increase that might come from the NCTA negotiations.

Regarding NCTA's apparent willingness to accept a rate increase—albeit a conditional one—Mr. Bresnan curtly stated: "If those people think it's [an increase] inevitable, then they sure as hell shouldn't be representing us."

Mr. Hostetter's letter to the NCTA membership was an exercise in diplomacy. Stressing the association's hope that an amicable agreement could be achieved with Teleprompter, Mr. Hostetter noted that a failure to settle with the phone companies "could result in case-by-case litigation for individual operators"—a task which would be "particularly onerous" for small systems. And noting that Teleprompter's Mr. Miller was the sole dissenter in the board's decision, Mr. Hostetter stated: "Clearly, your board cannot allow a single company to dictate the policy decisions of your association or take other steps which could jeopardize the standing of the negotiating committee and our opportunity for collective action in this matter."

While it appeared that most of the major cable firms had embraced Mr. Hostetter's call for unity last week, it was evident that some operators have lined up in Teleprompter's corner. Mr. Bresnan estimated last Wednesday (Jan. 30) that he had received between 30 and 40 calls and letters from operators endorsing his position. "We haven't got any big drive on to collect support," he emphasized, "but I would suspect that it's very widespread."

One of the operators who telegraphed a positive message to the Teleprompter

Growing. Cox Cable Communications, Atlanta, said its system at San Diego totaled 71,235 primary subscribers at end of 1973, representing growth of 27.8%. System is running neck and neck with Sterling Manhattan's New York system as nation's largest. Cox said it hopes to pass another 80,000 homes in 1974 construction.

Financed. Becker Communications Associates, Chicago, announced loans totaling \$7.5 million for two cable operations. Credit of \$5.1 million was advanced to Comax Telecom Corp. to improve cable facilities now serving five Buffalo, N.Y., suburbs. Morris Cablevision, Morristown, N.J., received \$2.4 million to complete construction of its system in Morris county, N.J., and to add to working capital.

Adding. AEL Communications Corp., Lansdale, Pa., announced \$1.5 million contract with Coaxial Communications Inc. to add 300 miles to Coaxial's existing 170-mile cable system at Columbus, Ohio, presently serving 10,000 subscribers. Completion is anticipated in 1975.

president was Edward Houston, head of King Video Cable Co. (a subsidiary of KING Broadcasting Co.), Seattle. Mr. Houston told BROADCASTING that his firm is not backing NCTA or Teleprompter, but opposes the former. "We're in a third position here," Mr. Houston said. "We don't believe they should say yes to somebody before they have the whole package negotiated." Mr. Houston claimed the phone companies had failed to produce statistical data justifying a rate increase. Without evidence in support of that need, he said, "it's kind of hard to believe them." Mr. Houston noted several other cable operators in his region who had wired supporting messages to Teleprompter, including representatives of two of the nation's largest MSOs—Tele-Communications and U-A Columbia.

There was also ample concern with the controversy at the state and regional cable association level. Walter Kaitz, executive secretary of the California Community Television Association, indicated that his group's support of NCTA has not been without reservations. "We've made concessions," he noted. One of them, he said, involved a trade-off, of sorts, by which two CCTA representatives—Ralph Swett and William Hargan—were named to the seven-man NCTA negotiating committee in return for CCTA's agreement that the status of the negotiations would not be extensively publicized. "One of the reasons that this situation has come about," asserted CCTA's general counsel, Spencer Kaitz (son of Walter Kaitz), "is that the negotiations have been surrounded by an air of secrecy. We took the posture that there should be a full discussion within the industry." The elder Mr. Kaitz added that CCTA would support a rate increase only if the further condi-

Sold. Richard M. Zahniser, formerly chief engineer at Flint, Mich., cable system, has made first his system purchase, acquiring Abbeville, S.C., operation from Joseph and Allen Savitz for undisclosed amount of stock. System currently has 1,070 subscribers and 45 miles of plant. It passes 3,000 homes. Broker: Daniels & Associates, Denver.

Bought. Canadian Radio-Television Commission has authorized Canadian Cablesystems Ltd., Toronto, to purchase varying interests in five Ontario CATV operations. Under \$9.1 million deal, company will acquire 100% interest in systems serving London, Jarmain and Pine Ridge, 50% in operations located at Kingston and Chatham.

State strategy. New York State Senator Donald R. Ackerson (R) is coordinating plans for conference of state government officials on state regulation of cable. Meeting, to be held in Albany, N.Y., later this year, is being funded by \$20,000 grant from John and Mary Markle Foundation.

Grassroots activity. Franklin Township, Ohio, trustees have authorized Miami Valley Cable Inc. to extend cable services into municipality. Carlstadt, N.J.,

tions regarding rearrangement costs and joint ownership are honored. "We're looking at long-range objectives to get rid of this whole issue," he said. CCTA's future posture in the negotiations will depend on a forthcoming decision of its board of directors, which meets Feb. 7.

Bill Kenny, executive director of the New England Cable Television Association, said his group would have to wait until the negotiations are concluded before passing judgment on the issue. "We're in a kind of limbo position at this point," he said. "I endorse neither position." The New England association's problem, Mr. Kenny noted, is that in two of the area's states—Vermont and Connecticut—cable is regulated as a public utility, thus raising a question of whether any national pole agreement could be honored there.

Mr. Kenny was fearful, however, of the ramifications of an all-out Teleprompter-NCTA split. Such a development, he said, would "incredibly weaken the bargaining position" of the association in Washington. "You'd be accomplishing the fragmentation that existed with the smaller operators a year ago and, to an extent, still exists," he asserted. "It's just at the opposite end of the scale."

John Pryor, president of the New York State Cable Television Association, also professed neutrality. The situation is complicated in that state, he noted, because of his association's pending lawsuit against the New York Telephone Co. over pole rates. Mr. Pryor agreed, however, that a Teleprompter withdrawal from NCTA would be "quite detrimental" to the association. "What power would the NCTA have left?" he asked.

Mr. Bresnan emphasized that no decision has yet been made regarding his

borough council awarded franchise to Meadowlands Communications Systems. Similar grant to firm is expected shortly in *East Rutherford, N.J.* *Girard, Ohio*, city council resolved to award franchise; there are three present applicants. Ordinance permitting franchise award was also approved in *Waukesha, Wis.* *Cliffside Park, N.J.*, granted franchise to Universal Cablevision, North Bergen, N.J. *Nazareth, Pa.*, county judge affirmed legality of previous borough council award to Twin-County Trans Video. *Shreveport, La.*, city council set Feb. 12 as deadline for submission of franchise bids. *Sarasota county Fla.*, granted franchise to Commex Ltd. Inc. to serve Circlewood and Venice developments. *Lumberton, N.C.*, authorized Cablevision of Lumberton to raise monthly fee by \$1.00 to \$5.95. *Foxboro, Mass.*, permitted Warner Cable to raise rates from \$5 monthly to \$6.75, and \$7 when facilities are further developed.

Energy precaution. Gulton Industries Inc., Hawthorne, Calif., has introduced system for cable operations to provide emergency energy to systems temporarily crippled by power failures. EMNB13 system, which provides 30 or 60 volts of power to cable lines, is available at \$550. 13041 Cerise Avenue, Hawthorne 90250.

firm's future association with NCTA. He also was hesitant to venture that Teleprompter's action has split the industry. But others were willing to express that fear.

"One of the unfortunate things that has happened," said CCTA's Spencer Kaitz, "is that the industry has been asked to take sides. This leads to further fragmentation and that's bad." At this point, Mr. Kaitz observed, "all you can say is that the negotiations are far from over."

Oakland dangles penalty over Focus Cable

The firm that was granted a cable franchise three years ago in Oakland, Calif., is now negotiating with city officials to circumvent a penalty clause in the franchise agreement which could cost it \$750 each day the system remains uncompleted.

Harold Farrow, attorney for Focus Cable of Oakland Inc., said the Oakland city council has temporarily delayed enforcing the penalty pending further discussions.

The penalty clause was to have gone into effect on Dec. 28, 1973, the deadline for completion of the system. Mr. Farrow said last week that the system is "well in excess of 50% complete," although he acknowledged that only small portions of the city are now receiving cable service. Construction costs thus far have totaled \$14 million; the entire system was to have cost only \$12.5 million, Mr. Farrow said, adding that he could not estimate how much the project would cost to complete. "That's the main thing we're talking about now," he said.

One to customer. Solomon Sagall, president of Teleglobe pay TV system, and Robert S. Block, president of Telease, have told FCC it should limit pay cable to one channel per market.

Young blood. Nine cable apprenticeships worth \$7,800 each have been granted to young communications enthusiasts by New York University's Alternative Media Center. Program, funded by National Endowment for the Arts and local cable firms, will enable recipients to work for year at cable systems throughout country. They will also attend NYU center for two weeks for indoctrination and will return to New York twice during year to share experiences. Winners are: Jeffrey Ullman, Bloomington, Ind.; Andrew Beecher, Buffalo, N.Y.; Kathryn Bogle, Concord, N.H.; Susan Miller, Dubuque, Iowa; Robert C. Prois, Fort Lee, N.J.; Charis Horton, Johnson City, Tenn.; Gary Knowles, Madison, Wis.; Jean Rice, Monona, Wis., and Vincent C. Brown Jr., Stockton, Calif.

Renovations. Central Plains Cable TV Inc. has retained Myers-Oak Communications Construction Corp., Crystal Lake, Ill., to rebuild existing system at Mitchell, S.D. Work on 40-mile system is scheduled for completion in March.

Court skirmish over Philadelphia franchises

A common pleas court judge has told Telesystems Corp., a subsidiary of Communications Properties Inc., Austin, Tex., to show cause why it should not be enjoined from acquiring interests in two firms which hold franchises to build cable systems in Philadelphia. Judge Paul Ribner directed attorneys for Telesystems to answer a suit filed last month by local citizens attempting to block the two announced transactions (BROADCASTING, Jan. 21). The agreements call for Telesystems, which itself holds a cable franchise for certain sections of the city, to acquire administrative control of one firm (Philadelphia Cable TV Inc., a subsidiary of Mid New York Broadcasting Co.) and to purchase 21% of another (North Philadelphia Cable Television Co., currently owned by the *Philadelphia Bulletin*).

The plaintiffs, Philadelphia Community Cable Coalition, Metrotel Communications Inc. (a company headed by activist Lois Brown, who has said she would like one of Philadelphia's six cable franchises if one becomes available) and John A. Zeh, claim that the Telesystems agreements violate Philadelphia's six-year-old cable ordinance, which prohibits transfers of interests in franchises without prior approval from the city council.

The plaintiffs have accused the administration of Philadelphia Mayor Frank Rizzo of doing nothing about the tardiness of the city's six franchises in getting construction of their systems under way (BROADCASTING, Jan. 7). Of the six concerns franchised in Philadelphia, only Telesystems has constructed any facilities. The franchises were granted in 1966.

FACT:

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137,000*
Adults,
18-49
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Late News**

(pure programming)

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Station A: 119,000
Station I: (10 P.M.)
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HBO: off the ground, but flying low

Pay cable operation learns its lesson the hard way, but company is hopeful for the future and plans accordingly

"One of our earliest sales pitches to get cable customers to sign up for our Pay TV service was that they would get a new movie double feature every night." Gerald Levin, the president of Home Box Office (HBO), frowns and shakes his head. "So the customer would pay the deposit, get his converter installed, and a short while later he would be demanding that we disconnect him, because he really believed we were going to give him 60 new movies every month. Hollywood barely makes that many in a year."

Of course, HBO can only put on from four to six new movies (new, that is, to television; they've already made the rounds of the theaters) each month, so that each one will be repeated a number of times in the course of that month. (This month, for example, "Deliverance" is being shown eight times.)

Mr. Levin readily admits that misjudgments like the double-feature-a-night fiasco were commonplace a year ago November, when HBO was just getting off the ground, trying to put together a marketable package of movies and sports events to sell for a flat \$6-a-month fee to homes in communities already wired for cable. But he says he is full of optimism lately because "our staff has learned from mistakes like these. Now our pitch is that repetition is good because the viewer can see the movie at his convenience. And, what's more, he'll see it unedited, uncut and free of commercials."

As of now, HBO claims slightly more than 10,000 subscribers, spread out among 17 different systems (13 in Pennsylvania and four in New York state). HBO pockets \$3.50 out of each \$6 monthly fee, the other \$2.50 staying in the hands of the cable system operator.

And, according to an industry source, the movie company's percentage-of-gross formula with the pay cable company works out to "37½ cents per film, per subscriber, per month." Martin Firestone, the Washington attorney who represents the National Association of Theater Owners, says this figure is "peanuts" compared to the 70% of gross that movie companies demand of theater owners for important pictures. NATO is pushing for "a reasonable clearance period" before a movie shows up on pay TV so theater owners won't have to compete with the comforts of home for the audience dollars.

But, from NATO's standpoint, he says that the recent decision of the city fathers of Boston and Kansas City to keep cable outside the city limits, at least for the time being, indicates that "the bloom may be off the rose." The rate at which cable subscribers will sign up for the additional pay channel depends to a great degree on the income levels of a given community and on the aggressiveness of the local system's manager, according to Mr. Levin. On a few of the Pennsylvania systems, only about one cable subscriber

out of every 10 has been willing to pay the extra \$6 for HBO's added programming. Mr. Levin says, whereas in Babylon, N.Y., and Mount Vernon, N.Y., HBO actually recruited dozens of people who weren't even hooked up to the cable to come aboard because of HBO's movies and live sports events. "The significance of our getting new subscribers in Babylon and Mount Vernon," he says, "is that these are fairly large urban areas, which get excellent over-the-air reception. So the people there are buying our service because they like the package we have put together." In effect, adds John Barington, HBO's vice president for public relations, these viewers are willing to pay double for the privilege: a \$6-a-month fee to get on the cable, and another \$6 a month for the remote-control converter that allows them to unscramble the pay-cable channel.

HBO's real test of urban acceptance, however, could come as early as next month, when New York City's Board of Estimate is expected to give the go-ahead for a pay-cable experiment on Manhattan's two existing systems, Sterling and Teleprompter. Richard Galkin, the president of Sterling Manhattan, which has already announced it will use HBO's payable service, said at a public hearing last month that he expects about 20% of

Sterling's 60,000 Manhattan cable subscribers to fork over the extra \$6 for the pay-channel converter.

Some critics have charged that Time Inc. is inviting antitrust scrutiny by virtue of its ownership of the HBO programming service and of the Sterling Manhattan cable system. But, as Mr. Levin puts it, "Time is trying very hard to sell Sterling." He added that Time has already sold off all of its other cable systems and that a deal for Warner Cable to take over Sterling last summer fell through only at the last minute.

"Time is putting its considerable editorial marketing expertise into the software end of cable—the selecting, packaging and transmission of solid television programming," he says. The company has invested upwards of \$3 million in the first year alone, according to Mr. Levin. This month's schedule, for example, include six feature films, ranging from the R-rated cop movie, "The New Centurions," to the G-rated musical version of "Lost Horizon." (HBO has a policy of not showing X-rated movies and of steering clear of art-house foreign films.) The schedule also includes the home games of the New York Knicks (basketball) and the New York Rangers (hockey), three Mondays' worth of live boxing matches from Madison Square Garden, a few other miscellaneous sports events (such as Roller Derby from the Garden) and some children's movies.



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In cable franchising, the cards are being played closer to the vest

Following a hectic '73 in which money got tighter and jurisdictions tougher, a tinge of conservatism has set in; however, industry spokesmen point out that this realistic assessment bodes better for cable in the long run

Most cable television operators found doing business in economically turbulent 1973 both educational and unnerving. The fortunes of the nation's major cable firms sagged markedly on Wall Street. Soaring interest rates sobered the borrowing climate, retarding new construction. Teleprompter Corp., the industry's largest—and until recently, most ambitious—entity, suffered through a Securities and Exchange Commission investigation, the ramifications still unknown. State governments became more conscious of cable's existence, with some embarking on highly independent courses while the FCC was still wrestling with the problem of who should regulate the industry and how.

But one of the most significant developments in cable during the year was the growing realization by major cable concerns that the concept of the wired city must, for the time being, remain just a concept.

Without exception, the larger cable firms canvassed by BROADCASTING reported adopting a cautious approach in selecting markets for future expansion. While executive opinion varied as to how restrained future franchising activity should be, the consensus insofar as major markets are concerned was explicit: Under the present cable technology, regulatory atmosphere and economic limitations, development of the big cities will have to be a slow, meticulously researched undertaking. Some, such as Storer Cable, stated outright that they do not consider the major markets viable in the short term and have no interest in doing business there as a general rule. While the majority of multiple system operators professed a more flexible philosophy, they emphasized that no longer are cable entrepreneurs inclined to apply for every available franchise.

Emphasis has been redirected to the development of franchises that have lain fallow for years, the procurement of rate increases and the solicitation of new subscribers.

Despite all this, the number of cable franchises that were granted in 1973 increased over the preceding year. A spokesman for the Cable Television In-

formation Center estimated that some 315 franchises were awarded last year, compared with 250 in 1972. However, he noted that most of the communities where the grants were made are "the kinds of places you've never heard of." What's more, the bulk of those awards were not to the major cable firms, but to smaller operations with few or no other cable holdings. Collectively, the 12 largest MSO's received only 48 franchise awards.

What is taking place is a "return to reality." That was the expression used by Warner Cable Chairman Alfred Stern in a December speech before a convention of municipal officials, in which he pointed out the need for both the cities and the industry to discard their "blue sky" assessments of cable and concentrate on the medium's present capabilities. It was also the undercurrent at last November's Western cable show in Las Vegas, where numerous speakers called for the industry to return to "basic cable"—the services the medium can supply now without risking bankruptcy and in the markets where it can survive by offering no more than it can afford.

W. Bowman Cutter, executive director of the Washington-based Cable Television Information Center, sees the development as an aftermath of the zeal which possessed the industry when the FCC two years ago promulgated its new cable rules and lifted the freeze in the top-100 markets. "Anybody who looked at the economics of cable before the commission's action," Mr. Cutter said, "could see that the euphoria was never really justified."

John McGuire, CTIC's deputy director, agreed. "What's really surprising," he said, "is that people are finally saying that the package of marketable services the cable industry has today does not make for viable operations in large urban areas. And it's something that many people knew for a very long time. The fact that



CTIC's Cutter:
"Anybody who looked at the economics of cable before the commission's action could see that the euphoria was never really justified."

it's a shock to some is the thing that's surprising."

Mr. Cutter emphasized this does not mean that cable is doomed to small-town operation. What it does mean, he said, is that cable is still basically in its adolescence. "The businesses that are going to succeed," Mr. Cutter said, "are the ones that regard cable as a very long-term enterprise. If you look at how the broadcasting industry developed, this is still a mom-and-pop business. The businesses that are in cable today are the ones that are going to be the blue chip companies in 1990, [but now] they can't be in every franchise fight. They must look at what they can swallow and franchise, and construct only what they are able to."

Mr. McGuire admits to being somewhat awed by the past conduct of some cable firms. "It almost seems," he said, "that some firms were operating on the premise that a franchise as itself was valuable, that it wasn't tied to building the system and making it go. Those days are gone. A company isn't going to make a profit by simply having a franchise and trying to broker it."

Mr. Cutter points out that the industry realizes this. He offers his opinion essentially as an outsider, CTIC has come under attack from some in the industry for being too sympathetic with the demands of the municipalities. (CTIC exists, primarily, to aid city governments in their dealings with the industry.) Those attacks now appear to be dissipating.

"A year ago," Mr. Cutter recalls, "we heard from a lot of operators about how predatory the cities were being—and how disastrous their demands were. And when we would say that the best way to restore whatever reality they thought was lacking in the demands was to walk away from them, we'd be castigated for being unrealistic. They said you had to meet those demands because, if you didn't, somebody else would. Well, now you're seeing that the people who met those demands are defaulting on them." The result, Mr. Cutter feels, is that the industry as a whole has become more hard-nosed.

But, Mr. McGuire pointed out, so have the cities. There was a time, he said, when the word of a big corporation was enough to convince the local government that all promises would be met. "I think," he added, "that the cities are now going to say: 'We want it to be demonstrated that you can economically do this and that the services you offer are economically viable.'"

The rational order of growth for cable, Mr. Cutter feels, is for operators to start developing the viable markets, in turn creating interest in the more populous areas and ultimately rekindling industry interest in the big cities. But this development, he cautions, will take time to evolve. "That's what you're going to see—filling in from the bottom. As a new service develops [pay cable, data transmission, etc.] it's going to put the marginal system right on the edge of a reasonable business. And it's going to be a helluva long time before you see the



ATC's Lovett:

"You just can't sit there and pump money into a system for seven years without any return."

wired city as we tend to think of it."

One official in a good position to analyze the slowdown is William Bresnan, president of Teleprompter. He feels that his company's problems were inevitable. "Teleprompter got hit first because it's the biggest," he said. "It's just one of those things that had to happen. You look at a number of growth industries and you'll find that they all reach a point where they level off."

Cable's internal problems, Mr. Bresnan feels, have many sources—high interest rates, increased construction costs, government pressure and a host of other factors. But the slowdown in development, Mr. Bresnan said, cannot be blamed on cable exclusively. "I think the cities have demanded too much. Perhaps the industry should be reprimanded for allowing this. But I find it difficult to smack the industry because it's all a function of free enterprise. It's nice to talk about sticking together as a group over a cup of coffee. But you know that's not going to happen. This cooling-down has caused everybody to take another look."

Many cable firms now say that their more reserved attitude toward franchise acquisitions was only buttressed, and not inspired, by Teleprompter's problems. LVO Cable is one of them. Many of the MSO's, said Vice President Mark Van Loucks, had been operating under the philosophy that "if you throw 100 [franchise applications] out in a shotgun approach and you've got a reputable name, maybe you'll get a couple. We're giving it a serious look to begin with."

Cox Cable Communications President Henry Harris observes that his firm has always adhered to a more conservative philosophy in the expansion area. "We haven't really changed," he said. And although he acknowledges that this attitude has cost the firm "quite a few" franchises in competitive proceedings, Mr. Harris said no change of heart is in store. "We've always picked our shots," he asserted.

American Television & Communications has the reputation of being more aggressive than other major MSO's in the franchising area, and its accomplishments last year showed it. It received an even dozen franchises with a total subscriber potential of 209,516. But ATC Vice President Bruce Lovett emphasizes that being aggressive does not mean being gluttonous. "We are competitive," he concedes, "but don't get the impression that we will make concessions which others won't. We're fairly realistic about it." The communities that ATC has targeted, Mr. Lovett said, "are those we feel are excellent cable markets." One criterion the firm employs, he noted, is that the potential system must be capable of showing a "substantial" cash flow within three years.

Will franchising activity accelerate in the new year? Most observers are inclined to think not. While it is difficult to measure the pulse beat of thousands of municipalities regarding cable, there are some specialists in the medium who spend a considerable amount of time trying to. Among them are the six regional directors at CTIC, who maintain close liaison with local officials in their respective areas. Ask them today what the near-term franchising prospects are and they would be prone to give a standard answer: "Not much."

In New England and New York, reports Robert Sample, "franchising activ-

ity is very slow. My area is going to be very heavily involved in studies. The results of the studies could very well be: 'Let's wait a few years, as they did in Boston.'"

In Rhode Island, Mr. Sample noted, the regulation of cable from the franchising process on up is essentially in the hands of one man—Public Utilities Commissioner Archie Smith. Mr. Sample sees no signs of activity in that state. "Archie plays it pretty close to his chest," he said.

In Connecticut, the state granted 17 franchises in 1967. Since then, Mr. Sample said, the process has been stymied by legal challenges, notably from broadcasters, and only two of those 17 systems have become operative.

Massachusetts and New York both have independent state cable commissions. One effect of nonlocal control in the former state, although the impetus has come from the state legislature, has been the sanctioning of municipally owned systems. Two Massachusetts towns in particular—Arlington and Wakefield—have expressed serious interest in that option, Mr. Sample reports.

In New York, Mr. Sample noted, the prime franchise prospects are Rochester and Syracuse, both of which are in "various stages of the study process."

Until last month, when she left CTIC for other pursuits, Ellen Roberts had

1973 franchising activity of cable's top 12

(With estimated subscriber potentials)

Teleprompter

Boulder, Colo.	22,000
Anaheim, Calif. ¹	68,000
South Gate, Calif.	23,500
Ocean Ridge, Fla.	831
Mauldin, S.C.	1,800
Mount Lake Terrace, Wash. .	5,750
Ruston, Wash.	350
Shelby, Wis.	1,000

¹ Acquired by Theta Cable, whose ownership is shared by Teleprompter and Hughes Aircraft.

Viacom

No franchise acquisitions

Warner Cable

St. Louis Park, Minn.	17,200
James City county, Va.	10,000
York county, Va.	11,000

Tele-Communications

Vancouver, Wash.	25,000
Lakewood, Colo.	40,000
Saratoga, Calif. (not accepted after award)	

American TV & Communications

Birmingham, Ala.	100,000
Champaign, Ill.	18,800
Urbana, Ill.	10,200
Durham, N.C.	32,000
Goldsboro, N.C.	9,000
Longwood, Fla.	1,100
Biddeford, Me.	6,660
South Portland, Me.	7,776
Seneth, Mo.	500
Delaware, Ohio	5,000

Grand Chute, Wis.	1,000
Norman, Okla.	17,500

Cox Cable Communications

Cleveland suburbs including Rocky River, Lakewood and Parma, all Ohio	80,000
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Sammons Communications

Hopewell, Va.	8,000
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Cablecom General

No franchise acquisitions

Communications Properties

Arkadelphia, Ark.	35,000
Louisville, Ky.	111,000
Painesville-Mentor-Lake county, Ohio	22,000
Warren, Mich.	55,000

LVO Cable

Columbia, S.C.	73,000
Charleston, S.C.	55,000
Perry, Okla.	2,000

Service Electric

No franchise acquisitions

UA Columbia

Kinnelon, N.J.	2,800
Lincoln Park, N.J.	3,300
North Caldwell, N.J.	1,800
Essex Fells, N.J.	800
Cedar Grove, N.J.	4,200
Little Falls, N.J.	3,900
West Paterson, N.J.	3,900
Totowa, N.J.	3,800
Glen Ridge, N.J.	2,300

jurisdiction over seven states—Wisconsin, West Virginia, Michigan, Indiana, Ohio, Pennsylvania and New Jersey. New Jersey's Office of Cable Television has begun certifying locally approved franchises, thus opening the way for cable activity. In Pennsylvania, where cable first became operational some 25 years ago, development is already extensive. It's the same story in West Virginia, Ms. Roberts noted. Which leaves a number of unfranchised Midwestern cities—none of which, according to Ms. Roberts, are progressing very rapidly on the cable issue.

Cincinnati's cable study was highly touted as a model for possible use by other municipalities. But, Ms. Roberts noted, "everything came to a screeching halt after the study was released." Cleveland has also commissioned a study group, but, Ms. Roberts noted, with no shortage of over-air broadcast signals "it's an undesirable market." However, it is an entirely different story in the Cleveland suburbs where, Ms. Roberts estimated, 40% of the municipalities are currently franchised and 85-90% will be within the next two years. The outlook is much dimmer in Youngstown, Ohio, where she said, "they held a hearing and nobody came."

Indianapolis's city council has appointed a study committee, Ms. Roberts noted, but "I doubt that they'll be franchising within the next year." Fort Wayne, Ind., could see action in 1974. There is no shortage of industry interest. She reported that some 30 firms have filed franchise



Teleprompter's Bresnan:

"I think the cities have demanded too much. Perhaps the industry should be reprimanded for allowing this. But I find it difficult to smack the industry, because it's all a function of free enterprise."

applications, which attests to the desirability in the cable industry of an all-UHF market. Detroit, she said, "is changing

very rapidly." And for the time being, the changes are negative ones from the industry's standpoint. The city's three-man study committee was dismissed "with thanks" several months ago, before any major conclusions were released. Inroads are also being made "very slowly" in the Detroit suburbs, she said. Milwaukee is currently revising its cable ordinance after the original demands were dismissed as unrealistic by the industry.

Winston Webster's area stretches from Delaware to Florida along the eastern seaboard and also encompasses Kentucky and Tennessee. He reported the following developments in no particular order: Paducah, Ky., for the third time, invited franchise bids in 1972. It received four responses. The first two times, the city rejected all of them. This time around, Mr. Webster commented, the local officials "really don't know what to do with them." Nashville had adopted an ordinance last year, only to have it vetoed by Mayor Beverly Briley. It is now back in the study committee stage but some industry observers believe that franchising could be opened this year.

Atlanta is already franchised, and Mr. Webster expects a franchise award soon in adjacent Fulton county. In Jacksonville, Fla., he said, "they're really just talking now." Dade county, Fla., which encompasses the Miami area, is also conducting a study; 27 independent municipalities within the area have already awarded franchises.

Most of the major Carolina cities have already made franchise awards. Across the state line in Virginia, Norfolk is "really at the drawing boards," Mr. Webster said. Adjacent Newport News and Hampton have operating systems. Portsmouth, Va., has commissioned a study by Mitre Corp. Virginia Beach solicited bids at the end of last year and should be making a decision early this year. Richmond, Va., has written its ordinance and has advertised for bids. It is regarded as a potential mover this year. Mitre has completed a study for Roanoke, Va., but the city has yet to ask for applications. Washington, D.C., has already made three cable studies. Although hearings had been put off indefinitely, the recent congressional passage of home-rule legislation is expected to expedite the situation.

The cities falling within Susan Greene's jurisdiction, she says, "aren't the type to rush in. They tend to wait and see what's happening on the coasts." Her CTIC region includes Arkansas, Louisiana, Oklahoma, Texas, Colorado, New Mexico, Utah, Alabama and Mississippi. "Most major cities" in the area "are considering it," she noted, "but on the list of priorities, cable just isn't that important." Among those now studying the issue are Dallas and Fort Worth. In that particular region many towns are awaiting the issuance of Dallas's cable report, which has been sitting on one desk or another for the past eight months. Fort Worth and adjacent communities are not yet at that stage, but, Ms. Greene notes, "at least they're aware that cable is an issue they're going to have to deal with within the next year." They are also aware, she noted, of the developments

January, 1974

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last year in two other Texas cities—Houston and San Antonio—which “were not very encouraging experiences.”

In Houston, voters turned down the city council’s choice for a franchise on Nov. 6. With the election on the same day of a new mayor and city administration, however, Ms. Greene believes, there may be renewed interest in the issue. At least, she asserted, “it’s not foreclosed as an option.” In San Antonio, General Electric Cablevision last year terminated its association with the city, claiming it could not operate under the existing ordinance, and thus put the cable issue there back in the study phase. Other cities in the area have displayed ambivalence, Ms. Greene noted. Oklahoma City, for instance, was on the verge of hiring a cable consultant last year, then elected to hold off. Denver implemented a study, then terminated it indefinitely. “They never gave any specific reason,” Ms. Greene said, although she noted that the existence of three major cable firms in that city—ATC, Cablecom General and TCI—made the franchise choice “a very hot

political issue.”

The gulf coast states, Ms. Greene added, “don’t want to be groundbreakers,” as evidenced by the developments in New Orleans. The city has commissioned a study committee, but only to explore the possibilities of public access channels. The committee, Ms. Greene said, has broadened the perspective of its endeavor on its own accord—apparently to no avail, since the city has announced it will take no action on cable in the immediate future. Little Rock, Ark., is another major city which Ms. Greene views with interest. “They’re in no rush to franchise but they are observing what’s going on in other cities.”

Michael Holland, who has jurisdiction over Illinois, Minnesota, Iowa, Missouri, the Dakotas, Nebraska and Kansas, also pointed to only a few major cities as sites of near-term activity. Chicago is not one of them, he says, although city officials have called for an examination of the cable issue. The Illinois counties of Madison and St. Clair, adjacent to the St. Louis market, are “still open” and prob-

able centers of action, Mr. Holland believes. St. Paul’s public utilities commission will be making a recommendation within the near future, but Minneapolis, Mr. Holland says, has not progressed nearly that far.

Among the major markets in the far west, Harold Horn reports possible future activity in a handful of cities, including Portland, Ore.; Palo Alto, Calif. (where municipal ownership is being discussed); Spokane, Wash., Phoenix and Southern California’s San Gabriel Valley. Again, all are still in the study phase, Mr. Horn notes.

Why all the caution? “Perhaps,” reflects CTIC’s Ms. Greene, “it evolves from the Watergate mentality. People are very distrustful. They want to know what their city governments are getting them into and what commitments are being made. Therefore, nobody wants to rush into anything.” Perhaps that is fortunate for the cities, for at this stage of its development it is also apparent that the cable industry is even less inclined to rush in.

Fates & Fortunes®

Media

George L. Hogeman, president, The Paul Revere Companies, insurance, Worcester, Mass., named president and chief operating officer of parent, Avco Corp., Greenwich, Conn., whose subsidiaries include Avco Broadcasting Co.

Earl W. Francis, VP and general manager, WPAY-AM-FM Portsmouth, Ohio, named executive VP of stations and WPFB-AM-FM Middletown, Ohio, also owned by Paul F. Braden.



Cahill

son Broadcasting Corp.

Dan Miller, national sales manager, KCOP-TV Los Angeles, appointed senior VP, Western International Media Corp. there.

John I. Ortiz, general manager, Inter Americas Advertising, agency specializing in Spanish-language media, New York, named general manager, WXTV (TV) Paterson, N.J., Spanish-language station.

Michael M. Cohen, with sales staff,

WPGC(AM) Morningside, Md., named general manager, WMOD(FM) Washington.

John A. Piccirillo, general manager, WFBG-AM-FM Altoona, Pa., named general manager, WLEE(AM) Richmond, Va.

D. Richard Tonge, director of sales planning and control, CBS Television, New York, named assistant controller.

Wayne Coy Jr., program manager, non-commercial WTJX-TV Christiansted, St. Croix, Virgin Islands, named director of legal affairs, noncommercial WETA-FM-TV Washington.

Robert F. Uttenweiler, production manager, WCAE(TV) St. John, Ind., named manager of Temple University’s WRTI-FM Philadelphia. Both are noncommercial

stations.

Frank Gunn, station manager KAKE-AM-TV Wichita, Kan., elected VP.



Rhea

WKOL(AM) Amsterdam, N.Y.

Jeanne Bohn, coordinator of women’s programming, WSOC-AM-FM-TV Charlotte,

John W. Rhea, sales manager, WMPS-AM-FM Memphis, named station manager.

Michael S. Ameigh, operations director, WSFW(AM) Seneca Falls, N.Y., and **Richard M. Kane**, northeast sales representative, CCA Electronics Corp., named co-managers,

Ralph Stachon & Associates, multi-faceted international broadcast service organization, in a further expansion move to broaden their vast product line has created position openings for executive sales representatives. Only professionals interested in minimum annual earnings in excess of \$35,000 to \$40,000 and free to travel need apply. All replies confidential. Our employees know of this ad. Send resume to:

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N.C., named director of community relations.

Ruth Goering, one-time administrator and supervisor, Cincinnati public schools, and more recently associated in philanthropic projects, named school coordinator, department of instructional television, noncommercial WCET-TV Cincinnati.

Frank Alioto, production specialist, WBTW(TV) Charlotte, N.C., named press information coordinator.

Broadcast Advertising

Allan Gavan, account supervisor, Dancer-Fitzgerald-Sample, New York, named senior VP.

Joseph Flahive, with sales staff, CBS-TV Stations National Sales, New York, named manager of Detroit Office.

Tom Schaefer, with sales staff, KSDO(AM) San Diego, named sales manager.

Max Rembold, creative director, Earle Ludgin & Co., Chicago, named executive VP—creative director.

Steven A. Downes, with sales staff, WGCH(AM) Greenwich, Conn., named sales manager.

Robert Fincher, general manager, WCOA-AM-FM Pensacola, Fla., named sales manager, WLCY-FM Tampa, Fla.

Hilary Hinchman, associate media director, Dreher Advertising, New York, joins Warren, Muller, Dolobowsky there as media supervisor, Mennen account.

Michael E. McDonald, media director, Clinton E. Frank, Los Angeles, elected VP.

Michael J. Mangialardo, with sales staff, CKEY(AM) Toronto, named sales manager.

Earl Buncher, general manager, WJAS(AM) Pittsburgh, joins Luis J. Sautel Agency, there as VP.



Druyman

Esther Druyman, with sales staff, KBES-AM-FM Bellevue, Washington, named national sales coordinator, KVI(AM) Seattle.

Stanley Milton, with sales staff, WGAN-AM-FM Portland, Me., named sales manager. **Robert Arsenault**, account executive, WGAN-TV, named local sales manager.

Donna Ridgley, account traffic manager, Jacobs Advertising, Omaha, Neb., joins Allen, Reynolds and Smith Kaplan Advertising, Omaha, as assistant media buyer.

Sumer M. Bileydi, associate media director, Ketchum, MacLeod & Grove, Pittsburgh, joins Carmichael-Lynch Advertising, Minneapolis, as director of marketing, media and research services.

Lee Gaynor, chairman, Media Partners, New York media buyers, has formed Gaynor Media Corp., media buyers, New York, with himself as president. **Irving A. Schlakman**, president, Vitabath Inc., cos-

metic bath products, New York, and **Robert Scribner**, president, L. & W. Industries, foundation manufacturer, New York, join Gaynor as VP's.

Dick Warshaw, with sales staff, KWST(FM) Los Angeles, named local sales manager.

Arthur K. Crawford, with sales staff, KJOI(FM) Los Angeles, named local sales manager.

Jack Bailey, with sales staff, WDEE(AM) Detroit, named local sales manager.

Ellen Dougherty, copy chief, Elkman Advertising, Bala Cynwyd, Pa., named creative director.

Don Arthur, with sales staff, WISC-TV Madison, Wis., named Wisconsin sales manager.

Programing

Lawrence Webb, former executive vice president and general manager of KRLA(AM) Pasadena, Calif., will become president of new broadcast management division of Showcorporation, New York. Mr. Webb was interim operating head of KRLA for 10 years pending FCC decision among competing applicants for its facilities. Western Broadcasting Corp. was eventual winner, but decision is being appealed by six rival applicants (BROADCASTING, Jan. 14). Mr. Webb was managing director of Station Representatives Association for 10 years before that.

John V. Weaver, VP-television programing, Ketchum, MacLeod & Grove, New York, joins Blue Ridge Enterprises there as VP. Blue Ridge Enterprises packages TV programs and manages writers, directors and producers.



Gehron

John R. Gehron, program director, WCBS-FM New York, named program director, WLS(AM) Chicago.

Stephen Wesley Ryan, production manager, KING(AM) Seattle, named production manager, KOMO(AM) there.

Dick Ken, program director, WLAC(AM) Nashville, named assistant VP-programing.

Don MacPherson, director of television, Toronto region, Canadian Broadcasting Corp., Toronto, named VP and general manager, English services division.

Charles G. Crawford, producer-director, WFTV(TV) Orlando, Fla., named production manager.

Kathy Bier Stone, traffic manager, WEAW(AM)-WOJO(FM) Evanston, Ill., named program director.

Jay Harrison, evening personality, WNCT(AM) Greenville, N.C., named music director and assistant program director.

Cablecasting

Frances V. Peck, public utilities specialist, FCC Common Carrier Bureau, and **Anthony B. Cavender**, attorney/adviser, Cable Television Bureau, named branch

chiefs, Cable Television Bureau, FCC, Washington.

Charlotte Schiff, formerly national director of community development, Teleprompter, New York, joins Sterling Manhattan Cable there as VP.

John Selenko, director of voice and data engineering, Western Union Telegraph Co., New York, named manager—technical operations staff, Warner Cable Corp., New York.

Henry Cicconi, area technical supervisor, Valley Cable TV, Rio Grande Valley, Tex., named manager-technical services, Sammons Communications, Dallas.

Broadcast Journalism



Croke

Warren B. Croke, anchorman, WDBO-TV Orlando, Fla., named news director WFTV(TV) there.

Fred LaCrosse, news director and anchorman, KNTV(TV) San Jose, Calif., joins KRON-TV San Francisco as co-anchor for evening news.

Warren Olney, reporter and political news specialist, KNXT(TV) Los Angeles, named anchorman for weekend news.

Stephen K. Thompson, reporter, WMAL(AM) Washington, named editorial director, WMAL-AM-FM-TV Washington.

Bob Morrison, news director, KNUS(AM) Dallas, joins news staff, KHJ(AM) Los Angeles.

Alec Roberts, reporter, WLIR(FM) Garden City, N.Y., named anchorman, WVIR-TV Charlottesville, Va.

Jim Dexter, news editor, noncommercial KOSU-FM Stillwater, Okla., named news director.

John Loeper, sports commentator, WZIX(AM) York, Pa., named news director.

Tim Fritz, news director and anchorman, WLYH-TV Lancaster, Pa., joins WTAJ-TV Altoona, Pa., in same position.

Diane Leeds, women's director, WISH-TV Indianapolis, named managing news editor.

Bennett T. Willis, local clothier, joins WMGA(AM) Moultrie, Ga., as head of its new department of public affairs, local news and sports.

Equipment & Engineering

Lewis F. Page, head of TV product sales, Gates Division, Harris-Intertype Corp., Quincy, Ill., named district manager-TV sales, Washington, D.C.

Harold J. Raney, with sales staff, Ward Electronics, Clark, N.J., joins LPB Inc., Hazer, Pa., as regional sales manager.

Donald T. Rozak, cable system manager, Teleprompter, Commerce, Tex., joins Telemation Inc., Salt Lake City, as manager, special accounts.

Carl E. Lindholm, VP and assistant general manager, Motorola Inc.'s communications division, Chicago, named corpo-

rate VP and director of corporate staff. He succeeds **J. Paul Jones**, named corporate VP and assistant group executive. **Homer L. Marrs**, VP and general manager, equipment division, named VP and group executive.

Allied Fields

John Rich, senior Asian correspondent, NBC News, named staff VP, Far East Region, RCA Corp., coordinating activities of all operations there with headquarters in Tokyo. **George B. Fleener** continues as staff VP-marketing, Far East region, reporting to Mr. Rich.

Pat W. Valentic, assistant chief, FCC hearing division, appointed acting chief. He fills vacancy created by appointment of **Thomas B. Fitzpatrick** to post of administrative law judge (BROADCASTING, Dec. 31, 1973). **Ernest C. Thelemann**,

engineering assistant to former Commissioner **H. Rex Lee**, and **Harold G. Kelley**, assistant chief, broadcast facilities division, retire.

Roy F. Perkins Jr., attorney, Cohn & Marks, communications law firm, Washington, resigns to open own office there.

Gene King, assistant director of consumer education for electronic media, Council of Better Business Bureaus, Washington, appointed broadcasting director.

Deaths

Robert J. Coar, 68, who established predecessor to what is now Joint Senate-House Radio-Television Facility in U.S. Capitol, died Jan. 25 in Guadalajara, Mexico. When Congress set up its own broadcast recording services in 1947, Mr. Coar remained as adviser and started new

service of making recordings for congressmen to distribute in their home districts.



Stone

Charles M. Stone, 59, coordinator of station services, National Association of Broadcasters, died Jan. 30 of heart attack. Mr. Stone joined NAB in 1960 as director of radio code affairs, and was VP-station services and VP-radio before assuming last post in 1972. He is survived by wife, Martha, and son, Charles.

Alan A. Atlas, 68, retired producer with African Division, Voice of America, died of cancer Jan. 20 in Washington. He is survived by his wife and two sons.

For the Record®

As compiled by BROADCASTING Jan. 21 through Jan. 25 and based on filings, authorizations and other FCC actions.

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

New TV stations

Other actions

- Review board in Jackson, Miss., TV proceeding, ruled that exceptions to initial decision and supplemental initial decision in proceeding involving mutually exclusive applications of five Jackson groups for authority to operate VHF ch. 3 at Jackson are to be filed following release of supplemental initial decision. (Docs. 18845-49). Action Jan. 18.
- Review board in Jackson, Miss., TV proceeding, dismissed further petition by Office of Communication of United Church of Christ to reopen hearing to receive additional evidence in the Jackson ch. 3 proceeding. (Docs. 18445-9). Petitions to reopen record and to amend filed by Jackson Television Inc., were referred to administrative law judge. Action Jan. 21.

Existing TV stations

Final actions

- WNYS-TV Syracuse, N.Y.—Broadcast Bureau granted CP to make change in trans. equipment (BPCT-4687). Action Jan. 14.
- WWAY(TV) Wilmington, N.C.—Broadcast Bureau granted CP to install alt. main trans. at main trans.-ant. location (BPCT-4665). Action Jan. 14.
- WLWT(TV) Cincinnati—Broadcast Bureau granted CPs to install an alt. main trans. and to change type trans. (BPCT-4659, BPCT-4658). Action Jan. 14.
- KOIN-TV Portland, Ore.—Broadcast Bureau granted CP to install aux. ant. at main trans. and ant. location (BPCT-4631). Action Jan. 14.
- WATE-TV Knoxville, Tenn.—Broadcast Bureau granted CP to change ant. structure (increase height) and ant. height 1490 ft. (BPCT-4672). Action Jan. 14.
- KWTO-TV Casper, Wyo.—FCC denied request of Harriscope Broadcasting Corp., licensee, for cease and desist order against Buffalo Televents Inc., operator of cable television system at Buffalo, Wyo., Request, filed August 1972, alleged that Tele-

vents had stopped carrying KTWO-TV in reprisal for Harriscope's filing request for cease and desist order and petition to deny application for certificate of compliance in another proceeding. Action Jan. 23.

- Redondo Beach, Calif.—Chief, complaints and compliance division, informed Mr. and Mrs. J. C. Crampton that CBS had afforded reasonable opportunity for presentation of contrasting views in three-part news documentary *Deprogramming: The Clash of Religion and Civil Rights*. Mr. and Mrs. Crampton had alleged that CBS violated fairness doctrine by presenting only one side of controversial issue of public importance. Action Jan. 21.
- Biloxi, Miss.—Chief, complaints and compliance division, informed John F. Jackson that WKRG-TV Mobile, Ala., was not unreasonable in its judgment that CBS series *Vietnam Veterans' Dilemma* was properly balanced. In April 23, 1973, letter to licensee, Mr. Jackson stated that WKRG-TV and CBS News had violated fairness doctrine. Action Jan. 21.
- New York—Chief, complaints and compliance division, denied Horace P. Rowley III reconsideration of Aug. 10, 1973 ruling by Broadcast Bureau denying his complaint that WNYC(TV) New York had failed to fulfill fairness doctrine obligations because *It's Your City, It's Your Job* series presented only one side of controversial issue of public importance. Action Jan. 21.
- Seattle—Chief, complaint and compliance division, informed George P. Tielsch, Chief of Seattle Police Department, that commission is unable to find that CBS actively participated in commission of crime or failed to notify proper law enforcement officials that crime was about to occur. Chief Tielsch had complained that CBS employees were personally involved in planning and execution of abduction and had failed to notify Seattle police in order to prevent purported crime. CBS newsmen were engaged in production of CBS News

documentary *Deprogramming: The Clash of Religion and Civil Rights*. Action Jan. 21.

Action on motion

- Administrative Law Judge James F. Tierney in New York (WPIX Inc. (WPIX) and Forum Communications Inc.), TV proceeding, granted motion by Forum to amend application to reflect change in employment of one of its principals (Docs. 18711-2). Action Jan. 17.

Other actions

- FCC granted NBC temporary stay to permit NBC to seek judicial review of order adopted Nov. 26, 1973, citing network for fairness doctrine violations in presentation of its documentary *Pensions: The Broken Promise*. Order would be subject to further stay until reviewing court acts upon motion for review. Action Jan. 23.
- Oakland, Calif.—FCC denied Kaiser Broadcasting Co. request to broadcast program-length commercials on experimental basis. Commission is also issuing public notice explaining its policies regarding such programming and setting forth hypothetical examples as guidelines so that licensees can determine whether existing or contemplated programs fall within commission's program-length commercial policies. Action Jan. 23.

Fine

- KUAM-AM-FM-TV Agana, Guam—FCC ordered Pacific Broadcasting Corp., licensee, to pay forfeiture of \$10,000 for violation of rules in that two first-class radiotelephone operators of stations had repeatedly signed operating logs for periods when they were not physically present on duty and at station. Action Jan. 23.

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Summary of broadcasting According to the FCC, as of Dec. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	4	17	4,395	53	4,448
Commercial FM	2,438	0	64	2,502	131	2,633
Commercial TV-VHF	506	1	6	513	7	520
Commercial TV-UHF	189	0	3	192	38	243
Total commercial TV	695	1	9	705	45	763
Educational FM	611	0	22	633	94	727
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	128	0	14	142	0	143
Total educational TV	216	0	17	233	4	239

* Special temporary authorization.

New AM stations

Initial decision

■ Tallahassee, Fla.—Administrative Law Judge Forest L. McClenning, in initial decision, proposed grant of application of B.F.J. Timm for 1070 khz, 1 kw-D. (Doc. 19447). P.O. address Box 1874, Tallahassee 32302. Estimated construction cost \$7,500; first-year operating cost \$72,000; revenue \$100,000. Principals: Mr. Timm (100%) also has interest in WDMG(AM) Douglas and WTIF() Tifton, both Georgia. Judge McClenning also approved agreement by Mr. Timm and Charles W. Holt, competing applicant for same facilities (Doc. 19445), whereby Mr. Holt's application would be dismissed and Mr. Holt's expenses partially repaid by Mr. Timm. Ann. Jan. 18.

Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, certified petition to amend filed Nov. 9, 1973 by Burns, Rieke and Voss to review board for disposition, since initial decision in proceeding was released Nov. 29, 1973 and proceeding is now pending before review board (Docs. 19596-7). Action Jan. 18.

■ Administrative Law Judge James F. Tierney in Birmingham, Ala. (Hertz Broadcasting of Birmingham Inc. and Johnston Broadcasting Co.), AM and FM renewal proceeding denied petition by First National Bank of Jackson, Miss. to intervene (Doc. 19874-5). Action Jan. 21.

■ Chief, office of opinions and review, in Pasadena, Calif. (Goodson-Todman Broadcasting Inc., et al.), AM proceeding, granted motion by Western Broadcasting Corp. and extended through Feb. 4 time in which to file oppositions to petition for reconsideration filed by Orange Radio Inc. (Docs. 15754, et al.). Action Jan. 22.

Call letter actions

■ Lake Radio Inc., Mount Dora, Fla.—Granted WGTW.

■ BCST Co. of Iowa, Mount Pleasant, Iowa—Granted KKSJ.

Existing AM stations

Final actions

■ WFTL Fort Lauderdale, Fla.—Broadcast Bureau granted licenses covering changes and use of former main trans. for aux. purposes only (BL-13356, BL-13414). Action Jan. 22.

■ WORL Orlando, Fla.—Broadcast Bureau granted license covering aux. trans. (BL-13249). Action Jan. 22.

■ WJNO West Palm Beach, Fla.—Broadcast Bureau granted license covering CP for changes in trans. (BL-13483). Action Jan. 22.

■ WJDM Elizabeth, N.J.—Broadcast Bureau waived rules and granted CP to change ant.-trans. site to 1.2 miles west of present location and from south side to north side of St. Georges Avenue and change to series excited ant. feed; condition (BP-19552). Action Jan. 18.

■ WFAI Fayetteville, N.C.—Broadcast Bureau granted CP to increase ant. height to 220 feet (BP-19472). Action Jan. 16.

■ WISP Kinston, N.C.—Broadcast Bureau granted CP to increase ant. height to 220 ft. and re-determined coordinates (BP-19473). Action Jan. 16.

■ KRIO McAllen, Tex.—Broadcast Bureau granted CP to increase power to 5 kw (BP-19480). Action Jan. 17.

■ KVAN Vancouver, Wash.—Broadcast Bureau granted CP to change trans. and main studio location to 11197 North Portland Road, North Portland, Ore. (BP-19513). Action Jan. 16.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in

Miami (United Broadcasting Company of Florida), renewal of license for WFAB, granted motion by United Broadcasting and extended to Feb. 1 time for filing proposed findings in lieu of Jan. 25, and to Feb. 15 for replies, in lieu of Feb. 8 (Doc. 19664). Action Jan. 17.

■ Administrative Law Judge Reuben Lozner in Moundsville, W. Va. (Miracle Valley Broadcasting Co. [WEIF]), AM proceeding, ordered proposed findings to be submitted by Jan. 28 and replies by Feb. 8 (Doc. 19794). Action Jan. 22.

Other action

■ Review board in Goldsboro, N.C., AM and FM proceeding, certified to commission petition by Southern Radio and Television Corp. to delete from hearing on its applications for renewal of license from WFMC and for license for WOKN(FM), both Goldsboro, issue to determine whether Southern violated Communications Act by failing to obtain from certain candidates written certificates stating that payment for advertising on WFMC would not violate any limitation on spending specified in Campaign Communications Reform Act (Docs. 19857-8). Action Jan. 21.

Fines

■ KLOV Loveland, Colo.—Broadcast Bureau notified licensee that it has incurred apparent liability for forfeiture of \$500 for violation of rules by operating station with improperly licensed operator. Action Jan. 10.

■ KVAS Astoria, Ore.—FCC denied request by Lower Columbia Broadcasting Co., licensee, for mitigation or remission of \$500 forfeiture for operation by unlicensed operator. Action Jan. 23.

■ WBAP Fort Worth—FCC notified Carter Publication Inc., licensee, that it has incurred apparent liability of \$4,000 for violation of rules by failing to make entries on program logs showing total duration of commercial matter in each hourly time segment or duration of each commercial message in each hour. Field investigation also revealed apparent conflicts of interest by two WBAP disc jockeys. Action Jan. 23.

Call letter applications

■ KRSA Salinas, Calif.—Seeks KKEE.

■ KSAY San Francisco—Seeks KIQI.

Presunrise service authority

■ Broadcast Bureau granted PSA's for operation between 6:00 a.m. and sunrise times specified in basic instrument of authorization for following AM stations: KCAL Redlands, Calif.; KBJT Fordyce, Ark.; KLOV Loveland, Colo.; WYLS York, Ala.; KMAR Winnsboro, La.; WERH Hamilton, Ala.; WTNK Meridian, Miss.; WSAR Wolfboro, N.H.; WSUH Oxford, Miss.; WWSR St. Albans, Vt.; WABH Deerfield, Va.; WTOB Winston-Salem, N.C.; WRAC Racine, Wis.; KVRA Vermillion, S. Dak.; KBRN Brighton, Colo.; WGTX DeFuniak Springs, Fla.; WPID Piedmont, Ala.; WMTY Greenwood, S.C.; WHD Garden City, Mich.; KJAS Jackson, Miss.; KIQS Willows, Calif.; KADE Boulder, Colo.; KAFE Santa Fe, N. Mex.; WINU Highland, Ill.; KWFA Merkel, Tex.; KGMT Fairbury, Neb.; WNST Milton, W. Va.; WSFT Thomaston, Ga.; WROA Gultport, Miss.; KVOV Henderson, Nev.; WBUZ Fredonia, N.Y.; WMVO Mount Vernon and WLIT Steubenville, both Ohio; WYGO Corbin, Ky.; WKSK West Jefferson, N.C.; WLSC Loris, S.C.; KAMA El Paso and KHYM Gilmer, both Tex.; WDGL Douglasville, Ga.; KLEY Wellington, Kan.; WNWJ Valparaiso, Ind.; KHYM Gilmer, Tex.; WLWL Rockingham, N.C.; WYSE Inverness, Fla.; KCOM Comanche, Tex.; WALD Walterboro, S.C.; WAMB Donelson, Tenn.; WCEC Rocky Mount, N.C.; WIXC Fayetteville and WCSV Crossville, both Tennessee; KLMO Longmont, Colo.; WNMT Garden City and WNRJ Gainesville, both Georgia; WBFN Quitman, Miss.; WCBR Richmond, Ky.; WWSM Rainsville, Ala.; WESC Greenville, S.C.; KASI Ames, Iowa; WPFB Middletown, Ohio; KOLY Moberidge, S. Dak.; KLEM LeMars, Iowa; KWRE Warrenton, Mo.; WTKO Ithaca, N.Y.; KLPL Lake Providence, La.; KPNG Port Neches,

Tex.; KOWC Webster City, Iowa; WGSE New Bern, N.C.; WATY Birmingham, Ala.; WCSA Ripley, Miss.; and WSER Elkton, Md. Actions Aug. 1973 through Jan. 1974. Ann. Jan. 24.

New FM stations

Applications

■ *Chinle, Ariz.—Chinle Elementary School District seeks 89.1 mhz, .6 w. HAAT —281 ft. P.O. address Box 587, Chinle 86503. Estimated construction cost \$1,825; first-year operating cost \$3,800; revenue none. Principals: Gerald Lafont is president of Chinle Elementary School District. Ann. Jan. 17.

■ Hope, Ark.—Hope Broadcasting Co. Seeks 104.9 mhz, 3 kw. HAAT 300 ft. P.O. address Box K, Hope, 71801. Estimated construction cost \$82,500; first-year operating cost \$48,978; revenue \$36,000. Principals: A. H. Washburn (65.5%), Roy Anderson (21%), et al. Mr. Washburn owns KXAR(AM) Hope as well as daily newspaper there. Mr. Anderson has insurance business in Hope. Ann. Jan. 17.

■ Tallahassee, Fla.—Phillips Radio Inc. Seeks 103.1 mhz, 3 kw. HAAT 300 ft. P.O. address 400 Third Avenue, Jasper, Ala. 35501. Estimated construction cost \$23,561; first-year operating cost \$64,800; revenue \$120,000. Principals: William H. and Patsy T. Phillips (together 50%) and Houston L. and Vondile R. Pearce (together 50%). Mr. & Mrs. Pearce have interest in WDAL-AM-FM Meridian, Miss. Mr. Pearce also has interest in WARF(AM) Jasper, Ala. Mr. Phillips is student and Mrs. Phillips is junior high school teacher in Tuscaloosa, Ala. Ann. Jan. 17.

■ Ocala, Ga.—Oliva Broadcasting Co. Seeks 95.3 mhz, 2.44 kw. HAAT 331 ft. P.O. address Box 186, Ocala, 31774. Estimated construction cost \$35,852; first-year operating cost \$21,600; revenue \$30,000. Principals: George and Gertrude P. Oliva (each 50%). They also own WPAX(AM) Thomasville and WSIZ(AM) Ocala, both Georgia; WTPC(AM) Lake Wales and WAKA(AM) Gainesville, both Florida. Ann. Jan. 17.

■ Rexburg, Idaho—Theodore W. Austln. Seeks 94.3 mhz, 3 kw. HAAT 190 ft. P.O. address Box 609, St. Anthony, Idaho 83445. Estimated construction cost \$30,153; first-year operating cost \$18,700; revenue \$36,000. Principals: Mr. Austin (100%) also owns KIGO(AM) St. Anthony, Idaho. Ann. Jan. 17.

■ *Summit, Ill.—Community High School District 217. Seeks 88.9 mhz, 18 kw. HAAT 76 ft. P.O. address 7329 West 63rd Street, Summit 60501. Estimated construction cost \$21,729; first-year operating cost \$20,000; revenue none. Principals: James G. Hunnicutt is president of Community High School District 217. Ann. Jan. 17.

■ *Las Vegas—Nevada State Public Radio Association. Seeks 90.9 mhz, 37.3 kw. HAAT 36 ft. P.O. address Box 1425 Alhambra, Calif. 91802. Estimated construction cost \$3,450; first-year operating cost \$10,944; revenue none. Principals: Bill E. Brock is chairman of Nevada State Public Radio Association. Ann. Jan. 17.

■ *Raleigh, N.C.—Educational Information Corp. Seeks 89.7 mhz, TPO 10 w. P.O. address 2517 Wilbor Street, Durham, N.C. 27704. Estimated construction cost \$4,850; first-year operating cost \$20,000; revenue none. Principals: Gregory F. Procopio is technical director of Educational Information Corp. Ann. Jan. 21.

■ Sioux Falls, S.D.—John L. Brece. Seeks 104.7 mhz, 100 kw. HAAT 700 ft. P.O. address 100 North Phillips Avenue, Sioux Falls 57102. Estimated construction cost \$119,416; first-year operating cost \$60,000; revenue \$60,000. Principals: Mr. Brece (100%) also owns KXRB(AM) Sioux Falls. Ann. Jan. 21.

Final actions

■ *Modesto, Calif.—Fred C. Beyer High School. Broadcast Bureau granted 89.9 mhz, TPO 10 w. HAAT does not apply (BPED-1607). P.O. address 1717 Sylvan Avenue, Modesto 95355. Estimated construction cost \$3,430; first-year operating cost \$750; revenue none. Principals: Robert S. Cotton, principal of school, et al. Action Jan. 16.

■ Maynard, Mass.—Maynard Public Schools School Committee. Broadcast Bureau granted 91.7 mhz, 10 w. HAAT 43 ft. (BPED-1685). P.O. address Town Hall, Maynard and Main Streets, Maynard 01754. Estimated construction cost \$5,160; first-year operating cost \$500; revenue none. Principals: Robert Billups is chairman of School Committee. Action Jan. 18.

■ Mullins, S.C.—Mullins & Marion Broadcasting Co. Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT 235 ft. (BPH-8340). P.O. address Box 542, Mullins 29574. Estimated construction cost \$25,187; first-year operating cost \$8,000; revenue \$5,000. Principals: William L. Harrelson (100%). Mr. Harrelson also owns WJAY(AM) Mullins. Action Jan. 11.

Initial decision

■ Blackstone, Va.—Administrative Law Judge Chester F. Naumowicz Jr., in initial decision, proposed grant of application of Blackstone Broadcasting for 93.5 mhz, 3 kw. HAAT 300 ft. P.O. address Drawer 192, Blackstone 23824. Estimated

construction cost \$24,528; first-year operating cost \$10,000; revenue \$20,000. Principals: Harris L. and Nancy L. Umstead (together 65%) and David L. Umstead (35%). Umsteads also own WKLW-(AM) Blackstone. In same action Judge Naumowicz proposed grant of application of Blackstone Broadcasting Corp. for renewal of license of WKLW but ordered Blackstone to forfeit \$5,000 for failure to observe provisions of rules concerning fraudulent billing practices. Ann. Jan. 15.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Cabo Rojo, Hormigueros Puerto Rico (David Ortiz Radio Corp. and Southwestern Broadcasting Corp.), FM proceeding, designated Judge Jay A. Kyle to serve as presiding judge; scheduled prehearing conference for Feb. 20 and hearing for April 8; proceedings will take place in Washington (Docs. 19920-21). Action Jan. 21.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc. and Cumberland Broadcasting Co.), FM proceeding, reopened record (to be closed by further order after all pending pleadings are filed) and extended deadline for proposed findings until Feb. 8 and replies to March 1 (Docs. 19468, 19471). Action Jan. 23.

■ Administrative Law Judge James F. Tierney in Fulton, Miss. (Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co.), FM proceeding, granted motion by Itawamba and set certain procedural dates; and rescheduled hearing to begin March 12 in lieu of Feb. 5 (Docs. 19838-9). Action Jan. 17.

Other actions

■ Review board in Santa Paula and Fillmore, both California, FM proceeding, in response to motion by Broadcast Bureau, extended to Feb. 18 time for filing pleadings in response to petition to add issues by Class A Broadcasters Inc. in proceeding involving mutually exclusive applications of Jerry Lawrence and William F. and Anne K. Wallace for new FM at Santa Paula and Clark Ortone Inc. and Class A Broadcasters for same facilities at Fillmore (Docs. 19865-8). Action Jan. 18.

■ Review board in Cayce, S.C., FM proceeding, granted request by Broadcast Bureau to withdraw its exceptions to initial decision of Administrative Law Judge Basil P. Cooper, released Nov. 20, 1973, recommending grant of application of William D. Hunt for new FM on ch. 244A at Cayce. In dismissing exceptions and supporting briefs, review board granted Mr. Hunt's application (Doc. 19569). Action Jan. 18.

■ Glenwood Springs, Colo.—FCC added issues and remanded proceeding on mutually exclusive applications of Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc. for new FM at Glenwood Springs, to Administrative Law Judge Byron E. Harrison. Action Jan. 23.

Rulemaking actions

■ Enterprise, Ala., et al.—FCC assigned ch. 294 to Enterprise, ch. 240A to Greenville, Ala. (community's first FM assignment) and ch. 297 to Pensacola, Fla., in amendment of FM table of assignments (Doc. 19561). Action Jan. 23.

■ Danville, Ill. et al.—Broadcast Bureau proposed amendment of FM table of assignments in Danville and Hoopston, both Illinois; Fowler, Lafayette and Terre Haute, all Indiana. Broadcast Bureau is considering several proposals advanced by parties from communities involved (Doc. 19928). Action Jan. 25.

■ Chief, Broadcast Bureau in Phoenix, Ariz., dismissed petition of Meyer Gottesman to amend FM table of assignments to assign ch. 260 to Phoenix (RM-1856). Action Jan. 21.

Call letter applications

■ Clark Communications Corp., Vandalia, Ill.—Seeks WKRV(FM).

■ Chief Pontiac Broadcasting Corp., Cadillac, Mich.—Seeks WITW(FM).

■ *Montclair State College, Upper Montclair, N.J.—Seeks *WMSC(FM).

Call letter actions

■ *William Penn College, Oskaloosa, Iowa—Granted *KIGC(FM).

■ Abbeville Broadcasting Service Inc., Abbeville, La.—Granted KROF-FM.

■ *Curry College, Milton, Mass.—Granted *WMLN-FM.

■ *Westfield State College, Westfield, Mass.—Granted *WSKB(FM).

■ Congaree Broadcasters Inc. West Columbia, S.C.—Granted WAEC(FM).

■ Mustang Broadcasting Co., Wichita Falls, Tex.—Granted KGOH(FM).

Designated for hearing

■ Midland, Mich.—FCC designated for hearing mutually exclusive applications of Wolverine Radio Co., and Patten Corp. for new FM on ch. 228 (93.5 mhz) at Midland (Docs. 19925-6). Action Jan. 23.

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Existing FM stations

Final actions

- **KHLS(FM)** Blytheville, Ark.—Broadcast Bureau granted CP to change ERP to 100 kw (horiz.) and 50 kw (vert.). (BPH-8738). Action Jan. 22.
- ***KLON(FM)** Long Beach, Calif.—Broadcast Bureau granted CP to install new trans. and ant.; change transmission line; add circular polarization; ERP 1.20 kw; ant. height 430 ft.; remote control permitted (BPED-1727). Action Jan. 16.
- **KIOI(FM)** San Francisco—Broadcast Bureau granted CP to install new ant.; ant. height 1,160 ft.; remote control permitted; condition (BPH-8729). Action Jan. 17.
- **KSAN-FM** San Francisco—Broadcast Bureau granted CP to install new ant.; make change in transmitting equipment; ERP 30 kw; ant. height 1,210 ft. (BPH-8730). Action Jan. 17.
- **WHCN(FM)** Hartford, Conn.—Broadcast Bureau granted mod. of SCA to change equipment, make changes in programming and add subcarrier frequency 67 khz and retain 57 khz (BMSCA-356). Action Jan. 23.
- **WJNO-FM** Palm Beach, Fla.—Broadcast Bureau granted license covering changes; remote control from 1500 North Flagler Drive, West Palm Beach, Fla., ERP 100 kw; ant. height 340 ft. (BLH-5979). Action Jan. 21.
- **WWBA-FM** St. Petersburg, Fla.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 360 ft. (BLH-5630). Action Jan. 21.
- **WBGFM(FM)** Tallahassee, Fla.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 390 ft. (BLH-5718). Action Jan. 21.
- **KUAM-FM** Agana, Guam—Broadcast Bureau granted license covering changes; redescribe studio and remote control as Ordut Village, Agana; ERP 3.9 kw; ant. height 77 ft. (BLH-5955). Action Jan. 16.
- ***WSIU(FM)** Carbondale, Ill.—Broadcast Bureau granted CP to install new trans. and ant.; change transmission line; ERP 50 kw; ant. height 300 ft.; remote control permitted (BPED-1733). Action Jan. 23.
- **WAJP(FM)** Joliet, Ill.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 1.45 kw; ant. height 250 ft. (BLH-5898). Action Jan. 16.

- **WDDD(FM)** Marion, Ill.—Broadcast Bureau granted licenses covering main and aux. trans. (BLH-6018-9). Action Jan. 16.
- **WMDR(FM)** Moline, Ill.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1309). Action Jan. 16.
- **WTAD-FM** Quincy, Ill.—Broadcast Bureau granted CP to install new trans. and make changes in transmitting equipment (BPH-8732). Action Jan. 16.
- **WTAD-FM** Quincy, Ill.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1311). Action Jan. 23.
- **WSTK(FM)** Woodstock, Ill.—Broadcast Bureau granted CP to change trans. location to Ridgely Road, Dorr, Ill.; change studio location to be determined, Woodstock, Ill.; operate by remote control from proposed studio site; install new trans. and ant.; make change in ant. system; ERP 3 kw; ant. height 300 ft. (BPH-8566). Action Jan. 21.
- **WKMO(FM)** Kokomo, Ind.—Broadcast Bureau granted CP to install new trans. and ant.; add circular polarization; ERP 3 kw; ant. height 190 ft.; remote control permitted (BPH-8739). Action Jan. 22.
- **WRBR(FM)** South Bend, Ind.—Broadcast Bureau granted CP to install new trans. and ant.; add circular polarization; ERP 3 kw; ant. height 155 ft. (BPH-8741). Action Jan. 22.
- **KSMB(FM)** Lafayette, La.—Broadcast Bureau granted CP to change trans. location to 0.9 mile north of highway 1-10, 0.35 mile east of highway La. 167, near Lafayette; change studio location and remote control to 207 Frontage Road, Lafayette; make change in ant. system; ERP 29.5 kw; ant. height 230 ft. (BPH-8753). Action Jan. 18.
- **WFSI(FM)** Annapolis, Md.—Broadcast Bureau granted CP to install new aux. trans. and ant. at main trans. location operated by remote control from studio site at 918 Chesapeake Avenue, Annapolis; to be operated on 107.9 mhz for aux. purposes only; ERP 20 kw; ant. height 420 ft. (BPH-8748). Action Jan. 23.
- **WCOZ(FM)** Boston—Broadcast Bureau granted CP to install new aux. trans. with main ant. at main trans. location to be operated on 94.5 mhz for aux. purposes only (BPH-8731). Action Jan. 17.
- **WADV(FM)** Buffalo, N.Y.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 29 kw; ant. height 390 ft.; remote control permitted (BPH-8606); granted CP to use former main trans. as aux. trans. at main trans. location to be operated on 106.5 mhz for aux. purposes only; ERP 13.5 kw; ant. height 390 ft.; remote control permitted (BPH-8607). Action Jan. 17.
- ***WGMC(FM)** Greece, N.Y.—Broadcast Bureau granted license covering new educational FM. Action Jan. 14.
- **WYYD(FM)** Raleigh, N.C.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 29 kw; ant. height 450 ft. (BLH-5961). Action Jan. 16.
- **WEBN(FM)** Cincinnati—Broadcast Bureau granted license covering changes; ERP 31 kw; ant. height 610 ft. (BLH-6017). Action Jan. 21.
- ***WHEI(FM)** Tiffin, Ohio—Broadcast Bureau granted license covering new trans. and ant. (BLED-1180). Action Jan. 14.
- **WHCE-FM** Orangeburg, S.C.—Broadcast Bureau granted license covering new FM; trans.; ERP 3 kw; ant. height 330 ft. (BLH-5954). Action Jan. 14.
- **WSIX-FM** Nashville—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1,140 ft.; condition with respect to court proceedings against parent company of licensee (BLH-6022). Action Jan. 14.
- **WSIM(FM)** Red Bank, Tenn.—Broadcast Bureau granted license covering new FM station; ERP 3 kw; ant. height 22 ft. (BLH-5802). Action Jan. 14.
- **WFOG(FM)** Suffolk, Va.—Broadcast Bureau granted licenses covering changes and use of former main trans. and ant. for aux. purposes only (BLH-5624, BLH-5694). Action Jan. 16.
- **WATK-FM** Antigo, Wis.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 280 ft. (BLH-6020). Action Jan. 10.
- **WQFM(FM)** Milwaukee—Broadcast Bureau granted license covering changes; ERP 30 kw; ant. height 185 ft. (BLH-5963). Action Jan. 14.

Call letter applications

- **WELA(FM)** Jessup, Ga.—Seeks WSOJ-FM.
- **WKLO(FM)** Louisville, Ky.—Seeks WCSN(FM).
- **KOIL-FM** Omaha, Neb.—Seeks KEFM(FM).
- **WEJL-FM** Scranton, Pa.—Seeks WEZX(FM).
- **WLLL-FM** Lynchburg, Va.—Seeks WGOI(FM).

Call letter actions

- **WSTK(FM)** Woodstock, Ill.—Granted WXR-D(FM).
- **WCCM-FM** Lawrence, Mass.—Granted WCGY(FM).
- **WHNR(FM)** McMinnville, Tenn.—Granted WBMC-FM.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses, co-pending auxs. and SCA's when appropriate for following stations: **WAEQ-TV** Rhinelander, Wis.; **WCTM-FM** Eaton, **WEBN(FM)** Cincinnati and **WGAR(FM)** Cleveland, all Ohio; **WJIM-AM-FM** Lewisburg, Tenn.; **WLBK-AM-FM** DeKalb and **WLNR(FM)** Lansing, both Illinois; **WMIQ(FM)** Iron Mountain, Mich. and **WTQX(AM)** Selma, Ala. Actions Jan. 21.
- Broadcast Bureau granted renewal of licenses, co-pending auxs. and SCA's when appropriate for following stations: **WOMP-AM-FM** Bellaire and **WNXT-AM-FM** Portsmouth, both Ohio. Actions Jan. 22.
- **WPAQ(AM)** Mt. Airy and **WPNC(AM)** Plymouth, both North Carolina—Broadcast Bureau granted renewal of license to WPAQ and WPNC subject to whatever action commission may deem appropriate as result of final action in another proceeding (Doc. 19787) now before commission. Action Jan. 21.
- **WPRS(AM)**-**WCAF(FM)** Paris, Ill.—Broadcast Bureau rescinded grant of license renewal for Paris Broadcasting Corp. pending further action by commission. Action Jan. 22.

Modification of CP's, all stations

- ***KUAC(FM)** College, Alaska—Broadcast Bureau granted mod. of CP for extension of time to June 15 (BMPED-1060). Action Jan. 16.
- **KQLH(FM)** San Bernardino, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to 5.5 miles north of city off highway 18, San Bernardino; change ant. and ant. system; ERP 15 kw; ant. height 320 feet; remote control permitted (BMPH-13977). Action Jan. 22.
- **WVFM(FM)** Lakeland, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to 0.7 mile east of U.S. highway 98, 0.15 mile north of state road 540, near Lakeland; change studio and remote control location to Lake Seward Road, 0.1 mile east of state road S-37-B, Lakeland; ERP 100 kw; ant. height 430 ft.; remote control permitted (BMPH-13963). Action Jan. 16.
- **WCLV(FM)** Cleveland—Broadcast Bureau granted mod. of CP to extend time of completion for changes to July 1 (BMPH-13954). Action Jan. 14.
- **WQHR(FM)** Galion, Ohio—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system (increase height); change transmission line and ant. height to 300 ft.; ERP 3 kw; remote control permitted at studio-trans. site 0.5 mile north of Galion on Leesville Road, condition (BMPH-13870). Action Jan. 15.
- ***WRSF(FM)** Miamisburg, Ohio—Broadcast Bureau granted mod. of CP to change ant. (BMPED-1059). Action Jan. 16.
- **KLAD-FM** Klamath Falls, Ore.—Broadcast Bureau granted mod. of CP to extend time for completion of new station to July 15 (BMPH-13958). Action Jan. 14.
- **WQBS-FM** San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend time of completion to April 30 (BMPH-13955). Action Jan. 14.
- **KNTD(FM)** Wichita Falls, Tex.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 450 ft. (BMPH-13964). Action Jan. 16.
- **KCLK-FM** Clarkston, Wash.—Broadcast Bureau granted mod. of CP to extend completion time of new FM to May 28 (BMPH-13951). Action Jan. 14.
- **WDLB-FM** Marshfield, Wis.—Broadcast Bureau granted mod. of CP to change transmission line; ERP 56 kw (BMPH-13902). Action Jan. 22.
- Broadcast Bureau granted mod. of CPs for extension of completion dates for the following stations: **WYAZ(AM)** Yazoo City, Miss., to July 25 (BMP-13731); **WSLT(AM)** Ocean City-Somers Point, N.J., to May 12 (BMP-13723); **WNRE(AM)** Circleville to June 20 (BMP-13724); **WTAE(AM)** Pittsburgh, Pa., to June 15 (BMP-13722); and **WISN(AM)** Milwaukee, to July 11 (BMP-13732). Action Jan. 21.

Other action, all services

- Chief, Broadcast Bureau, on request of Association of Federal Communications Consulting Engineers, extended from Feb. 4 and Feb. 15, to March 5 and March 26, respectively, time for filing comments and reply comments, in matter of amendment of rules to provide for extension metering of broadcast transmitters (Doc. 19906). Action Jan. 24.

Ownership changes

Applications

- **KSYC(AM)** Yreka, Calif.—Seeks assignment of license from Northern Broadcasting Co. to Dal-

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matlan Enterprises Inc. for \$150,000. Sellers: Ralph W. and Mary E. Lake and Holt Wardrip (together 100%). Buyers Gary L. Hawke and Martin W. Hawke (each 50%). Gary L. Hawke is sales manager with KRTH(FM) Los Angeles and Martin W. Hawke is San Francisco manager of RKO Representatives/FM. Ann. Dec. 28.

■ **KRNT-AM-FM** Des Moines, Iowa—Seeks assignment of license from Cowles Communications Inc. to Stauffer Publications Inc. for \$1.15 million. Sellers: Gardner Cowles is chairman of Cowles Communications. Other Cowles broadcast properties are KRNT-TV Des Moines; WREC-AM-FM Memphis and WESH-TV Daytona Beach, Fla. Buyers: Stanley H. Stauffer is president of Stauffer Publications which also owns WIBW-AM-FM-TV Topeka, KSOK(AM) Arkansas City, both Kansas; KGFF(AM) Shawnee, Okla. and KGNC-AM-FM-TV Amarillo, Tex. (sale of KGNC-TV to Cannon Communications Inc. was recently announced). Ann. Jan. 18.

■ **KBNM(FM)** Albuquerque, N.M.—Seeks assignment of license from Star Broadcasting Co. to Fontana Media Corp. for \$150,000. Sellers: E. H. Craven, manager, et al. (100%). Mr. Craven also has interest in WPMP(AM) Pascagoula, Miss. Buyers: Janet D. and Walter D. Weir (each 26%), David L. Arnold (24%), C. Ben Goddard (19%) and Charles H. Weir (5%). Walter Weir is professor at University of Colorado. Janet Weir and Mr. Goddard have advertising businesses in Boulder, Colo. Mr. Arnold is director of audio production firm in Lakewood, Colo. Ann. Jan. 18.

■ **KNND(AM)** Cottage Grove, Ore.—Seeks 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 25%). Robert Lipman owns KTOB(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 Oregon. Ann. Jan. 18.

■ **KCYL(AM)** Lampasas, Tex.—Seeks assignment of license from Lampasas Broadcasting Corp. to Stephen S. Sampson dba Lampasas Broadcasting Co. for \$200,000. Sellers: Ila D. Turner and James E. Nugent (100%). Buyer: Mr. Sampson is general manager of KCYL. Ann. Jan. 18.

Actions

■ **WAZE(AM)** Clearwater, Fla.—Broadcast Bureau granted transfer of control of Radio Clearwater Inc. Gene Allen Robinson, Margaret P. Coachman and Charles H. Adams (together 100% before, none after) to Three Rivers Communications Inc. (none before, 100% after). Consideration: \$350,000. Principals: Carl J. Marocci, president (100%). Mr. Marocci is general manager and stockholder at WESA-AM-FM Charleroi, Pa. (BTC-7257). Action Jan. 22.

■ **WCAS(AM)** Cambridge, Mass.—FCC granted assignment of license from Kaiser Broadcasting Corp. to Family Stations Inc. for \$225,000 (BAL-7963). Sellers: Richard C. Block, vice president and general manager, et al. (100%). Kaiser Broadcasting Corp. is licensee of KFOG(FM) San Francisco and KBSC-TV Corona, both California. Kaiser Broadcasting Corp. has 77.5% interest in Kaiser Broadcasting Co., licensee of KBHK-TV San Francisco, WFLD-TV Chicago, WKBD-TV Detroit, WKBF-TV Cleveland and WKBS-TV Burlington, N.J. Kaiser Broadcasting Corp. also own 90% interest in Kaiser Globe Broadcasting Corp., licensee of WKBG-TV Cambridge. Buyers: Harold Camping, Scott L. Smith and Richard Van Dyk. Family Stations Inc., non-profit corporation, is licensee of KEAR(FM) San Francisco, KEBR(FM) Sacramento, KEAR(FM) El Cajon, all California; WFSI(FM) Annapolis, Md.; and WKDN-FM Camden and WFME(FM) Newark, both New Jersey. Scott L. Smith is 33 1/3% owner of KEWQ(AM) Paradise and KCEM(FM) Chico, both California. Action Jan. 23.

■ **WGNR-FM** Oneonta, N.Y.—Broadcast Bureau granted assignment of license from Tryon Broadcasting Co. to Sea-Mount Radio Corp. for \$80,000 (BALH-1868). Seller: Melvin Farmer, president (100%), et al. Buyers: Al Sayers, president, et al. Sea-Mount is licensee of WDOS(AM) Oneonta; WOCB-AM-FM West Yarmouth, Mass., and WVPO-AM-FM Stroudsburg, Pa. Action Jan. 21.

Cable

Applications

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

■ **Patagonia Cable TV Co.**, 6929 Mesa Grande Drive, Tucson, Ariz. 85715 proposed to Patagonia, Ariz. (CAC-3487), KUAT-TV, KVOA-TV, KGUN-TV and KOLD-TV, all Tucson and KZAZ Nogales, both Arizona; XHFA Nogales, Sonora, Mex. and KPHO Phoenix.

■ **Nation Wide Cablevision Inc.**, Box 10727, University Park Station, Denver 80210 proposes for Alameda county, Calif. (CAC-3481), to add KTXL-TV Sacramento and KTTV Los Angeles, both California.

■ **American Video of Pompano Beach Inc.**, 6115 North University Drive, Fort Lauderdale, Fla. 33313 proposes for Pompano Beach, Fla. (CAC-3483), WTVJ, WCIX-TV, WCKT, WPLG-TV, WLTV, WTHS-TV, WSEC-TV, WFBC-TV and WPBT all Miami, WKID Fort Lauderdale, WPTV and WEAT-TV, both West Palm Beach and WTOG St. Petersburg, all Florida and WTCG Atlanta.

■ **Florida Gold Coast Cable TV Inc.**, 3071 N.W. 28th Street, Lauderdale Lakes, Fla. 33311 proposes for Davie, Fla. (CAC-3486), WKID Fort Lauderdale, WCIX-TV, WCKT, WLTV, WPLG-TV, WTVJ, WSEC-TV, WPBT, WTHS-TV and WFBC-TV, all Miami, WPTV and WEAT-TV, both West Palm Beach, all Florida.

■ **Federal Transvision Corp.**, 1336 Sulphur Spring Road, Baltimore 21227 proposes for Federalsburg, Md., WBOC-TV and WCPB, Salisbury, WMAR-TV, WBAL-TV and WJZ-TV, all Baltimore, both Maryland; WRC-TV, WTTG, WMAL-TV and WTOP-TV, all Washington.

■ **Kearsch Inc.**, Box 763, Mountain Home, Idaho 83647 proposes for Mountain Home AFB (CAC-3484), KBOI-TV, KAIT and KTVB, all Boise, KITC Nampa and KMVT Twin Falls, all Idaho.

■ **Hoosier Telecable**, 268 North Wabash, Wabash, Ind. 46992 proposes for Peru (CAC-3149), Grissom AFB (CAC-3150) and Miami county area between Peru city limits and Grissom AFB (CAC-3151), all Indiana, to delete WANE-TV and WKJG-TV, both Fort Wayne, Ind.

■ **Vision Cable Communications Inc.**, Box 1147, Houma, La. 70360 proposes for LaFourche parish, La. (CAC-3462), WBRZ, WAFB-TV and WRBT, all Baton Rouge, WWL-TV, WDSU-TV, WVUE, WGNO-TV and WYES-TV, all New Orleans, KATC and KLFY-TV, both Lafayette, all Louisiana.

■ **Iron Range Cable TV**, 53 Perimeter Center East, Suite 300, Atlanta 30346 proposes for Negaunee township, Mich. (CAC-3482), WLUC-TV and WNPB, both Marquette and WJMN-TV Escanaba, both Michigan; WLUK-TV and WBAY-TV, both Green Bay, Wis. and WKBD-TV Detroit.

■ **General Television of Minnesota Inc.**, Box 1188, St. Cloud, Minn. 56301 proposes for St. Cloud (CAC-3466), Waite Park (CAC-3467), Sauk Rapids (CAC-3468) and St. Cloud (CAC-3469), all Minnesota, to add CBWT Winnepeg, Man.

■ **Jackpot Antenna-Vision**, 371 South Oregon Street, Ontario, Ore. 97914 proposes for Jackpot, Nev. (CAC-3485), KOB-TV, KAIT and KTVB, all Boise and KMVT Twin Falls, both Idaho and KSL-TV Salt Lake City.

■ **Tele-Cable of Statesville**, Box 3018, Winston-Salem, N.C. 27102 proposes for Statesville, N.C. (CAC-3488), WCCB-TV, WBTV, WRET-TV, WSOC-TV and WTVI-TV, all Charlotte, WUNG-TV Concord; WGHP-TV High Point, WXH-TV Winston-Salem and WHKY-TV Hickory, all North Carolina.

■ **Omega Cable of Ohio Co.**, 108 East Washington Street, Indianapolis 46204 proposes for Sylvania township (CAC-3474) and Springfield township (CAC-3475), both Ohio; WTOL-TV, WSPD-TV, WDHO-TV and WGTE-TV, all Toledo. WBGU-TV Bowling Green, KOSU-TV Columbus, all Ohio; WXYZ-TV, WJBK, WTVS and WKBD-TV, all Detroit and CKLV-TV Windsor, Ont.

■ **Tele-Media Co. of Mercer County**, 102 North Main Street, Celina, Ohio 45822 proposes for St. Henry village, Ohio (CAC-3470), WLIO and WBGU, both Ohio; WANE-TV, WKJG-TV and WPTA, Fort Wayne, all Indiana; WXIX-TV and WCET, both Cincinnati, WOSU-TV Columbus, Ohio and WIPB Muncie, Ind.

■ **Norman Cable TV Inc.**, 360 South Monroe Street, Denver 80209 proposes for Norman, Okla. (CAC-3463), WKY-TV, KWTW, KOCO-TV, KETA and KOKH-TV, all Oklahoma City; KTVT Fort Worth; KXTX-TV and KERA-TV, both Dallas and KBMA-TV Kansas City, Mo.

■ **Lebanon Valley Cable TV Co. Inc.**, 118 North Eighth Street, Lebanon, Pa. 17042 proposes for South Annville township Pa. (CAC-3473), WHP-TV and WTPA, both Harrisburg, WLYH-TV and WGAL-TV, both Lancaster, WITF-TV Hershey, WSBA-TV York, WKBS and WPHL-TV, both Philadelphia, all Pennsylvania.

■ **New Oxford Cable TV and East Berlin Cable TV**, both 2661 Garfield Avenue Silver Spring, Md. 20910 proposes for New Oxford (CAC-3460) and East Berlin (CAC-3461), both Pennsylvania, WLYH-TV and WGAL-TV, both Lancaster, WHP-TV and WTPA, both Harrisburg, WITF-TV Hershey and WSBA-TV York, all Pennsylvania; WMAR-TV, WBAL-TV, WJZ-TV, WMPB and WBFF, all Baltimore; WTTG and WDCA-TV, both Washington.

■ **Laurens County Cablevision Inc.**, Box 850 Laurens, S.C. 29360 proposes for Laurens (CAC-3465), WAIM-TV Anderson, S.C.; WLOS-TV Asheville, N.C.; WFBC-TV, WNTV and WGSB-TV, all Greenville and WSPA-TV Spartanburg, both South Carolina; WRET-TV Charlotte, N.C. and WTCG Atlanta.

■ **Emco CATV Inc.**, Manchester, Vt. 05254 Stratton (CAC-3476), Stratton Mountain (CAC-3477), Birch Hill (CAC-3478), Stratton West (CAC-3479)

and Bondville (CAC-3480), all Vermont, requests certification of existing operations.

Final actions

■ **CATV Bureau** granted following operators of cable television systems certificates of compliance: Millcreek Cable TV Inc. Millcreek, Pa. (CAC-782); New Worlds Cable TV Inc. Rockdale, Tex. (CAC-904); Master Cable TV Systems, Seattle (CAC-1179); Storer Cable TV Inc., Fairfield, Calif. (CAC-1438); Stafford Cable TV Co., Crawford, Neb. (CAC-1671); Grand Lake Cable Vision Inc., Grove, Okla. and surrounding area of Delaware county (CAC-1832); Multi-Channel Cablevision Inc., Brookville, Pa. (CAC-1976, 2676); Consolidated Cable Utilities Inc., Elgin, Ill. (CAC-2105); Mansfield Cablevision, Mansfield, La. (CAC-2155); Massachusetts Cablevision Inc., Falmouth, Mass. (CAC-2161); LVO Cable of Northern Illinois Inc. Nurda township, Ill. (CAC-2174); Lovington Antenna Corp., Lovington, N.Mex. (CAC-2364); Valley Cablevision Corp., Elkhart (CA-3068), portions surrounding Goshen and Elkhart, Elkhart county (CAC-3069) and All-Channel Cablevision Inc., Boonville (CAC-2519), all Indiana; Telecable of Bloomington-Normal Corp., Normal, Ill. (CAC-2954); Hamburg-TV Cable Inc., Leesport Borough, (CAC-2958); Tappahannock Cable TV Inc. Tappahannock, Va. (CAC-2959); Chief Cablevision Inc., Cherokee, Iowa (A-2988); Clearview Cable TV, Tallahassee (CAC-2989), Panama City (CAC-2990), Callaway (CAC-2991), Parker (CAC-2992), Springfield (CAC-2993) and Cedar Grove (CAC-2994), all Florida; Mandan Cable TV Inc., Mandan, N. Dak. (CAC-2996); Meyer Broadcasting Co., Bismarck, N. Dak., (CAC-2997); American Video of Wilton Manors Inc., Wilton Manors, Fla. (CAC-2998); Lisbon TV Cable Systems, Lisbon, N.H. (CAC-3001); Telecable of Reidsville, Reidsville, N.C. (CAC-3015); Slocomb Cable T.V. Inc., Slocomb, Ala. (CAC-3031); Theta Cable of California, portions of San Bernardino county (CAC-3050), Upland (CAC-3051), Ontario (CAC-3052) and Montclair (CAC-3053), all California; Morehead TV Cable Co., Olive Hill, Ky. (CAC-3057); Carolina's Cable Inc., High Point, N.C. (CAC-3059); Valley Cablevision Corp., Goshen, Ind. (CAC-3067); Lockhart Cable TV Services Inc., Columbus, Tex. (CAC-2374); CATV General Corp., LaPlata, Md. (CAC-2395); Chattanooga TV Cable Co., Chattanooga (CAC-2399); Tri-Dent Cable Services Inc., Socorro, N. Mex. (CAC-2415); Cablevision of Warr Acres Inc., Warr Acres, Okla. (CAC-2429); Warner Cable of Galax, Galax, Va. (CAC-2431); Erie County Community Antenna Television Co., Lawrence Park township, Pa. (CAC-2432); UltraCom of Sweetwater Inc., Sweetwater, Tenn. (CAC-2469); All-Channel Cablevision Inc., Mount Vernon, Ind. (CAC-2520); Missouri CATV Systems Inc., Eldon (CAC-2531) and Tipton (CAC-2532), both Missouri; Kennedy Cablevision Inc., Reidsville, Ga. (CAC-2725); Warner Cable of El Dorado Springs, El Dorado Springs, Mo. (CAC-2763); La Crosse Westgate Inc., Campbell, Wis. (CAC-2800); Walterboro Cable Television Inc., Walterboro, S.C. (CAC-2880); Cable Vision Inc., Mt. Pleasant, Mich. (CAC-2901); Elizabeth Cable TV, Elizabeth, N.J. (CAC-2904); Henderson All-Channel Cablevision Inc., Henderson, Ky. (CAC-2907); Vernon CATV Inc., Vernon, Tex. (CAC-2935); Leacom Inc., La Junta, Colo. (CAC-2948) and Telecable of Bloomington-Normal Corp., Bloomington, Ill. (CAC-2953). Action Jan. 23.

■ **Mt. Shasta and Siskiyou county**, both Calif.—Broadcast Bureau authorized Shasta Cable TV Inc., to carry following television signals on cable system at Mt. Shasta and temporarily authorized to carry same signals on its system in portions of Siskiyou county contiguous to Mt. Shasta; KMED-TV Medford, Ore.; KIXE-TV and KRCR-TV, both Redding and KHSL-TV Chico, both California; KOTI Klamath Falls and KOB-TV Medford, both Oregon; KTXL Sacramento, Calif. KTVU, KPDX and KBHK-TV, all San Francisco (CAC-2185, CAC-2186). Action Jan. 23.

■ **Liverpool, Geddes, et al.**, all New York—Broadcast Bureau authorized New Channels Corporation to carry signals of WSRV-TV, WNYC-TV, WHEN-TV and WCNV-TV, all Syracuse; WQR-TV and WPX, both New York and WUTV Buffalo, all New York on new 35-channel cable television systems in Liverpool Geddes, DeWitt, East Syracuse, Town of Manlius, Minoa, Fayetteville, town of Camillus, village of Camillus, Salina, and village of Manlius, all New York (CAC-31-34, CAC-63-67, CAC-106, AC-306). New Channels was also granted certificate of compliance for new system at Fulton, N.Y. (CAC-1159). Oppositions to applications filed by W.R.G. Baker Television Corp. (former licensee of WNYC-TV), Outlet Co. (present WNYC-TV licensee), Orionada UHF TV Inc., permittee of WQNH-TV Syracuse, and Meredith Corp., licensee of WHEN-TV, were denied. Action Jan. 23.

■ **Rowlesburg, W. Va.**—Broadcast Bureau authorized Morgantown Cable Co. to add New York to its cable system at Rowlesburg (CAC-1113). Morgantown's applications to add WPX to its cable system at Morgantown, Star City and Granville, all West Virginia were denied (CAC-1112, 1114, 1115). Applications were opposed by Northern West Virginia Television Broadcast Co., licensee of WBOY-TV Clarksburg, W. Va.; WUAB Inc., licensee of WUAB-TV Lorain, Ohio; Hearst Corp., licensee of WTAE-TV Pittsburgh and Broadcast Industries of West Virginia Inc., licensee of WSTV Weston, W. Va. Action Sept. 23.

Classified Advertising

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

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Due to expansion of present coverage area we are looking for a sharp progressive salesperson. If you are a hard worker you can earn five figures the first year. Indiana AM/FM. Mail recent photo and resume to Box B-46, BROADCASTING.

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Northern California: Strong Bay Area station desires career minded Sr. Account Executive for local sales. Resume to: KZST, Box 2755, Santa Rosa, CA 95405. 707-528-4434.

Madison, Wisc. Excellent career opportunity for bright young problem solving salesperson on the way up, strong on creativity and ability to build campaigns. Six station group seeks person with management potential to handle top accounts. Job opening result of promotion. Our people earn far more, city offers super living, you'll have opportunity for management and equity. WISM, Madison, WI. A Mid-West Family Station.

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Medium market New England contemporary MOR trying to locate talented minority or female air and production personalities. Resume Box A-265, BROADCASTING.

Morning personality South Jersey Shore Resort Area Fulltime AM-FM. The person we're looking for is articulate; personable; witty; topical; creative; the best working conditions in the area, good salary, a "Contemporary MOR" that gives its talent a chance to be themselves and enjoy being on the air again. If you are ready send resume to Box A-268, BROADCASTING.

Midwest MOR seeks smooth talented personality. We are a well-respected, established, adult, regional station. E.O.E. gals and guys. Experience required. Send resume, salary desired, tape later. Box B-13, BROADCASTING.

Pennsylvania small market has new owner, new image. Need three announcers who can double in news or production. Send resume, Box B-34, BROADCASTING.

Major market midday talk. If you are well versed in politics, the arts, etc., and can communicate an understanding of contemporary problems for a new Midday Talk Show, send salary requirements and resume to Box B-41, BROADCASTING.

Need by Apr. 1 MOR morning personality. Quality voice, talent. Expanding staff. Rocky Mtn. city of 40,000, primary coverage 116,000. NBC, 5 kw full-time. Resume/references to Box B-42, BROADCASTING.

Experienced personality for Indiana AM/FM Stereo. Good production a must. Send resume and recent photo to Box B-48, BROADCASTING.

Jocks, Top 40, production, news and resume. New English language AM. Sunny San Juan, Puerto Rico. Write Box B-52, BROADCASTING.

Texas—morning personality—1st phone, C & W. Send tape, resume—KNET, Box 649, Palestine, TX, EOE.

First vacancy three years! Professional owner-operated MOR AM-FM news experienced morning person this spring. Sports, news or writing ability helpful. Salary tied to ability, regular raises, bonus, fully paid pension and medical insurance. Send air check, resume, picture, salary requirements. WAWK, Box 47, Kerdalville, IN 46755.

5 kw Top 40 Rocker needs creative, personality morning person. Some college or commercial experience a must. Rush tape and resume to Chuck Morgan, WCFR, Box 800, Springfield, VT 05156.

Personality Announcer, able to do excellent production, experienced, mature and have good references. We are a contemporary, medium-market station in Kentucky. Offer good working conditions and benefits, with opportunity for advancement. Will pay right price for right person. Send resume and salary requirements to WIEL Radio, P.O. Box 1, Elizabethtown, KY 42701.

Florida coastal station has opening for announcer-chief engineer. Must be reasonable announcer for format and capable AM-FM maintenance and to assist consultant with construction of new studios, moving tower and FM power increase upon FCC approval. Delightful living by sea. Above average pay. Try us. Send tape, resume and starting salary. Hudson Millar, WIRA-WOVV Fort Pierce, equal opportunity employer.

5,000 KW full time "modern country" station in medium western market seeks experienced jock for afternoon drive. Contact Dale Turner at WTHI, 91B Ohio Street, Terre Haute, IN, 812-232-94B1.

Rock communicator DJ/Production. Able to follow format and work with winning team. #1 in 28th market. Tape, resume and pic to Doug Collins, Box 5383, San Bernardino, CA 92412. E.O.E. First preferred.

Help Wanted Announcers Continued

Eastern Maryland medium market contemporary MOR station requires announcer who will also service moderate account list. Excellent opportunity. Will train. Send tape, photo, and full details to: Radio, 2711 Magnolia Road, Vineland, NJ 08630.

Superb opportunity for deejay/salesperson. Fringe benefits, advancement possibilities. Pay open. Experience necessary. Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Help Wanted Technical

Come to the Rockies, young engineer. AM-FM combo, good salary, good boss, good small city. Want good technician with first phone. Box A-209, BROADCASTING.

Midwest 5 kw AM with companion automated FM in medium size town desires knowledgeable full-time chief engineer. Excellent facilities-working conditions. Must be experienced with AM and FM transmitters, have knowledge of transistors. Salary \$250.00 weekly for right person. Reply Box A-251, BROADCASTING.

Chief Engineer wanted/maintenance willing to work board shift. Experienced in FM stereo and automation. New equipment, excellent working conditions. Michigan. Resume and requirements: Box B-22, BROADCASTING.

Phoenix rocker needs Chief to take complete responsibility for AM/FM operation. Must know: FM, AM, STL, Studio equipment, FCC regulations, and good audio. Should be as good at maintaining old equipment as ordering new. Under 35 preferred, but minimum 5 yrs. experience. Up to \$1,000 mo. + hospitalization. Send complete resume immediately. No phone calls, no latent jocks. Eric Hauenstein, V.P. & G.M., KDK8, P.O. Box 4227, Mesa, AZ 85201.

Beautiful Music station needs Chief Engineer/part time board person immediately. Must be tops in audio and transmitter maintenance. Will consider someone who is working as assistant chief. Contact: Bill Elliott or Jerry Reeves, WQXM Radio, Stereo for Beautiful People, P.O. Box 4809, Clearwater, FL 33518, 813-391-9988.

Chief Engineer, non-directional No. 1 C&W station in Billings, Montana. Strong on maintenance, limited air work. Maturity and good character a must. Call H. L. Enstrom, GM, 406-259-0221.

Chief Engineer—Southeastern 3000 Watt Stereo FM Station. Metro Market. Future Expansion. 615-824-7177.

Florida coastal station wants chief engineer-announcer. See add this issue under announcers.

Qualified engineer with Manager experience. Excellent opportunity. Able to travel. Call collect G. J. Hroblak, 202-265-4735.

Help Wanted News

A good solid radio person, experienced, dedicated and a self starter. The ideal candidate will be able to cover local news and sports reporting, do some play by play and service a small list of established accounts. The station is located in a fine midwestern community; we pay health and medical insurance, provide GAS and this is the first staff replacement in almost three years. Write fully to Box A-129, BROADCASTING.

News director. Immediate opening for a good, solid news director. Southeastern Michigan AM station. Excellent working conditions and excellent fringe benefits including a car. Experience desired. Please send resume to Box A-148, BROADCASTING.

California daytimer has immediate opening for experienced news reporter, who can really dig, write and present news on the air. Box A-247, BROADCASTING.

Need person to work news and sales. Small market Maryland station. Prefer person with first ticket. Box A-250, BROADCASTING.

Immediate opening for newperson to join expanding staff at medium market Michigan 24 hour live wire operation. Career opportunity for intelligent, responsible adult with good voice and writing ability. If you really care about news, we promise you won't be bored here. Rush resume, pic, and writing sample to Box A-262, BROADCASTING.

Full time Michigan station seeks a qualified News Director. Must have solid gathering, writing and administrative experience. Salary open. EOE. Send resume to Box A-267, BROADCASTING.

Help Wanted News Continued

Major Market News/Talk Team. We want to find a great morning News/Talk team. If you are quick-witted, can read, write, edit, analyze and discuss the news you can be 50% of our team. One will serve as news director, the other as morning anchor-person. Send resume and salary requirements to Box B-40, BROADCASTING.

Opening Feb. 15th for a good, solid news director. If you are willing to work hard and know news and production you are our person. Indiana AM/FM. Send recent photo and resume to Box B-47, BROADCASTING.

News director—top rated adult country. WBHP has immediate opening for aggressive newperson with strong delivery. Duties include local news, public affairs, interviews, possible play-by-play & talk show. We desire a person to settle permanently and become part of community, a voice our listeners can depend on. Send tape and resume to W. H. Pollard, Jr., WBHP Radio, P.O. Box 547, Huntsville AL 35804.

News director for automated FM station. Gather/report local news, co-host talk show. 3rd class license. Starting salary \$110. Tape-resume to: Dave Maurer, WONT, Box 308, Oneonta, NY 13820. Or call 607-432-0154.

Shirtsleeve newperson wanted. If hired, will join small market station operating under umbrella of NYC Metro Area. As station grows . . . so will your paycheck and responsibilities. Must be able to take direction, but think creatively. Mail full details including tape, salary range and career objectives to Mr. Lee Martin, Program Director, WPRJ, Percyperry Lane, Parsippany, NJ 07054. EOE. Confidential.

Help Wanted Programing, Production, Others

WQSN, Charleston, S.C. needs a complete modern country, P D, must be able to completely take charge of all facets of operations and programing. Send tape, resume, references to Doug Clements, GM, WQSN, P.O. Box 891, Charleston, SC 29402. An equal opportunity employer.

We need correspondents/representatives in every town. Extra income. Katz 1280-B, Sawmill, Yonkers, NY 10710.

Situations Wanted Management

Ambitious, successful, medium market GM looking for step up to a major. 32, married, MBA degree, 5 years at present station. Box A-182 BROADCASTING.

Small market pro wants move to a medium or major market. My station's billing has increased 125% since I arrived 3 years ago. 29, BA, 8 years experience. Box A-184, BROADCASTING.

Started at the bottom, worked way to present position as sales manager in a competitive midwestern market. Now I want the move to management. I'm young, aggressive and can produce the bottom line. Let's Talk. Box A-186, BROADCASTING.

Pennsylvania career as VP/GM/SM with potential for total or partial ownership. Strong in sales, administration and creative concepts. Prefer station in demographic area of 10-75K people. Box B-25, BROADCASTING.

Florida medium markets—Broadcaster, early forties strong on sales, management and engineering looking for lifetime situation leading to eventual part or full ownership. If you are absentee owner or retiring soon, let's get together in strict confidence. Box B-51, BROADCASTING.

Situations Wanted Sales

Successful, aggressive, young salesman in market of 450,000 wants to move up as sales manager at your major market station. 7 years in business, 4 in sales, BA, family man. Box A-183, BROADCASTING.

I've sold small market radio—now I want to be your sales manager; preferably in an eastern market. Age 25, college grad, married. Need potential of at least \$14,000. Box A-185, BROADCASTING.

Just one look at my track record shows why I can be your next medium market sales manager. 27, radio/television degree, and lots of drive. Let's talk! Box A-187, BROADCASTING.

Well rounded radio professional with strong copy, production, and sales skills seeks position with well equipped, well managed station. Dollar opportunities important, but primary is need to fully utilize and continue to develop present capabilities. Box B-21, BROADCASTING.

Situations Wanted Sales Continued

Attention: group broadcasters. Accomplished programmer ready for sales, then management. There's no substitute for knowing the product and what it can do. I won't just sell time, I'll sell completely developed ideas . . . the copy, the media-mix, etc., to those tough-to-crack accounts. 1974 can be a great year, but new business will be the key; I can put it on your air. Write for outstanding resume, excellent references. Box B-28, BROADCASTING.

Illinois sales opportunity desired. Career Academy Broadcast grad, age 39, seeking change and first break in radio/TV. Exp motion pic lab tech 8-yrs, sales/customer service supervisor, Air Force trained news/sports reporter, prod ass't for AFR-TV Germany. Licensed pilot. Will consider full/part time employment in Chicago area. George Muzyka, 3825 N. Newcastle Ave., Chicago, IL 60634.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

First phone, Contemporary and Top 40 format, two years experience, will relocate, available now. Box B-8, BROADCASTING.

Black D.J., 3rd endorsed, tight board, good news, good commercials. Experience, can follow instructions, will relocate anywhere. Available now. Box B-12, BROADCASTING.

D.J. tight board, authoritative news, good commercials, 3rd phone. Can follow directions, willing to go anywhere. Available now. Box B-15, BROADCASTING.

Veteran Midwest market radio pro seeking relocation to a progressive managed and operated station . . . all abilities including operation of automated FM. Box B-16, BROADCASTING.

College student looking for internship needed for grad. leading to permanent employment. Have some part time experience, 3rd endorsed. Seeking sales experience. Interest in MOR to Rock. Box B-17, BROADCASTING.

Knock-knock, who's there? One year experience. College broadcasting degree. Single. Twenty-two. Brains. Third. 317-529-4145 or . . . Box B-19, BROADCASTING.

Ready to move. Two years sports director small market. PBP all sports. Four years DJ, Rock, C&W, MOR. Married, available immediately. Box B-20, BROADCASTING.

Experienced Black girl deejay, smooth rap, tight board, third endorsed seeks Atlanta, Baltimore, New Jersey, New York or Conn. area. Box B-24, BROADCASTING.

Personality jock seeking rock/progressive format. BS Broadcasting . . . First phone . . . 7 years experience; including management of college FM, FCC R & R, music sales, news, sports Management and/or programing aspirations. Box B-26, BROADCASTING.

Female, talented. Pleasing voice, 3rd, B.A. Penn State, radio-TV, two yrs. college experience. Will relocate. 412-372-0878. Box B-32, BROADCASTING.

Why lose, I'll give you 1 week of my time, beginner, want a job in radio, preferably announcing. Will relocate. Give me a chance. Call Bill, 617-361-4013 or write Box B-43, BROADCASTING.

Country jock. Desire 8:00 p.m. to 5:00 a.m. shift. Different hours negotiable. First phone, 5,000 watt experience, Box B-53, BROADCASTING.

College grad, 26, seeking first broadcast position, some board experience. 3rd phone endorsed. Prefer Arizona, but will relocate. Box B-54, BROADCASTING.

Classical DJ expert from Dufay through Penderecki. Personality that will sell Classics. Polished, articulate, but no highbrow. Three years experience plus programing, sales, copy, production. Will summer relief. Box B-55, BROADCASTING.

Selling DJ! Experienced, 3rd., responsible adult, pleasant sound. Former radio copywriter, time salesman. Very knowledgeable in MOR and Jazz. Wants weekends with personality MOR station in suburban NYC. Call Dean Stuart, 212-TA 9-6717 for tape and resume.

Award-winning (USAF '73 Broadcaster of Year) R/TV newscaster/annr/sports. 10 yrs comm, and mil. experience. College ed. 3rd FCC lic. Young, aggressive M-O-R talent. Resume and tape sent on request. Karl Lachner, 916-488-4597, 2924 Walt Ave., #1, Sacramento 95821. Willing to relocate.

1st phone, 5 1/2 years experience. 34, single, good track record, stable, needs a gig! Call Bob Peacock, 214-526-9129 or 522-2333.

Situations Wanted Announcers Continued

Creative all-around announcer-deejay. Now employed, top-forty, middle market. Good voice, smooth, fast board; 3rd ticket. Strong background—sales, music, production. Intelligent, co-operative self-starter. Air-check available. Steve Darwin, 133-07 231 St., Laurelton, NY 11413. Phone 212-527-0378.

Top 40/Contemp. First phone jock looking for good rocker. Three years experience. Will go anywhere. Dan, 607-797-1398.

Program director with numbers, from Southern California is looking for new gig. Willing to relocate if money is good, or conditions are good. Interested in Southwest, Midwest, or Canada. Progressive or contemp. MOR. Call Ken, 1-714-442-7081. Let's talk.

Available Black first phone, experience tech, D.J., and production man. Contact Roy, 314-726-0914.

1 1/2 yrs. exp. network C&W morning man. Now employed 2 stations. Seeking C&W, MOR, Rock. Any shift. Money no hassle. 3rd endorsed. Great refs. David Gundersen, 159 Westminster, Atlantic City, NJ.

Pro and school trained talented announcer and jock, 3rd limited experience. Exceptional at Top 40, witty and pleasurable personality. John S. Mitchell Jr., 2316 Schley Ave., Bronx, NY 10465.

College grad with 1st phone. Experience on Contemporary FM in Southern California. Will relocate. Mike Murphy, 414 N. Citron St., Anaheim, CA 92805. 714-776-9428.

DJ, Announcer, 3rd endorsed. CSB grad. Creative, mature, willing to work hard. Full, part time. N.J., Pa. area preferred. Call Mike collect after 6 p.m., 201-545-9770.

Personality plus professionalism, 3rd endorsed, 3 years Rock and MOR. Don Chatham, 17829 Silverstream, Saugus, CA 91351. 805-252-4220.

Experienced DJ seeks contemporary sound. Good news, commercials, tight board. 1-904-255-6950 or write Mike Hon, 373 Williams Ave., Daytona, FL.

Dedicated, hardworking energetic matured, experienced non-egoistic Black personality DJ, seeks large-medium market. Soul format preferred, Top 40 considered. First ticket (willing to learn maintenance), bright future anticipated. Family, relocate immediately. Johnnie V. Matthews, 611 High St., Apt. 12U, Newark, NJ 07102.

No an air experience but—First Phone, creative communicator, heavy radio, sales, PR background, 31, prepared to relocate. Jock, 213-398-5921.

1974 MOR Morning man. A real beauty, this one, with power in the AM drive time and big numbers up front. All the extras: phones, voices, sincerity. So if you're in the major market for a bright, creative 29-year-old, he's got what you're looking for. Call this number: 202-783-8492.

Situations Wanted Technical

Engineer-announcer combo seeking good opportunity at small-medium market station. Experienced in maintenance of AM-FM broadcast equipment. South or east coast preferred. Box B-31, BROADCASTING.

Experienced chief-AM/FM. FM stereo proffs. Very strong on maintenance, clean sound. 3 years experience engineering, plus 3 years experience AM and FM announcing doing top-40, rock, progressive, and news. Speech-Broadcasting B.A. degree from Penn State Univ. Available early March. Want to locate in Southwest, preferably Arizona. Scott Hower, 725 Southgate Dr., State College, PA 16801. 814-237-6979.

Situations Wanted News

Reporter. Currently part of a three-man staff covering two counties. Seeking good position in medium-to-large market. Box B-4, BROADCASTING.

27-year old woman reporter with six years major and medium market TV and Radio experience seeks position with well established news team. Currently employed as on-air-anchor reporter. B.A., M.A. Box B-7, BROADCASTING.

Care about creativity? I do. Viable, realistic news; people orientated public affairs focused on humanism. I'm no "entertainer", but I am a professional. Voice: just fair; heart: superior. Young, Box 1642, Studio City, CA 91604. 1-213-766-7421.

Experience all phases, medium market. Journalism B.A. Seriously interested doing complete news, drawing on many sources near, far. My news different, truly informative. Interested communications, not money. Bill, 3307 Marindale, Canton, OH 44714. 216-456-8458.

Situations Wanted News Continued

News Director-Operations Manager. Highly qualified broadcasting professional, seeking Major-Medium market position. 15 years experience, 1st phone, consider Talkshow. Charles Beach, 5020 Holland #212, Dallas, TX. 1-214-521-7877.

Situations Wanted Programing, Production, Others

If your small or medium market rock, oldies or adult contemporary station can pay a creative, hard working program director a five figure salary contact Box N-23, BROADCASTING.

Continuity Director seeks creative position. Two years copywriting experience. Degree. 3rd phone. Resume, samples. Box B-27, BROADCASTING.

Accomplished programmer available immediately to turn your station around—contemp, MOR, gold, etc. First class experience, including 50 kw top ten market. Finest references. You've got nothing to lose: even if you don't hire me, you'll have yourself a free professional consultation. No air work. Box B-30, BROADCASTING.

Top 30 market jock with extensive music and programming background seeks PD position with good company in Top 100 market for human contemporary MOR or human top 40. Super ratings. Box B-45, BROADCASTING.

Creative "modern country" programmer presently employed in large, competitive market seeks new challenge. Proven track record and top references. All offers considered! Write Box B-57, BROADCASTING.

TELEVISION

Help Wanted Announcer

Excellent opportunity at major market VHF for skilled director, with minimum of four years commercial TV experience. Must be able to operate latest switcher and special effects equipment. Some commercial announcing background preferred. Immediate opening. Write Box A-235, BROADCASTING.

Help Wanted Technical

Opportunity for aggressive, quality conscious engineer to supervise technical phases of color TV productions in a large southeast production center that produces programs for national and regional distribution. Would supervise staff of video and audio technicians and be responsible for overall technical quality. Good opportunity to get in on design and construction stages of new \$7.5 million production center. Paid hospitalization, 3 weeks vacation plus 12 paid holidays per year. Salary range \$10,000 to \$14,000. An Equal Opportunity Employer. Send detailed resume to Box A-181, BROADCASTING.

Need qualified maintenance engineer. Transmitter experience a must. Equal opportunity employer. Send complete resume and salary requirements to Box A-220, BROADCASTING.

An exciting opportunity for a person desiring to assume a management role in educational TV. SoCal UHF station. Growth opportunity. Affirmative action employer/Equal opportunity. Send resume and starting salary. Box B-3, BROADCASTING.

Transmitter Engineer—High power RCA UHF, experienced only needed at once. Top pay. Phone Ed Gordon, Engineering Manager, 215-925-2929.

Staff Engineer, 1st phone, for college PTV; color tape and studio experience required. Send resume to Ken Kendall, KTSC, 900 West Orman, Pueblo, CO 81004. Equal Opportunity Employer.

Help Wanted News

Chief camera person to head up film operation in Mid-Michigan news operation. Requires experience in cinematography/film editing and processing. Immediate opening. Send resume to Box A-212, BROADCASTING.

News and public affairs producer for Northeastern state Public Television Network. To produce nightly live news and public affairs half-hour, and supervise team of reporters. 3/4 years experience, plus 3/4 years journalism experience (either print or media) required. Salary open. Box B-6, BROADCASTING.

Relief anchorperson/producer to double as reporter-photographer and beginning reporter-photographer. Good place to start for young journalists wanting to start right in broadcast journalism. Medium midwest market with all the latest equipment. Only those willing to work "very" hard in exchange for foundation training in the trade need apply. Box B-44, BROADCASTING.

Help Wanted Programing, Production, Others

Producer-Director for southeastern PTV Station. Color, studio, remotes, and film experience required. Include salary requirement and description of sample tape in resume. Box A-176, BROADCASTING.

South Fla. station now accepting applications for photographers. Journalistic background and 1 yr. minimum of 16mm TV newsfilm experience required. Equal Opportunity Employer. Send resume to Box B-37, BROADCASTING.

Television Producer-Director for University owned VHF station. Send for job announcement bulletin. No phone calls please. We are an affirmative action/equal opportunity employer. WILL, 228 Gregory Hall, Urbana, IL 61801.

Publicity Manager, male or female, dynamic, creative person, in media contact, general public relations, on-air promo copy, newspaper copy and coordination of promotional events. Send resume and salary requirements to WNET-TV/Channel 17, Development Office, 184 Barton Street, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Professor to teach production, direct telecommunication curriculum and work on nationally distributed program. Must have graduate degree and substantial experience in commercial TV. Call/write Robert Primrose, Oral Roberts University, Tulsa, OK 74102. Phone: 918-743-6161.

Television producer/director for a daily preschool education television program for a primarily rural audience. Need person who is willing to work with educators to produce a top-flight program that will be broadcast over commercial and educational television. Position will be part-time/consultant role until December, 1974, when production is expected to begin. Work until December will include advising educators on how to produce a solid educational program that is also good TV, advising scriptwriter, and identifying appropriate production facilities. Salary negotiable and competitive. Employer is a private, non-profit corporation that develops innovative educational programs for a seven-state area. Interested persons should contact Dr. Terry Eidell, Appalachia Educational Laboratory, Inc., P.O. Box 1348, Charleston, W. Va. Equal Opportunity Employer. Women and minority groups are encouraged to apply.

Situations Wanted Management

General manager, 5 years experience in top 50 market. 38, degree in business administration with ability to motivate. Ready for new challenge. Box A-188, BROADCASTING.

Dynamic sales manager seeks larger market opportunity. In my 2 years as sales manager this station has shown an excellent increase in billings. 30 years old, marketing degree. Box A-191, BROADCASTING.

Number 1 salesman in medium market with proven track record. Now ready for sales management. 2 years in this market, 29, with 4 years selling experience and degree. Box A-193, BROADCASTING.

General manager, 4 years sales management, 2 years as GM. Desire more challenging opportunity in large market. With current income at \$28K, I'm a bargain. Box A-194, BROADCASTING.

Executive Producer/Production-Operations Manager/Assistant Program Manager—currently working in top 10 market seeks new challenge. Will consider Producer/Director's job for station with future. Ten years experience, 33, MA degree. Box 8-5, BROADCASTING.

A rep is not a toy. I'm tired of being played with. Young executive major New York representative seeks station sales management position. Outstanding background, qualifications and references. Box B-56, BROADCASTING.

Situations Wanted Technical

First phone three years experienced studio engineer, director switcher of newscasts, commercials, seeking permanence. Box A-98, BROADCASTING.

Studio, control room supervisor or asst. chief position wanted. 20 years experience in all phases of TV studio and remote operation. Attending college for EE degree, will relocate. Box B-23, BROADCASTING.

Situations Wanted News

Experienced anchorman now working in top 40 market. Excellent newsmen, but presentation is my forte. Box A-190, BROADCASTING.

Photojournalist—Six years TV film experience, last two as chief photographer. Seeking station with film-oriented newscasts only. Reply Box A-242, BROADCASTING.

Situations Wanted News Continued

East, Midwest—I'm your budget answer. Experienced reporter/photographer has own Sil-SOF cameras. Family man would quit free-lancing for solid future. Box B-2, BROADCASTING.

Young, aggressive newsmen desires top-notch station he can grow with. If you want youth, dedication, and professionalism rolled into one, I'm your man. Can shoot own 16mm photography, write, edit, and do standup—professionally. Box B-29, BROADCASTING.

Investigative newsmen—17 years, including leader of broadcasting news chain. Awards galore, stable, references, first phone. Box B-50, BROADCASTING.

Young sportscaster needs break. B.A. broadcasting. Air/reporting experience both radio, TV. Former ball player who lives and loves it, so money no object. Resume, VTR any time, but prefer interview. Walker Johnson, 2677 E. Lakeshore, Baton Rouge, LA 70808. 504-344-5091.

Experienced reporter, anchor, producer, film. Missouri Masters Ivy League Bachelors. Prefer East. Steve Messier, 2012 W. Ash, Apt. 03, Columbia, MO.

Network reporter, 26, experienced as Washington and foreign correspondent. Professional news judgment, writing and delivery. Former news director. M.A. in broadcast journalism. Call 301-869-5359.

Sports—Experienced in all areas: reporting, writing, shooting, editing, VTR available. P.O. Box 6481, Columbus, OH 43224.

Pro in TV sports, 9 years experience in presenting a visual show. Solid film background—all-sof-editing. Extensive "PBP" experience. 405-848-4358.

Situations Wanted Programing, Production, Others

Producer-Writer—Seeking position as producer/executive producer in major market or production company, major market experience. Solid background in studio production, VTR, 16mm film, Children's Television. Good references. Young, responsible, innovative. Write Box A-89, BROADCASTING.

Eight years in radio/TV media, last three as director/producer and still young enough to keep on truckin'. Write me and let me find out if I have grown enough to be a television director at your station. Box A-137, BROADCASTING.

TV program manager ready for greater responsibility. Successful in sales for two years, but programing is my thing. Have programed both independent and network affiliates in medium markets. 35 years old with degree. I make things happen. Box A-189, BROADCASTING.

TV promotion manager with 6 years experience in group owned operations. Built an excellent image for my top 50 station and can do the same thing for yours. Box A-192, BROADCASTING.

Challenging PTV Producer-Director slot sought to complement my drive and creativity. Young, MA, broad background. Box A-207, BROADCASTING.

Associate Director in top 10 with considerable directing experience wants director position in top 15 markets. Super references. Strong news. Creative, too. Box A-210, BROADCASTING.

O & O Newsreel cameraman wants work. Will relocate. Telephone 314-878-7198 or Box A-217, BROADCASTING.

Producer, Director, Cinematographer, Writer, Emmy winner, seeks creative climate in documentaries, news, sports. Box A-264, BROADCASTING.

CATV Station Engineer wants broadcast studio position with promise. Color experience. 3rd endorsed, working on 1st phone. Resumes. Box B-49, BROADCASTING.

Former Producer-Director and on camera personality, now doing advertising and public relations, desires to get back into television as Promotional Director for station or station group. For resume and interview write, J. B. Kenny, 1720 Fifth Ave., Youngstown, OH 44504.

Stop! Before you read further, check the WKCM radio ad under "Help Wanted, Announcers". I responded to a similar ad 16 months ago and landed the P.D. job. The ad is correct and now I'm ready to move. If you've got a job in TV production and want responsible personnel train me your way, call 502-927-8121, and ask for John Midbo.

CABLE

Help Wanted Management

General Manager. Small MSO affiliated with a large insurance company is looking for a general manager with marketing background to operate its 60,000 home cable system. Salary in the 20's. All replies will be treated in confidence and promptly answered. Box A-114, BROADCASTING.

General manager—One of the largest CATV systems in the Midwest is looking for a top flight professional cable person to become general manager. Must have thorough knowledge of all phases of the business. Equal opportunity employer. Reply Box A-155, BROADCASTING.

Situations Wanted Management

Sales/Programming for Local Organization. Extensive Sales and Management background in Cable, Television, Radio. Thorough knowledge of all phases of Programming. Capable announcer, including play by play. First Class license. Experienced, mature, cost-conscious and budget oriented. Box A-69, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: Synchronous Q-Prompter equipment. 12" size required. Contact C. Schuerhoff, WGBH-TV, Boston, MA 02184. Phone 617-868-3800.

WQYK-AM, Tampa, Florida wants to buy a good used 10 KW AM transmitter, not over ten years old. Call Marshall Rowland, area code 813-251-1861.

Building educational FM from scratch. Will pay freight on any equipment you send as tax deductible gift! Nazarene Bible College, Box 4746, Colorado Springs, CO 80930.

FOR SALE EQUIPMENT

For Sale: mono system, working condition, 4 RCA TK11 Cameras, lens (2 motor zoom) effects amplifier, 2 sync generators, Ampex 10008 VTR, spare head; reasonable offer. Box 8-36, BROADCASTING.

Transmitters: RCA TT-6AL, GE TF3B amplifier, RCA TT5, good condition. Box B-38, BROADCASTING.

Gates Cycloid, 4-bay FM antenna. Excellent condition. On 99.7, tuneable. \$800. Utility 170-KD 60' tower. \$800.00. Both for \$1500. WLTA-FM, P.O. Box 492, Atlanta, GA 30301, 404-876-1038.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

For Sale 5000-78 and old 45 RPM records. KGVJ, Greenville, TX 75401.

Used transmission line, 4 years old, 500' of 6 1/4" Universal line, 50 ohm excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 188, Menomonee Falls, WI 53051. 414-353-9300.

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.

VR1000C with intersync, 4 Mark III heads, AMTEC, with or without monitors. Will sell all or separately. Call Paul Alicatore, 504-522-6211.

Scully 270-2 stereo playback, spare capstan motor and parts. 404-266-2690.

FM Di-Plexer. Two FM transmitters (up to 25kw each) into one line, into one antenna through this used special Jampro FM diplexer at about 1/4 of original cost. \$5,000. Schafer International, 1355 Harbor Dr., San Diego, CA 92101. Tel 714-236-1200.

Demo and Used Equipment: Consoles, Tape Recorders, Cart Machines, Marti Remote Pick-up and Studio Transmitter Links—Dyma Engineering, 505-758-2686.

16mm Television JAN Proj.-Optical and Magnetic 16 & 35mm Cameras and Recorders, write for free catalog. CineVision, 206 14th St., NW, Atlanta, GA 30318. 404-875-5616.

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Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Small markets! We have program guaranteed to add dollars to your station. For tape and sales kit send \$20 (money returned promptly if not satisfied) to WCJU, Box 472, Columbia, MS 39429.

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

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 94126.

Boost local time sales with compelling mail promotions. Baughan, postbox 1426, Plainfield, NJ 07061.

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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.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

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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 January 7th, February 11th, March 25th, April 29th. 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.)

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***, 3518 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.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on Feb. 25, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

RADIO

Help Wanted Management

GENERAL SALES MANAGER

If you really know national sales and can build a top sales department, several of our radio and television clients are interested in knowing about you. Openings exist in the \$40-\$50K salary range, but you must be outstanding. If we have your resume, you are under consideration. If not, please call Mike Walker, Management Consultant at (312) 693-6171. Completely confidential.

We want the cream of the crop! . . . end so do our clients. That's why, if you are a young and successful radio or television account executive with management potential and a burning desire to get ahead, we want to hear from you—now. Call Rick Davenport, Management Consultant at (312) 693-6171.

Help Wanted Sales

Dynamic, Long Established, Regional AM . . .

. . . In rich suburban market wants an inventive and persistent account executive with tested abilities. Take charge of proven list with solid current numbers and top potential for further development. A promotion from within policy offers management positions for successful young community oriented broadcasters. Resume with detailed sales background to:

General Manager, WMRO
184 S. River St., Aurora, IL 60506
Equal Opportunity Employer

Help Wanted Announcers

MORNING PERSONALITY

Contemporary sound in large Midwest market. Salary range \$10,000 to \$12,000. Rush picture and resume to:

Box A-234, BROADCASTING

COUNTRY PROS

Dynamic new AM needs happy jocks with big voices who can make it happen with upbeat modern country. Immediate openings for experienced music director and dynamite PD. Top 100 Midwest Market, Group Operation. Rush resume to Box A-237, Broadcasting.

Los Angeles Station seeks morning personality/staff announcer with "bright but brief" approach. Send resume including salary history to Box B-39, BROADCASTING.

MORNING PERSONALITY

50 KW nationally respected industry pioneer needs it all—Humor, communication. No. 1 dynamite. Aggressive, fun place to work—money too! Rush tape and resume to: Stu Bowers, KCMO Radio, 125 East 31st Street, Kansas City, MO 64108.

(an equal opportunity employer)

**Help Wanted Production,
Programing, Others**

Leading Beautiful Music Syndication Co. seeks young but experienced programming person for 2nd unit Beautiful Music Service. All replies held in strictest confidence. Send detailed resume to:
Box A-109, BROADCASTING

PROGRAM DIRECTOR

Opportunity to program an established metro rocker. Excellent five figure salary and fringe. All replies confidential. Send resume and photo to:
Box A-233, BROADCASTING

MODERN COUNTRY STATION

In progressive chain seeks jock, minimum 5 years experience. Send tape, references, and resume to:
Moon Mullins
WINN
Louisville, KY 50202
Equal Opportunity Employer

PROMOTION MANAGER

Immediate opening in New Haven for person experienced in STATION/SALES Promotion. Must be able to handle all aspects including heavy production of on-air promotion. Good future for creative mind in a growing corporation. Send full resume and recent examples of work. No telephone calls.

RALPH NELSON, Dir. Corp. Promotion
Broad Street Communications Corp.
Box 85, New Haven, CN 06501
Equal Opp. Emp. M&F

Situations Wanted Management

—FLORIDA ONLY—

Young, successful, sales-oriented station manager or sales manager available in 1974. More than 12 years employment with present group have proven mutually beneficial. Require reasonable autonomy and \$30,000 plus.
Box A-85, BROADCASTING

14 years experience owner-manager small market radio stations about to sell present facility.

63 years young, excellent health with expertise in all facets of radio except engineering. Looking for warm or temperate climate. Low five figure salary required.
Box A-213, BROADCASTING

BROADCASTING

ORDER FORM

— NEXT PAGE —

Situations Wanted Management

RADIO EXPERIENCE

GM of one of country's powerhouse radio stations. GSM of one of country's top billing radio stations. Bottom line oriented. Professional. Thoroughly conversant all phases of operation. Available immediately. Looking for rewarding challenging job. Reply in confidence to
Box B-18, BROADCASTING

Situations Wanted Announcers

Air personality

MOR, Jazz, Classical Music. Proven record in major eastern seaboard stations and Armed Forces Network. Background includes management level positions; will consider same. This ad is placed by management with a desire to help talented employee who wishes a change. High recommendations.
Box B-14, BROADCASTING

TELEVISION

**Help Wanted
Programing, Production, Others**

ART DIRECTOR

Art Director with extraordinary creative ability needed at top 10 market station. Will pay up to \$30,000 for the right person. Send resume to our Creative Consultant who will contact you for any additional information. All Replies Confidential
Box A-249, BROADCASTING

Situations Wanted Sales

Currently employed product manager with over 12 yrs. tech. and marketing exp. in television equipment sales and systems design seeks permanent marketing opportunity in Washington, D.C. area.
Box B-1, BROADCASTING

Situations Wanted News

**FOOTBALL AND HOCKEY
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Announcer All Sports**

Also do excellent strip shows, radio and TV plus talk and commentary. Seeks Major market TV or Radio challenge. Major league background and references.
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You belong in

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The newswEEKly of broadcasting and allied arts

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Washington, D.C. 20036

Employment Service

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BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

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Now local stations everywhere can cash in on interest in NEWLY PRODUCED DRAMA!

Listeners and sponsors will join JET JUNGLE daily in his 15 minute adventures. Stories of the Seventies, priced for your profit.

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Wanted To Buy Stations

\$40,000 available

as down payment for profitable radio station. Experienced broadcaster will consider any location.

Box A-266, BROADCASTING

For Sale Stations

FOR SALE
(100% of the Corporate Stock)

Central Florida Fulltime AM Radio Station

Priced at 2½ x 1973 gross billing—plus unusual real estate asset. Dynamic metropolitan growth market; potential to double billing and market value in 3 years.

Terms: \$1,150,000.00 CASH—purchase of 100% of the Corp. Stock which includes clean license, excellent equipment, building, valuable land, excellent receivables and cash flow.

Only those inquiries which prove capability to make a cash purchase will be answered. No brokers, no terms.

Box A-219, BROADCASTING

Major market, grandfathered, Class B-FM with super power. Excellent rating, good billing record, good profits. Midwest location. Good, upside potential.

Box B-9, BROADCASTING

Midwest, major market daytimer with standard sign-on. Ideal owner/operator situation. Good manager could buy minority position and operate immediately. Needs management expericend in tight operation.

Box B-10, BROADCASTING

Major market Florida radio station with good profits and excellent ratings. Priced at 14 times last year's cash flow and 11 times this year's projected cash flow. \$2,000,000 cash. Station can be expected to continue explosive growth over next five years. Rated #1. Principals, only.

Box B-11, BROADCASTING

AVOID TAXES?

Owners can't sell profitably without paying taxes. But how you make the sale often determines the amount of tax you'll pay, and when and how you pay it. The creative approach of the nation's fastest-growing media brokerage firm is geared to today's market. The result can be added profit for sellers. For a confidential discussion, call or write us today. (This is where the action is!)



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For Sale Stations Continued

We are pleased to announce
William A. (Bill) Hammond

will be available to serve you from our new office at:
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Washington, D.C. 20036
202/223-1533

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.
When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Effective January 1, 1974, BROADCASTING will not forward 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. All material sent to BROADCASTING for forwarding will be sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 30¢ per word—\$5.00 weekly minimum.
- All other classifications, 50¢ per word—\$5.00 weekly minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Allen Shaw: ABC gave him room to swing until he came up with a hit

Trying to find the right format to fit a group of stations in markets as diverse as Houston, New York and San Francisco was the mission Allen Shaw was given when he was hired by ABC Radio as head of FM special projects in 1968. "I was working for a top-40 station in Chicago [WCFL(AM)] when I began developing the idea that FM stations could be successful by playing album cuts intermixed with hit singles," he remembers. "Album cuts weren't being played on AM stations because they ran longer than the two-and-a-half minutes allotted to a single. In effect, AM was ignoring a whole new and different kind of music."

Mr. Shaw sold his idea to ABC, but, with seven network-owned FM stations to worry about, "we didn't want to jump into the new format 100% on the first day," he says. "We had to ease into it and do it inexpensively."

The decision was to automate. Fifty one-hour reels of tape were produced each week in New York, with one disk jockey, Brother John, and with a critic from the *Village Voice*, Howard Smith, doing interviews with recording artists. The format turned out to be a fiasco because, in Mr. Shaw's words, "it was too heavy, overdone. The mood of the country at that time was also heavy, but that didn't help us any, except in Los Angeles, where we did OK. But in New York, for instance, we never got off the ground."

By the end of 1969, Mr. Shaw was casting around for a new format. "Radical politics was in the atmosphere—protest songs, drug lyrics, disk jockeys giving their political opinions on the air, even stations themselves making political commitments," he says. Eyeing the good ratings WNEW-FM was getting in New York with live, free-form progressive rock, Mr. Shaw decided to go with that format on all the FM stations.

Less than a year later, ABC backed him to the hilt by restructuring its seven FM's as independent operating units, with programming, news and administrative staffs separate from the ABC AM stations in the same markets, and by naming Mr. Shaw, then only 27 years old, as vice president of the new division.

"I've got to hand it to the people at ABC—they certainly allowed me to make my share of mistakes," he says with an ironic smile. Because by the middle of 1971 "we had to completely scrub our free-form experiment—it just wasn't working." As Mr. Shaw tells it, free-form radio sent the ratings of the ABC FM's into a nosedive, and outspoken disk jockeys were turning the division into a



Allen Bennett Shaw Jr., vice president, ABC-Owned FM stations; b. Sept. 24, 1943, New Orleans; Northwestern University, BS in radio-TV, 1965; disk jockey, WPTR(AM) Albany, N.Y., 1965-66; assistant program director, WCFL(AM) Chicago, 1966-68; director of FM special projects for ABC Radio, New York, 1968-70; present post, August 1970; m. Jane Roberts, 1965; children: Thomas, 8; David, 4, and Allison, 1.

fortress besieged by an army of offended parties.

So in his search for still another format, Mr. Shaw says, "logic dictated that we look for some middleground between tightly controlled, automated pre-taping and the loosely controlled, live, free-form way of doing things." The middle ground turned out to be a playlist consisting of the top rock singles of the week (often by artists who span the gap between top-40 and progressive rock—Paul McCartney, Carole King, Elton John, Stevie Wonder and Chicago), three or four cuts from each of the top-selling rock albums (Alice Cooper, Jethro Tull and the Who are examples in this category) and a few oldies. The playlist changes every week, according to Mr. Shaw, and disk jockeys in ABC's seven FM markets are given enough discretion so that they don't feel straitjacketed by a playlist that's too tightly structured. But uninhibited opinion is out. "Our DJ's are friendly, conversational, and not offensive in any way," he says. "And they keep their opinions of the President to themselves."

So far, the new format seems to have taken hold. In the October 1971 ratings sweeps, Mr. Shaw says, every one of the ABC FM's was up over the previous period. And in January-February 1972, the increase was even more dramatic,

he says. He adds that each subsequent rating period in 1972 and 1973 showed higher audience figures over-all for the entire division.

Ratings have continued to smile on Mr. Shaw's division to the point where, he says, WPLJ-FM New York, KLOS-FM Los Angeles, and WRIF-FM Detroit all operated in the black last year, and the eight-minutes-per-hour commercial on the ABC FM's in 1972 was jumped to 10 minutes an hour in 1973 because of increased sponsor interest. "And we showed a 30% gain in audience over 1972 despite the fact that we added to the commercial load," he adds. But because the FM audience is used to fewer commercials than its AM counterpart (18 sponsor minutes per hour are average on successful AM stations), he says he may hold the line at 10, and increase the rate on those if audience figures rise, rather than tacking on a couple of more minutes.

Mr. Shaw admits to being a "radio freak" from as far back as he can remember. He used to hang around the radio station in Haines City, Fla., "out of sheer fascination," as he puts it. His attentiveness paid off because during his junior and senior years in high school the 500 w station in Haines City, WHAN(AM), hired him, at \$1 an hour, to do a daily top-10-type show.

He went off to Northwestern University to get a BS degree in the radio-TV division of the university's speech department. His first job out of college was as "a high-pitched, screaming type of disk jockey" with WPTR(AM) Albany, N.Y. "I got the reputation for being cynical because I sort of made fun of the bubble-gum records I was playing," he says with a smile. "At that time, I was more interested in the protest movement, and songs by people like Bob Dylan."

While still a student at Northwestern, Mr. Shaw "hounded the hell" out of Ken Draper, the program director of WCFL, to hire him as an on-air personality. "Ken Draper had a tremendous reputation," Mr. Shaw says, "and he was in the process of changing CFL from an old-line, fuddy-duddy, Glenn Miller-Peggy Lee type of station to a top-40 rock station. But he turned me down because he didn't think that I was ready for Chicago at that time." Mr. Draper remembered his persistence, though, and in March of 1966, eight months into his stint as a DJ in Albany, Mr. Shaw got the call to join WCFL as an assistant program director.

But now that he's moving up the corporate ladder at ABC, "all those years of fun in programming are rapidly falling behind me," he says, adding that he spends more time these days reading *Business Week* and *Forbes* than he does on *Rolling Stone*.

Editorials

Journalism's OK Corral

Whatever the FCC's original intentions, it is inexorably forcing a classic test of the constitutionality of its fairness doctrine by persisting in its demand that NBC present a program taking issue with the network's news production, "Pensions: The Broken Promise." It is also providing a classic manual on bureaucratic function at its doctrinal worst. NBC News deserves commendation for persisting in its firm resistance.

Last week, in asking the appellate court to stay the FCC's order and to expedite a hearing on an appeal, NBC sketched the history of the proceeding. The history itself is enough to illustrate the striking contrasts between the practices of journalism and government.

The program, first in a series of *NBC Reports* broadcast on Tuesday nights in the 1972-73 season, was aired on Sept. 12, 1972. It was nearly eight months later that the FCC staff upheld a complaint from Accuracy in Media, which said private pension plans had been unfairly maligned. In a coincidence of purest irony, the staff ruling was issued on the same day that the program won a Peabody Award as "a shining example of constructive and superlative investigative reporting."

NBC asked the FCC to review its staff's finding. Seven months later the FCC agreed with the staff and gave NBC 20 days to decide "how it intends to fulfill its fairness doctrine obligations." NBC has managed to postpone that deadline by its filings at the FCC and in the appellate court.

In the nearly 17 months that this has been going on, NBC has been put to heavy legal expense that a news organization of lesser resources would think twice about enduring. The expense will increase with appellate procedures. And that is the real vice of the fairness doctrine. There is an inhibiting effect on any editor who knows he may run up a large legal bill by presenting any story that is likely to be challenged formally by however small a body of dissent.

Broadcast journalists must find it additionally disquieting that FCC Commissioner Richard Wiley took special pains to defend the "Pensions" decision in a speech two weeks ago at the Georgia Institute of Broadcasting. Mr. Wiley heads an FCC task force that we used to think was working on a moderation of the fairness doctrine. Now it's more evident than ever that the hope for broadcast journalism lies mainly in the courts.

The silly season

In a search for sources of untarnished financing, Republican and Democratic leaders are talking about packaging their nominating conventions and selling television rights to the highest bidder. If this represents the quality of thinking at the Republican and Democratic tops, the opportunity for a third party has never been more promising.

There is, of course, a heavy measure of promotional hokum in all political conventions, but that does not disqualify them as serious events. They have been traditionally covered as broadcast journalism, not entertainment. The difference is that of assigning the anchorman role to Walter Cronkite or Howard Cosell.

It is sad that party officials would now be thinking of corrupting political events into theatrical spectacles to be merchandised by television. It is also unrealistic to assume that the corruption would achieve its financial aims. As an

exclusive television feature to be broadcast by one network against regular programming on the others, neither party's convention would be worth the bus fare of the delegation from Nevada.

There are less distasteful and more certain ways to raise the money, including the telethons that the parties are also considering.

Why rule out experience?

Barring the unforeseen, James H. Quello, professional broadcaster, should be sworn in as a member of the FCC within the month. The massive attack to block his confirmation was bottomed on the very fact that he was a broadcaster. It fizzled.

Mr. Quello may not become the outstanding commissioner of all time. Some of his first-day answers to questions put to him by members of the Senate Commerce Committee could have reflected a clearer understanding of regulatory policy. But his very candor and zeal won senators over — the same attributes that animated his successful broadcasting career of 30-odd years.

The suddenly stylish onslaught against professionals serving on independent agencies is baffling. One of the best chairmen of the FCC in its 40 years was a broadcaster — Wayne Coy, who had been manager of the *Washington Post's* original radio station. He served from 1947 to 1952 during those turbulent "TV freeze" years.

President Nixon must name at least three commissioners in the ensuing months. Of the five commissioners now serving, all save one, Robert E. Lee, have been Nixon appointees. Republican Commissioner Lee, who has served continuously since 1953, wants reappointment when his term expires June 30.

The most important upcoming vacancy on the FCC will be created by the resignation of Chairman Dean Burch. He needs to replenish family fortunes. H. Rex Lee left to take advantage of an accelerated retirement benefit. Nicholas Johnson happily failed at reappointment but hung around for six months beyond his term.

It is the person, not the professional calling, that makes for integrity in government. It is to be hoped that the administration, in filling the FCC vacancies, will ignore the fulminations of the pressure groups who, for their self-serving ends, have clutched the consumerism banner.



Drawn for Broadcasting by Sid Hix
"It's their new game show. With every 10 gallons, we give them a prize."



HARRY O'CONNOR BROADCAST PRODUCER 1680 VINE • HOLLYWOOD, CA. 90028 • (213) 461-3393

Now, let me offer thanks.

To you, John, for including LOVEWORDS (& Other Nonsense) when you talk about the unprecedented success KRLD is enjoying. And congratulations on the fall ARB figures. Unbelievable! First place in the market in the spring book; and now even more strength during midday with women in all age groups.

To Gary Brandt, one helluva program director. What we have achieved at KRLD with LOVEWORDS would have been only a dream without Gary's contribution in all areas - creative, production and program implementation.

And, thanks as well to Jim Storer, Bob Ingram, Jerrell Shepherd, George Crouchet, Harry Boon and eleven other station leaders who've placed their faith in LOVEWORDS. By the end of this year there'll be at least 60-75 new stations giving their listeners an emotional turn-on with LOVEWORDS. And it all started at KRLD.

And, that's a lot to be thankful for.

Best regards,

Harry O'Connor
Broadcast Producer

HO/nc

Mr. John C. Butler
Vice President and General Manager
KRLD Radio Station
7901 Carpenter Freeway
Dallas, Texas 75247

January 24, 1974

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