

High marks, high prices for impeachment coverage  
FCC weighs the options on crossownership

# Broadcasting Aug 5

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

Aug. 5, 1974

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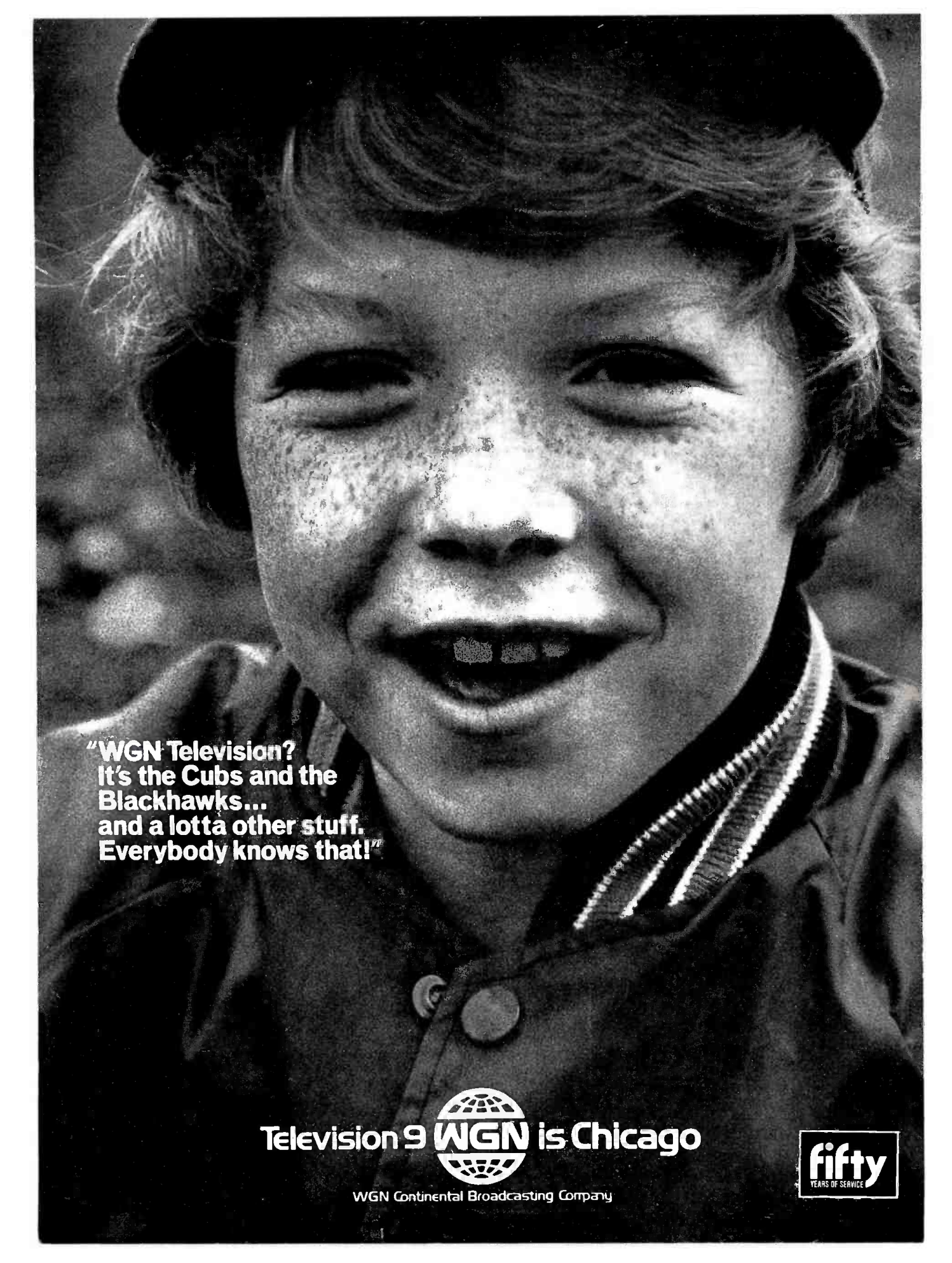


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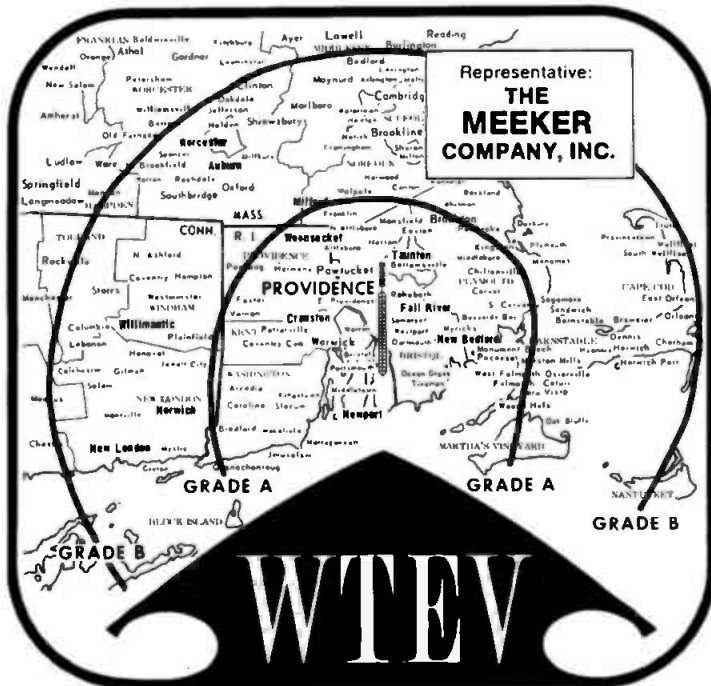


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**Price of public service.** First hard figures on network TV commercials pre-empted for coverage of House committee's impeachment proceedings (story, page 18) indicate that in first three nights and three days (July 24-27) they totaled at least \$1,366,300 but almost certainly came closer to \$2.1 million. Preliminary figures in Broadcast Advertisers Reports' weekly estimates show total billings for week ended July 28 (\$30,150,400) fell below those for preceding week by \$1.3 million figure. But declines in day parts most directly affected by that week's impeachment coverage totaled \$2,134,000: Prime time was off \$1,536,200; Monday-Friday daytime (to 6 p.m. NYT) was off \$597,800. Weekend daytime, with only Saturday afternoon disturbed by pre-emption, showed \$297,200 gain, presumably reflecting general uptrend that had been evident in July billings before impeachment coverage started.

Yet to come are estimates for last two days of hearings, which accounted for 40% of coverage hours and wiped out prime time in both cases.

**Nothing to say.** National network of cable systems linked by domestic communications satellite is technically feasible—once sufficient spacecraft are in orbit. But programing to put on that system remains problem. That's reaction of those who have seen major CATV-satellite study just completed by Booz, Allen & Hamilton consultancy. While observers find little fault with hardware cost estimates of report—conducted for 44-member Cable Satellite Access Entity—few can figure out how cable industry will be able to acquire competitive software.

Consortium's full membership will meet Aug. 22 in Chicago to analyze study's findings. For time being, members want to keep data to themselves; it's therefore unlikely report will not become publicly available for some time.

**Overload.** FCC, buried by license-renewal questions raised by staff, hopes to dig out by delegating some authority. Problem was accentuated last week when staff brought up more than 200 promise-versus-performance cases, including batch dating from April 1 renewal period and another 90 involving Texas stations whose renewals were due Aug. 1. With those plus dozens of equal-employment-opportunity cases on agenda, commission decided it was getting more than it could handle.

Staff was told to renew licenses on its own in promise-versus-performance situations requiring no more than letter of admonition. Under procedures to be worked out, it's to bring to FCC attention cases that staff thinks deserve harsher sanctions, such as short-term renewals.

**Keeping loose.** Liquidity seems to be name of economic game in station acquisitions these days with indications that asking prices are stabilizing or even dropping because of tight money market. Several multimillion-dollar station transactions have stalled in recent months because of unprecedented interest rates which, with added points, have had effect of raising costs by as much as 15%.

Announcement last week by Storer Broadcasting Co., of its intention to purchase up to 500,000 shares of its

own common stock (see page 44), is seen as reflection of money conditions. Stock closed last Thursday at 13¾, considered by Storer to be below "fair and reasonable value."

**Birthday party.** Federal Communications Bar Association has decided to arrange gala celebration of FCC's 40th anniversary with banquet at Washington's Sheraton Park hotel on Friday, Nov. 15. Lawyers will seek active cooperation of National Association of Broadcasters, National Cable Television Association and other trade groups representing industries regulated by commission. FCC came into existence with adoption of Communications Act of 1934.

Principals in birthday project are Jack P. Blume (Fly, Shuebruk, Blume & Gaguine), FCBA president, and Edgar W. Holtz (Hogan & Hartson), chairman of newly named arrangements committee.

**Scrubbed cowboys.** Insiders say ABC-TV has bought United Artists' "Midnight Cowboy," movie that was so frank in its treatment of hustlers and grifters scratching out livings in New York City it was initially rated X; subsequently re-edited to R. One network source said editing for TV has been heavy, with two heterosexual scenes and one homosexual incident pretty much chopped beyond recognition. Movie has grossed huge \$20 million in U.S. and Canada since its 1969 release.

**Leavers.** Departure of Mitt Klein from presidency of Chuck Blore Creative Services, Los Angeles (see page 51), may be prelude to departure of Steve Labunski from vice presidency, based in New York. Mr. Labunski, one-time president of NBC Radio and VP-general manager of WMCA-(AM) New York, among other station posts, has been with Blore organization for three and a half years.

**Race for relief.** Even though congressional timetable is dependent on Nixon impeachment proceedings, Washington broadcast representatives cautiously predict chance for completion of legislative process for House-approved H.R. 12993 — license renewal bill now awaiting Senate consideration. Hope is that ascertainment and citizen-negotiation features will be left as they were passed by House, with accompanying legislative history, and that five-year license term House adopted will be kept.

There is concern that Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, will be pressured to compromise on four-year license term (which House Commerce Committee proposed). That would mean House-Senate conference to reconcile differences.

**Sticking point.** FCC is balking at approving children's programing agreement that Metromedia Inc.'s KTTV(TV) Los Angeles signed with National Association for Better Broadcasting and other local groups. Majority of commissioners in two-hour discussion last Wednesday made it clear they were disturbed by station commitment to bar certain programs from its air in return for withdrawal of petition to deny. And while everyone talked of need to encourage station-community dialogue, several talked of agreement as example of surrender of programing responsibility they did not want to see repeated elsewhere. Commission did not finally resolve matter last week.

## Top of the Week

Following the fire. *It was historic and journalistic triumph but financial bust. That's best way to describe commercial networks' unprecedented coverage of Judiciary Committee's impeachment debate. Some 45 hours of coverage cost networks \$3.4 million in profit loss. Page 18. Indications now are that broadcasters will get chance to do it again in House, and probably Senate. Page 19. With that in mind, networks lobby to insure maximum journalistic flexibility in upcoming chapters. Page 20. If things were harried for networks, they were even more so for noncommercial counterparts. Page 21.*

Coming to head. *After four years of listening, FCC begins to do the talking on crossownership. Three hours of deliberations on subject show commissioners that many more will be necessary. Several options appear. "Perspective on the News" takes a look at political environment of proceeding, finds many voices saying many different things. Page 23.*

Doors close. *Senatore Pastore's marathon hearings on renewal bill draw to a close with critics getting final say. Activist Al Kramer claims legislation amounts to "fraud" designed to protect and preserve "monopoly" interests. Page 26.*

Getting together. *UHF broadcasters, who have been trying—unsuccessfully—to maintain own organization for years, will give it another go. Page 27.*

Black-balled. *Federal Highway Administration snubs FM stations in new project to list radio frequencies offering weather information on highway signs. NAB objects. Page 28.*

Exception. *Richard Nixon was no friend of antitrust proceedings during first administration—except where commercial networks were concerned. That's latest tape revelation. Page 29.*

Wayfarers. *FCC commissioners' nomadic ways haven't changed in past year, Broadcasting's annual survey of regulators' travels finds. Wiley emerges time-away champion, Lee the mileage winner, but meeting attendance remains stable. Page 32.*

Loss leader. *NBC pays record \$10 million for "Godfather." It will charge another record — \$225,000 per minute — to help pay for some of it. Rest will come in PR. Page 34.*

First shots. *FTC's emerging campaign for truth in energy related advertising gets off to ominous start, as agency clamps down on three alleged non-compliers. Page 38.*

Worry not. *NAB and RAB officials visit Wall Street to assure financiers all is well with industry. Page 43.*

Not-so-big brother. *Threat of two-way cable to subscribers' privacy is more of Buck Rogers than George Orwell nature, Vice President is advised. NCTA's David Foster cautions against overreaction. Page 47.*

Courting. *Citing mutual benefits of togetherness, Vikoa and Comcast talk of tying merger knot. Page 50.*

Market man. *Columbia's Bill Hart has been taking on sales challenges for past 18 years. Now he's taking on prime-time access rule. Page 65.*

## FCC's latest stab at broadcast, cable fees cuts cost-recovery ratio from 100% to 39%

FCC is scheduled to issue this week notice of proposed rulemaking aimed at revising fee schedule in accordance with Supreme Court decision holding that value to recipient is only standard commission may consider in determining fees and that it is illegal to attempt to recover 100% of its costs.

Notice, which asks interested parties to comment on how well commission did concededly difficult job of allocating costs on basis of value to recipient, proposes total recovery of \$18.1 million, or about 39% of fiscal year 1975's budget of \$46.9 million. Previously proposed schedule would have recovered 92% of 1972's \$40.8 million appropriation.

One surprise is that new notice contains proposed annual fees for both broadcasters and cable systems. The Supreme Court decision involved commission's proposal to charge cable system operators annual fee based on number of subscribers (*Broadcasting*, March 11). However, commission said court was concerned not with annual fees but with fact commission had not justified fees it was charging in terms of value to recipient; it had simply added up all agency costs and apportioned them among those it regulates.

Cable systems' annual fee under proposal would be 13 cents per subscriber (it is now 30 cents). Broadcasters' annual fee also would drop—from 24 to 16 times highest single one-minute spot for AM and FM licensees, and from 12 to eight times highest 30-second spot for television. Minimum costs, now \$52 and \$144, respectively, would drop to \$36 and \$100. Another change in broadcasting area would be abandonment of amount paid for station as basis for determining fee; fee would be pegged instead to percentage of station's gross revenues over previous three years ("Closed Circuit," Feb. 18).

Notice indicates proposed schedule would result in 30% cut in most fees broadcasters pay. However, Broadcast Bureau apparently feels that reduction is not enough. Commission proposes to recover 70% of costs assigned to broadcasting. But bureau says that more than 30% of its costs are attributable to service to public as opposed to value received by licensee and applicant. Major error in calculating broadcasting costs, according to bureau, is in assigning 100% of hearing costs as value to recipient. Commission asks comment on issue raised by bureau. Less than half of costs assigned to cable television regulation would be recovered.

## Back to drawing board on pay cable

With membership now back to full strength, FCC is resuming work on one of most controversial items on agenda — pay cable. It will issue this week further notice of rulemaking aimed at freshening comments in proceeding, giving three new commissioners (James H. Quello, Abbott Washburn and Glen O. Robinson) opportunity to become acquainted with issues and providing commission with views of interested parties on new proposals for regulating pay cable's access to movies and sports events.

New proposals, in case of movies:

Scrap "2-10" rule (under which pay cable is barred from showing movies more than two years old, except in case of films 10 or more years old, which may be presented at rate of one per month) and replace it with "3-9" rule augmented by "wild card" provision (certain number of exceptions would be permitted for movies more than three years old).

Or: Abandon entirely approach based on age of film; simply allow pay cable to show film for certain period of time following its first exposure on pay system, and then

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In sports:

Rule now denies pay cable games in various categories — home, away, regular and exhibition — if substantial number have been shown on free television in previous two years. Commission wants comment on whether it should focus on sport involved in general, rather than on category, in considering whether substantial number of games had been aired, and on what constitutes "substantial."

Or: Should commission abandon "substantial" test and determine instead whether pay cable should be allowed to carry certain percentage of games not shown on free television? If so, should that percentage remain fixed at certain level — at high water mark, for example? (If number of games shown over air decreased, number available to pay cable would not increase.)

Besides requesting written comments, commission will hold oral argument. Last week, officials said date was not certain but would be in last week of October.

#### ... and on Comsat rates, too

FCC has abandoned effort to bring about negotiated settlement of long-standing rate case involving Communications Satellite Corp. and its customers. It announced on Friday that it had rejected proposal by Common Carrier Bureau that Comsat rates be cut 20% and that hearing be suspended for two years. Commission said hearing, interrupted last November, will be resumed on expedited basis. Commission also said it has rejected trial staff's recommendation of 43% cut in Comsat rates.

Commission's decision to resume hearing followed failure of Chairman Richard E. Wiley to obtain favorable response from Comsat's president, Joseph V. Charyk, to proposed 25% cut in rates. Dr. Charyk is understood to have held that he could not discuss matter substantively since Comsat board was on record as endorsing Common Carrier Bureau's recommendation of 20% reduction in rates (*Broadcasting*, May 13).

Commission, which issued its announcement late on Friday afternoon after word of decision had leaked to press, said it would issue hearing order "in due course."

Commission vote to resume hearing was 6 to 0, with Chairman Wiley abstaining. Chairman presumably wanted to avoid possible ex-parte problem that might have been created by contact with Dr. Charyk. However, various sources said he took lead in discussion leading to decision.

#### Promise vs. performance: Wiley's watching

FCC Chairman Richard E. Wiley says commission is concerned about "disparities" between programing promises broadcasters make and programing they deliver. Chairman says broadcasters should review programing periodically and if they find it is not conforming with proposals—on which commission relied in granting renewal—they should inform commission and explain discrepancies. "If you fail either to perform or explain, then we, the government, have a public interest obligation to take appropriate remedial action." Chairman made remarks in speech to Rocky Mountain Broadcasters Association, in Park City, Utah, on

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#### Kennedy wants second look at license renewal

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In July 17 letter asking Antitrust Subcommittee Chairman Philip Hart (D-Mich.) to attempt to get bill referred from Communications Subcommittee, Mr. Kennedy said crossownership section of bill now being considered (H.R. 12993) would "confer upon the broadcast industry a special exemption from traditional application of antitrust considerations....Any ownership pattern within the ambit of the FCC rules would be practically immune from scrutiny as to questions of anticompetitive concentration."

Senator Hart has given no indication whether he will honor Senator Kennedy's request. One Antitrust Subcommittee spokesman said calendar may not permit; it currentl has hearings scheduled well into August. Impeachment

Commission had discussed agenda '00 promise-versus-performance

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Friday, two days after commission had discussed agenda item involving more than 100 promise-versus-performance cases (see page 5).

Chairman noted that in general his policy is to spend most of commission's regulatory time and attention on those broadcasters who cannot or will not regulate themselves—"those who simply can't or won't live up to an appropriate code of professional conduct and public service." If this is to be era of "lightened—and I hope enlightened—regulation for the good broadcaster," he added, "let me assure you that it will also be the worst of times for the so-called bad actors."

In discussing new practice of taking commission out of Washington to meet broadcasters and members of public around country he said second meeting will be held this fall in Midwest.

#### Entertainment cllobbers impeachment in national television ratings

First national ratings on TV coverage of House Judiciary Committee's impeachment deliberations showed evening sessions averaged 11.0, representing 7.28-million homes watching per average minute, with total audience rating of 23.8 or 15.76-million homes that watched at some time for six minutes or more. Impeachment ratings trailed entertainment consistently, about five points on average. Limited daytime ratings that were available averaged around 7.1 or approximately 4.3 million homes per average minute.

A.C. Nielsen Co. released average rating encompassing all five evening sessions plus 4-7:15 p.m. on Saturday (July 27), when there was no evening session. On this basis Nielsen said, average rating was 10.3 or 6.8-million households and total rating was 22.3 or 14.8-million households. Average household in that 14.8-million, according to Nielsen, watched 88 minutes per average session (average session was 194 minutes). Network researchers deleted Saturday-afternoon figures in reaching 11.0 average rating for evening sessions.

Network researchers, given breakdowns Nielsen did not release publicly, said impeachment coverage scored highest on opening and closing nights (July 24, covered by ABC, and July 30, covered by NBC), with 11.9 rating in each case. But on both those nights entertainment on other networks led by big margins: On July 24, CBS had 19.9 and NBC 12.8; on July 30, CBS had 14.9 and ABC 18.2. Same was true in between: July 25, impeachment on CBS got 9.9 against NBC, 1.6 and ABC's 15.4; July 26, 10.4 for impeachment on NBC versus entertainment's 15.8 on ABC and 14.5 on CBS; and July 29, impeachment's 11.0 on CBS against entertainment's 20.8 on ABC and 11.6 on NBC.

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trial might intrude then. License renewal hearing record is open for further insertions until Wednesday, Aug. 7, thus Communications Subcommittee is not likely to act on measure before following week.

### Who-pays-piper notice required by FCC for sports

Broadcasters are on notice that when they present sports announcers whose salaries are paid by teams whose games they describe, public is entitled to know — every time announcer goes on air. FCC offered that reminder last week in public notice ending inquiry begun 13 months ago into alleged practices of stations and networks in connection with sports broadcasts. Commission also reminded licensees and networks of their responsibility to “refrain from engaging in, or permitting others to engage in, deliberate falsification, distortion or suppression of facts.” Commission said many allegations of misrepresentation outlined in notice “went far beyond general home-team bias on the part of the announcer.”

Permitting sports team or league to have voice in selection of announcer did not necessarily involve abdication of licensee responsibility, commission said. But, it added, public interest would be served by requiring licensees “to disclose publicly and prominently the existence of such arrangements during each broadcast.”

Reaction of some teams and advertisers affected by announcement was low-key. Tom Collins, director of broadcast division of Jos. Schlitz Brewing Co., holder of local rights in several major sports, acknowledged that announcer selection was subject to club approval. But he saw no problem in inserting required announcement in broadcast.

Ernie Johnson, who doubles as head of Atlanta baseball Braves radio division and as game announcer, questioned value of announcement, which he said presented no problem. “Everyone in the Southeast is well aware that the Braves packages and handles the whole deal and that Ernie Johnson and Milo Hamilton [his on-air partner] work for the club.”

Spokesman for NBC-TV, originator of Saturday afternoon and Monday night baseball *Game of the Week*, World Series and All-Star Game, said notice did not affect network. He said network picks its own announcers.

### In Brief

**New breed.** In what is neither corrective advertising nor public service announcement, but new strain of enforced purchase of air time, U.S. Consumer Products Safety Commission plans to file suit today (Aug. 5) in Washington federal court to order makers, distributors and retailers of allegedly defective trouble light to warn consumers through extensive media program. CPSC wants 30-second TV spots run in network prime time on all three networks simultaneously, one per night for at least three evenings, at estimated cost of \$270,000. Also asked: ads in 85% of nation's newspapers.

**Lineup.** Fifteen witnesses—including OTP Director Clay T. Whitehead, FCC Commissioner Robert E. Lee and Representative Clarence Brown (R-Ohio)—will testify before Senate Communications subcommittee this week (Aug. 6-7) on administration's long-range funding bill for public broadcasting. Observers expect mark-up of bill, cleared by

President after months of debate (*Broadcasting*, July 22), soon after hearings. Bill has also been introduced in House at request of Mr. Whitehead, by Congressmen Harley Slaggers (D-W. Va.) and Samuel Devine (R-Ohio). No hearings have been set.

**Impeachment fallout.** Fear that annual October-November local ratings sweeps may be full of funny numbers became evident Friday (Aug. 2) as it seemed increasingly likely House would vote to impeach President Nixon and that trial by Senate thus could fall within — or even blanket — normal TV and radio sweep periods.

Later, Teleprompter Corp. has withdrawn request to New York's bureau of franchises for authority to initiate pay cable service on its Manhattan CATV system. But, emphasized Teleprompter General Counsel Barry Simon, action doesn't change firm's plans to implement pay at some future date. He said request to city was “inconsistent” with Teleprompter's conviction that local government has no say on pay issue (*Broadcasting*, July 1). City thinks otherwise.

**OK in Oakland.** FCC has rejected petition to deny renewal of KTVU (TV) Oakland, Calif., and has renewed license.

**On again.** Taft Broadcasting Co., Cincinnati, has completed agreement to purchase ABC's KQV(AM)-WDVE(FM) Pittsburgh for \$3.5 million. Transaction, subject to FCC approval, was agreed to in principle last spring (*Broadcasting*, April 1). Price hasn't changed since then.

**Late Fates.** *Tony Hirsh*, eastern sales manager of Radio Advertising Representatives Inc., appointed general sales manager, filling post that had been vacant since Michael J. Faherty became president year ago. *Jay Eliasberg*, director of CBS TV network research since 1957, elected VP, television network research, CBS/Broadcast Group. *David S. Kuykendall*, for past six years engineer with Malarkey, Taylor & Associates, Washington, management and engineering consultants in cable television, becomes partner and VP-engineering. FCC Commissioner Abbott Washburn has named *Edward W. Cowling*, special assistant to Commerce Department's general counsel and former member of FCC general counsel's staff, as his legal assistant. Commissioner Glen O. Robinson has named *Bonnie Herbert*, formerly with commission's Office of Plans and Policy, as his confidential assistant. And *Karen Hartenberger* is leaving Office of Plans and Policy, where she specialized in children's programming matters, to complete work on Ph.D. at Wayne State University. Mrs. Hartenberger, whose field is broadcast communications, is wife of *Werner Hartenberger*, Chairman Wiley's administrative assistant, who becomes head of Plans and Policy.

### Headliners

**Philbin S. Flanagan**, president of The Christal Co., New York, elected chairman and chief executive officer. He has been with firm and predecessor Henry I. Christal Co. for 22 years. Robert J. Duffy, vice president and general sales manager for past year, and before that in similar post with Robert E. Eastman & Co., elected president.

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### A broadcaster's view

EDITOR: The *Las Vegas Israelite*, the only Jewish-English newspaper published in Nevada, ran a front-page story on the *Liberty Lobby* program, castigating the only station in Nevada that is carrying the program. I took the liberty of sending them a copy of your editorial on the subject in your July 8 issue. I happen to agree with your interpretation of freedom of the press.

As you say, it is every licensee's own decision as to whether an individual program serves the public interest. I was offered the *Liberty Lobby* program on a paid basis. I felt it was not in the public interest, and I turned it down.—*Cy Newman, president and general manager, KVOV(AM) Henderson, Nev.*

### Ask and you shall receive

EDITOR: The record manufacturers and recording artists seek to make broadcasters pay for the opportunity to make their records big sellers (Section 114 of the copyright revision bill).

Hopefully, the portion of the bill dealing with this will be deleted. Someone

suggested that if it passes, the action of broadcasters might be to cooperatively refuse to play any new releases.

While this type action is distasteful, I would hope the manufacturers and artists might look with an open mind at what they are trying to do. It has always been good policy to shy away from biting the hand that feeds you.—*James M. Jones, vice president, KSWA(AM) Graham, Tex.*

(Section 114 does, in fact, stand a better-than-even chance of being removed from the copyright bill. The legislation was referred by the Judiciary Committee to the Commerce Committee, which constructed an amendment to delete the controversial provision. The amendment will be taken up by the full Senate at the same time the bill itself is considered, and Hill observers are predicting almost certain passage for the former [BROADCASTING, June 22].)

### The Severino 'Profile'

EDITOR: Just wanted to express my sincere appreciation for the "Profile" in the July 15 BROADCASTING. The article was so positive I honestly don't believe it concerned me.

By the way, your publication has fantastic industry readership; the response I've received has been unbelievable.—*John C. Severino, vice president-general manager, KABC-TV Los Angeles.*

## Datebook

■ Indicates new or revised listing.

### This week

Aug. 4-16—*National Association of Broadcasters* ninth annual management development seminar. Harvard University Graduate School of Business Administration, Cambridge, Mass.

■ Aug. 5-11—*National Association of Television and Radio Artists* 19th annual convention. Speaker: FCC Commissioner Benjamin L. Hooks. Century Plaza hotel, Los Angeles.

Aug. 6-7—Senate Commerce Committee hearings on Office of Telecommunications Policy's public broadcasting long-range funding bill. New Senate Office building, Washington.

Aug. 8-11—*Concert Music Broadcasters Association* 1974 meeting. Holiday Inn, Lenox, Mass.

Aug. 9-11—*Action for Children's Television* conference, music and children's programming. Concord Academy, Concord, Mass.

Aug. 9-18—Seventh annual *Atlanta International Film Festival* with competition in features, shorts, documentary, TV commercial, experimental and TV production categories. Atlanta.

### Also in August

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

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

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

Aug. 15-16—*Arkansas Broadcasters Association* summer convention. Arlington hotel, Hot Springs.

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

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

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

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

### September

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

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

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

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

■ Sept. 15—*Ohio State Awards* competition deadline, for educational, informational and public affairs broadcasting. Contact: The Ohio State Awards, 2400 Olentangy River Road, Columbus, Ohio 43210.

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

Sept. 15-17—*Louisiana Association of Broadcasters*



fall convention. Royal Sonesta hotel, New Orleans.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## October

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

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

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

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

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

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

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

### Major meeting dates in 1974-75

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Oct. 22-23—*NAB fall conference*. Waldorf-Astoria hotel, New York City.

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

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

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

Oct. 27-30—*Association of National Advertisers*

annual meeting. The Homestead, Hot Springs, Va.

Oct. 28-29—*NAB fall conference*. Hyatt Regency hotel, Atlanta.

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

Oct. 30-31—*NAB fall conference*. Hyatt-Regency O'Hare hotel, Chicago.

## November

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

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

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

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

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

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

Nov. 14-15—*NAB fall conference*. Fairmont hotel, Dallas.

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

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

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

Nov. 18-19—*NAB fall conference*. Brown Palace hotel, Denver.

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

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

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

Nov. 20-21—*NAB fall conference*. Sands hotel, Las Vegas.

## December

Dec. 2-5—*National Association of Regulatory Utility Commissioners* 86th annual convention. Town and Country hotel, San Diego.

Dec. 2-6—*North American Broadcast Section, World Association for Christian Communication* annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

Dec. 4-7—*California Community TV Association* winter conference. Disneyland hotel, Anaheim, Calif.

## January 1975

Jan. 5-8—*Winter Consumer Electronics Show*. Conrad Hilton hotel, Chicago.

Jan. 18-19—*Florida Association of Broadcasters* mid-winter conference. Carl Glicker, WLOF(AM) Orlando, chairman.

## February 1975

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

Feb. 12-14—*Colorado Broadcasters Association* winter convention. Antlers Plaza, Colorado Springs.

Feb. 15-17—*Texas Association of Broadcasters* convention. Driskill hotel, Austin.

## April 1975

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

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

April 23-26—*International Communication Association* annual meeting. LaSalle hotel, Chicago.

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

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# Monday Memo®

A broadcast advertising commentary from Thornton B. Wierum, vice president, J. Walter Thompson, New York

## A great compromise for sole liability?

Who is responsible for paying media bills—the agency, the advertiser or both?

Most advertising agencies say they are solely responsible. But TV networks and stations have attempted to hold the advertiser or both the advertiser and the agency liable, but not the agency by itself.

The credit record for the past 20 years of advertising agencies that belong to the American Association of Advertising Agencies is, I submit, second to none. And I suggest that record itself establishes justification for the agencies' position that they should be solely liable. But my conversations over the years with the TV networks and stations do not give me any reason to believe they will change their positions unless some modification is made in the language of contracts to adjust to the different credit situations that they face.

J. Walter Thompson does not sign any media contract unless the medium recognizes JWT as solely liable. We have written to the TV networks and the TV stations stating that we are placing all business as a principal, and that we are solely liable.

But in many cases we have conflicting contractual clauses in contracts that neither party has signed, and conflicting legal positions. There are few cases bearing directly on this issue although it is possible that the various court actions resulting from the U.S. Media and Lennen & Newell insolvencies will clarify what the law is.

Credit—that is the real problem we are dealing with here. Whose credit do the media look to and how can they protect themselves if that credit seems to be poor? We have seen that over the years the agencies have been able to maintain a superb record, but the complexity of broadcast advertising commitments today make evaluating credit even more important and difficult.

At J. Walter Thompson, we have attempted to come up with some approaches to this problem. About a year ago, we undertook some conversations with Metromedia to see if we could arrive at some understanding. We believe we have arrived at a solution. While our lawyers are still working on the language of this understanding, it is important to recognize two basic concepts behind it:

- The agency will still be the basic



Thornton (Thorn) B. Wierum joined J. Walter Thompson in 1953. Prior to that, he was an attorney for Home Life Insurance Co., New York, and served in the Marine Corps as defense counsel in courts martial. He was named house attorney for JWT in 1959 and transferred to the broadcast department as administrator in 1965. He was elected vice president in 1966. When the JWT broadcast and media departments merged in 1972, he was named director of media services and administration.

contractor for media and be solely liable.

- And if the agency becomes insolvent, the advertiser is liable but only as to bills not paid to the agency, or as to bills paid to the agency after the advertiser knew the agency's credit was impaired or after the media had notified the advertiser that the agency was seriously delinquent in payments.

The media probably would want some kind of written indication that the advertiser had agreed to this provision. It probably would not be necessary to have the advertiser sign each contract as the medium would accept a letter from the advertiser stating that it accepted this position. It might also be covered in the agreement between the agency and the

advertiser; in which case, the agency could represent to the media that its clients had agreed to this provision.

This solution has in it the basic requirement of any worthwhile compromise—something for everybody.

For the agency, it preserves the basic sole-liability concept as long as the agency maintains a sound credit structure and an adequate payment record.

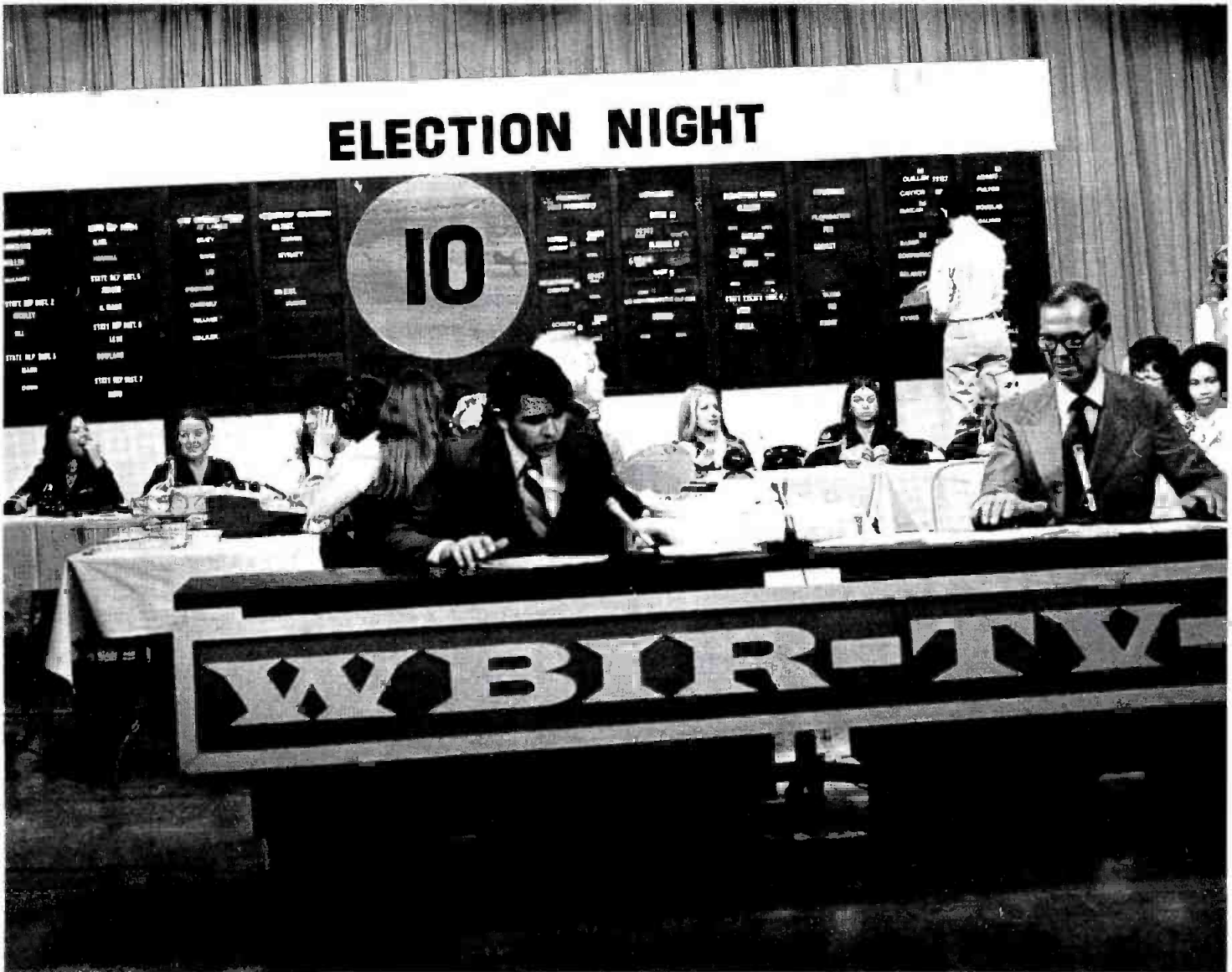
It gives the media clear right to notify the advertiser that an agency is no longer paying its bills on time and then establishes a clear liability on the part of the advertiser for future bills.

It leaves the advertiser free of the burden of checking delivery of thousands of spots and paying hundreds of invoices and the danger of double liability for payments already made to its agencies as long as it selects agencies with sound credit ratings and continues to monitor their credit standing.

This solution will put an end to a problem that has caused many of us considerable concern over the past few years—and probably more concern than is warranted by actual occurrences—but one that can't be put aside in view of the millions of dollars involved. It will clear up the long hassles that arise when a bankruptcy does occur. U.S. Media went under in 1971 and the case is still not settled. Advertisers have not yet paid for advertising that ran—and therefore media have not been paid—because U.S. Media's nonmedia creditors claim they are entitled to these payments while the media creditors claim the nonmedia creditors should only receive 15% while the media should be paid the net amounts directly by the advertisers. The dispute goes on, the media are not paid and the only beneficiaries—as so often happens today—are the dozens of lawyers involved.

You may ask why the media should give up their claim against the advertiser for the advertising that ran and for which they have not been paid. I believe the media should be willing to do this for two reasons.

One, media have only a "claim" against the advertiser. The law and the current state of media contracts do not give the media any clear right to such a recovery. In most cases the "contract" claiming such a right is not signed by the agency and almost never signed by the advertiser. The second reason is that this will allow the media to continue to deal with their traditional customer—the professional in the buying of media, the agency.



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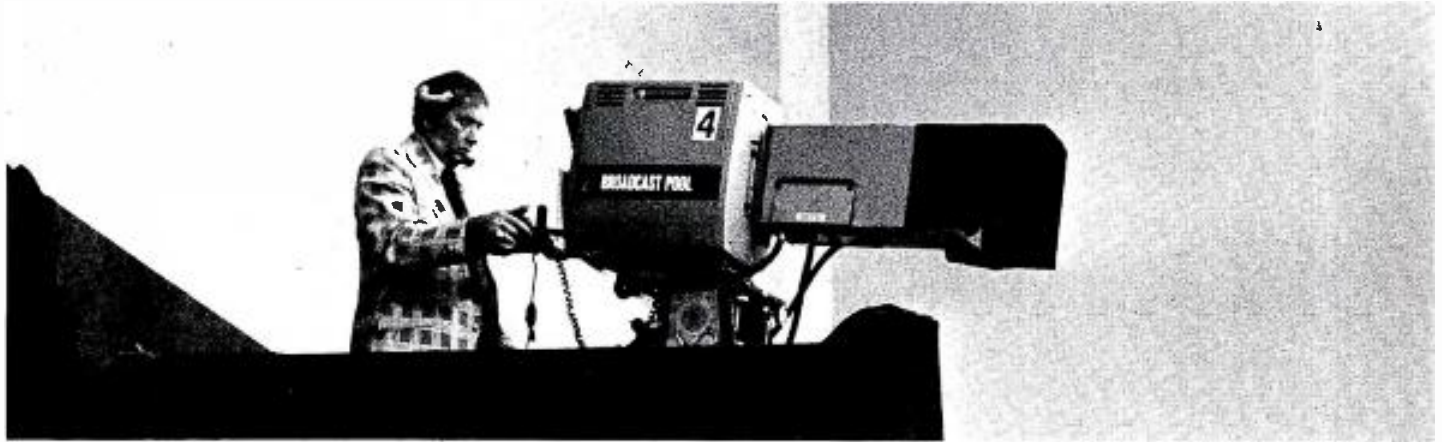


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## Broadcast Journalism

# Nixon's days in court are TV's, too; impeachment coverage makes history

**House Judiciary debate goes live to national broadcast audience—but at huge loss of advertising that threatens hemorrhage of profits**

The television networks closed the first chapter of a new era in national affairs reporting last week when the first presidential impeachment deliberations in modern times ended as they began: under the scrutiny of millions of Americans from coast to coast.

The TV audience, estimated unofficially at 70 million viewers who saw at least some portions of the coverage, was almost double the entire population of the U.S. in 1868 when Andrew Johnson became the first—and thus far the only—President to be impeached.

The six days of the House Judiciary Committee's proceedings, covered live and in full by the commercial networks in a rotation pattern, represented broadcasting's first coverage of a House committee's deliberations. In the ledger books, it set a costly precedent. The best available estimates, compiled from a variety of sources, put the cost in network profits alone at approximately \$3.4 million.

The chance that this first chapter in

broadcast coverage of impeachment proceedings might also be the last were slender indeed. All major signs indicated that, despite some residual objections, the impeachment debate on the House floor and the trial of President Nixon in the Senate, if it comes to that, will also be open to TV's cameras and radio's microphones. Broadcasting's coverage of the committee deliberations appeared to have allayed initial fears that it might be obtrusive, distracting, possibly selective and incomplete.

While millions of viewers watched for the first time in their lives as a congressional committee debated and voted on crucial issues, the networks and stations that made it possible were taking a financial bath. But nobody was complaining. Several officials went out of their way to emphasize that whatever the cost, as President Jack Harris of KPRC-AM-TV Houston put it, "this [kind of coverage] is one of the main reasons we're in business."

No one would fix the extent of his own losses for the record, but information from a number of sources supported preliminary estimates that network commercial pre-emptions, after such recoveries as could be made through make-goods, totaled up to about \$750,000 per network per day in prime time, plus up to \$250,000 during daytime coverage, for a total of about \$1 million per network for each full day it covered (BROADCASTING, July 29).

Each network had two days in the rotation system, but ABC had a little the better of it financially. It was in the lead-off position in the rotation and the first day's proceedings started at night, and it had the duty again on Saturday when the session ran only from noon to 7:20, with a break in the middle. (But ABC also lost the Hall of Fame football game it had scheduled for Saturday.) The rest of the time the sessions ran day and

night, with breaks for lunch and dinner. The networks carried commercials only during such breaks and other recesses.

In the first two weeks of July, before the hearings started, the networks together had been averaging about \$3.8 million in billings per day in the day-parts most directly affected by the impeachment proceedings: 10 a.m. to 6 p.m. and 7:30-11 p.m. On a straight-line basis this estimate, derived from figures compiled by Broadcast Advertisers Reports, would average out to about \$1.3 million per network per day, of which—again on average—about \$817,000 would be in prime time.

Commercials that ran during the breaks and those for which make-goods could be found, it was estimated, would bring the network advertising loss down to around \$1 million per network per full day, on average, but it was emphasized that the networks have little time available for make-goods—especially at night but not substantially more in daytime.

In any event, other sources estimated that after all savings have been figured in—make-goods, savings on the cost of pre-empted entertainment programs, saving in compensation paid to affiliates—the reduction in network profits would average out to about \$600,000 per network for each day in which its coverage ran from around 10 a.m. to prime-time completion.

Financially the losses would be much smaller in coverage of further impeachment proceedings if those are held essentially in daytime hours. But even then the reductions in profit could range between \$100,000 and \$300,000 per network coverage day as they did, according to estimates then, during coverage of the Senate Watergate hearings last summer.

Losses sustained by affiliates are harder to figure, but for starters they lost most



of the network compensation they normally would have received on the days their networks were covering the impeachment sessions. That varies by network and affiliate, but according to estimates based on FCC figures for 1972, on an average day the three networks together pay out more than \$600,000 in compensation. That comes to more than \$200,000 per network day. If it were evenly distributed among affiliates—which it isn't—it would average \$1,000 or more per affiliate per day.

Much bigger losses were sustained from pre-emption of national-spot and local business—unless they can be recouped through make-goods.

A BROADCASTING sampling of affiliates across the country found that, for the most part, they expect to recover substantial portions of these pre-emptions, but by no means all. Several stations noted that business is normally somewhat slack-er at this time of year and thus can accommodate make-goods more easily than in fall or winter—if agencies and advertisers will accept make-goods in these cases. But others said they, like the networks, have relatively little unsold time available and hence will be unable to recoup most of their losses.

One major-market broadcaster estimated he could handle make-goods for 60%-70% of his missed daytime commercials but said "prime time is gone" and that, in terms of dollars, "we'll probably end up losing 60% of the [pre-empted] business." For two full days and nights of pre-emptions he estimated his station's loss in network compensation and unrecovered local and national spot commercials would range between \$30,000 and \$50,000.

Some broadcasters were concerned lest advertisers whose commercials were missed would insist on credits instead of taking make-goods, but several station reps said their checks with national advertisers and agencies found them cooperative in accepting make-goods, almost without exception. One said the J. F. Murray Co., house agency for American Home Products, was the only agency he had encountered that insisted on credits for spots not run. (But American Home Products is no small advertiser, representing nearly \$38 million in spot TV business last year.)

Both reps and several stations said there had been complaints from some advertisers on late-night newscasts that started late because of the impeachment coverage, and a number of stations said they'd had to cancel some scheduled programming, such as World Football League coverage, and were unsure how fully they could recoup these losses.

Viewer reaction to the coverage tended to be less extensive and much less inclined to complain about the pre-emption of regular entertainment programs than in the past, according to most—but not all—stations in BROADCASTING's sampling.

"People have come to expect it," said Sy Yanoff, general manager of WBZ-TV Boston. "If we didn't carry it, we'd probably get some indignation." The biggest

negative response WBZ-TV got, Mr. Yanoff said, resulted from the station's cancellation of a Red Sox baseball game.

Bill Brazzil, vice president and general manager of WTVJ(TV) Miami, also said viewer reaction was much lighter than expected, "and, on balance, generally favorable." Jim Masucci, operations manager of KTRK-TV Houston, also reported "not much response either way" but said the weight of what there was, tended to be against the impeachment coverage and in favor of regular programming.

KPRC-TV's Jack Harris rated the response "more good than bad" because, he said, past ratios of 8 or 10 to 1 against such pre-emptions of regular programs dwindled this time to something "closer to 50-50." But a third Houston broadcaster, James C. Richdale Jr. of KHOU-TV, reported "a tremendous amount" of public response, all of it negative and exceeding, he said, the protests that occurred when the Senate Watergate hearings were in progress last year. "I suspect," he said, "that these people have had it up to their ears with Watergate and look on this as more of the same."

Stanley S. Hubbard, president and general manager of KSTP-TV Minneapolis-St. Paul, went further. He not only received "a lot" of complaints reflecting a belief that "there's too much coverage" of Watergate; he agreed with those sentiments. Watergate news "could be covered on [network] newscasts in much less time than it is," he contended, saying that "on our [local] newscasts we try to capsulize it." He added: "You turn on the [network] news and it's the same thing every night."

Viewers in some cases also tended to show the same sort of misunderstandings that they've exhibited in the past. Mike Shapiro, executive vice president and general manager of WFAA-TV Dallas, said most of 326 tabulated calls received on the first night of the hearings seemed to be based on the belief that all three networks were carrying the proceedings simultaneously—and some also seemed to think WFAA-TV could stop on-lookers at the hearings from making faces at the cameras.

Tom Cookerly, general manager of WMAL-TV Washington, reported a similar—but opposite—experience: Many call-

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**No let-up.** Network radio continued its coverage of the Judiciary Committee discussions with the same game plan it started with (*Broadcasting*, July 29). CBS Radio with a total of 30 hours of live "modified" gavel-to-gavel coverage, remained, with UPI Audio, the only radio network giving that kind of treatment to the proceedings. UPI Audio interrupted its gavel-to-gavel coverage only for hourly four-minute news round-ups and station breaks. Committee coverage began about six minutes past each hour and ended 45 minutes past up to 4:45. Then coverage was extended during the next hour to 58 minutes past.

ers there "apparently had little awareness that the networks were rotating; they called to thank us for being the only one to cover it."

Dale Smith, station manager of WSB-TV Atlanta, couldn't go so far as to say that viewer reaction there was favorable but he did say it was "not unusually large" by earlier standards, and he offered an explanation. Unless they want to complain, he said, viewers don't usually call anyway, so maybe now they've begun to accept that this sort of coverage is what television does.

**House, Senate leadership gears up for go-ahead to broadcast coverage; reaction to committee deliberations positive; few think doors, once opened, will close again to mikes, cameras**

When the impeachment resolutions reach the House floor, and if they make it to the Senate, television and radio will be there too, observers were saying the day after the House Judiciary Committee wrapped up its business.

Indications are they are right. Representatives Sidney Yates (D-Ill.) announced last week that 89% of congressmen responding to his canvass favor broadcast coverage. And in the Senate, Majority Leader Mike Mansfield (D-Mont.) and Minority Leader Hugh Scott (R-Pa.) both agreed there should be live coverage of a possible impeachment trial.

Among congressional leaders indicating support for—or at least nonopposition to—broadcast coverage on both floors were Speaker Carl Albert (D-Okla.), House Majority Leader Thomas (Tip) O'Neill (D-Mass.), House Minority Leader John Rhodes (R-Ariz.), Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), Senator Howard Baker (R-Tenn.) and Senate Majority Whip Robert Byrd (D-W. Va.)

Formal action to facilitate broadcast coverage was begun Wednesday in both houses. In the House, representatives of ABC-TV, CBS-TV, NBC-TV and Public Broadcasting Service met with House leadership to begin discussion of ground rules and possible restrictions to be placed on coverage. Representative Rhodes said he would support a motion to place television cameras in fixed positions to be pointed only at the speaker's chair, the leadership tables and the well in front of the speaker's chair. All discussion will be conducted from these positions. Mr. Rhodes would prohibit cameras from panning the membership and the galleries.

Other proposed restrictions would likely be the same as those under which broadcasters worked during the recently concluded Judiciary Committee hearings. Continuous coverage from gavel to gavel would be mandatory, for example, and interruptions—either editorial or commercial—would be prohibited. Further House leadership meetings with the networks are planned.

At present, the decision to allow broadcast coverage on the House floor resides with the speaker, sources say. Although speakers have forbidden cov-



Watching at work and at home. At left, ABC News's control room for pool coverage of the Judiciary Committee's debates; co-

anchorman Howard K. Smith is pictured on the large monitor. At right, an off-the-tube view of the committee.

erage in the past, there is no formal rule specifically forbidding radio and television equipment. A resolution by Representative Yates, however, would remove the matter from the speaker's discretion and would specifically permit coverage for the impeachment proceedings on a majority vote of the membership.

Rules Committee action on the amendment has been postponed once, and was still unscheduled at midweek. Representative Yates said his resolution had more than 100 sponsors from both parties.

According to Speaker Albert's tentative schedule, the impeachment debates could begin Aug. 12 or 14 and may continue through Aug. 23. Slippage seemed sure to occur, however, and a later consensus was narrowing on an Aug. 19 start. It's assumed debate would be limited.

In the Senate, that body's Rules Committee began consideration of a resolution by Senator Mansfield to overhaul impeachment trial rules. Under consideration at the same time is a resolution by Senator Byrd to allow broadcast coverage. Such coverage is currently considered prohibited under a blanket interpretation of a rule prohibiting picture-taking in the Senate chamber. Cosponsors of the Byrd resolution are Senators Scott and Mansfield. It must be reported back to the Senate by Thursday.

Among other things, Senator Mansfield is asking for public debate with broadcast coverage. Under the current rules, final debate—following the presentation of evidence and examination of witnesses in the Senate trial—takes place behind closed doors.

As in the House, Senate restrictions on broadcasters are expected to include cameras at fixed locations and focused only on the Chief Justice, who would be presiding at the trial, on the witnesses, prosecutors and defense attorneys. Senators Mansfield and Scott have told reporters they would oppose allowing the cameras to pan the Senate chamber. The

senators would not be allowed to speak, but would sit mute, submitting any questions to the Chief Justice in written form.

The Senate Rules Committee is planning more closed meetings on the two resolutions as well as hearings for non-committee members to air their opinions on the proposed rule changes. The first hearing was scheduled for Monday (Aug. 5).

As one observer noted, the Rules Committee deliberations in both houses and the House leadership-network conferences could well be setting the tone for all future broadcast coverage of Congress. In the Senate, Mr. Byrd has a resolution pending since last year which would virtually make television cameras permanent fixtures in the galleries.

If coverage of the House Judiciary Committee meetings was a test of networks' taste and responsibility in handling of weighty matters, it appears they passed in the eyes of Congress. Spokesmen interviewed for the House Judiciary Committee and House and Senate leadership had no specific complaints against reporters or pool coverage personnel.

A spokesman for House Judiciary Committee Chairman Peter Rodino (D-N.J.) said the chairman thought the pool coverage on the whole was good and the pool people were to be congratulated. Senator Pastore said television gave "magnificent exposure" to the committee's deliberations.

Following the first night of committee deliberation, Representative Rodino had complained of comments made by ABC anchor men, who said the committee's pace was too slow and that the committee needed a TV director. Mr. Rodino also complained that microphones were being left on so that asides from congressmen were being aired. He was further upset when the pool gave live coverage to the police search during the first night's bomb scare.

But taken as a whole the coverage was good and the complaints were minor, the spokesman added hastily.

**Networks feel TV was vindicated in coverage of Judiciary sessions, vow to fight undue restrictions on broadcasting House proceedings and Senate trial if it happens**

Still beaming over the success of their live coverage of 45 hours of impeachment debates, the three commercial television networks prepared for a possible confrontation this week with House leaders over the degree of independence to be enjoyed by broadcasters when the three articles of impeachment approved by the Judiciary Committee are taken to the House floor. ABC, CBS and NBC news chiefs remained in close touch last week and agreed to authorize the three network Washington bureau heads to lobby for maximum flexibility for broadcast journalists and technicians in future coverage of the presidential impeachment process.

"All we want is a chance to do the same thing we did with the Judiciary Committee," said Bill Sheehan, ABC News president-designate. ABC, the pool network for the six-day committee debates, supplied some 80 people to work exclusively on the telecasts. Since the pool network had "a vested interest" in the quality of the coverage, Mr. Sheehan was "very, very happy" at the "extremely tasteful" way in which the debates were handled. "I think we, the broadcasters, got our fair shake out of it," he reflected. "Congress is more inclined now to recognize TV and radio as part of the news media."

ABC-TV's turn at the proceedings—covered by a conventional network rotation agreement—was lucky: The network drew the fewest hours of live coverage (about nine and a half) but broadcast the first night (July 24) which brought in the highest rating of the entire six days, and the fourth day (July 27), which included the suspenseful roll call vote on the first impeachment article. Although that day's debates ended earlier than they did on the other days (the first article

was voted upon shortly after 7 p.m. (EDT), thus allowing ABC its regular prime-time programming, network sources indicated they would have been unruffled if the debates had lingered into prime time, as Saturday (the fourth day of the debates), is traditionally ABC's weakest evening, ratings-wise.

Each network wound up with two days of debate coverage. CBS, which handled the second (July 25) and fifth (July 29) days, was saddled with almost 19 hours of coverage, which wiped out the network's prime-time fare on Thursday and the following Monday. NBC-TV got the same prime-time treatment and broadcast the committee debates for a total of 17½ hours, drawing the third and sixth (final) days of coverage (July 26 and 30). The committee recessed all day Sunday (July 28). CBS and NBC both had about 30 people in Washington working exclusively on the debate coverage, it was estimated.

Mr. Sheehan's delight with the telecasts was matched by that of CBS and NBC News executives. All three expounded with as much enthusiasm on the conduct and stature of the Judiciary Committee members as on the quality of television's conveyance of the historic proceedings.

"With television, the institution of the House of Representatives came alive in a most remarkable way," said CBS News President Richard Salant. "It turns out that these are very decent, very interesting human beings on this committee; it's a hell of a collection of people. I'd take any one of them for my congressman." Robert Mulholland, executive vice president, NBC News, thought the "very, very fine" coverage "demonstrates that TV can cover the legislative process without turning it into a circus, and that the people participating in the process don't use the coverage to turn it into a circus, either." The impeachment debates represent "the most important story of the century," Mr. Mulholland added, "and we proved, through impeccable taste on both sides of the camera, that the story can be covered by television."

The three news executives each indicated that the broadcasters' performance this time should produce support for the theory that television ought to be allowed coverage of all congressional proceedings with privileges equal to those enjoyed by print media. "The effect of these debates was that the American people saw their government in action," Mr. Mulholland said. "I feel Congress should be open to electronic media; this was another incident of knocking down all the arguments on why we shouldn't cover it." And Mr. Sheehan asserted that television networks "should have cameras in the House chamber as we do in the United Nations—to use when we want to and leave it at that."

Mr. Salant took it a little further, and brought it closer to home: Suggestions last week from House and Senate members that Congress should control the use of television cameras covering live the impeachment proceedings were anathema to the CBS News president. "The Congress still doesn't regard us as a grown-

up and fully mature part of the press," he maintained; "they wouldn't dream of doing this kind of thing to the print media."

What some Congress members proposed, network executives were able to glean last week, was "fixing" the angle of television cameras on key figures in the presentation of impeachment articles. That restriction on camera freedom would mean no "cut-aways" to the audience, or panning of House members. Mr. Sheehan, Mr. Mulholland and Mr. Salant had confirmed such controls were being discussed in Congress, and determined that the networks—initially through the Washington bureau chiefs—should resist them wherever possible. "I'm very concerned," said Mr. Sheehan, "about the House leadership's making rules that would be very difficult for us to live with, especially when they could make them without any knowledge of how a television program is put together. I don't want them to make rules without at least asking us."

A House Rules Committee resolution by John Rhodes (R-Ariz.) concerning admission of television to the full House discussion of the impeachment articles contained the suggestion that the number of television cameras on the House floor be limited to three. That kind of restriction "isn't so bad," Mr. Salant conceded. "This isn't like a football game in which the cameras move around, but I still don't like their dictating to us."

Suggestions from senators that television cameras—if live coverage of the possible impeachment trial is permitted—be fixed on the proceedings' principals would be "fought as quietly as possible," Mr. Salant said.

The rotational agreement was held by all network sources surveyed to be the best way to handle the impeachment events out of Congress. Simultaneous,

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**Spiro II?** Vice President Gerald Ford, who spends more time on the road than Charles Kuralt, was in Sparks, Nev., just outside Reno, last week, addressing a Republican luncheon. When he finished, he took the kind of question his predecessor made himself famous answering: Did he think the media were being fair to President Nixon in their coverage of Watergate? Instead of questioning the media's ethics, as Spiro Agnew might have done, the present Vice President questioned their news judgment. "There has been," he said, "an overemphasis in the news media on Watergate and related subjects, including impeachment." Wherever he goes, he said—San Francisco, Muncie, Ind., Canton, Ohio—nineteenths of the questions are about these subjects. The public, he said, would like "good, solid questions" about other matters—foreign policy, inflation, and the like. "The press would perform a great service," he said, "if it allocates a reasonable amount of time to Watergate and a reasonable amount of time to other problems."

saturation broadcasting was dismissed as a possibility. If the networks are permitted into the House floor debate on impeachment articles, a new pool network will be selected and the rotation will continue, most likely, with that network kicking off.

Although network news executives scorned the idea of television abandoning the continuing impeachment saga—unlike last summer's Watergate hearings, the impeachment process builds to a climax, Mr. Salant observed—there was speculation from ABC News's Mr. Sheehan that the networks might substitute a "digest" or "summary" for the day's events in future impeachment sessions. "We're not even sure there will still be rotation later," said Mr. Sheehan.

Whether that bodes network corporate sales pressure on news departments was a taboo subject for network news spokesmen last week. However, an ABC News source acknowledged that if a Senate impeachment trial coincides with the networks' new fall prime-time season, "I think there would be sales pressure." A Senate trial "day after day into the evening" would exert "very serious economic burdens on all three networks," the spokesman said. "If we lost two days out of every week of programming at that time of year, we would definitely have to consider giving up live coverage of the event," he conceded.

#### **Public TV has problems fitting square peg of House debate into round hole of last summer's Senate Watergate hearing coverage**

Public broadcasters, who notched critical acclaim with their delayed prime-time coverage of the Senate Watergate hearings last year, found that formula didn't quite fit the into-the-night House Judiciary Committee debates.

The National Public Affairs Center for Television provided 229 outlets of the Public Broadcasting Service with televised coverage of the historic proceeding each day. National Public Radio, meanwhile, fed gavel-to-gavel coverage to its 169 affiliates. While all but a few PTV stations followed the pattern established with the Senate coverage last summer in running the proceedings in evening hours, mostly on a delayed basis, NPACT technicians and correspondents were on the scene with cameras rolling an average of 13 hours each day. A total of 11 stations, all affiliates of the Eastern Educational Network, carried the Judiciary debate live via NPACT from the morning start to conclusion in the late evening. For the majority of the nation's noncommercial TV stations, however, the coverage began at 7:30 p.m.—an undertaking that caused no small amount of headaches for the officials involved.

Since the meat of the committee's debate often occurred in prime time, the noncommercial system decided not to follow the Watergate coverage precedent in airing a delayed version of the day's proceedings chronologically, beginning at 7:30 p.m.—which would have brought it to the juicy stuff some time shortly be-



fore sunrise. "I'm afraid," said Prentiss Childs, chief programming executive of the Public Broadcasting Service, "we couldn't expect much of an audience at four in the morning."

Instead, NPACT provided live coverage of the evening sessions to many stations; then it switched to its tape delay of the daytime proceedings at the conclusion of the live prime-time show. In most cases, however, that didn't happen until around 11 p.m.

That system worked fine for stations on the eastern half of the country. But since none of the licensees on the West Coast wanted the live evening sessions to begin at 4:30 p.m. their time, another system had to be found to accommodate them. Accordingly, PBS fed the outlets in the Pacific time zone the tail end of the evening proceedings live, starting at 7:30 PDT. Following NPACT's studio summation of the day's events, the West Coast stations were fed the tape of the Judiciary debate in chronological order—starting with the 10 a.m. session and culminating with the portion of the evening debate the stations had missed initially.

The mountain time zone stations caused another problem. For that region, the entire proceedings were offered on tape. The program began with a delayed telecast of the evening sessions at 7:30 MDT (but 9:30—two hours into the evening debate—Washington time).

On top of the other problems, PBS was also faced with the necessity of accommodating the 24 stations that had not signed up to purchase the impeachment coverage. The NPACT offering was part of a \$1.3-million "special events package" purchased by the stations through public television's new National Station Cooperative. While 129 stations elected to purchase the programming, the other 24 would have been left without an evening schedule unless PBS could somehow get the regular programs to them. Thus, PBS programming personnel spent the two-week period scrutinizing the daytime schedule for dark periods in which regular evening programs could be fed through the national interconnection for taping by the 24 nonparticipants. "It was like trying to do a jigsaw puzzle blindfolded," one observer noted.

NPACT President James Karayn estimated that the coverage cost \$20,000 daily—including \$4,500 for the live daytime feed which was shared by the 11 participating stations. If impeachment proceedings stretch on for weeks in the House, and more weeks in the Senate, the \$1.3 million reserve could diminish rapidly. "It's not a concern at the moment," Mr. Karayn said, "but it's a reality we have to face."

## Journalism Briefs

**List keeps growing.** Radio stations in eight largest markets have committed themselves as members of Associated Press Radio, new Washington-based service that starts Oct. 1 (BROADCASTING, July 22). Signers include all Metromedia radio outlets: WNEW-AM-FM New York,

**Captive audience.** Steve Shatto, news director of WEEL(AM)-WEZR-(FM) Fairfax, Va., wasn't looking for trouble last week when he set off on a leisurely canoe trip down the Potomac river. Trouble found him. Returning to his auto, parked on Washington's Theodore Roosevelt island, Mr. Shatto and a 15-year-old companion discovered two men in the process of removing an estimated \$400 worth of property from the vehicle. Armed only with a canoe paddle, Mr. Shatto held the would-be rippers-off at bay for a half hour while his friend sought out authorities. U.S. Park Police later arrested Steven Tyler of Gainesville, Va., and Willie Cooper of Washington. The latter, it was discovered, was being sought by Washington police on a charge of assault with intent to commit robbery.

WDHF(FM) Chicago, KLAC(AM)-KMET-(FM) Los Angeles, WIP(AM)-WMMR(FM) Philadelphia, WMOC(FM) Detroit, KNEW-(AM)-KSAN(FM) Oakland-San Francisco, WASH(FM) Washington and WCBM(AM) Baltimore. In addition, new clients include WTOP(AM) Washington, WIBC(AM) Indianapolis, WNOE(AM) New Orleans and KIRO(AM) Seattle.

**Visiting CBS News.** CBS News will be scrutinized in forthcoming books by David Halberstam (author of "The Best and the Brightest") and by *New York Times* business writer Robert Metz. Mr. Halberstam's book, "The Coming of the American Super Society," will have one chapter focusing on pressures that "set out the parameters of what can be said and done on television," as he puts it. These pressures include: fact that stations are licensed by government; influence of sponsors on TV content; and affiliated stations that tend to be more conservative than networks themselves.

**Two out of three.** ABC was only network to reject request of Democratic congressional leadership for time to reply to President Nixon's July 25 address on state of economy. Both CBS and NBC radio and TV networks carried 30-minute speech by Senator Lloyd Bentsen (D-Tex.) challenging President's views. Said ABC: "Inflation is a continuing issue . . . [we have] covered representative and contrasting views on this subject and intend to do so in the future."

## Lasky tangles with Karayn over interview in L.A. 'Times'

Columnist and broadcast commentator Victor Lasky has threatened to bring a \$500,000 lawsuit against the president of the National Public Affairs Center for Television. Mr. Lasky charged that NPACT President James Karayn sought to malign his reputation in a conversation quoted in the *Los Angeles Times* last May.

A letter from Mr. Lasky's lawyer charged that Mr. Karayn had made sev-

eral untrue statements concerning his client in an interview with *Times* columnist Dick Adler. Portions of Mr. Karayn's remarks were published in the *Times's* May 16 issue.

The Adler article quoted Mr. Karayn as saying Mr. Lasky sought employment at NPACT when the center was formed in 1970. Asserting that Mr. Lasky failed to keep several appointments that were subsequently scheduled at NPACT, the *Times* said, Mr. Karayn recalled that "the last time he [Mr. Lasky] called I told him that there was no point in our meeting: even if I hired him, I could never count on him showing up for work."

Mr. Karayn is further quoted as saying that Mr. Lasky later complained to Mr. Karayn's superior that NPACT was "missing a great chance to avoid problems with the administration by not hiring him," and that his thoughts on the matter were rekindled last year when a White House memo surfaced during the Senate Watergate hearings. It related that former chief of staff H. R. Haldeman noted that he had "found exactly the right man to be relied on to keep watch over public television." The man in question, the memo stated, was Mr. Lasky.

Mr. Karayn, while declining extensive comment on the matter, said the attributions to him in the *Times* story were "fundamentally true." He added, however, that the *Times* reference to the Watergate memo was inaccurate in that while Mr. Haldeman had in fact said that Mr. Lasky could aid the administration through his columns, no mention was made of public television.

## Lewis, Farr continue to fight disclosure

Will Lewis, general manager of listener-supported KPFK(FM) Los Angeles, who has been ordered by a federal court to turn over original communications the station received from radical groups, last week received a stay of that order pending an appeal to the U.S. Supreme Court. Meanwhile, former *Los Angeles Times* newsman William Farr received a stay of a five-day jail sentence and \$500 fine pending appeal to a U.S. circuit court of appeals for his conviction for refusing to divulge sources of his news story on the Manson murder trial.

Mr. Lewis, who spent 16 days in a federal prison for declining to hand over a Symbionese Liberation Army tape and a Weather Underground letter, had indicated earlier he could not afford an appeal to the high court. Last week, however, he said he had been promised the money from private sources and that some lawyers had offered to prepare the appeal for free.

Mr. Farr spent 46 days in jail until he was freed last February by Supreme Court Associate Justice William O. Douglas. Later, a state judge ruled he could be jailed indefinitely for contempt of court but could be fined and jailed the maximum for contempt. His present appeal is based on First Amendment grounds and his charge that his original trial in 1971 was unfair.

## What to do about multimedia holdings: FCC begins debate

**With four-year accumulation of data and advice now on hand, agency heads for action on crossownerships**

The FCC spent three hours last Tuesday reviewing its options for resolving the question of whether or to what extent it should require the breakup of newspaper-broadcast crossownership in the same market, made what Chairman Richard E. Wiley said was "definite progress," but left the issue until September with the options still open.

The commissioners were under strict instructions from the chairman to keep the contents of the meeting confidential. And for the most part, commissioners referred questioners to a brief news release the commission issued quoting Chairman Wiley as stating that no conclusions had been reached, that the staff will "continue to explore a variety of alternatives" and that the commission will consider the matter again in September. The commission will be understrength during most of August, as commissioners and staff take vacations.

For the most part, the options being considered are those that were aired in two and a half days of oral argument (BROADCASTING, July 29) and in the pleadings that preceded it. They range from the original proposal in the 1970 rulemaking—to require the breakup of all multimedia holdings in individual markets—to one terminating the rulemaking and leaving the matter to resolution through the comparative hearing process. Other options include grandfathering existing crossownership situations but banning future combinations in the same community, and requiring divestiture only in highly concentrated communities.

The commission is unlikely to adopt the rule as proposed or to terminate it without taking some action. But at what point in between those extremes a consensus is likely to form was not evident last week.

Some officials talked of a rule that would require crossowned stations in highly concentrated markets to undergo hearings to determine whether continued crossownership would be in the public interest. The commission is understood to have in mind some 20 cities, where newspaper-television station combinations have no local newspaper or television competition.

But any proposal aimed at what are by definition small-market operations disturbs some commissioners. They feel there is something unfair about marking small-market stations for trouble while exempting large-market stations simply on the ground that the latter face a substantial array of competing voices. Furthermore, these commissioners point out

that joint ownership might very well be essential to the economic viability of the media involved. As one commissioner put it, "Hitting little guys doesn't appeal to me."

The staff will do a further analysis of the various options to help the commission choose among them. One advantage in delaying action until the fall is that the commission will probably know by then the fate in Congress of the pending license renewal bill, which would prohibit the commission from restructuring the ownership of the industry on a case-by-case basis at license renewal time.

One commissioner reportedly opposed to divestiture, blanket or selective, is James H. Quello, the former broadcaster. He is said to have advanced a proposal similar to one offered in the oral argument by Marcus Cohn, counsel for WHAS-AM-FM-TV Louisville, Ky., which are affiliated with the *Louisville Courier-Journal* and *Times*. The Cohn proposal, which provides an alternative to divestiture, calls on the commission to spell out as a rule or as policy guidelines the practices Mr. Cohn said his client's newspapers and stations follow to assure the benefits of competition despite the common ownership: separation of sales staffs, no combination advertising rates, separate editorial and reportorial staffs, no discriminatory rates charged to media competitors, newspaper publication of fair and complete listings for all television stations in the market.

Commissioner Benjamin L. Hooks is understood to favor the Cohn approach also, provided tough enough guidelines can be written. But he is also concerned about the possibility that such a rule might involve the commission so deeply in the news operations of the crossowned station and newspaper as to involve a violation of the First Amendment.

However, whether the Cohn approach would command a majority of the commission seemed doubtful last week—unless it were coupled with some other rule. Officials noted that most companies owning newspapers and television stations in the same market already follow such procedures. Those that do not, they add, are presumably so small and financially weak they would probably qualify for a waiver of such a rule on a hardship ground.

Chairman Wiley, who is expected to take the lead in formulating a decision, was keeping his counsel last week. One commissioner said the chairman simply put out the various options and asked for comment on them. But he is understood to believe that action that is "more than cosmetic" is needed. And he is known to feel that those who regard him as a "stand-patter" are not reading him correctly. (It is unlikely that members of the National Association of Broadcasters and the Association of Independent Television Stations would accuse him of stand-pattism; they adopted voluntarily the kind of commercial time standards for children's programming he had in mind when he shook the stick of a commission rule at them.)

Some officials also argue that in a

sense they do not have complete freedom of choice in crossownerships. Only Commissioner Robert E. Lee was a member of the agency when it issued the proposed divestiture rule for comment; and although he voted for the rulemaking, he said he was not committing himself to any course of action. And it is doubtful that a majority of the present commission could be mustered in support of such a rulemaking today. But over the years, the commission has cited the one-to-a-market rulemaking as a reason for rejecting petitions to deny renewals based on a concentration-of-control issue. On several occasions, it referred to the rulemaking in court, in defending decisions to renew licenses without hearings. As a result, some officials believe it would be difficult for the commission, even if it wished to, to terminate the rulemaking without an action.

Chairman Wiley, in expressing satisfaction with the outcome of the meeting even though the commission had not reached a consensus on any particular approach, said it had moved "in the right direction." And, although the preparation and adoption of a final order may be several months away, he appeared confident the FCC will be in a position to pick the option it prefers by early fall.

### Perspective on the News

## The hard choices FCC now confronts on crossownership

**A reprise of oral arguments discloses the fundamental split between pioneers in multimedia and have-nots who want in now**

The FCC's problem in coming to a conclusion on media crossownership was manifest in the high-powered legal and economic cannonading at its exhaustive oral argument on that subject two weeks ago (BROADCASTING, July 29). But the crossownership dilemma has a human aspect, too. In the end, it may be the human problem—rather than legal and economic consideration—that makes a final judgment difficult.

A review of the testimony of 19 among the 40 witnesses who appeared before the FCC in those two and a half days illustrates that point, among the many others.

Hear first Helen S. Duhamel, president and general manager of stations in Rapid City, S.D.:

"Over 30 years ago I bought an interest in Black Hills Broadcasting Co., the licensee of KOTA(AM). In 1953 the stockholders of Black Hills Broadcasting Co. decided to sell to an out-of-state company because the station had been unable to earn enough money to even pay its back taxes for the previous seven years. I believed the ownership of Black Hills Broadcasting Co. should remain in Rapid City and offered to pay the other stockholders a premium over the offer of the outside investment company if they

would sell me their stock. They agreed and KOTA Radio remained under the control of a local investor.

"Before that time I was told of an agreement between representatives of the local newspaper, local movie theater group and the manager of the radio station to form a group to keep television out of Rapid City. I informed the radio manager that I would not participate in such a group and, in fact, my intention was to bring television to western South Dakota by establishing the first television station in Rapid City and only the second station in South Dakota. In September of 1954 I filed an application for a TV license with the FCC and it was granted in December of that year. On July 1, 1955, KOTA-TV went on the air. During the next five or six years it was the capital generated by KOTA Radio that permitted the marginal KOTA-TV to survive in the small Rapid City market, which began with a television set count of nearly zero. (My brother had moved to Rapid City from Indianapolis and had brought a television set with him, so I know we had at least one television set in town when we began operation.)

"Now the FCC by considering the crossownership issue is proposing to penalize me and my family for my courage, initiative and foresight 20 years ago."

Then hear Ellen S. Agress of Citizens Communications Center, speaking for the Alabama Civil Liberties Union and the Selma Project—another woman, of another generation and a polar point of view:

"No Alabama town with a population of less than 10,000 has more than one AM and one FM station. The revenues generated in these markets cannot support, much less attract, new broadcasters. Once an AM-FM combination is established, with its inherent competitive advantage over an independent FM, the chances of bringing an independent voice to the community are nil. The citizens of the community are left with effectively one aural outlet. In those Alabama communities—and there are several—where radio is the only medium, the effect of co-ownership can therefore be devastating. . . . Unless co-ownership of aural services within one community is prohibited, the possibility of minority ownership of broadcast facilities will be substantially reduced. Twenty-six percent of Alabama's population is black, yet there is only one black-controlled radio station in the state. In the 11 central and southern counties of Alabama, where there are a majority of significant black populations, the majority of the FM stations are co-owned and all of the co-owners are white. The commission's present policies and limited proposals will help insure that white dominance persists in these areas."

That theme was pursued with particular vigor and passion by several representatives of the National Black Media Conference. As far as the present broadcasting system is concerned, the blacks are outsiders; but the price of their alienation, they felt, would be paid by whites as well as blacks.

"As long as black ideas and viewpoints

**To each its own.** The FCC is initiating use of different composite weeks for radio and TV outlets to report their typical operations. Week selected for AM and FM stations filing in 1975 for licenses must include Sunday (Dec. 9, 1973), Monday (May 20, 1974), Tuesday (Nov. 27, 1973), Wednesday (March 20, 1974), Thursday (Aug. 23, 1973), Friday (April 26, 1974), and Saturday (Feb. 2, 1974). The TV week will be announced in November.

are frozen out, the ideals the country was supposedly built on will continue to decay," said Harold A. Lee, convener of the Task Force for Community Broadcasting in Chicago. "The only time we really had a chance to get a word in edgewise was in the sixties when we decided to hasten the decay physically, to create a shock wave to wake people up. Unfortunately, the people went right back to playing their games with our lives and minds after the shock wave subsided."

And James Alexander, executive director of the Freedom Arts & Communications Team Inc., of New Haven, put clearly what the blacks hoped might materialize from the rulemaking. They want the commission to fashion a divestiture rule that would give minorities a chance to obtain the broadcast properties that would be put on the market. "Short of a rule that such divestitures be made in such a way that black owners from the local community would have the first opportunity to buy into the stations put up for divestiture," he said, station swaps "may be unavoidable. I hope FCC takes steps to encourage monopoly owners to sell stations to local black companies."

With whom should the commission side? Yesterday's pioneer, who came early, risked much and prospered? Or today's aspirant, wanting to participate but finding no easy entry to the system?

The pioneers' case was illustrated by Rosel H. Hyde, counsel for Kst. Inc., whose Salt Lake City, Utah, stations are owned by subsidiaries of the Mormon church, which also owns the *Deseret News*. After recounting how the *News* was established in 1850 (with ox teams transporting press and printing materials from the East), and how AM radio came into the company 70 years later (in 1922), and FM and TV almost a hundred years later (in 1946 and 1949, respectively), Mr. Hyde offered the opinion of Judge Learned Hand in *United States v. Aluminum Co. of America*:

"A single producer," wrote the justice, "may be the survivor out of a group of active competitors, merely by virtue of his superior skills, foresight and industry. In such cases, a strong argument can be made that, although the result may expose the public to the evils of monopoly, the act does not mean to condemn the resultant of those very forces which it is its prime object to foster: *finis opus coronat* [it is the end that crowns the work]. The successful competitor, having been urged to compete, must not be turned upon when he wins."

Mr. Hyde, of course, was speaking to

the major element that remains of the FCC's original crossownership rulemaking—that between newspaper and television. The status of AM-FM crossownership (now permitted) or of AM-FM and TV combinations (grandfathered for existing owners, but denied to new ones) is not considered likely to be changed, although both remain on the agenda and are obviously the concern of Mrs. Duhamel and Ms. Agress. And there were many other arguments advanced to defend and attack newspaper-TV ownership, including (surprisingly to some) a reliance on the fairness doctrine to support the defense's case. Mr. Hyde:

"A newspaper is the voice of the publisher; it can be used to disseminate and promote his views. Although publishers usually take a broader approach, they have the full discretion to do precisely that—operate completely for the selfish interests of the owners. A broadcast licensee, on the other hand, has a very special status, and is subject to obligations which do not apply to newspaper publishers." Mr. Hyde cited the Federal Radio Commission (the FCC's predecessor), the Mayflower decision, the fairness doctrine and the Supreme Court's decision upholding it in the Red Lion case to buttress his refutation of "the argument often given that TV licenses should not be granted to owners of newspapers because to do so would be to give such owners another voice which might better be given to a non-newspaper owner in the interest of diversity. [That is] simply not valid because a TV license is not another voice for the licensee but rather a trust obligation running to the public."

Mr. Hyde also told the commission (of which he is a former chairman) that there's a difference between printed and electronic media. "The use of electronic communications appeared at first as offering an extension to the press, but broadcasting has in fact developed as a new medium, serving needs which the printed press could not hope to duplicate," said Mr. Hyde. At the same time, he said, "the printed press has continued to serve the vital need for recorded communications for which there is as yet no substitute."

A similar point was made by Arthur B. Hanson, general counsel for the American Newspaper Publishers Association—who, in the view of many observers, went further than he needed to illustrate the difference between print and broadcast. "Broadcasting exists primarily for entertainment," he said, while seeming to suggest that newspapers served more serious purposes.

The case for distinction between printed and electronic media was made further by Arthur D. Austin, professor of law at Case Western Reserve University, who appeared as a witness for WBEN Inc. (Buffalo, N.Y.). His was the economics approach, arguing that media are differentiated by their target audiences, and noting that "you can use fine art treatment in a magazine advertisement, dealer listings in a newspaper advertisement, music and sound effects in a radio commercial, continuous motion in a televi-



sion commercial. These are the facts of the medium, not the skill with which the advertisement is prepared."

Pricing, too, differentiates media for antitrust purposes, according to Professor Austin, basing his case on the fact that television rates are "much higher" than newspaper rates. As to the "end use" proposition advanced by the Justice Department in testing monopoly situations, he said: "Budweiser in a can is the same as Bud in a bottle. But advertising through the TV screen is not the same as advertising in newsprint." Moreover, in the professor's view, "Undoubtedly, at some point along the scale of substitutability, TV and newsprint advertising compete. There is, however, insufficient static from the overlap to support an 'end use' market."

Again and again, however, the argument came back to the penalizing of pioneers. Another who spoke in that vein was Thomas A. Oakley, representing Quincy Broadcasting and Quincy Newspapers Inc. of that Illinois city:

"The blanket enforcement of a divestiture rule would deal the most harsh punishment possible to many of the very communications pioneers who were vital in the growth of broadcasting. . . . Our introduction to broadcast in 1947 was in bringing the first FM station to the area. There's no way of overstating the uncertainty of FM at that time, but some of you may recall those early days of FM. Like most FM licensees, we lost money from the onset and began accumulating broadcasting losses that lasted for over a decade. In 1948, we again undertook substantial capital risks and bought a failing AM station and kept it on the air. We continued to lose money on these radio stations but, despite this, retained our faith in the future of broadcasting and assumed the tremendous additional financial obligations required to bring the first television station to the area in 1953. This was the biggest capital gamble in the history of our company and could have bankrupted a company that had operated profitably for 120 years.

"Again in 1965, we undertook substantial capital risks, a battle with the city council and a community campaign to bring cable television service to the area. By importing five additional signals via microwave from outside in direct competition with ourselves, we greatly increased the media voices and the level of competition in the area we serve. With CATV, VHF TV, AM radio and FM radio, our company has a history of striving to bring more service and better service to the people we serve. We have had a history of being willing to take the risks. We knew we were gambling on the future of broadcast and our ability to perform as quality broadcasters. Operating with the full blessing of the FCC, however, we certainly did not contemplate that we were gambling on our right to remain in broadcasting once we'd gone over the hump."

The point was echoed by J. Allen Jensen, president and general manager of KID Broadcasting (KID-AM-FM-TV Idaho Falls, Idaho), who spoke for the Rocky

Mountain Broadcasters Association. "If it hadn't been for KID(AM)'s success in earlier days, our stockholders, about 40 local citizens, wouldn't have authorized the building of a television station and but for the success of AM and TV they wouldn't have authorized the construction of an FM station."

But he made another point as well: how, particularly in the smaller markets, the economies of scale that come with joint ownership made possible better local news operations for all. "If the commission were to decide that the KID stations were to be separately owned and operated," Mr. Jensen said, "our news department could not be supported and instead of one strong news voice, the community would have three weak ones, because none of the stations, separately,

could support a satisfactory news operation. My contention is that one good news operation is better than three poor ones."

A recurrent theme among witnesses for a crossownership prohibition was that, no matter how beneficial an owner might be, the mere fact of ownership was enough to impose a limitation of viewpoints available to the community. One who expressed that view was Stephen R. Barnett, professor of law at the University of California, Berkeley. Although he testified there was ample evidence of actual abuse, Professor Barnett said that anticensorship strictures prevented the FCC from going into those areas, and thus a policy rule, rather than a case-by-case approach, was indicated. Chairman Richard Wiley, unable to dissuade the

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**Look up, radio.** Miles David, president of Radio Advertising Bureau, challenged radio broadcasters to turn creativity to editorials, special documentaries, historical series and features designed to accentuate positive aspects of American life. In speech before Rocky Mountain Broadcasters Association in Denver last Thursday (Aug. 1), Mr. David pointed out that stations can create civic and patriotic projects that not only uplift America but attract advertising support as well.

witness by asking if he were not addressing the "potentiality of abuse," later asked Cox Broadcasting's Clifford Kirtland to respond to the Barnett assertion that "examples are legion" of owner interference in news policy. Responded Mr. Kirtland: "I can't think of instance number one."

Mr. Kirtland also took pains to note that the separation of operations among newspaper, broadcasting and CATV elements of the Cox organization is accompanied by ownership separation as well. The publicly traded Cox Broadcasting has 3,000 shareholders outside the Cox family, and is corporately separate from Cox Enterprises (99% owned by the Cox family), which owns the newspapers. Cox Cable, also a public company, has 1,700 shareholders in addition to the Cox family.

Mr. Kirtland introduced two of the broadcast group's managers—Don Heald of WSB-TV Atlanta and Stanley Mouse of WHIO-TV Dayton, Ohio—to cite specific instances of news autonomy. Mr. Heald noted his station's coverage of the kidnapping of Reg Murphy, an editor of the Cox-owned *Constitution*, in which it operated completely independently, avoiding any suggestion that it had access to inside information. And Mr. Mouse said that his station editorially attacked the editor of the Cox-owned *Dayton Daily News* for criticizing the station's weather bulletins as annoying program interruptions. "The next day," Mr. Mouse related, "a tornado leveled Xenia."

Al Constant of KRON-TV San Francisco, jointly owned with the *San Francisco Chronicle*, whose renewal was challenged by two former employees who charged news slanting and the use of TV to advance the *Chronicle* company's business interests, was another who spoke of independence in news operations. "If KRON-TV belonged to me personally, instead of to the paper, the editorial operation would be the same as it is today."

And Wilson Wearn, of Multimedia Inc.'s WFBC-AM-FM-TV Greenville, S.C. (associated with the *Greenville News* and *Piedmont*), said that if a divestiture rule were adopted, he might wind up trading the television station for one in California. "The new owner would decide the staff is qualified and would keep it," he said. "The only difference would be that I wouldn't be associated with the station." Striking another personal note, and mentioning his participation in a host of local activities—among them the Kiwanis, hospital, local symphony and Presby-

terian church—he remarked: "But now it is said that the public interest would be served by my moving to a station in California."

Another example of editorial independence of commonly owned broadcasting and newspaper operations was provided by William P. Sims, lawyer for Newhouse Broadcasting Co. The *Birmingham* (Ala.) *News*, a Newhouse paper, has editorially attacked pending license renewal legislation that would, among other things, prohibit case-by-case divestiture of newspaper-owned broadcast properties. The editorial writer called it "a selfish bill of interest only to broadcasters," and said, moreover, that the proposed five-year license term is too long.

Mr. Sims said that a "prospective" rule—prohibiting crossownership from here forward but grandfathering those now in existence—would be less onerous than divestiture, but even with that, he said, "You're labelling us black sheep but not sending us to the slaughterhouse right away."

Still another consequence of a forced divestiture was put before the FCC by George Comte, president of WTMJ Inc. (*Milwaukee Journal*): the harm to a company 82% owned by its employees (a figure that will go to 100%). Moreover, he testified, "In the 25 years I've been concerned with renewal of the stations' licenses, no one had protested a renewal until the Justice Department came along." His presentation, as did that of many others, suggested that Justice ought to prosecute under the antitrust laws rather than using the FCC to accomplish its ends administratively. He was joined by counsel Jay Ricks, who said: "Our view is that the commission should not focus on print media unless it is shown that a monopoly exists in broadcasting. And there is no monopoly in Milwaukee [which has four commercial TV's and two noncommercial television stations]."

And so it went, for two-and-a-half days, the legal arguments mixed in with the philosophical and personal. The commission's job now is to sift and weigh them. But there is no reason to think it will separate them.

Solomon had a similar problem.

## Madden wants action on campaign reform

House Rules Committee Chairman Ray Madden (D-Ind.) last week expressed his intention to push the House's campaign-reform bill through his committee as quickly as possible.

In fact, Mr. Madden said, it is too bad the House Administration Committee had not voted out a bill six months ago. The measure was expected to reach the Rules Committee last Friday (Aug. 21), more than a week after it was voted out of the Administration Committee (BROADCASTING, July 29).

The Administration Committee has been working on it since last March and has had more than 20 get-togethers before completing it. Unlike the Senate-

passed version, the House version places no limit on the amount a candidate can spend on broadcast time and does not require broadcasters to report a candidate's expenditures for the use of their facilities.

The Administration Committee bill is expected to encounter obstacles on the House floor. Amendments to insert some form of public financing, to change the candidate expenditure limits and to change the make-up of the House version's enforcement agency are anticipated.

## Renewal relief draws last stand of opposition

**Final witnesses at Pastore hearing say bill would weaken minority claims; House version due for modifications**

Albert Kramer kicked off the last of the Senate's marathon hearings on the proposed license-renewal legislation last Wednesday (July 31), calling the House-passed renewal bill (H.R. 12993) a "fraud designed to preserve existing monopolies."

Mr. Kramer, chief of the Citizen Information Project in Washington and a leading spokesman for minority and consumer group interests, made his second appearance before Senator John O. Pastore's (D-R.I.) Communications Subcommittee. His initial presentation was interrupted in the first hearing of this second round two weeks ago (BROADCASTING, July 29).

Mr. Kramer reiterated the complaints of earlier minority witnesses who claimed the proposed bill would cause hardship for them by weakening the petition-to-deny function and by forbidding the FCC to consider crossownership situations in renewal proceedings.

Deferring to a concern often expressed by Chairman Pastore, Mr. Kramer suggested new wording to guide the FCC in rewarding of broadcasters for good work. A licensee would be worthy of a reward in a renewal situation under Mr. Kramer's plan, if he had rendered outstanding service to his area. This differs from the plan Mr. Kramer advocated last time up which would have awarded preferences to broadcasters for good work and to which Senator Pastore objected as being too complex.

Mr. Kramer and Senator Pastore disagreed over a provision in the House's bill that would route certain renewal appeals to the U.S. Court of Appeals in the station's circuit rather than to the D.C. Circuit Court as has been the custom.

Senator Pastore praised the reform, saying the litigants will benefit from having their case tried before a judge who is familiar with regional peculiarities that might affect a license-renewal dispute.

Mr. Kramer argued, however, that questions of regional needs should not figure in an appellate court ruling. Ap-

peals should be left in D.C. Circuit Court, Mr. Kramer said, because most of the country's communications specialist attorneys are in Washington. Even the "litttle guy" will hire the best lawyer to protect his livelihood, Mr. Kramer added, and the cost of transporting his lawyer from Washington to a regional court would only cause further hardship.

Mr. Kramer indicated that the contemplated renewal legislation is a last shelter for the consumer. Consumer access to broadcast programming and hiring is already narrow, he said, describing the FCC as being "95% industry-oriented" and condemning a recent Senate vote which reinforced the exemption of FCC license renewal proceedings from the scope of the proposed Agency for Consumer Advocacy (see this page).

A last-minute addition to the witness list was entertainer Jerry Lewis, who expressed his support for five-year license terms. Representing the Muscular Dystrophy Association of America, Mr. Lewis said the purpose of his visit was to make an expression of gratitude to broadcasters for helping him raise \$15 million last year for his charity. He indicated further that broadcasters would help more if they did not have to spend so much time with renewal proceedings.

But, Mr. Lewis was the only one of 14 witnesses that day—mainly representing minority and public-interest groups—who had a good word for broadcasters. Mr. Lewis's presentation annoyed one witness who was to follow, the Rev. Samuel B. Kyles of People United to Save Humanity (PUSH), Memphis. He complained that Mr. Lewis seemed little aware of minority groups' stake in the hearings, but rather was motivated by "purely selfish" interests. He also objected to the extra attention and handshaking accorded Mr. Lewis, saying "Senator Baker (Howard Baker [R-Tenn.]) is from my state. I'm going to see if he invites me up to shake my hand." He didn't.

The main target of remaining witnesses was the provision lengthening the renewal period from three to five years. A number of witnesses reiterated Mr. Kramer's view that such an extension would reduce station accountability to minority groups. According to Polly Barragan, vice chairperson of RAZA, Association of Spanish Surnamed Americans, the only stability to be obtained from license extension is "institutional racism" that would continue "the systematic exclusion and neglect of the programming needs of our community."

If anything, several witnesses argued, the renewal period should be shortened. One of the more novel suggestions to surface along those lines at the hearing was from Lorenzo Milam, president of KTAO(AM) Los Gatos, Calif., who proposed an "almost automatic pro forma" one-year license renewal that would force diversion of station profits into community-oriented programming. He suggested a simplified renewal form (one page) that would question the number and placement of community, news and public affairs programs, as well as the total

cost of those programs in relation to weekly gross. Given those basics, the FCC could then automatically revoke the license of that station in each market that shows the lowest ratio of programming to profitability, or alternately, set for hearing those stations whose programming-profit ratio fell in the bottom 5% of the market. In the second case, he recommended the creation of a new TV program, *License Jeopardy*, originating from the studios of the offending station and complete with hearing examiner and public participation.

Other provisions of the House legislation to be hit by witnesses included the ban on FCC consideration of crossownership in renewal cases, since, according to both Ms. Barragan and Kazu Obayashi (Asian Americans for Fair Media), that fails to insure diversity of media ownership. A number of groups also attacked a provision allowing appeals of FCC rulings to be heard by local circuit courts of appeal rather than the District of Columbia Circuit Court on the ground that less stringent rulings would probably ensue.

No mark-up session was scheduled as of midweek last week; but in any case the mark-up session will not be held until after Aug. 7 (the last day for submission of further comments). Senator Pastore let out no more clues during Wednesday's hearing as to the stance he'll adopt during mark-up. But he has indicated throughout the course of the hearings that he is not wedded to the five-year renewal term and may opt for the present three-year period. He does, however, strongly support provisions that would award a "bonus" to broadcasters with a good record faced with a petition to deny. But he reportedly would like to delete a provision calling for "good-faith negotiations" with citizen groups. In any event, the mark-up measure is expected to reflect "quite a bit of change" from the House bill, according to a subcommittee spokesman.

## UHF's set to band together next year

A national organization representing the specific interests of UHF licensees is due to become a working reality early next year.

A steering committee representing commercial and noncommercial U's voted July 25 to call an organizational meeting for the new group—now called the Council for UHF Broadcasting—in January 1975 at a location to be announced.

The six-member steering committee, headed by Kaiser Broadcasting Vice President Richard Block, was formed in June following a survey of 321 UHF stations. Of the 250 stations responding, 207 said they favored the establishment of a national organization (BROADCASTING, June 10).

Outlines of the basic directions the new group will take will be articulated at a Sept. 17 meeting at the Washington headquarters of the Corporation for Pub-

lic Broadcasting. Subcommittees have been established to study four general policy areas. Joseph Higgins, WHP-TV Harrisburg, Pa. (CBS), heads the information unit; Arthur Dorfner, WDHO-TV Toledo, Ohio (ABC), is chairman of the technical group; Dr. Frederick Breitenfeld, Maryland Center for Public Broadcasting, presides over the organization subcommittee, and Tom Bolger, WMTV Madison, Wis. (NBC), heads the government unit. Bill Reed, Public Broadcasting Service, is also a member of the steering committee.

## Senate votes against consumer-agency hand in renewal process

Metzenbaum amendment defeated in action believed decisive

Any chances of an Agency for Consumer Advocacy becoming involved in broadcast license renewals were pretty well quashed last Monday (July 29), when the Senate voted 57-17 against an amendment to S. 707 by Senator Howard Metzenbaum (R-Ohio). At present, the Senate bill to establish an Agency for Consumer Advocacy (until the week before last it was called the Consumer Protection Agency) specifically forbids the proposed agency's involvement in license-renewal hearings. Senator Metzenbaum had proposed lifting that exemption. A similar measure passed in the House makes no mention of an exemption from FCC license renewal matters.

Senator Metzenbaum's amendment was not intended to favor either licensee or challenger in a renewal proceeding, according to a staff member, but would have made the agency available to either side.

Had the senator not brought up the issue, chances are the exemption would have been struck in conference, Senate sources said. They also pointed out that now Senate conferees are likely to read the strong vote against Mr. Metzenbaum's amendment as a mandate to retain the exemption, making it likely that the bill will emerge from a Senate-House conference with the provision intact.

One staff member insists that the whole issue is moot anyway because President Nixon will veto the entire bill. The President forewarned Congress he would veto unless some changes are made (BROADCASTING, July 29). One such change, indicated by presidential adviser Roy Ash in a letter to Senator Sam Ervin (D-N.C.) last May, was an amendment very similar to Senator Metzenbaum's.

Two weeks ago, progress on the consumer agency bill was slow but nevertheless discernible, with votes being taken periodically on a handful of amendments. Last week, however, a filibuster which had been threatened from the moment the bill had been taken up for debate was finally in evidence. Senator Ervin spoke Monday for two hours, followed by Senator Dewey Bartlett (R-Okla.) with a one-hour dissertation. The two took time that might have been used



for deliberation on Senator Metzenbaum's proposed amendment and the vote on the amendment was taken without benefit of any discussion.

Last Tuesday's cloture vote to end the filibuster failed 56-42—as is the fate of the second vote, sources say. The filibuster is not likely to be shut off until the third cloture vote, they say, and that is not expected to come up until Wednesday (Aug. 7).

## AM frequency signs are cleared for posting on federal highways

But U.S. authority keeps FM off, citing low penetration in autos

Advocates of all-channel radio-set legislation, who have been arguing that that absence of FM capability in most car radios poses a competitive disadvantage to FM licensees, have been given an unintentional shot in the arm by the Federal Highway Administration.

The FHA has decided to permit signs to be erected along the nation's highways listing frequencies of radio stations on which a motorist may obtain local weather information. But the notification will be limited to AM stations. Why? As far as Robert E. Conner, chief of FHA's traffic control systems division, is concerned, the answer is obvious: "How

many FM radios are there on the road?" he asked.

"If we had only FM frequencies listed on the signs," Mr. Conner noted, "all the cars that didn't have FM radios would be stuck."

The National Association of Broadcasters, which urged the FHA to adopt the sign concept all along, doesn't think too highly of that assessment. "We heartily applaud their action," said Charles Jones, vice president and director of the NAB's Radio Information Office. "We just wish they had approached it another way." Mr. Jones last week sent a letter to Mr. Conner urging reconsideration of the FM exclusion. He noted that "more and more car radios have both AM and FM capability and it seems unnecessary to suggest that those motorists already listening to FM switch to the AM band."

According to the FHA proposal, which must be approved and implemented by individual state officials, all AM stations meeting certain criteria would have their frequencies—but not their call letters—listed on the signs. The criteria include a provision that participating stations broadcast weather advisories at no greater than 15-minute intervals during adverse weather conditions. The idea originated with the Nebraska Broadcasters Association, which last year convinced its state highway department to conduct a pilot project similar to the one now being recommended by FHA.

NAB's reservations notwithstanding, it

does not appear that FHA is presently willing to include FM in the project. When FM reception is available in a majority of car radios, Mr. Conner said, "then we'll put FM on the signs." The FHA official does not expect any push in that direction from the pending all-channel bill (see page 42), which he regards as "one of hundreds of bills that are doomed to failure." For now, he said, the agency's guiding principle is: "You do what you have to do for the most people."

## Concerned Marketing completes its line-up

Texas-based marketing consultancy for broadcast stations builds staff under Landrith and Luck

Concerned Marketing Co., the new radio-TV station consultancy that opened its doors two months ago in Dallas and now claims 20 offices in major markets, has completed its corporate staff.

Mickdale Landrith, president of Concerned Marketing, said that the firm is offering a full range of marketing services to television and radio stations.

Executive vice president is James B. Luck, formerly with Covenant Broadcasting in New Orleans and Avco Broadcasting in Washington and New York.

Vice presidents and regional managers are Richard C. Arbuckle, from Television News Inc.; Ronald F. Johnson, from KPAY(AM) Chico, Calif.; Harry S. Hagan Jr., from WWDC-AM-FM Washington, and Herb Miller, from Screen Gems in Kansas City, Mo.

The aforementioned, along with Marketing Directors Robert Bruton and William Stewart and Secretary-Treasurer Jim Gray, make up the Dallas corporate staff at 8350 North Central Expressway.

The national sales force is headed by Mr. Luck with the following components:

Northern region, under Mr. Arbuckle, with William Early and Derrick Dyatt; Western region, under Mr. Johnson, with James Bowers and Monty Ivey; Southern region, under Mr. Hagan, with Jack Fiedler and Oliver Henry; Midwest region, under Mr. Miller, with Carl Freeman and Paul Ladrow.


Mr. Landrith last week emphasized that Concerned Marketing was established to design and coordinate market-tested promotions for stations and will work with station management to execute "tailored" marketing approaches, even training station sales staffs when necessary.



Landrith



Luck



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74-38

## Changing Hands

### Announced

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

▪ **KWEB(AM)-KNCV-FM** Rochester, Minn.: Sold by JMT Broadcasting Inc. (Michael L. Sheedy, 100%) to Public Service Broadcasters for \$325,000. Principals in buyer include Donald G. Jones (22.5%), Harold Hoefker (16.4%) and George Ferry (12.1%). Public Service Broadcasters also owns **WTIM-AM-FM** Taylorville, Ill.; **WCTW(AM)-WMDH-FM** New Castle, Ind.; **WVLN(AM)-WSEI-FM** Olney, Ill.; **KROS-AM-FM** Clinton, Iowa, and **KFIZ(AM)** Fond du Lac, Wis. **KWEB(AM)** operates on 1270 khz with 5 kw day 1 kw night. **KNCV-FM** operates on 101.7 mhz with 3 kw and antenna 46 feet above average terrain. Broker: Blackburn & Co.

▪ **KKDA(AM)** Grand Prairie, Tex.: Control of Republic Broadcasting Corp. sold by Alan D. Feld, Dee J. Kelly, Richard A. Gump and Charles Payne (75% before, none after) to Service Broadcasting Corp. (25% before, 100% after) for \$450,000. Principals in buyer are Hymen Childs (40%) and Arnold Boyd Kelly (30%). Mr. Kelly owns media brokerage and has interest in **KBID-FM** Wichita Falls, Tex. **KKDA(AM)** is daytimer on 730 khz with 500 w.

▪ **KEZT-FM** Dallas: Sold by Crescent Communications Corp. to Service Broadcasting for \$750,000. Principal in seller is Robert Stuart, president. Principals in buyer same as in sale of **KKDA(AM)** (see above). **KEZT-FM** operates on 104.5 mhz with 100 kw and antenna 390 feet above average terrain. Broker: Hamilton-Landis & Associates.

▪ **KFTM-AM-FM** Fort Morgan, Colo.: Sold by Morgan County Broadcasting Co. (Staton A. Dixon, 100%) to Western Sun Broadcasting Co. for \$275,000. Principals in buyer: Mr. and Mrs. Harold W. Hancock (90.5%) and Brian H. Hancock (9.5%). Hancocks own real estate and farming agency. **KFTM(AM)** operates on 1400 khz with 1 kw day, 250 w night. **KFTM-FM** operates on 101.7 mhz with 3 kw and antenna 135 feet above average terrain.

▪ **KRGN-FM** Las Vegas: Sold by Gilday Broadcasting Co. (Donald S. Gilday and Louis G. Hess) to Broadcasting Associates for \$390,000. Principal in buyer: Steven Gold (51%), president of **KBMT(AM)** Las Vegas. **KRGN-FM** operates on 101.9 mhz with 20 kw and antenna 41 feet above average terrain. Broker: Sahara Realty Corp.

### Approved:

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 52):

▪ **WMOC(AM)** Chattanooga: Sold by Dick Broadcasting Co. Inc. to Robert A. Mayer for \$500,000. Principal in seller:

James A. Dick. Mr. Mayer owns **WPJD(AM)** Soddy-Daisy, Tenn. (see below); **WPGD(AM)** Winston-Salem, N.C.; and New Testament Baptist Enterprises, St. Maarten, Netherlands Antilles. **WMOC(AM)** operates on 1450 khz, with 1 kw daytime and 250 w night.

▪ **WPJD(AM)** Soddy-Daisy, Tenn.: Sold by Robert A. Mayer (see **WMOC(AM)** above) to C. Alfred Dick for \$75,000. Mr. Dick is vice president and general manager of **WMOC(AM)** Chattanooga. **WPJD(AM)** operates on 1550 khz with 1 kw daytime and 250 w night.

## Tape shows President not so anti-antitrust regarding the networks

### And networks now get chance to prove they were sued for political reasons

Recent disclosures by the House Judiciary Committee in its impeachment inquiry leave no doubt that President Nixon was very much opposed in his first administration to the vigorous antitrust-enforcement policy of Richard McLaren, then head of the Justice Department's antitrust division. But there was one area where the President did not seem to feel antitrust action would be inappropriate, and that was where the networks were concerned.

A White House tape of an April 19, 1971, conversation involving the Presi-

dent; John Ehrlichman, then chief domestic affairs adviser, and George P. Shultz, then director of the Office of Management and Budget, reveals the President's bitter opposition to the Justice Department's antitrust policies in general and to its prosecution of an antitrust case against ITT in particular. "I don't know whether ITT is bad, good or indifferent," the President said at one point. "But there is not going to be any more antitrust actions as long as I am in this chair."

But then Mr. Ehrlichman noted that the President planned to talk the next day to then-Attorney General John Mitchell about "this other one . . . on the networks." To which the President responded: "Well, I don't want him to do that, for other reasons."

Ehrlichman: "These are all coming together."

The President: "We wanted to do that at another time."

A White House tape of a conversation two days later involving the President and Mr. Mitchell contains only a fragment, at the end, bearing on a possible government antitrust suit against the networks. And the comment is by Mr. Mitchell.

After a general discussion concerning antitrust matters, with specific reference to ITT, Mr. Mitchell said, "Now the other thing I would like—John Ehrlichman called today, and said that they put out his network suit. And I don't—"

One year later, the Justice Department filed its antitrust suits against the three

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networks designed to bar them from engaging in any entertainment-program production (BROADCASTING, April 17, 1972).

The networks have claimed that the suits are politically motivated. And Judge Robert J. Kelleher, of U.S. District Court in Los Angeles, who is presiding, is giving them a chance to prove their charge. He has ordered the government to identify documents relating to actual or prospective antitrust litigation against the networks that were sent to or received by the President or anyone assigned to the executive office, top Justice Department officials or the Committee to Re-Elect the President.

The order, in line with one delivered orally from the bench in May (BROADCASTING, May 27), also refers to documents relating "to any proposal or plan, whether effectuated or not, to use any power, authority, facility or influence of the Department of Justice to inhibit or otherwise affect or harass" the networks in their news or public affairs programming, or to "retaliate" against the networks for such programming by threatening litigation. Judge Kelleher defined document as "any recorded, taped or graphic matter" in the custody of the President, the antitrust division of the Justice Department and the attorney general.

Judge Kelleher has also authorized the networks to take depositions from two former attorneys general—John Mitchell and Richard Kleindienst. The government is to respond to the network's request for identification of documents within 60 days, and within 30 days of that response, the networks are to begin taking depositions of Messrs. Mitchell and Kleindienst.

The flow of information in the current phase of the litigation will not all be one way. Judge Kelleher ordered the networks to make available to the Justice Department a considerable amount of data that it was seeking to help make its case. Among the material requested are the network's gross and net incomes between 1967 and 1972, programs they aired in prime time in specific seasons and whether they financed them, and what rights—profit sharing, syndication, merchandising, among them—they obtained in connection with them.

## WCAU-TV challenger seeks look at ascertainment issues

In the latest round in the bout between CBS's WCAU-TV Philadelphia and First Delaware Valley Citizens Inc.'s application for a construction permit for a new station on the same facilities, First Delaware has charged CBS with misrepresenting the facts in a motion to enlarge the issue filed May 16, 1974. Challenging the affidavits obtained from 35 community leaders in support of CBS, First Delaware holds that the affidavits were rewritten by lawyers long after the actual ascertainment, and respondents were not aware of the intent of the affidavits they signed. Further, First Delaware contends, people signed the affidavits in the belief they were confirming an original inter-

view, held almost a year previously, when in fact they were not.

Countering First Delaware's argument, CBS Inc. says the FCC has already examined their ascertainment effort and determined it was properly conducted to find the needs and interests of the Philadelphia community.

## Wiley sees problems in WLDB turnabout

Chairman says FCC reversal to permit renewal-sale of Atlantic City AM sets precedent that could boomerang

In reversing an earlier action that had ordered the dismissal of the renewal application of Dorothy Bremmer for WLDB(AM) Atlantic City, N.J., the FCC was kind to an ailing, elderly widow. But, according to Chairman Richard E. Wiley, who dissented, it did a disservice to another party and established a troublesome precedent.

The commission had dismissed Mrs. Bremmer's application on Nov. 2, 1972, after she failed to file an involuntary-assignment application following the death of her husband, Leroy, and missed paying annual license fees in 1971 and 1972.

But the dismissal action, the commission noted, brought a quick response. Mrs. Bremmer petitioned the commission to reconsider the dismissal and, for the first time, advised it of the problems she said had beset her—she was getting on in years, she was ill, and she had been upset by her husband's death.

That explanation, coupled with a promise to sell the station, persuaded the commission to stay the dismissal action on Jan. 4, 1972.

And now, the commission, noting that the renewal application is complete, granted it, on condition that Mrs. Bremmer assign the license to a qualified purchaser. At the same time, the commission accepted for filing an application for assignment of the station's license to Atlantic Business and Community Development Corp. The sale price is \$225,000.

That would be the end of the story, except that in the meantime, Abraham and Sheldon Hofferman, operating as Better Broadcasting of Atlantic City, had filed an application mutually exclusive with Mrs. Bremmer's renewal application. The commission returned it as untimely filed. And that is where the majority and Chairman Wiley differed.

The Hoffermands filed on Jan. 28, 1974. But the commission said that under the 60-day cutoff rule then in effect (it is now a 90-day rule), the Hoffermands should have filed by May 14, 1973, since Mrs. Bremmer's supplemental application was filed on March 12, 1973. The commission did not give public notice of the filing of the supplemental application because, it said, such notice is not required in the case of supplemental amendments to an application for renewal which has been deferred since the previous renewal period. The commission also said that the Hoffermands were aware of the filing

of the supplemental renewal application.

Chairman Wiley saw things differently. First, he referred to the March 12, 1973, filing as a "late-filed application," and said the rules require public notice of such filings. The reason, he said, is to start a time period which uniformly applies to anyone who wants to file a competing application.

"The majority's substitution of an actual notice standard not only interferes with an applicant's legal rights, and is inconsistent with the plain language of our rule," he said in dissent, "but also signals a new and unworkable standard by which the commission must determine when different parties become aware of a renewal filing and whether mutually exclusive applications are thereafter timely filed."

The majority consisted of Commissioners Robert E. Lee, Benjamin L. Hooks and James H. Quello, with Commissioner Charlotte Reid concurring. Commissioners Abbott Washburn and Glen O. Robinson did not participate.

## Media Briefs

**Spreading his word.** Charles C. Woodard Jr., former president of Covenant Cable TV and author of newly published "Cable Television: Acquisition and Operation of CATV Systems" (McGraw-Hill), has opened management consultancy in cable television and broadcasting. Mr. Woodard started in broadcasting as CBS attorney, joined Westinghouse Broadcasting in 1957 as vice president and assistant to president, was later president of Westinghouse CATV operations. *Charles Woodard Associates, 60 Edgars Lane, Hastings-on-Hudson, N.Y. 10706; 914-478-2029.*

**Consolidation.** Rogers & Cowan Inc. and Robert S. Taplinger Associates, public relations firms with offices in New York and Los Angeles, merged Aug. 1. Rogers & Cowan Inc. became parent company and its corporate relations and product divisions have been integrated into Taplinger corporate and financial-relations operations.

**Silenced by strike.** KROQ-AM-FM Los Angeles went off air July 29 when American Federation of Television and Radio Artists called out its seven members, including disk jockeys and newsmen and established picket line that was honored by other KROQ employees. AFTRA claims station management, plagued with financial ills for at least year, owes its members over \$73,000 in unpaid salaries, as well as more than \$14,000 to union's pension and welfare fund. AFTRA filed complaint with California Industrial Welfare Commission and with FCC. Stations' board of directors was to meet for second time late last week in attempt to work out solution to problems.

**WHBI in jeopardy.** FCC initial decision would deny license renewal for Cosmopolitan Broadcasting Corp.'s WHBI(FM) Newark, N.J. Administrative Law Judge Ernest Nash said Cosmopolitan had "virtually abandon[ed] all interest and control in the programming of its station to various time brokers, religious broad-



casters and commission salesmen." Lack of control, he said, led to range of FCC rule violations including broadcast of lottery information, false and misleading advertising, improper logging, failure to meet filing requirements and inadequate record keeping. Initial decision becomes effective within 50 days unless appealed by one of parties or reviewed by commission.

**History of Intelsat.** Joseph N. Pelton, active in communications satellite policy for years, has written book tracing establishment and operation of Intelsat and its relation to growing multinational enterprises. Titled: "Global Communications Satellite Policy: Intelsat, Politics and Functionalism," book is available for \$14.50 at Lomond Books, Mt. Airy, Md. 21771.

**Data from Dallas.** Formation of National Research Institute and its acquisition of National Radio Research, both Dallas, announced by principals Joseph P. Driscoll and D. P. Welborne. Financial considerations were not disclosed. NRR, established five years ago, specializes in small-market surveys. NRI will concentrate in radio research, providing qualitative statistical data through its Audiovex 100 system—but plans to broaden its area of concern. Mr. Driscoll, chairman of board, also owns KOLE(AM) Port Arthur, Tex., is chairman of board of Michigan General Corp., multi-industry company, is independent oil producer and attorney. Mr. Welborne, president, owns WTBO(AM)-WKGO(FM) Cumberland, Md., and WNCA(AM) Silver City, N.C.

## NAB's new committee on children's TV plumps for seminar

Its proposals will go before executive committee this week

The National Association of Broadcasters' executive committee will consider this week a proposal to arrange a national seminar on children's television in early 1975. The proposal has been advanced by a newly formed NAB committee, created at the direction of the NAB television board (BROADCASTING, June 24).

The seminar would be modeled on one conducted in Cincinnati a year ago under the guidance of Robert D. Gordon, vice president and general manager of WCPO-TV Cincinnati (BROADCASTING, June 11, 1973). Mr. Gordon is chairman of the new NAB committee, whose membership was announced last week although appointed earlier. In addition to Mr. Gordon the members are Charles A. Batson, Cosmos Broadcasting, Columbia, S.C.; Robert M. Bennett, WCVB-TV Boston; George Heinemann, NBC, and Harold Niven, NAB vice president and assistant to the president.

Appointment of the committee was authorized at the same NAB board meeting that produced action leading toward reduction of commercial time in children's programming, by revision of the television code (BROADCASTING, June 24 et seq.). Mr. Gordon, a member of the NAB TV

board, had been urging that the NAB take over the kind of seminar that had been held in Cincinnati.

At an organizational meeting quietly held two weeks ago, the new committee also voted to ask the NAB executive committee to authorize the preparation of a bibliography of research in children's television.

## Senate pares OTP money

The Senate cut nearly \$2 million from the proposed fiscal 1975 budget of the Office of Telecommunications Policy last Wednesday (July 31), upholding the Appropriations Subcommittee vote of the week before.

The House has voted to give OTP

\$9.4 million; the sum before the Senate was \$9,512,000. The Senate-approved total is now \$7.5 million.

OTP's allocation was included in an appropriations bill for numerous offices and agencies, including the Treasury Department, the U.S. Postal Service, the executive office of the President and its sub groups, and independent agencies such as the Civil Service Commission. Of those, OTP was the only agency that received a budget cut. But it had asked more than \$3 million over what it received last year, and the approved \$7.5 million appropriation is still \$1 million higher than last year's budget.

The bill will now go to conference, where House-Senate differences will have to be reconciled.

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## On the road with footloose FCC: from Aurora, Ill., to Costa del Sol

Traveling continues unabated, latest survey shows; Wiley goes the oftenest, Lee the farthest; but meeting attendance keeps up

For those who like rocketing around the country, from, say, Washington to Seattle to Memphis, then back to Washington, talking to broadcaster groups or other communications types, or perhaps a college commencement, the FCC is an ideal place to work.

That's the kind of thing FCC commissioners did last year, as they did the year before and the years before that. It is the kind of meet-the-people (of whatever constituency) thing that commissioners were doing long before Chairman Richard E. Wiley conceived the idea of FCC regional meetings to take the commission closer to the people.

There were commissioners at state and national broadcaster and cable association meetings, at American Women in Radio and Television gatherings, at conventions of state regulatory commissioners. FCC commissioners addressed students at Bucknell University and at Aurora (Ill.) College, at the WNET Training School in New York and at the Army War College in Carlisle Barracks, Pa. They addressed

dinners attended by electrical engineers and dropped in at the commission's spectrum management office in Chicago.

One member of the commission even traveled to Key Biscayne, Fla., to confer with President Nixon. That was former Chairman Dean Burch, who walked out of the meeting with a new job as counselor to the President.

All of this coming and going—106 trips in all—cost the government \$23,923.60. The amount charged to the FCC was about \$20,000. But two trips did not fit the mold; they were longer—seven weeks each—and costlier than the others and were charged to the State Department. They were the trips Commissioner Robert E. Lee took to Torremolinos, Spain, during most of September and October, and to Geneva for seven weeks last spring, to attend International Telecommunication Union conferences (the first as vice chairman of the U.S. delegation, the second as chairman).

The last time BROADCASTING surveyed the commissioners' travels, the results were similar. The commissioners, in May 1973, were found to have made 102 trips in the preceding 12 months, at a cost of \$24,007. However, the situations are not exactly comparable. For one thing, the most recent period being checked extended more than 12 months, from mid-May 1973 to mid-July 1974. For another, the seven-member commission was understrength for a considerable amount of that time. Former Commissioners Nicholas Johnson and H. Rex Lee left within weeks of each other last December; former Chairman Burch, in March. And the first replacement, James Quello, did not arrive until April 30. (Mr. Quello, however, promptly did his bit to pick up the slack; by July 12, he had made four trips at a cost of \$895.45.)

But there are constants. Chairman Richard E. Wiley, the leading ground gainer in 1973, with 24 trips, at a cost of \$4,701.80, is the leading ground gainer in 1974, with 27 trips, at a cost of \$4,377.37. He has been popular with state broadcaster associations, and also finds time for trips to places like Fredericksburg, Va., when the National Association of Broadcasters arranges a small-market radio visit for the benefit of the commission's re-regulation task force. (Six of Mr. Wiley's trips occurred after he became chairman on March 8. The chairman, of course, has even more speaking requests than do other commissioners.)

And Commissioner Benjamin L. Hooks, who as a rookie commissioner last year quickly demonstrated his popularity with a variety of groups that wanted him to visit, was second only to the chairman in the number of times he left Washington in response to invitations to talk or, as was the case in Gary, Ind., to participate in a "turn on" of the Gary Communications Group's cable system. In all, he made 22 trips at a cost of \$3,666.54.

Heavy travel, as has been demonstrated in the past, does not necessarily mean substantial absenteeism. Commissioners can arrange to give the middle days of the week to the commission, the re-

mainder to their public. According to commission records, Chairman Wiley did not miss any of the 79 regular or special meetings held between June 1, 1973, and June 30, 1974. Commissioner Hooks missed four. And the only meetings that Commissioner Lee missed were the 12 that were held while he was in Torremolinos. He even managed to participate in the eight meetings held while he was in Geneva; he voted on all matters by telephone. (The commission in that period was down to four members, and needed all the votes it could get.) In all, Commissioner Lee was gone from Washington 17 times at a total cost of \$7,142.37, including the two foreign trips.

On the other hand, former Commissioner H. Rex Lee, who made only five trips (at a cost of \$1,160.29) between mid-May 1973 and his departure from the commission at the end of December, is reported to have missed seven meetings. However, most of the absences occurred during time he took as vacation. The same is true of Commissioner Reid, who missed five meetings. She made 13 trips last year at a cost of \$3,117.46.

Former Chairman Dean Burch, who used to complain about the absences of his colleagues, missed six meetings himself. But again, only two can be attributed to travel—those held when he visited the President and then went on to address the Arizona Broadcasters Association, in Phoenix. Others were ascribed to vacation or Army Reserve training. The ex-chairman made 12 trips last year at a cost of \$2,848.07.

At one time, Commissioner Johnson was among the most traveled of commissioners. A foreign port or two would often show up on his list of travels, and several visits to New York or Los Angeles to do television shows. But last year, the man who was the harshest critic that broadcasters had ever endured on the commission was a lame duck, his term having ended June 30, 1973. And in the five months that he remained on the commission while waiting for the Senate to confirm his successor, Mr. Quello (he finally left, on Dec. 5, in part, he said, to oppose the Quello nomination), he made only six trips, at a cost of \$716.05. None was to address a broadcaster or other industry group. There were some addresses at colleges and a meeting with communications experts, and one television program appearance, in Chicago.

Following are the individual records of travel in descending order, along with travel costs:

**Chairman Wiley:** 5/19-5/20/73, Louisville, Ky., \$128.77, addressed Kentucky Broadcasters Association. 5/20-5/22/73, Bermuda, \$176.00, spoke to Pennsylvania Association of Broadcasters. 5/24/73, Chicago, \$193.55, attended Spectrum Management meeting. 5/25/73, Oes Moines, Iowa (included in above costs), participated on panel for Iowa Broadcasters Association convention. 6/8/73, Chicago, \$222.05, attended computer demonstration. 6/8-6/9/73, St. Louis (included in above costs), spoke before Missouri Broadcasters Association. 6/18-6/19/73, Los Angeles, \$320.64, participated in National Cable Television Association convention. 7/15-7/16/73, Cooperstown, N.Y., \$131.77, spoke before New York State Broadcasters Association. 7/18-7/20/73, Monterey, Calif., \$369.19, spoke before California Broadcasters Association. 8/9-8/15/73, Little Rock, Ark., Kansas City, Mo., \$202.18, spoke before Arkansas Broadcasters Asso-

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For more information and a copy of the Request for Proposals contact the Office of the Mayor, City Hall or the Office of Newark Studies, 972 Broad Street, Newark, N.J. (201-623-8388.)





Wiley

ciation and before Associated Public-Safety Communications Officers Inc. 9/13/73, Fredericksburg, Va., \$11, attended National Association of Broadcasters small market radio visitation. 9/14-9/15/73, Chicago, \$140.27, attended Federal Bar Association meeting in capacity as national officer. 9/28/73, Indianapolis, \$108.66, gave convocation address at DePauw University. 10/18-10/19/73, Chicago, \$136.53, visited spectrum management office in capacity as spectrum management commissioner. 10/21-10/22/73, Charlotte, N.C., \$111.27, spoke before North Carolina Association of Broadcasters. 10/25-10/26/73, Atlanta, Knoxville, Tenn., \$162.66, attended NAB regional conference and spoke before Tennessee Broadcasters Association. 10/29/73, Arlington Heights, Ill., \$114.52, spoke before regional National Cable Television Association convention. 12/6-12/8/73, Phoenix, Ariz., \$424.91, spoke before Arizona Broadcasters Association. 1/22-1/25/74, Atlanta, Athens, Ga., and Gadsden, Ala., \$152.91, spoke before Georgia Radio/Television Institution in Athens, then spoke before Alabama Broadcasters Association at University of Alabama. 1/31/74, Philadelphia, spoke to Annenberg School of Communications. 2/1-2/4/74, Houston and Dallas, attended American Bar Association midyear meeting as officer, spoke before Association of Independent Television Stations in Dallas. 3/17-3/20/74, Houston, \$342.77, spoke to National Association of Broadcasters convention. 4/21-4/22/74, Chicago, \$208.63, spoke before National Cable Television Association convention. 5/3/74, Dodge City, Kansas, \$128.75, addressed Kansas Association of Broadcasters. 5/13-5/14/74, Columbus, Ohio, \$88.28, addressed students at Ohio State University, then addressed School of Radio-Television, Ohio University, Athens. 5/22-5/24/74, Atlanta, \$156.52, participated in FCC regional meeting. 7/1-7/2/74, Mount Pocono, Pa., \$95.27, addressed New Jersey Broadcasters Association convention. Grand total: \$4,377.37.

Commissioner Hooks: 3/5-3/6/73, New York, \$57.25, taped David Susskind Show. 3/29-3/30/73, Chicago, \$77.00, visited Spectrum Management Center. 6/17-6/21/73, Los Angeles, \$504.56, attended National Cable Television Association convention, and Dallas, (included in above), addressed Utilities Telecommunications Council convention. 9/13-9/14/73, New York, \$57.89, attended opening of Western Union Message Center. 9/17-9/18/73, Kearney, Neb., \$194.52, addressed Nebraska Broadcasters Association meeting. 9/20-9/22/73, Seattle and Memphis, \$410.30, attended National Association of Regulatory Utilities Commissioners convention and addressed American Women in Radio and Television Inc. 10/5-10/6/73, Gary, Ind., \$142.77,



Hooks

participated in Turn On of Gary Communications Group cable system. 10/12/73, Cleveland, \$75.27, addressed the City Club Forum and participated on TV program. 10/17-10/18/73, Boston, \$116.28, addressed New England broadcasters. 11/14-11/16/73, Eugene, Ore., and San Francisco, \$513.79, addressed Oregon Association of Broadcasters and visited FCC field office. 11/29-12/1/73, Fort Lauderdale, Fla., and Detroit, \$243.16, addressed annual conference of North American Broadcast Section and attended Association for Black Broadcasting annual conference. 12/12-12/13/73, New York, \$58.89, addressed National Association of Television Arts and Sciences. 2/7-2/8/74, Fort Worth, Tex., \$31.25, addressed Abe Lincoln awards banquet. 2/17-2/18/74, Memphis, Tenn., \$136.75, attended Data Communications Corp. seminar. 3/18-3/20/74, Houston, \$264.75, attended National Association of Broadcasters meeting. 4/21-4/24/74, Chicago, \$114, attended National Cable Television Association meeting. 4/26-4/29/74, Los Angeles, \$333.52, addressed Southern California Broadcasters Association for Chairman Wiley. 5/3-5/5/74, East Lansing, Mich., \$110.09, spoke at University of Michigan for Chairman Wiley. 5/22-5/28/74, Atlanta, \$257.41, participated in FCC regional meeting. 6/13-6/14/74, New York, \$90.89, addressed graduating class of WNET training school. 6/14-6/15/74, Cumberland, Md., addressed Chesapeake Associated Press Broadcasters meeting. 6/16-6/17/74, Ponte Vedra, Fla., \$153.25, addressed Florida Broadcasters convention. Grand total: \$3,666.54.

Commissioner Lee: 5/21-5/22/73, New York, \$116.37, spoke to Connecticut Association of Broadcasters. 6/8-6/12/73, Chicago and Key Biscayne, Fla., \$418.66, visited Spectrum Management Center



Lee

in Chicago and then spoke to Florida Association of Broadcasters. 6/14-6/17/73, New York, \$127.77, attended luncheon hosted by Coleman & Co. 6/27-6/28/73, Newark, N.J., \$104.25, attended National Association of Regulatory Utility Commissioners—FCC Liaison Group. 7/18-7/22/73, Minneapolis and Wisconsin, \$307.03, spoke to Wisconsin Association of Broadcasters Convention at Cable, Wis. 8/23-8/26/73, White Sulphur Springs, W. Va., \$137.00, spoke to West Virginia Broadcasters Association fall meeting. 9/9-10/27/73, Torremolinos, Spain, \$1,703, vice chairman U.S. delegation to International Telecommunication Union Conference. 12/13/73, New York, \$69.95, attended meeting of St. Johns University Communications Art Advisory Committee. 12/20-12/23/73, Chicago, \$229.27, conferred with Sears Tower officials regarding antenna problems. \*1/10-1/13/74, Tulsa, Okla., \$263.78, spoke before winter convention of Oklahoma Broadcasters Association. \*1/19-1/22/74, Palm Springs, Calif., \$531.25, spoke before California Association of Broadcasters. 2/7-2/9/74, Charleston, S.C., \$181.02, spoke before Chamber of Commerce Red Carpet breakfast. 3/13/74, Miami, \$309.80, spoke before City of Miami Committee on Ecology and Beautification. 3/31-4/1/74, Tampa, Fla., \$245.39, participated in assembly of Radio Technical Commission of Marine Services. 4/3-4/4/74, New York, \$104.53, spoke before annual college conference sponsored by International Radio and Television Society. 4/18-6/10, Geneva, Switzerland, \$2,179, chairman of U.S. delegation to International Telecommunication Union Conference. 7/11-7/14/74, Ocean City, Md., \$114.80, attended District of Columbia, Maryland, Delaware broadcasters association meeting. Grand total: \$7,142.37. \*Charged to chairman's office.

Commissioner Reid: 5/17-5/20/73, Miami, \$151.27, attended convention of American Women in Radio



Reid

and Television. 7/21-7/23/73, Boise, Idaho, \$420.67, addressed Idaho State Broadcasters Association. 9/20-9/23/73, Rochester, Minn., \$245.05, addressed Minnesota Broadcasters Association. 9/30-10/1/73, New York, \$83.89, addressed Association of American Railroads. 10/12-10/15/73, San Francisco, \$452.78, addressed American Gas Association. 2/10-2/12/74, Charlottesville, Va., \$21.63, addressed Institute of Electrical and Electronics Engineers. \*2/15-2/19/74, Los Angeles and Chicago, \$481.92, addressed National Association of Television Program Executives. 3/21-3/28/74, Chicago, \$212.48, addressed Morris Business and Professional Women's Club. \*4/22-4/23/74, Houston, \$340.77, addressed Petroleum Industry Electrical Association. 5/3-5/5/74, Peoria, Ill., \$189.16, addressed National Leadership Conclave at Bradley University. 5/9-5/12/74, New York, \$97.27, attended annual convention and awards dinner of American Women in Radio and Television. 5/23-5/27/74, Chicago, \$212.52, delivered commencement address at Aurora College. 6/17-6/18/74, Brunswick, Ga., \$208.05, attended Georgia Broadcasters Association meeting. Grand total: \$3,117.46.

Former Chairman Burch: 5/17-5/18/73, Philadelphia, \$47, received Person of the Year award. 6/8-6/12/73, Chicago, \$198.64, visited Spectrum Management Facility. 6/17-6/19/73, Los Angeles, \$449.53, addressed the National Cable Television Association convention. 6/27-6/28/73, Albany, N.C., \$104.27, attended the National Association of Regulatory Utilities Commissioners executive committee meeting. 8/24-8/28/73, Phoenix, \$447.41, addressed the Motorola semi-conductor Seminar. 8/29/73, Carlisle Barracks, Pa., \$26.84, addressed the Army War College. 9/13-9/14/73, New York, \$83.52, addressed the International Radio and Television Society Newsmaker's luncheon. 10/4-10/6/73, New Orleans, \$291.03, addressed the Chamber of Commerce of New Orleans area. 10/12-10/13/73, Chicago, \$173.00, gave dedication address for Rockford Cablevision System. 10/31-11/3/73, San Francisco, \$508.20, addressed the National Association of Broadcasters. 11/9/73, New York, \$61.77, participated in Media Decisions roundtable. 2/14-2/24/74, Key Biscayne, Fla., and Phoenix, Ariz., \$456.56, met with President Nixon and addressed Arizona Broadcasters Association. Grand total: \$2,848.07.

Former Commissioner H. Rex Lee: 6/8-6/20/73, Carmel, Calif., \$493.96, attended conference on values in public broadcasting, then spoke at meeting with educational broadcasters, educators, cable operators and managers of Los Angeles area, then attended National Cable Television Association annual convention, then participated in Anaheim edu-



Burch





H. R. Lee

cational panel. 6/27-6/28/73, Liberty, N.Y., \$104.38, attended meeting of National Association of Regulatory Utility Commissioners. 9/25/73, Albany, N.Y., \$83.77, addressed the Regents' New York State Cable TV Conference. 10/14-10/15/73, Kerhonkson, N.Y., \$126.35, spoke at NCTA Northeast Cable TV Exposition. 11/8-11/13/73, Jackson, Miss., and New Orleans, \$351.83, met with Mississippi educational broadcasters. Grand total: \$1,160.29.

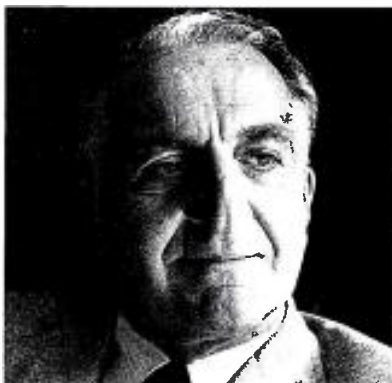
Former Commissioner Johnson: 5/24/73, New York, \$38.00, met with communications experts/industry members. 6/10-6/12/73, Chicago, \$105.27, TV program appearance, tour of FCC facilities in Park Ridge, met with communications experts. 8/21-8/23/73, Toronto, \$183.29, spoke at Canadian Speech Association conference. 9/12-9/18/73, Indianapolis, and Cedar Rapids, Iowa, \$224.83, lec-



Johnson

tured IMB Institute at Bloomingdale, Ind. (off duty), and spoke to National Farmers Organization. 10/23-10/24/73, Meadville, Pa., \$76.77, spoke at Allegheny College. 11/2-11/3/73, Williamsport and Harrisburg, Pa., \$87.89, spoke at Bucknell University. Grand total: \$716.05.

Commissioner Quello: 5/16-5/17/74, Portland, Ore., \$450.50, spoke to Oregon Association of Broadcasters. 6/6-6/8/74, Indianapolis and Springfield, Mo., \$262.38, spoke to Indiana Broadcasters convention and Missouri Broadcasters meeting. 6/20/74-6/21/74, Norfolk, Va., \$102.36, addressed Virginia Association of Broadcasters. 7/11-7/12/74, Ocean City, Md., \$80.21, attended Maryland, District of Columbia, Delaware Broadcasters Associations convention. Grand total: \$895.45.



Quello

## Programing

# NBC pays the biggest price for the biggest motion picture

Network agrees to pay Paramount \$10 million for one-shot showing of record-grossing 'The Godfather'

NBC-TV last week confirmed persistent reports and announced it has coughed up a record \$10 million for one showing (in two parts) of the biggest grossing movie of all time, Paramount Picture's "The Godfather" ("Closed Circuit," July 15). Air dates are Saturday, Nov. 16, and Monday, Nov. 18.

In keeping with the high price paid by NBC, sponsors who want to buy a minute in one of the two nights will have to shell out \$225,000, another record (eclipsing the \$214,000-a-minute rate-card price for next January's Super Bowl game on NBC). With only seven commercial minutes available to the network per hour, it's obvious that NBC will come nowhere near making its \$10 million back (not to mention all those additional network expenses such as station compensation, agency commission, line charges, publicity and overhead, but Robert T. Howard, president of NBC, isn't thinking along those lines.

"I'm certain the industry, the ad agencies and even the viewers are getting the message that we're going to be aggressive in picking up the big movies," he said. "'Gone With the Wind' and 'Doctor Zhivago' are already under contract to NBC. With the addition of 'The Godfather,' we've got the kind of building blocks that could make us front-runners in the film area for years to come."

The gathering of those three movies into NBC's fold wraps up nine of the 10 top-grossing films of all time. The only one that still hasn't been snapped up by the networks is 20th Century-Fox's "The Sound of Music" (number two on the list). And industry sources say Fox is in no hurry to lease it to television because when the company put it out on reissue last year (the movie was originally released in 1965), it grossed \$11 million in the U.S. alone. Says a Fox source: "Our thinking is that you destroy the theatrical value of a movie when you release it to television, even for one showing."

The most recent movie to muscle its way onto the list—Fox's "The Poseidon Adventure" (1972)—was sold to ABC last year for \$3.3 million (one showing) and will turn up on the network next November. ABC thus joins NBC in putting its best film forward during the November market-by-market rating sweeps, which traditionally determine rate-card and sales patterns for the next quarter (January to March). Bob Howard said "The Godfather" could very well rack up 60 shares both on Saturday and on Monday. CBS has the movie



NBC didn't refuse. Marlon Brando in his Academy Award-winning role as Don Corleone in "The Godfather."

"M\*A\*S\*H" (number 12 on the all-time list) slated for scheduling this fall, but the weekly TV series of the same name, which uses most of the characters from the film, may have diluted some of the movie's expected audience impact through overexposure, in the eyes of many industry observers.

"The Godfather's" November airing may end up benefitting its distributor, Paramount Pictures, as much as it does NBC, Mr. Howard said. "Paramount is opening 'The Godfather, Part II' in theaters all over the country in December, and I can't think of a better lead-in than having most of America tuned in to the original just a month before that opening."

"The Godfather" was given an R rating by the Motion Picture Association of America (which means that anyone under 17 must be accompanied to the theater by an adult) and, according to Herminio Traviesas, vice president, broadcast standards, NBC, Francis Ford Coppola, director of the film, has agreed to do the snipping and re-editing of a few of the sequences that NBC objects to. "There are only four violent scenes in the film that we're worried about," Mr. Traviesas said. But none of them will be completely taken out. For example, toward the beginning of the film, when the film executive throws back the sheet on his bed and uncovers the decapitated head of his favorite horse. Mr. Traviesas said the plan is to cut just the few frames that seem to linger on the blood-drenched mattress and sheets.

There are also some expletives that Mr. Traviesas said will have to be deleted, and two sex scenes (one involving female nudity from the waist up) that will have to be modified.

"But the total editing will be minimal," he concluded. "I can guarantee you that we'll do everything in our power to protect the integrity of the picture."

## 'Nakia' pilot in limbo

A federal judge in Los Angeles has issued a preliminary injunction against ABC, Columbia Pictures Television and David Gerber Productions against broadcasting or licensing the pilot film, *Nakia*, which was shown earlier this year over the network and which is the basis of the

series by the same name to be shown this fall over ABC on Saturdays. The injunction applies only to the pilot film, however; U.S. District Judge William Matthew Byrne Jr. said that alleged copying from the Warner Bros.-Billy Jack Productions theatrical film, "Billy Jack," cannot be determined until episodes are completed. Warner and Billy Jack had brought copyright infringement charges against ABC, Columbia TV and David Gerber Productions, claiming that the Nakia pilot in many events and incidents is substantially similar to the movie, "Billy Jack." Trial will take place later this year.

## 'Cousteau' puts ABC out front in latest Emmy nominations

News and documentary awards set for ABC telecast Sept. 4

ABC led in the number of first-round nominations for Emmy awards in the field of nonentertainment programming; it had 28 nominations, of which five were for programs and 23 individuals.

The nominations, involving children's and religious programming and writers, directors and creative crafts in the news and documentary fields, also listed 18 for CBS (three for programs and 15 individuals); seven for NBC (one program and six individuals), nine for Public Broadcast Service (three programs and six individuals) and two syndicated (one program and one individual).

Nominations for news and documentary programs and broadcasters will be made Aug. 19. The news and documentary Emmy awards ceremony will take place in New York Sept. 4 and will be telecast by ABC-TV (10-11:30 p.m., EDT).

In the program category *CBS Evening News* and *Undersea World of Jacques Cousteau* (ABC) received the highest number of nominations, eight each. These were followed, with four nominations each, by *ABC News Close-Up*, *The Electric Co.* (PBS), and *60 Minutes* (CBS).

The nominations announced last week by the National Academy of Television Arts and Sciences:

An award will be given in each of the following categories:

Outstanding informational children's series—*The Electric Company*, Samuel Y. Gibbon Jr., executive producer, Andrew B. Ferguson Jr., producer—PBS. *Make a Wish*, Lester Cooper, executive producer, Tom Bywaters, producer—ABC. *In The News*, Joel Heller, executive producer, Judy Towers Reemtsma, producer—CBS.

Outstanding informational children's special—*What's Impeachment All About?*, Joel Heller, executive producer, Walter Lister, producer; April 13, 1974—CBS. *What's The Energy Crisis All About?*, Joel Heller, executive producer, Walter Lister, producer; Oct. 20, 1973—CBS. *The Runaways*, Joseph Barbera and William Hanna, executive producers, Bill Schwartz, producer; March 27, 1974—ABC.

Outstanding instructional children's programming—*Mister Rogers' Neighborhood*, Leland Hazard, executive producer, Fred Rogers, producer; series—PBS. *Inside/Out*, Larry Walcott, executive producer, series—syndicated. *Multiplication Rock*, Tom Yohe, executive producer, Radford Stone, producer; series—ABC. *Sesame Street*, Jon Stone, executive producer, Bob Cuniff, producer; series—PBS.

Following are "the areas" where there is a possibility of one award, more than one award, or no award in each:

Outstanding Individual achievement in children's programming—Ronald Baldwin, art director, Nat Mongiol, set decorator, *The Electric Company*; Feb. 19, 1974—PBS. *The Muppets* (Jim Henson, Frank Oz, Carroll Spinney, Jerry Nelson, Richard Hunt, and Fran Brill, performers), *Sesame Street*; series—PBS. Henry Behar, director, *The Electric Company*; Dec. 31, 1973—PBS. Thomas A. Whedon, John Boni, Sara Compton, Tom Dunsuir, Thad Mumford, Jeremy Stevens and Jim Thurman, writers, *The Electric Company*; Feb. 19, 1974—PBS. Jon Stone, Joseph A. Bailey, Jerry Juhl, Emily Perl Kingsley, Jeffrey Moss, Ray Sipherd and Norman Stiles, writers, *Sesame Street*; Nov. 19, 1973—PBS.

Outstanding achievement in religious programming—John Ward, scenic designer, Myron Bleam, set decorator, "St. Francis of Assisi," "The Tower of Babel," "David and Goliath," *Marshall Etron's Illustrated, Simplified and Painless Sunday School*; April 28, 1974—CBS. Ken Lamkin, technical director; Sam Drummy, Gary Stanton and Robert Hatfield, cameramen, *Gift of Tears, This Is The Life*—syndicated. *Holy Land*, Doris Ann, producer; Nov. 18, 1973—NBC. *Directions*, Sid Darion, executive producer; series—ABC. "Christmas in Wales," *Directions*, Paul E. Wilson, producer; Dec. 23, 1973—ABC.

Outstanding achievement in news and documentary directing (for program segments, one program of a series, or a single program; for regularly scheduled news programs, magazine-type programs, coverage of special events, interview programs, documentary programs dealing with events or matters of current significance, and cultural documentaries)—Victoria Hochberg, "The Right to Die," *ABC News Close-Up*; Jan. 5, 1974—ABC. Pamela Hill, "Fire," *ABC News Close-Up*; Nov. 26, 1973—ABC. William E. Linden, "Watergate: The White House Transcripts," *CBS News Special Report*; May 1, 1974—CBS.

Outstanding achievement in news and documentary directing (for program segments, one program

of a series, or a single program; for regularly scheduled news programs, magazine-type programs, coverage of special events, interview programs, documentary programs dealing with events or matters of current significance, and cultural documentaries)—Robert Northshield, "The Sins Of The Fathers," *NBC Reports*; June 19, 1973—NBC. Marlene Sanders, "The Right To Die," *ABC News Close-Up*; Jan. 5, 1974—ABC. Howard Stringer and Burton Benjamen, "The Rockefellers," *CBS Reports*; Dec. 28, 1973—CBS. Alvin H. Goldstein, "The Unquiet Death of Julius and Ethel Rosenberg," *Special Of The Week*; Feb. 25, 1974—PBS.

Best music composition (for a series, a single program of a series or a special program)—Walter Scharf, "Beneath the Frozen World," *The Undersea World of Jacques Cousteau*; March 3, 1974—ABC. Lyn Murray, "Struggle For Survival," *Primal Man*; June 21, 1974—ABC. Billy Goldenberg, "Journey to the Outer Limits," *National Geographic Society*; Jan. 10, 1974—ABC.

Best art direction or scenic design (for a series, a single program of a series or a special program)—Frank Skinner, "Soviet Prison Camps," *NBC News Presents: Special Edition*; Jan. 27, 1974—NBC. William Sunshine, *60 Minutes*; series—CBS. Merrill Sandler, "The Cost of Living: Up, Up and Away," *Today*; Feb. 28, 1974—NBC.

Best film editing for news and documentary programming (for a series, a single program of a series, a special program, program segments or elements within)—(A) regularly scheduled news program and coverage of special events: William J. Freeda, "Profile of Poverty in Appalachia," *NBC Nightly News*; April 29, 1973—NBC. Patrick Minerva, Thomas E. Dunphy, William J. Freeda, Irwin Graf, Albert J. Helias, George Johnson, Miguel Portillo, Martin Sheppard, Jean Venable, Edwin Einarsen, Constantine S. Gochis, Loftus McDonough, Desmond McElroy, Robert Mole, Russell Moore, Loren Berry, Tina Gruettner, Nick Wilkins, Gerry Breese, K. Tu-Huei Su, Michael Shugrue and Nina Jackson, *NBC Nightly News*; series—NBC. Gilbert LeVeque, "SLA Shootout," *CBS Evening News with Dan Rather*; May 18, 1974—CBS. (B) documentary, maga-



Happy anniversary. ABC-TV is confident that its new early-morning program, *A.M. America*, will have station clearances representing 95% of U.S. TV homes when it kicks off next January, James E. Duffy, president of the network, said last week. He had just returned with other ABC officials from three one-day regional meetings to update affiliates on plans for that program and also to improve live clearances for ABC's late-night *Wide World of Entertainment* and keep them abreast of prime-time programming for the new season. He wasn't able to tell affiliates who the new show's anchorpeople would be, he said, but he hoped to do so by mid-August. And he hoped that word ABC gave them on three market-research tests, which he said bore out ABC's contention that diary-based local measurements shortchange the late-night show's audiences by up to 50%, would lead more of them to clear the program live: 23% of its current 95% average coverage, he said, is on a delay basis.

Some 235 representatives of 170 primary and 25 secondary ABC affiliates attended the three meetings, held in New York, Chicago and San Francisco. And at the kickoff in New York on July 18, the affiliates had something for Mr. Duffy (photo above): A resolution honoring his 25th anniversary with ABC, presented to him by George Lyons (l) of WZZM-TV Grand Rapids, Mich., chairman of the ABC-TV Affiliates Association.



zine-type or mini-documentary programs: David H. Newhouse, "Journey to the Outer Limits," *National Geographic Society*; Jan. 10, 1974—ABC. John Soh, "Beneath the Frozen World," *The Undersea World of Jacques Cousteau*; March 3, 1974—ABC. Ann Chegwidden, "The Baboons of Gombe," *Jane Goodall and The World of Animal Behavior*; Feb. 1, 1974—ABC.

Best film or tape sound mixing (for a series, a single program of a series or a special program)—Peter Piliagian, George E. Porter, Eddie J. Nelson and Robert L. Harman, "Journey to the Outer Limits," *National Geographic Society*; Jan. 10, 1974—ABC. Robert L. Harman, George E. Porter, Eddie J. Nelson and Guy Jouas, "The Flight of the Penguins," *The Undersea World of Jacques Cousteau*; Jan. 21, 1974—ABC. George E. Porter, Eddie J. Nelson and Roy Granville, "South to Fire and Ice," *The Undersea World of Jacques Cousteau*; Nov. 29, 1973—ABC. Robert L. Harman, George E. Porter and Eddie J. Nelson, "The Baboons of Gombe," *Jane Goodall and The World of Animal Behavior*; Feb. 1, 1974—ABC.

Best film sound editing (for a series, a single program of a series or a special program)—Stephen E. Price, "Bigger is Better," *60 Minutes*; Feb. 10, 1974—CBS. Charles L. Campbell, Colin Mouat, Jerry R. Stanford and Larry Carow, "The Flight of the Penguins," *The Undersea World of Jacques Cousteau*; Jan. 21, 1974—ABC. Charles L. Campbell, Robert Cornetti, Larry Carow, Larry Kaufman, Colin Mouat, Don Warner and Frank R. White, "The Baboons of Gombe," *Jane Goodall and The World of Animal Behavior*; Feb. 1, 1974—ABC.

An award will be given in each of the following categories:

Best cinematography for news and documentary programming (for a series, a single program of a series, a special program, program segments or elements within)—(A) regularly scheduled news programs and coverage of special events: Robert O. Brown and Elia Ravasz, "SLA Shootout, Los Angeles," *CBS Evening News with Dan Rather*; May 18, 1974—CBS. Delos Hall, "Clanking Savannah Blacksmith," "On The Road With Charles Kuralt," *CBS Evening News with Walter Cronkite*; March 25, 1974—CBS. Isadore Bleckman, "Bird Lady," "On The Road With Charles Kuralt," *CBS Evening News with*

*Walter Cronkite*; April 12, 1974—CBS. (B) documentary, magazine-type or mini-documentary programs: Philippe Cousteau, "Beneath the Frozen World," *The Undersea World of Jacques Cousteau*; March 3, 1974—ABC. Walter Dombrow, "Ballerina," *60 Minutes*; Feb. 10, 1974—CBS. John J. Landi and Ralph Mayher, "Fire!," *ABC News Close-Up*; Nov. 26, 1973—ABC. Dick Mingalone, "Inside Attica," *The Reasoner Report*; Sept. 22, 1973—ABC.

Best video-tape editing (for a series, a single program of a series or a special program)—George Kiyak, Robert Bailey, Lloyd Campbell, Joseph D. Colvin, Don Dunn, Buddy Fleck, Vincent Gabriele, Richard Leible, Ralph Martucci, Arthur Schweiger, Morton Smith, Jerry Valdivia and Richard Wedeking, "Watergate: This Week," *NBC News Special*; Aug. 3, 1973—NBC. Jack Stanley and Ernest Allen Tobin, "Watergate Hearings," *CBS Evening News with Walter Cronkite*; May-August, 1973—CBS. Gary Anderson, "Paramount Presents...," *ABC Wide World of Entertainment*; March 27, 1974—ABC.

Best technical direction and electronic camera-work (for a series, a single program of a series or a special program)—David Fee, technical director, Stuart Goodman, Richard Kerr, Eugene Wood and Phil Fontana, cameramen, "Geraldo Rivera: Goodnight America," *ABC Wide World of Entertainment*; June 20, 1974—ABC. Martin Solomon, technical director, Harry Haigood, David Dorsett and Cass Gaylord, cameramen, *CBS Evening News with Walter Cronkite*; series—CBS. Cari Schutzman, technical director, Joseph Schwartz and William Bell, cameramen, *60 Minutes*; series—CBS.

Following is an "area" where there is a possibility of one award, more than one award, or no award.

Outstanding achievement in any area of creative technical crafts (an award for individual technical craft achievement which does not fall into a specific category, and is not otherwise recognized)—Francois Charlet, aerial photography, "Beneath the Frozen World," *The Undersea World of Jacques Cousteau*; March 3, 1974—ABC. Philippe Cousteau, under-ice photography, "Beneath the Frozen World," *The Undersea World of Jacques Cousteau*; March 3, 1974—ABC. John Chambers and Tom Burman, make-up, "Struggle for Survival," *Primal Man*; June 21, 1974—ABC. Aggie Whelan, courtroom drawings, "The Mitchell-Stans Trial," *CBS Evening News with Walter Cronkite*; Feb. 19-April 29, 1974—CBS. Robert R. Dunn, cameraman, C. Fred Gayton, videotape recorder operator, electronic newsgathering using minicam, "The Hearst Kidnapping," *CBS Evening News*; February-March, 1974—CBS.

asking \$66 million in damages, has a TV angle.

The basic thrust of the litigation stems from the decision last year by MGM to withdraw from the distribution of films, turning over to UA domestic distribution and to CIC overseas distribution.

The plaintiffs produced "Skyjacked" and "Soylent Green" for MGM and claim that the change in distribution reduced their rental income substantially. They also charge that MGM's licensing of "Soylent Green" to CBS for TV exhibition early next year "materially and irrevocably" impaired box office earnings of the film.

## The revolution returns on radio

Virginia broadcaster and historian has created and is selling daily series of 'newscasts' recreating events at time of birth of United States

A series of daily two-and-a-half minute "news broadcasts" from the American Revolutionary War is being researched, recorded and syndicated under the direction of a Virginia broadcast veteran and history buff, who hopes the idea will catch on nationally for four broadcasts every day of six and a half years beginning next March.

The Bicentennial Radio Network is the brainchild of Thomas Chisman, president of the Peninsula Broadcasting Corp. (WVEC-AM-TV Norfolk, Va.). Mr. Chisman and a staff of broadcast consultants, writers, historians and broadcasters from the U.S. and from the BBC are planning a series of 2,400 separate scripts highlighting the events on both sides of the Atlantic surrounding the American Revolution.

The series has been accepted for full sponsorship in Virginia by the Virginia National Bank; however, Mr. Chisman is waiting for a national advertiser—or possibly the American Bicentennial Commission—to pick up full sponsorship of the series.

The "reports" of each day's 200-year-old events will correspond with the same day of this century. Half of each broadcast will carry the colonies' version of the event, and half the British version, which is being written, produced and recorded by the BBC.

Three already recorded broadcasts were played during Mr. Chisman's presentation. The May 12, 1775, "newscast," which will be aired on May 12, 1975, is a report on the seizure of Fort Ticonderoga, New York, by the colonists, and features dramatic sound effects. "The guns being fired are actually 18th century guns," explained Mr. Chisman. "We are making every effort to insure that the series is not only of the highest professional broadcast standards, but that it is also as factually and historically accurate as research allows." The series, planned for broadcast four times daily, features break-ins from an announcer, and narrated reports "on-the-scene."

## Yelling copper

Within a three-year period, the flouting of the law by TV policemen increased dramatically in two specific areas: searching people and property without a warrant and failing to advise suspects of their right to remain silent. Conclusion was reached by an assistant professor of communication at Philadelphia's Drexel University, Albert T. Tedesco, and six aides, who isolated close to 4,000 characters in about 300 programs from all of the prime-time and Saturday-morning shows televised by ABC, CBS, and NBC between 1969 and 1971. The main finding, which will be highlighted in Mr. Tedesco's forthcoming PhD thesis, shows that the 1969 figure of 18.8% of TV cops failing to get a search warrant ballooned to 55.4% by 1971. And the 20.6% of TV cops in 1969 who had ignored the constitutional duty to warn a suspect of his rights as soon as he is placed under arrest jumped to 50.8% by 1971.

## Producers claim TV harm

A lawsuit filed against MGM, United Artists and Cinema International Corp. by Walter Seltzer and Russell Thatcher,

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## Program Briefs

**PTA waiver.** In reply to FCC's request for comments dealing with waiver of prime-time access rule until September 1975, all three TV networks support FCC intention to revert to old waiver policy under 1970 rule. Calling return "chaos," National Association of Independent TV Producers and Distributors wants FCC to adopt "purposes standard" for waiver policy avoiding program judgment ruling. NAITPD also wants delay of prime-time schedule or make-goods in cases of sports runover exemption. Westinghouse Broadcasting Co. argued no need for special waivers since adopted access rule permits ample clearance of network programs by affiliates during three of four prime-time hours.

**Back in the saddle.** Carbie Distributing Corp., Los Angeles, new TV distribution firm headed by Burt Rosen, ex-Winters/Rosen, has announced its first series sale for fall. It's prime-access version of NBC-TV's *Celebrity Sweepstakes*, produced by Burt Sugarman and Ralph Andrews. Show has been sold in seven of top-10 markets for Sept. 9 start, including ABC O&O's WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and KGO-TV San Francisco, plus WTAE-TV Pittsburgh, WJW-TV Cleveland and WPVI-TV Philadelphia. Carbie firm, of which Mr. Rosen is president, has established Los Angeles offices at 8489 West Third Street, telephone (213) 651-5010.

**GOP cavalry charge.** Republican move to bolster party image in light of Watergate and impeachment activities takes form of three-state, 90-minute program scheduled for Aug. 8 (8:30-10 p.m., PDT) on five ABC-affiliated TV stations in Seattle, Portland (Ore.), San Francisco, Los Angeles and San Diego. Featured will be Vice President Gerald Ford, Senator Hugh Scott (Pa.), Representative John Rhodes (Ariz.), Senator Mark Hatfield (Ore.), Senator Barry Goldwater (Ariz.), California Governor Ronald Reagan, Washington Governor Dan Evans, Jimmy Stewart is to emcee portion of program.

**To be tried again.** David B. Charnay, chairman of Four Star International Inc., Los Angeles-based TV and feature film production firm, was one of four reindicted last week by federal grand jury charging conspiracy and stock manipulation in the acquisition by Howard Hughes in 1968 of what is now Hughes Air West Airline. Others are Mr. Hughes; Jack Mayheu, former Hughes manager in Nevada, and Chester C. Davis, chief counsel of Mr. Hughes's Summa Corp. Named as unindicted co-conspirators were H. M. Greenspun, Las Vegas newspaper publisher (and former owner of KLAS-TV Las Vegas, now owned by Summa Corp.), and George Crockett, founder of Bonanza Airlines which became part of Hughes Air West. Indictment of four men last year was thrown out of court by federal judge in Reno as improperly drawn.

**On the road.** Adrian Weiss Productions, Beverly Hills, Calif., is offering 184 half-

hour episodes of *The Traveler*, travel-adventure series with TV personality George Carlson as host. Mr. Carlson is producer of series, which won Emmy during its initial showing in 1965-66 season.

**Dissemination.** Oklahoma State Department of Education will utilize state's public broadcasting and cable facilities Aug. 21 in colloquy on accountability of state educational system. Four-hour program, broadcast on noncommercial KETA-TV Oklahoma City and KOED-TV Tulsa and fed to eight cable systems, will provide telephone link for two-way communication between educators and school patrons and state officials participating in telecast.

**Taylor 30 years ago.** MGM-TV's first Family Network offering for next season will be "National Velvet," starring 12-year-old Elizabeth Taylor. Two-hour movie will be aired Sunday, Sept. 8, and MGM expects stations in more than 140 markets to carry it—similar to last year's three Family Network movies.

**Two for one.** Prime TV Films Inc., New York, and TV Cinema Sales Corp., Los Angeles, will syndicate package of 21 action movies within U.S. TV Cinema Sales will handle 17 states, mostly in West and Prime will service rest of country and worldwide. Movies are owned by Ricar Enterprises Inc., and 15 of them were originally distributed theatrically by company called Universal Maroon.

## SAG members like it

Screen Actors Guild, Los Angeles, announced last week that approximately 98% of its 29,000 members had voted to ratify the new three-year contract on theatrical and TV motion pictures with the Association of Motion Picture and Television Producers and the three networks signed last month (BROADCASTING, July 8).

Major provisions of the new contract that went into effect July 1 provide for a 25% increase in all minimum rates, parity of wages and working conditions between filmed and video-taped dramatic shows on network prime time, payment for prime-time network reruns based on actual compensation rather than mini-

mums, no time limit on residual payments to actors for syndicated reruns, and increases in contributions to SAG's pension and welfare fund.

## The BARN door is open

The Birmingham Americans, reported two weeks ago as the only club in the new World Football League without local radio and television contracts (BROADCASTING, July 29), is no longer a broadcast stepchild. In fact, the Alabama team has come up with one of the more extensive radio networks.

Keyed by WJOF(AM) Athens, Ala., the Birmingham Americans Radio Network last week had grown to 36 affiliates in four states. According to Bill Dunnivant, WJOF sports director who set up the BARN, the station list could reach 50 when area outlets finish baseball commitments in September.

Larry Matson, formerly at WBMG-TV Birmingham, is on radio play-by-play.

On the television side, WBRC-TV Birmingham has arranged to do at least three road games in the next two months. On play-by-play, Ed Thilenius; on color, WBRC-TV's Tom York. TV rights are held by Guaranty Savings & Loan Association of Birmingham.

## AFM gets some concessions

The musicians' union and TV and movie producers in Los Angeles last week agreed on a new contract.

Although the new terms were not made public either by the American Federation of Musicians or the Association of Motion Picture and Television Producers, pending ratification by AFM membership, the new three-year contract that takes effect Aug. 1 is believed to provide for an 8% boost in musicians salaries with a second 9% boost after 18 months. It also provides for an increase in the percentage of live musicians used in TV shows, as well as increase to 7% of contributions to the AFM pension fund.

At one point, the AFM had announced that its goal was 100% employment of live musicians in all TV shows, but AMPTP negotiators stonewalled that one. Agreement was reached, however, on a formula that increases usage of live musicians in TV programs.

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## Big three named in FTC drive against claims for auto mileage

And agency's consumer watchdog says it's only beginning of big campaign

In its first major move to clamp down on energy-related claims, the Federal Trade Commission last week announced one consent settlement and two complaints challenging gasoline mileage claims in television and print advertising of the three leading car makers. A provisional consent order was negotiated with General Motors; complaints were issued against Ford and Chrysler. And the agency's Consumer Protection Bureau director issued his own warning that the FTC expects all advertisers to "turn particularly sharp corners" in their energy-related claims.

All three challenged ad campaigns dealt with mileage tests. The problem of establishing a test that thoroughly replicates actual driving conditions is behind the FTC's decision to proceed on a case-by-case basis rather than to issue rules or guides on energy claims, according to Consumer Protection Bureau Director Thomas Rosch. Ad claims by other auto makers are currently under FTC scrutiny, but action is held up by "complex" issues surrounding the adequacy of tests involved, he said.

The complaint that led to the consent order with General Motors alleged that GM had disseminated ads to its dealers asserting that a Cadillac Eldorado had achieved better gas mileage than a number of other cars in tests conducted by the Environmental Protection Agency. In fact, the FTC said, one or even a majority of the samples of competing models that were referred to in the ad had gotten better mileage than the Eldorado. The consent order prohibits deceptive fuel economy claims for any GM car and requires that tests of both fuel economy and general performance support accompanying claims.

In fuel-economy testing, GM is forbidden to make superiority claims unless the test finds every tested sample or the average of tested samples of GM cars to be superior to every sample or the average of all samples of the comparison autos; alternatively, GM must disclose the test results for each sample or the average for all samples of both the GM car and the cars to which it is being compared.

The FTC accused Ford of lacking substantiation for its claims of gas economy for its smaller cars. The complaint alleged that the ads implied that the tests it conducted approximated ordinary driving conditions; however, the FTC said that Ford lacked adequate substantiation for that representation.

A Ford spokesman said the company

"categorically" denied that its ads were deceptive. Furthermore, Ford said that it made no representation that the mileage figures approximate those an ordinary driver could obtain. Ford pointed to its disclosure in the ads in question that mileage depends on many factors and that drivers may get more or less than the figures advertised.

The complaint against Chrysler cited print and TV ads allegedly representing that *Popular Science* had found all Chrysler small cars to have superior gas mileage to all Chevrolet Novas. In this case, it's what Chrysler didn't say that counts, the FTC said, alleging that those ads unfairly disparaged the competitor by failing to disclose that certain eight-cylinder Novas had better mileage than certain eight-cylinder Chryslers.

Chrysler said it believes its ads to be both "accurate and fair," and that the *Popular Science* test was only part of the basis for the ads; Chrysler ran its own tests confined to six-cylinder engines (which, the firm pointed out, are standard equipment for the Darts and Valiants advertised).

In addition to its challenges to national advertising, the FTC announced six consent orders handled by its Seattle regional office. These involved three West Coast car dealers who made gas-consumption claims or vehicle operation cost claims "without reasonable basis" and three trade associations that made gas mileage or gas availability claims for recreational vehicles.

The consent order with General Motors Co. and complaints against Ford Motor Co. and Chrysler Co., are among the fastest ever to surface from the FTC's advertising substantiation program, which was revamped early this year to speed up reply to substantiation orders as well as the commission's own review of materials. The complaints single out ads run in January and February of this year, and presumably were timed to halt these and similar practices before fall

and early-winter energy advertising is in place.

Mr. Rosch called the mileage-claim crackdown a "comprehensive Federal Trade Commission effort to insure the consumer anxieties due to the energy situation are not exploited by advertising."

## Candidates agree to limit media use

Brown and Flournoy in California set \$800,000 ceiling on TV-radio

The two major-party candidates for governor of California have signed an agreement that puts a ceiling on expenditures—particularly broadcast timebuying.

At the same time the two candidates, Edmund G. Brown Jr., Democrat, and Houston I. Flournoy, Republican, also agreed to make six joint appearances, with four principally on TV.

The agreement limits over-all spending to \$900,000 each, of which no more than \$750,000 may be spent on TV and radio, \$50,000 for production of TV and radio commercials, and \$100,000 on newspaper and magazine advertising.

Both candidates also agreed that no commercial spots may be made from any segment of the six debates. Any dispute will be settled by binding arbitration, with Dorothy Nelson, dean of the University of Southern California Law School, as the arbitrator.

Not everything is covered by the \$900,000 limitation. No limit is imposed on such other campaign expenses as staff salaries, telephones, travel, printing, and office costs. The ceiling applies to TV, radio, newspaper and magazine advertising, statewide mailings, recorded telephone messages and billboards.

The joint appearances are to begin Sept. 10 at the Sacramento Press Club. On Sept. 27, the two candidates will appear at the Irvine campus of the Uni-

## BAR reports television-network sales as of July 21

ABC \$354,674,300 (30.2%), CBS \$430,710,200 (36.6%), NBC \$389,409,900 (33.2%)

Day parts	Total minutes week ended July 21	Total dollars week ended July 21	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	54	\$ 389,600	1,927	12,963,400	13,255,700
Monday-Friday 10 a.m.-6 p.m.	987	7,688,600	28,898	252,103,200	201,467,700
Saturday-Sunday Sign-on-6 p.m.	223	1,861,500	8,197	114,260,000	104,611,700
Monday-Saturday 6 p.m.-7:30 p.m.	94	1,470,300	2,844	61,126,200	50,895,400
Sunday 6 p.m.-7:30 p.m.	8	71,200	409	9,177,400	8,404,500
Monday-Sunday 7:30 p.m.-11 p.m.	400	17,111,900	11,403	646,342,900	529,513,000
Monday-Sunday 11 p.m.-Sign-off	175	2,923,600	4,945	78,821,300	55,581,500
<b>Total</b>	<b>1,941</b>	<b>\$31,516,700</b>	<b>58,623</b>	<b>\$1,174,794,400</b>	<b>\$963,729,500</b>

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

## Business Briefs

versity of California, with full TV coverage being permitted only by two public broadcast stations—KPBS(TV) San Diego (ch. 15) and KOCE(TV) Huntington Beach (ch. 50)—and only for the evening of the debate, one time only.

On Oct. 8 a 90-minute debate will be broadcast over a statewide educational TV network, originating in Los Angeles. Each affiliate of the state network is being permitted to broadcast this appearance once that day. On Oct. 20, both candidates appear on the regular *State Capital* public affairs program of the commercial KOVR(TV) Sacramento (ch. 13). On Oct. 28, the two candidates will appear on public broadcast station KQED(TV) San Francisco (ch. 9) for a single telecast in prime time.

The final debate will take place Nov. 2, 72 hours before election day, when the candidates appear on the regularly scheduled hour-long *News Conference* program of KNBC(TV) Los Angeles for a one-time only telecast.

In all instances, regular media coverage of the debates is permitted. Also, with some variations, the specifications for the appearances call for the candidates to begin with short opening statements, then rebuttals, with the remainder of the time answering questions from studio audiences—principally newsmen.

Political observers noted the heavy use of noncommercial TV stations in the early debates, and speculated that the candidates are using lightly watched TV stations to minimize any early advantage in the campaign.

**Rep appointment.** KBPI(FM) Denver: ABC-FM Spot Sales, New York.

**FCB for PIE.** Pacific International Enterprises Inc., Portland, Ore.-based producer of adventure and wildlife movie features ("Vanishing Wilderness", and two new ones, "Challenge to be Free" and "Wonder of it All"). has named Foote, Coe & Belding, Los Angeles to handle its advertising. PIE has spent more than \$3.2 million on spot TV over last 12 months to promote films.

**Output.** New computer-based sales analysis service has been developed over 18-month period by Broadcast Advertisers Reports and Tele-Rep Inc. and is now in operation at Tele-Rep, TV rep firm announced. It is said to include monthly reports on sales and shares of business for individual Tele-Rep salesmen market by market and in total, by agency and account, plus reports for each Tele-Rep office and comparable data for competitive stations in Tele-Rep markets, all based on BAR's station-monitoring operation.

**Thoughts invited.** Association of National Advertisers is conducting competition to encourage fresh thinking in planning, buying and evaluating advertising media and is asking young or unknown practitioners to submit 1,000-word papers. Three winning papers will be presented at ANA Media Workshop at Americana Hotel in New York on Dec.

12. Speakers are James E. Duffy, president of ABC-TV; Mary Wells Lawrence, chairman of Wells, Rich, Greene Inc.; Sam Thurm, ANA's senior vice president—Washington; Roland P. Campbell, senior vice president, National Advertising Division, Council of Better Business Bureaus; William H. Ewen, acting chairman, National Advertising Review Board; Jules Fine, senior vice president, Gilgley & Mather; Michael Walsh, vice president—media director, Aitken-Kynett, and Herminio Traviesas, vice president—broadcast standards, NBC.

### B&B unit supplants McKim

Benton & Bowles Canada Ltd., Toronto, began operations last Thursday (Aug. 1) as an advertising agency with two major accounts billing an estimated \$3 million. For B & B, the new agency replaces the recently dissolved affiliation with McKim Advertising Ltd., Toronto.

The first clients of Benton & Bowles Canada are Procter & Gamble Canada (Crest, Scope, Ivory Snow and Zest) and Vick Chemical Co. (NyQuil, Victors Cough Drops, Vicks Cough Drops, Vicks Formula 44 and VapoRub). Both accounts bill heavily in TV.

H. Donald Borthwick, a former McKim vice president, has been named president of the new agency. Its chairman is Victor G. Bloede, chairman of Benton & Bowles, New York. Headquarters is at 1235 Bay Street, Toronto. Telephone: (416) 922-2211.

**Just a bit.** Advertising agency net profits increased fractionally in 1973, to 3.87% of gross income or 0.82% of billing, according to cost and profit averages being released today (Aug. 5) by the American Association of Advertising Agencies, based on reports from its members. Those figures are for incorporated agencies, which AAAA said represent an "overwhelming" majority of its membership. When partnerships and proprietorships were included, the profit average increased to 4.26% of gross. Payroll, by far the biggest expense item, was up in dollars, AAAA said, but down marginally as a percentage of gross and thus responsible for most of the profit increase. Overhead and other expenses except employe insurance also claimed slightly smaller percentages. Details are in AAAA's 10-year track record, which follows:

(Percent of gross income unless otherwise stated)

	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973
Number of agencies represented	234	226	239	246	216	209	220	215	240	240
Rent, light and depreciation	7.22	6.81	6.80	6.99	6.93	6.88	7.30	7.81	7.74	7.29
Taxes (other than U.S. income)	2.36	2.23	2.58	2.79	2.80	2.77	2.93	2.98	3.27	3.67
Other operating expense	14.29	14.41	14.28	15.06	14.56	15.09	15.40	15.86	15.95	15.83
Total payroll	67.01	67.14	66.05	67.06	66.16	65.79	66.67	65.26	64.53	64.37
Payments into pension or profit-sharing plans	1.98	1.93	2.00	1.79	2.29	2.21	1.67	1.87	1.96	1.85
Insurance for employe benefit	0.76	0.78	0.80	0.83	0.82	0.94	0.99	1.14	1.19	1.22
Total expenses	93.62	93.30	92.51	94.52	93.56	93.66	94.96	94.92	94.64	94.23
Profit before U.S. income tax* (as percentage of gross income)**	6.38	6.70	7.49	5.48	6.44	6.32	5.04	5.08	5.36	5.77
U.S. income taxes	1.62	1.77	2.00	1.49	2.11	2.13	1.58	1.76	1.60	1.51
Net profit (as percentage of gross income)**	4.76	4.93	5.49	3.99	4.33	4.19	3.46	3.32	3.76	4.26
Profit before U.S. income tax for incorporated agencies (as percentage of gross income)**	6.23	6.40	7.42	5.39	6.43	6.57	4.92	4.80	5.42	5.70
U.S. income tax for incorporated agencies	2.00	2.15	2.44	1.82	2.46	2.54	1.81	1.93	1.80	1.83
Net profit for incorporated agencies (as percentage of gross income)**	4.23	4.25	4.98	3.57	3.97	4.03	3.11	2.87	3.62	3.87
Net profit for incorporated agencies (as percentage of sales—i.e. billing)	0.83	0.81	0.98	0.69	0.76	0.80	0.66	0.56	0.75	0.82

\* For all agencies—corporations, partnerships, proprietorships.

\*\* Gross income comprises commissions, agencies' service charges, and fees. Figures are averages for agencies of all sizes.

## QUALITY TALKS FOR KKAA

Aberdeen, South Dakota



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

**Continental**  
**Electronics**

CONTINENTAL ELECTRONICS MFG. CO.  
BOX 17040 DALLAS, TEXAS 75217



# The Broadcasting Playlist Aug 5

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	1	Rock Your Baby (3:14) George McCray—TK Records	1	2	1	1
1	2	2	Rock the Boat (3:05) Hues Corp.—RCA	2	3	3	2
3	3	3	Annie's Song (2:58) John Denver—RCA	3	1	2	3
4	4	4	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	4	5	4	5
11	5	5	The Night Chicago Died (3:30) Paper Lace—Mercury	5	4	5	4
14	6	6	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	7	6	8	6
8	7	7	The Air that I Breathe (3:33) Hollies—Epic	6	7	7	7
5	8	8	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	8	8	6	8
6	9	9	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	10	9	9	12
12	10	10	Side Show (3:25) Blue Magic—Atco	9	10	10	10
9	11	11	Sundown (3:37) Gordon Lightfoot—Reprise	12	11	13	13
7	12	12	Waterloo (2:46) Abba—Atlantic	11	15	11	18
16	13	13	On and On (3:20) Gladys Knight & the Pips—Buddah	17	12	16	9
28	▲ 14	14	(You're) Having My Baby (2:32) Paul Anka—United Artists	13	13	14	17
13	15	15	Radar Love (2:53) Golden Earrings—MCA	14	16	15	11
15	16	16	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	15	17	12	15
10	17	17	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	16	14	18	14
22	18	18	Wild Thing (2:56) Fancy—Big Tree	20	21	17	16
21	19	19	Please Come to Boston (3:57) Dave Loggins—Epic	18	20	20	21
27	20	20	Rock Me Gently (3:28) Andy Kim—Capitol	21	18	21	19
19	21	21	Call on Me (4:00) Chicago—Columbia	19	19	19	20
25	22	22	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	22	22	22	22
18	23	23	You Make Me Feel Brand New (4:45) Stylistics—Avco	24	23	23	25
29	24	24	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	23	25	24	27
31	25	25	Wildwood Weed (2:40) Jim Stafford—MGM	25	24	26	26
30	26	26	Keep on Smiling (3:25) Wet Willie—Capricorn	29	27	25	24
23	27	27	Band on the Run (5:09) Paul McCartney & Wings—Apple	28	26	28	28
17	28	28	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	27	28	27	33
33	29	29	Sure as I'm Sitting Here (2:55) Three Dog Night—ABC/Dunhill	26	29	31	29
35	30	30	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	31	30	29	32
37	31	31	Nothing from Nothing (2:40) Billy Preston—A&M	32	32	32	31
26	32	32	You Won't See Me (3:07) Anne Murray—Capitol	30	37	30	35
39	33	33	Can't Get Enough of Your Love (3:15) Barry White—20th Century	33	31	33	34
32	34	34	Hang On in There Baby (3:23) Johnnie Bristol—MGM	34	33	34	37
24	35	35	Machine Gun (2:45) Commodores—Motown	36	36	35	30
36	36	36	LaGrange (3:15) Z. Z. Top—London	35	34	36	36
—	▲ 37	37	It's Only Rock'n Roll (But I Like It) (4:46) Rolling Stones—Rolling Stones	55	54	37	23
20	38	38	Be Thankful (For What You Got) (3:25) William DeVaughn—Roxbury	38	41	38	39
52	▲ 39	39	Who Do You Think You Are (2:59) Heywoods—ABC/Dunhill	37	39	39	42
40	40	40	Fish Ain't Bitin' (3:36) Lamont Dozier—ABC/Dunhill	43	35	41	38
39	41	41	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	39	42	43	50

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
44	42	42	Dancing Machine (2:29) Jackson Five—Motown	44	47	42	44
49	43	43	Shinin' On (3:23) Grand Funk—Capitol	48	52	40	40
41	44	44	Finally Got Myself Together (3:05) Impressions—Curtom	47	44	47	41
—	▲ 45	45	You Got to Keep On Bumping (3:00) Kay Gees—Discreet	53	38	46	45
69	▲ 46	46	Clap For the Wolfman (3:29) Guess Who—RCA	54	40	48	43
38	47	47	One Hell of a Woman (2:52) Mac Davis—Columbia	40	50	44	48
51	48	48	Rub It In (2:12) Billy "Crash" Craddock—ABC/Dunhill	41	45	49	54
43	49	49	You & Me Against the World (3:08) Helen Reddy—Capitol	42	46	50	49
—	▲ 50	50	Then Came You (3:53) Dionne Warwick/Spinners—Atlantic	45	57	45	53
42	51	51	This Heart (3:22) Gene Redding—Haven	46	51	55	52
45	52	52	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	49	49	57	57
—	▲ 53	53	Walk On (2:39) Neil Young—Reprise	60	43	59	51
68	▲ 54	54	Let's Put It All Together (2:55) Stylistics—Avco	58	58	53	47
46	55	55	Hollywood Swinging (4:35) Kool and the Gang—Delite	50	56	51	59
—	▲ 56	56	Help Me (3:22) Joni Mitchell—Asylum	51	60	52	61
48	57	57	Workin' at the Car Wash Blues (2:30) Jim Croce—ABC/Dunhill	57	53	58	58
—	▲ 58	58	You Haven't Done Nothing (3:20) Stevie Wonder—Motown	61	55	54	55
—	▲ 59	59	Just Don't Want to be Lonely (2:55) Ronnie Dyson—Columbia	56	61	56	60
56	60	60	Sugar Baby Love (3:33) Rubettes—Polydor	59	58	60	62
—	▲ 61	61	Another Saturday Night (2:28) Cat Stevens—A&M	52	62	63	63
54	62	62	Happiness Is Just Around the Bend (3:30) Main Ingredient—RCA	65	48	62	56
70	63	63	Sweet Home Alabama (3:20) Lynard Skynryd—MCA	64	63	64	64
—	▲ 64	64	Time for Livin' (3:15) Sly and the Family Stone—Epic	66	65	65	72
53	65	65	If You Wanna Get to Heaven (3:04) Ozark Mtn. Daredevils—A&M	62	68	67	69
60	66	66	Beach Baby (3:02) First Class—U. K. Records	71	64	66	65
58	67	67	Eyes of Silver (2:47) Doobie Brothers—Warner Brothers	67	70	70	66
59	68	68	The Bitch Is Back (3:50) Elton John—MCA	96	79	69	46
75	69	69	Moonlight Special (3:47) Ray Stevens—Barnaby	68	66	68	71
55	70	70	Rings (3:24) Lobo—Big Tree	63	67	72	75
72	71	71	Don't Knock My Love (2:13) Diana Ross & Marvin Gaye—Motown	80	86	61	67
—	72	72	All Shook Up (3:48) Suzi Quatro—Bell	70	71	71	73
63	73	73	Get Out of Denver Bob Seger—Reprise	77	69	73	70
—	74	74	I Saw a Man & He Was Dancing with His Wife Cher—MCA	72	72	74	77
—	75	75	Lover's Cross (2:50) Melanie (Neighborhood)	73	75	76	81

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

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Breaking In

**It's Only Rock 'n Roll (But I Like It)**—*Rolling Stones (Rolling Stones Records)*

▪ The Stones have been consistent chart-makers for more than 10 years. Brand new singles product from them is, in programer jargon, an "automatic." *It's Only Rock 'n Roll* is so automatic that in its first week of release it burst onto the "Playlist" at 37.

This single, in a lengthy 4:46 version, fronts the Stones' new album by the same name, which is due for release early next month. The album is being promoted as basic Rolling Stones rock and roll. What that means is the Stones are working their tried-and-true formula on Mick Jagger-Keith Richard blues-based rockers.

This particular single is out of that mold. Perhaps this familiarity is why so many stations went on *It's Only Rock 'n Roll* in its first week out of the box. Atlantic Records, distributor for the Stones' label, rather than reporting what stations are on it, said that every major top-40 outlet in the country was playing it last week with the exception of WABC (AM) New York, WLS (AM) Chicago and KQV (AM) Pittsburgh.

**You Haven't Done Nothing**—*Stevie Wonder (Tamla)* ▪ In the past two years, new Stevie Wonder singles have been almost as automatic as Rolling Stones rec-

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ords. The Motown artist has been consistently hitting on top-40 charts since his monster, *You Are the Sunshine of My Life*.

*You Haven't Done Nothing*, off his recent *Fulfillingness's First Finale* album, again displays this blind performer's one-man-band talents as writer, producer, arranger, musician and singer. Also getting credit on this song, however, are the Jackson 5, who provide doo-doo-wop background vocals.

The single breaks onto the "Playlist" this week at 58. Among the stations that helped it there by playing it last week, according to Motown: WCAR (AM) Detroit, WSAI (AM) Cincinnati, WBBQ (AM) Augusta, Ga., KLIF (AM) Dallas, KFJZ (AM) Fort Worth, KIMN (AM) Denver and KYA (AM) San Francisco.

**Earache My Eye**—*Cheech and Chong (Ode)* ▪ This record, which was beginning to get airplay last week, can pose a problem for programers. One difficulty is the over-all length—5:17. The second is the lyrics to a not-so-bad imitation glitter-rock song that is contained within a comedy routine about a student who doesn't want to go to school.

Ode Records pulled this single off Cheech and Chong's latest album, *The Cheech and Chong Wedding Album*. Their previous singles, *Basketball Jones* and *Sister Mary Elephant*, have been minor chartmakers. *Sister Mary Elephant* was a satire on soul records. *Basketball Jones* was a satire on soul records. *Earache My Eye* is another satire, this time on the David Bowie-Alice Cooper genre of rock. (Credit for the song is to "Alice Bowie.")

Stations that were not fazed by the length of this single and such lyrics as "My daddy he disowned me/Cause I wear my sister's clothes/He caught me in

**Tracking the 'Playlist.'** New, bolted records pepper this week's chart. Entering at 37 is the Rolling Stones' new release, *It's Only Rock n' Roll (But I Like It)* (See "Breaking In," this page). The current R&B dance fad, the bump, is now represented on pop stations with the Kay Gees' *You Got To Keep On Bumping*, which makes it on at 45. Dionne Warwick and the Spinners' *Then Came You*, which has been out for over a month, now makes a strong break onto the "Playlist" at 50. Stevie Wonder's newest, *You Haven't Done Nothing*, comes on at 58 (also see "Breaking In"). Ronnie Dyson's latest, *Just Don't Want To Be Lonely*, is right behind Stevie Wonder at 59. Sly and the Family Stone's new release, *Time For Livin'*, makes its first mark at 64. Other bolted records include Paul Anka's relentlessly climbing (*You're Having My Baby* (14) and *Guess Who's Clap For the Wolfman* (46)). The top 10 shows a bit more movement than usual this week as Paper Lace's *The Night Chicago Died* moves in at five from 11 and Roberta Flack's *Feel Like Makin' Love* comes up from 14 to six.

the bathroom/With a pair of pantyhose. . . ." and were playing *Earache My Eye* last week included, according to Ode, CKLW (AM) Windsor, Ont. (Detroit), KJR (AM) Seattle, KILT (AM) Houston, WAYS (AM) Charlotte, N.C., WIXY (AM) Cleveland, WAPE (AM) Jacksonville, Fla., and WGRQ (FM) Buffalo, N.Y.

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

- BALLERO, War (United Artists).
- BE MY DAY, Cats (Fantasy).
- EARACHE MY EYE, Cheech & Chong (A&M).
- FALLING IN LOVE, Souther Hillman Furay Band (Asylum).
- FOR THE LOVE OF MONEY, O'Jays (Phila. Int'l.).
- FREE, Fresh Start (ABC-Dunhill).
- FREE MAN IN PARIS, Joni Mitchell (Asylum).
- HAVEN'T GOT TIME FOR THE PAIN, Carly Simon (Elektra).
- I LOVE MY FRIEND, Charlie Rich (Epic).
- I'VE HAD IT, Fanny (Casablanca).
- (OLD HOME, FILLER-UP) KEEP ON A TRUCKIN' CAFE, C. W. McCall (MGM).
- KING OF NOTHING, Seals & Crofts (Warner Brothers).
- LOVE'S THEME, Andy Williams (Columbia).
- MA, HE'S MAKING EYES AT ME, Lena Zavaroni (Staxx).
- MOONLIGHT SERENADE, Deodato (CTI).
- PUT OUT THE LIGHT, Joe Cocker (A&M).
- RIVER RISIN', Edgar Winter Group (Epic).
- THE STREAK, Ray Stevens (Barnaby).
- SUGARLUMP, Leon Heywood (20th Century).
- SUMMER PARTY, Womble (Columbia).
- THAT SONG IS DRIVING ME CRAZY, Tom T. Hall (Mercury).
- WEAVE ME THE SUNSHINE, Perry Como (RCA).
- YOU CAN'T BE A BEACON, Donna Fargo (Dot).

Equipment & Engineering

House unit approves FM-AM set capability

Next, it's up to Commerce Committee to vote in all-channel requirement

An all-channel radio bill was voted out of the House Communications Subcommittee with only minor surgery last Monday (July 29). The bill, introduced by Representatives Clarence Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.)—which would require that FM as well as AM bands be built into all radio receivers—passed Representative Torbert Macdonald's (D-Mass.) subcommittee by a 5-to-1 voice vote, with Representative James Collins (R-Tex.) the lone dissenter.

The bill underwent one day of hearings (BROADCASTING, July 29) the week before mark-up. The subcommittee ac-



cepted an amendment from Representative Barry Goldwater Jr. (R-Calif.) to exempt marine, aviation and citizen band radios from all-channel requirements.

The bill now moves to the House Commerce Committee which at midweek had scheduled no action on it.

The Senate has already passed a bill requiring all radio sets costing more than \$15 to contain AM-FM capability. The House bill sets no price floor.

### Technical Briefs

**Duplicator.** Matsushita Electric Industrial Co., Osaka, Japan, has developed cartridge video-tape duplicating system. System includes master tape processor priced around \$16,700 and printer priced at \$15,000. Half-hour tapes can be copied in less than three minutes and master tape can make upward of 1,000 reproductions. Unit to be available soon.

**No to AFCCE.** Association of Federal Communications Consulting Engineers has been denied FCC approval of a petition to require "professional engineer" certification of engineers preparing information for FCC. It had been claimed examination was too general or inappropriate to communications engineering.

**Op' Siwash.** Ampex Corp., Redwood City, Calif., announces \$800,000 contract to provide Pyramid instruction system, including RA-4000 random access programming system and two AVR-1 broadcast color videotape recorders, to German Institute for Remote Telestudies, Tubingen University, Tubingen, West Germany.

**Goldmark's patent.** Goldmark Communications Corp., Stamford, Conn., has received patent—its first since company was formed in 1972—for automatic skew corrector which is being used with videocassette systems. More than 200 of these devices have been sold to cable TV and pay-cable systems and motion picture producers at average price of \$350 each, company spokesman said. Corrector eliminates picture distortion in program before it reaches viewer's television screen, according to Goldmark.

**Running interference.** FCC has released report, "A Study of the Characteristics of Typical Television Receivers Relative to the UHF Taboos." FCC engineers analyzed UHF reception on 47 contemporary sets to determine susceptibility to interference from certain combinations of UHF signals. FCC will use report to study mileage separation restraints—"UHF taboos"—that it now uses in allocation of UHF channels.

**For testing.** David R. Corbin, Box 44, North Bend, Ore., introduces Modset, first of series of low-cost radio-test accessories. Modset tests and calibrates AM and SSB modulation monitors and checks recovered audio waveform for distortion. This tool enables station engineers to observe from off-air signal or built-in 50 ohm output tap near antenna, percent of modulation shift in carrier level, distortion, clipping, and other final stage tuning defects. Price \$29.50.

### Finance

## NAB and RAB paint positive picture for Wall Street

Wasilewski, Cobb, Glynn tell Tsai session that road ahead for broadcasting looks clear

A reassuring appraisal of broadcast regulation in terms of its like effect on TV and radio economics was offered last week by Vincent T. Wasilewski, president of the National Association of Broadcasters ("Closed Circuit," July 29). "I don't see much [pending] in the Washington arena that should affect broadcast economics," he told a workshop sponsored by the Wall Street brokerage firm of G. Tsai & Co. for half a dozen institutional investors and analysts.

The biggest threat to the TV-radio profit picture, he and NAB's general counsel, John Summers, told the group, was turned back when the FCC rejected the concept of counteradvertising in its fairness-doctrine proceeding (BROADCASTING, July 1, et seq.). If broadcasters had been required to accept countercommercials, Mr. Summers said, "advertisers would just flee" from broadcasting.

In response to questions, Mr. Wasilewski and Grover C. Cobb, NAB senior executive vice president, agreed that if congressional impeachment proceedings extend into the fall, their coverage "undoubtedly would have an impact" on network economics (which is what the Wall Street specialists were asking about). Though some of the advertising losses will be made up through make-goods, Mr. Cobb said, prime-time losses represent "quite a problem" because so few prime-time make-good spots are available. He expressed doubt, however, that future proceedings will involve extensive use of prime time.

Mr. Wasilewski also noted that the networks are keeping their individual advertising losses down by rotating coverage, and Mr. Summers observed that there have been suggestions that this is the sort of coverage that noncommercial television alone might provide. Mr. Summers said he could see "no reason why educational television couldn't handle this function."

Messrs. Wasilewski, Cobb and Summers were joined on the all-broadcasting panel by Jerry Glynn, vice president and national sales director of the Radio Advertising Bureau, who said RAB is projecting "a modest gain" in total radio sales this year as compared with 1973. First-quarter sales were off, he said, but "they've begun to flow back," although it's too early to pinpoint the extent of the recovery.

The Television Bureau of Advertising had been invited to participate in the workshop but declined, saying it would be glad to make a full presentation but felt that it could contribute little in the



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time that would be available to it on a shared basis. The entire presentation, including questioning, ran a little over one hour.

The session, held Monday in New York, was one of about 80 sponsored by the Tsai company each year, covering all major business fields. David Foster, president of the National Cable Television Association, appeared at one in June. Last week's was the last, however, that Tsai has scheduled for late afternoon. Officials said future ones would be at luncheons, where they have found attendance is much better.

## Filmways further diversifies

Filmways Inc., Los Angeles, producer of TV and theatrical movies announced last week that it is acquiring Grossett & Dunlap, New York, from American Financial Corp. which owns the 76-year-old publishing house. Consideration was not disclosed, but it is estimated that the total valuation of the transaction, including cash, notes and warrants, is about \$16 million.

Grossett & Dunlap is said by trade sources to have done about \$20 million worth of business last year. Filmways had total revenues of \$54.75 million and net income of \$1.1 million (50 cents a share) in fiscal 1973 that ended last Aug. 31, following a loss position in 1972.

Filmways' Heater-Quigley Inc. subsidiary produces the popular *Hollywood Squares* and other network game shows. Filmways Television produces syndicated TV series, such as *Ozzie's Girls*, as well as movies-of-the-week for the networks. It also owns Ideal Publishing Corp., pub-

lisher of movie and TV fan magazines, and Publishers Distributing Corp., a periodical distribution firm.

## LVO Cable takes on a new name

LVO Cable Corp., Tulsa, Okla., the nation's 11th largest multiple system operator, is LVO Cable Corp. no longer. The company officially changed its name last week to United Cable Television Corp.

The change, according to President Gene Schneider, was necessary to effectively separate the company from LVO Corp., its parent firm. LVO Corp., which is scheduled to be merged with Ladd Petroleum Corp. of Denver (BROADCASTING, June 24), will shortly sever connections with the cable firm through the issuance of a stock dividend to its present shareholders. The transaction will give LVO Corp. stockholders one share of United Cable common stock for every six shares of LVO common.

Mr. Schneider said the name change will not in any way affect the company's operations or business procedures. United Video Inc., the cable firm's common carrier subsidiary, will retain that name.

For stock trading purposes, United Cable's new over-the-counter symbol is UCTV.

## Financial Briefs

**Smithville bought.** ABC Inc. has exercised its option to buy Historic Smith-

ville Inns Inc., which owns and operates restored colonial Towne of Smithville, near Atlantic City, N.J., for \$7 million. At time of agreement last April, ABC lent Historic Smithville Inc. \$1 million, principally to finance continuation of restoration work pending exercise of option to purchase Historic Smithville. (BROADCASTING, April 22).

**Decline.** Revenues from 20th Century-Fox TV program sales slid by almost \$1 million in six months that ended June 29 compared to same period last year, company reported. TV program revenues were \$9,197,000 this year's six months compared to \$10,032,000 in 1973 period. Financial report also shows TV station revenue (Fox owns KMSP-TV Minneapolis-St. Paul) about same, \$3,167,000 for January-June, 1974, compared to \$3,101,000 for same period in 1973, and TV station expenses up to \$1,932,000 for 1974 period compared to \$1,797,000 for 1973 period. Over-all Fox had total revenues of \$126.3 million for this year's six months that is almost same as \$126.1 million for last year's period. Net earnings for the first half of this year were \$3.3 million (40 cents a share), compared to last year's period of \$8.5 million (99 cents per share).

**Repurchases.** Storer Broadcasting Co., Miami, has announced intention to buy up to 500,000 shares of its common stock in the open market and in privately negotiated transactions. Will buy now until Sept. 30, 1975, when exemption granted by the SEC to permit such purchases expires. Storer has 4,750,765 shares of common stock outstanding. Closing price July 31 was 13½. The year's high is 17%, the low 11¼.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Athena .....	12 mo. 7/31	2,053,000	- 39.8%	(4,815,000)	- 14.7%	(2.50)	3,410,000	(5,642,000)	(3.35)
Combined Communications Corp. ....	6 mo. 6/30	54,499,000	+ .9%	2,357,000	- .008%	.72	49,650,000	2,376,000	.70
Communications Satellite Corp. ....	6 mo. 6/30	63,322,000	+ 13.3%	21,013,000	+ 38.0%	2.10	55,902,000	15,223,000	1.52
CONRAC Corporation .....	6 mo. 6/30	41,143,000	+ 24.8%	1,556,000	+ 21.5%	1.17	32,968,000	1,281,000	.95
Cox Cable Communications .....	6 mo. 6/30	10,948,749	+ 25.7%	1,002,982	+ 8.0%	.14	8,711,352	928,628	.14
Cowles Communications Inc. ....	6 mo. 6/30	4,605,000	+ 15.2%	1,199,000	- 86.8%	.30	3,999,000	908,000	.23
Fairchild Industries .....	6 mo. 6/30	129,091,000	+ 14.8%	3,160,000	*	.69	112,400,000	(2,515,000)	(.55)
Fuqua Industries Inc. ....	6 mo. 6/30	277,131,000	+ 26.5%	9,187,000	+ 25.5%	1.05	219,388,000	7,215,000	.71
Gross Telecasting .....	6 mo. 6/30	3,083,371	+ .6%	532,279	- 11.6%	.67	3,063,557	602,021	.75
Harte-Hanks .....	6 mo. 6/30	37,009,000	- 8.4%	2,961,000	+ 18.6%	.68	40,385,000	2,497,000	.58
Interpublic Group .....	6 mo. 6/30	466,600,000	+ 2.8%	3,297,000	- 22.1%	1.39	453,940,000	4,232,000	1.66
Lin Broadcasting .....	6 mo. 6/30	10,736,155	+ .4%	1,014,228	+ 28.3%	.39	10,781,647	1,415,511	.44
Magnavox Co. ....	6 mo. 6/30	256,969,000	- 10.2%	712,000	+ 64.0%	.04	286,290,000	4,365,000	.25
Mooney Broadcasting Corp. ....	6 mo. 6/30	2,318,554	+ .1%	55,105	*	.14	2,096,186	(9,235)	(.02)
Motorola Inc. ....	6 mo. 6/30	693,380,700	+ 18.9%	42,476,024	+ 11.8%	1.51	583,481,054	38,001,969	1.37
Multimedia Inc. ....	6 mo. 6/30	27,332,025	+ 12.6%	3,347,251	+ 13.7%	.76	24,280,138	2,945,033	.67
Pacific & Southern Broadcasting Co. .	6 mo. 6/30	6,427,084	+ 21.5%	5,931,871	*	3.39	8,187,124	42,611	.02
Post Corp. ....	6 mo. 6/30	9,139,953	+ 5.0%	35,178	- 56.1%	.04	8,708,746	800,356	.88
Schering-Plough .....	6 mo. 6/30	351,989,000	+ 14.9%	64,142,000	+ 16.0%	1.19	306,395,000	55,307,000	1.03
Taft .....	3 mo. 6/30	23,445,995	+ 18.8%	5,848,387	+ 23.7%	.81 <sup>1</sup>	19,737,538	5,334,017	.64
Technical Operations Inc. ....	9 mo. 6/29	81,661,000	+ 49.8%	1,064,000	+ 20.6%	.79	54,516,000	882,000	.64
Transamerica Corp. ....	6 mo. 6/30	1,055,945	+ 4.5%	26,827	- 45.2%	.41	1,010,827	48,941	.73
Twentieth Century-Fox .....	6 mo. 6/29	126,300,000	+ .2%	3,325,000	- 60.8%	.40	126,094,000	8,493,000	.99
Washington Post Co. ....	26 wk. 6/30	134,105,000	+ 11.8%	6,960,000	+ 5.4%	1.46	119,813,000	6,424,000	1.35
Zenith Radio Corp. ....	6 mo. 6/30	458,159,000	+ 8.5%	10,125,000	- 55.2%	.54	422,227,000	22,633,000	1.19

<sup>1</sup> Includes \$.10 per share gain on sale of interest in Australian subsidiary of Hanna-Barbara Productions Inc.

## Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. July 31	Closing Wed. July 24	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	22 7/8	25 3/8	- 2 1/2	- 9.85	28 3/8	21 5/8	8	16,582	379,313
CAPITAL CITIES	CCB	N	32 3/4	33 1/2	- 3/4	- 2.23	39 1/4	22 3/4	12	7,164	234,621
CBS	CBS	N	33 3/4	36 3/4	- 3	- 8.16	40	25	10	28,092	948,105
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	N	12 1/4	13 1/2	- 1 1/4	- 9.25	19 3/8	12 1/4	7	5,831	71,429
FEDERATED MEDIA***	O		5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A	8 5/8	8 1/2	+ 1/8	+ 1.47	13 5/8	8 1/2	6	800	6,900
LIN	LINB	O	2 7/8	3	- 1/8	- 4.16	6 3/4	2 5/8	3	2,296	6,601
MOONEY*	MOON	O	2 3/4	2 3/4		.00	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	PSOU	O	4 1/2	4 1/2		.00	6 1/4	3 1/8	38	1,750	7,875
RAHALL	RAHL	D	3 1/2	3 1/2		.00	6	3 1/4	8	1,297	4,539
SCRIPPS-HOWARD	SCRP	O	14 1/2	14 1/2		.00	17 1/2	14 1/2	7	2,589	37,540
STARR	SBG	M	5	4 1/2	+ 1/2	+ 11.11	9	4 1/2	4	1,069	5,345
STORER	SBK	N	13 5/8	14 1/8	- 1/2	- 3.53	17 3/8	11 1/4	7	4,751	64,732
TAFT	TFB	N	17 1/4	18	- 3/4	- 4.16	23 3/8	15	6	4,114	70,966
WOODS COMM.***	O		7/8	7/8		.00	1	1/4	7	292	255
<b>TOTAL</b>									<b>80,032</b>	<b>1,844,544</b>	
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	1 3/8	1 1/2	- 1/8	- 8.33	2 1/2	1 3/8	4	1,259	1,731
AVCO	AV	N	4 3/8	4 3/8		.00	8 7/8	4	4	11,481	50,229
BARTELL MEDIA	BMC	A	1	1 1/8	- 1/8	- 11.11	2 3/8	1	2	2,257	2,257
JOHN BLAIR	BJ	N	5 1/4	5 1/4		.00	7 1/2	4 7/8	4	2,403	12,615
CAMPTOWN INDUSTRIES*	O		1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2 1/8	2 1/8		.00	4 1/4	2 1/8	24	4,162	8,844
COMBINED COMM.	CCA	A	10 1/4	10 3/4	- 1/2	- 4.65	13	7 7/8	7	3,280	33,620
COWLES	CWL	N	6	6		.00	7 1/8	5 5/8	12	3,969	23,814
DUN & BRADSTREET	DNB	N	23 1/4	25 1/4	- 2	- 7.92	36	22 1/4	16	26,555	617,403
FAIRCHILD IND.	FEN	N	5 3/4	5 7/8	- 1/8	- 2.12	6 3/4	4 1/8	12	4,550	26,162
FUQUA	FQA	N	7 1/8	7 3/8	- 1/4	- 3.38	10 3/4	6 5/8	4	7,273	51,820
GENERAL TIRE	GY	N	13 1/2	14 1/8	- 5/8	- 4.42	18 1/4	12 7/8	4	21,515	290,452
GLOBETROTTER	GLBTA	O	2 1/2	2 1/2		.00	4 3/4	2 1/2	3	2,759	6,897
GRAY COMMUN.*	O		6 1/2	7 1/4	- 3/4	- 10.34	8 1/2	6 1/2	5	475	3,087
HARTE-HANKS	HHN	N	9	9 1/2	- 1/2	- 5.26	14 1/4	8 1/4	7	4,330	38,970
JEFFERSON-PILOT	JPN	N	23 1/4	23 1/2	- 1/4	- 1.06	38 1/4	22 1/8	11	24,126	560,929
KAISER INDUSTRIES*	KI	A	6	5 7/8	+ 1/8	+ 2.12	8 1/2	5 1/8	3	27,487	164,922
KANSAS STATE NET.*	KSN	O	3 1/2	3 1/2		.00	3 7/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	A	3 3/4	3 7/8	- 1/8	- 3.22	6 3/4	3 3/4	4	1,154	4,327
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	13 3/8	13 1/4	+ 1/8	+ .94	13 3/8	10 3/4	9	3,352	44,833
LIBERTY	LC	N	10 7/8	11 3/4	- 7/8	- 7.44	15 5/8	10 7/8	5	6,632	72,123
MCGRAW-HILL	MHP	N	7 5/8	7 7/8	- 1/4	- 3.17	9	6	7	23,426	178,623
MEDIA GENERAL	MEG	A	22 7/8	22 1/2	+ 3/8	+ 1.66	26 1/2	20	10	3,552	81,252
MEROITH	MDP	N	8 5/8	9	- 3/8	- 4.16	11 3/8	8 1/4	4	2,908	25,081
METROMEDIA	MET	N	6 1/2	6 5/8	- 1/8	- 1.88	10 5/8	6	6	6,447	41,905
MULTIMEDIA	MMEO	O	11 1/2	11 1/2		.00	14 1/4	10 1/2	8	4,388	50,462
NEW YORK TIMES CO.	NYKA	A	11 1/8	11 3/8	- 1/4	- 2.19	13 3/4	10	7	10,231	113,819
OUTLET CO.	OTU	N	8	8 1/4	- 1/4	- 3.03	9 3/4	7 3/4	4	1,379	11,032
POST CORP.	POST	O	6 1/2	6 1/2		.00	10 3/4	6 1/4	4	882	5,733
PSA	PSA	N	5 5/8	6	- 3/8	- 6.25	10	5 1/2	17	3,181	17,893
REEVES TELECOM	RBT	A	1 1/4	1 1/4		.00	1 3/4	1 1/8	11	2,376	2,970
RIDDER PUBLICATIONS	RPI	N	14 3/8	16 5/8	- 2 1/4	- 13.53	16 5/8	11	9	8,305	119,384
ROLLINS	ROL	N	9 1/8	9 5/8	- 1/2	- 5.19	19 3/4	9	8	13,305	121,408
RUST CRAFT	RUS	A	7 1/8	7 3/8	- 1/4	- 3.38	10 1/4	6	5	2,366	16,857
SAN JUAN RACING	SJR	N	8 1/2	8 1/2		.00	13 3/8	8 1/2	6	2,367	20,119
SCHERING-PLOUGH	SGP	N	54 5/8	61	- 6 3/8	- 10.45	74 3/8	54 5/8	27	53,823	2,940,081
SONDERLING	SOB	A	5 1/8	5 3/4	- 5/8	- 10.86	10	5 1/8	3	788	4,038
TECHNICAL OPERATIONS	TO	A	3 3/4	4 1/4	- 3/4	- 11.76	6 3/4	3 3/4	4	1,344	5,040
TIMES MIRROR CO.	TMC	N	13 1/2	13 1/2		.00	17 5/8	12 1/8	8	31,385	423,697
TURNER COMM.***	O		3 3/8	3 3/8		.00	3 5/8	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	21 1/4	21 3/4	- 1/2	- 2.29	24 3/8	14 3/4	7	4,749	100,916
WOMETCO	WOM	N	8 3/8	8 1/4	+ 1/8	+ 1.51	10 1/4	8	6	6,034	50,534
<b>TOTAL</b>									<b>346,982</b>	<b>6,357,482</b>	
<b>Cablecasting</b>											
AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS	AELBA	O	1	1 1/8	- 1/8	- 11.11	2 1/8	3/4	3	1,673	1,673
AMERICAN TV & COMM.	AMTV	O	7	7 1/2	- 1/2	- 6.66	19 1/4	7	16	3,181	22,267
ATHENA COMM.**	O		1/4	1/4		.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	6 1/2	8	- 1 1/2	- 18.75	24 1/8	6	7	7,907	51,395
CABLECOM-GENERAL	CCG	A	2 1/8	2	+ 1/8	+ 6.25	4 1/2	1 3/4	27	2,560	5,440
CABLE FUNDING*	CFUN	O	5	5		.00	7 3/8	4 3/4	42	1,121	5,605
CABLE INFO.	O		1/2	1/2		.00	3/4	1/2	1	987	493
CITIZENS FIN.**	CPN	A	1 3/4	1 3/4		.00	4 1/4	1 3/4		2,697	4,719
COMCAST*	O		2 1/2	2 1/2		.00	2 1/2	1 1/2	10	1,705	4,262
COMMUNICATIONS PRDP.	COMU	O	1 5/8	1 1/2	+ 1/8	+ 8.33	3 3/8	1 3/8	18	4,761	7,736
COX CABLE	CXC	A	4 3/4	5 1/8	- 3/8	- 7.31	15 1/4	4 1/2	9	3,560	16,910
ENTRON*	ENT	O	7/8	3/4	+ 1/8	+ 16.66	7/8	1/2	6	1,358	1,188
GENERAL INSTRUMENT	GRL	N	8 1/2	9 3/4	- 1 1/4	- 12.82	17 1/8	8 1/2	5	7,060	60,010
GENERAL TV*	O		1 1/4	1 1/4		.00	1 1/2	3/4	63	1,000	1,250
LVD CABLE	LVOC	D	2 3/8	2 3/4	- 3/8	- 13.63	4 5/8	2 3/8	48	1,879	4,462
SCIENTIFIC-ATLANTA	SFA	A	7	6 7/8	+ 1/8	+ 1.81	9 1/2	5 7/8	7	917	6,419
TELE-COMMUNICATION**	TCOM	O	1 1/2	1 3/4	- 1/4	- 14.28	5 3/4	1 1/2	6	4,852	7,278



Stock symbol	Exch.	Closing Wed. July 31	Closing Wed. July 24	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
TELEPROMPTER**	TP	N	2 3/4	3	- 1/4	- 8.33	8 1/4	2 3/4	16	16,013	44,035
TIME INC.	TL	N	36 1/2	37 1/8	- 5/8	- 1.68	40 1/4	30 3/4	7	10,381	378,906
TOCOM*	TOCM	O	2 7/8	3	- 1/8	- 4.16	4 7/8	2 1/2	7	634	1,822
UA-COLUMBIA CABLE	UACC	O	4 5/8	4 3/4	- 1/8	- 2.63	6	3 3/4	10	1,795	8,301
VIACOM	VIA	N	4	4 3/8	- 3/8	- 8.57	7 1/2	4	6	3,850	15,400
VIKOA**	VIK	A	1 3/4	1 7/8	- 1/8	- 6.66	4	1 3/4		2,534	4,434
									TOTAL	85,999	655,648
<b>Programming</b>											
COLUMBIA PICTURES**	CPS	N	2 1/8	2 1/8		.00	4 3/4	2		6,748	14,339
DISNEY	DIS	N	36	39 3/4	- 3 3/4	- 9.43	54 1/2	34 3/4	22	29,155	1,049,580
FILMWAYS	FWY	A	3	3		.00	6	2 5/8	4	1,791	5,373
FOUR STAR			3/4	3/4		.00	1 3/8	3/4	1	665,950	499,462
GULF + WESTERN	GW	N	19 1/4	20 3/8	- 1 1/8	- 5.52	29 1/8	18 3/8	4	14,088	271,194
MCA	MCA	N	22 3/4	23	- 1/4	- 1.08	26 1/2	19 1/4	6	8,386	190,781
MGM	MGM	N	14 7/8	16 3/8	- 1 1/2	- 9.16	16 3/8	9 1/4	11	5,918	88,030
TELE-TAPE****	D		1/2	1/2		.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*	O		2 7/8	3	- 1/8	- 4.16	4 1/8	2 7/8	6	943	2,711
TRANSAMERICA	TA	N	6 1/4	6 3/4	- 1/2	- 7.40	10 3/8	6 1/4	5	65,115	406,968
20TH CENTURY-FOX	TF	N	5	5		.00	9 1/8	4 3/4	7	8,280	41,400
WALTER READE**	WALT	O	1/8	1/8		.00	1/2	1/8		4,467	558
WARNER	WCI	N	8 3/8	9 7/8	- 1 1/2	- 15.18	18 1/2	8 3/8	4	16,317	136,654
WRATHER	WCO	A	4 1/2	5 1/8	- 5/8	- 12.19	8 1/8	4 1/8	50	2,229	10,030
									TOTAL	831,577	2,718,175
<b>Service</b>											
8800 INC.	O		12 7/8	12 7/8		.00	14 1/4	10	6	2,513	32,354
COMSAT	CO	N	29 7/8	31 3/4	- 1 7/8	- 5.90	40 3/8	26 1/8	7	10,000	298,750
CREATIVE MANAGEMENT	CMA	A	3 1/4	3 3/8	- 1/8	- 3.70	6 5/8	3 1/4	4	1,016	3,302
DOYLE DANE BERNBACH	DOYL	O	7 1/4	8 1/4	- 1	- 12.12	11 1/2	7 1/4	4	1,796	13,021
ELKINS INSTITUTE****	ELKN	O	3/8	3/8		.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	8 1/8	8	+ 1/8	+ 1.56	11 1/4	8	5	2,065	16,778
GREY ADVERTISING	GREY	O	6 1/2	6 1/2		.00	8 3/8	6 1/2	3	1,255	8,157
INTERPUBLIC GROUP	IPG	N	9 1/2	10 1/8	- 5/8	- 6.17	13	9 1/2	3	2,319	22,030
MARVIN JOSEPHSON*	MRVN	O	4 3/4	5 1/2	- 3/4	- 13.63	8 1/2	4 3/4	3	957	4,545
MCI COMMUNICATIONS+	MCIC	O	2 1/8	2	+ 1/8	+ 6.25	6 1/2	2		12,825	27,253
MOVIELAR	MOV	A	7/8	7/8		.00	1 5/8	5/8	5	1,407	1,231
MPO VIDEOTRONICS**	MPO	A	1 3/8	1 3/8		.00	2 5/8	1 1/8		539	741
NEEDHAM, HARPER	NDHMA	O	4 5/8	4 5/8		.00	7 1/2	4 5/8	2	918	4,245
A. C. NIELSEN	NIELB	O	14 1/2	15 1/4	- 3/4	- 4.91	28	14 1/8	14	10,598	153,671
OGILVY & MATHER	OGIL	O	13 1/2	14 1/2	- 1	- 6.89	17 1/4	12 3/4	5	1,807	24,394
PKL CO.***	PKL	D	1	1		.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	8 1/4	8 1/2	- 1/4	- 2.94	12	6 7/8	13	2,624	21,648
UNIVERSAL COMM.***	O		5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	6	6 1/2	- 1/2	- 7.69	9 5/8	6	3	1,632	9,792
									TOTAL	57,701	643,887
<b>Electronics</b>											
AMPEX	APX	N	3 3/8	3	+ 3/8	+ 12.50	4 7/8	2 7/8	9	10,796	36,436
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8		.00	1 1/8	5/8	2	881	991
COHU, INC.	COH	A	2 1/2	2 1/2		.00	3 7/8	2 1/8	5	1,542	3,855
COMPUTER EQUIPMENT	CEC	A	1 1/4	1 1/2	- 1/4	- 16.66	2 1/8	1 1/4	7	2,333	2,916
CONRAC	CAX	N	14 1/8	14	+ 1/8	+ .89	21	13	6	1,261	17,811
GENERAL ELECTRIC	GE	N	43	48 3/4	- 5 3/4	- 11.79	65	7 1/2	13	182,114	7,830,902
HARRIS CORP.	HRS	N	17 1/4	23 1/2	- 6 1/4	- 26.59	33 1/2	17 1/4	6	6,229	107,450
INTERNATIONAL VIDEO	IVCP	O	3 1/8	3 1/8		.00	7 1/2	3 1/8	10	2,728	8,525
MAGNAVOX	MAG	N	4	4 1/4	- 1/4	- 5.88	9 7/8	4	17	17,799	71,196
3M	MMM	N	65	70	- 5	- 7.14	80 1/2	65	24	113,100	7,351,500
MOTOROLA	MOT	N	46 5/8	51 1/2	- 4 7/8	- 9.46	61 7/8	40 1/2	15	27,968	1,304,008
OAK INDUSTRIES	OEN	N	9 1/2	10 1/4	- 3/4	- 7.31	12 7/8	9 1/2	4	1,639	15,570
RCA	RCA	N	12 1/2	13 5/8	- 1 1/8	- 8.25	21 1/2	12 1/2	5	74,444	930,550
ROCKWELL INTL.	RDK	N	25 7/8	26 1/4	- 3/8	- 1.42	28 3/8	25 1/8	6	30,315	784,400
RSC INDUSTRIES	RSC	A	1	1 1/8	- 1/8	- 11.11	2 1/8	1	6	3,458	3,458
SONY CORP.	SNE	N	16 3/8	16 1/2	- 1/8	- .75	29 7/8	16 3/8	31	165,625	2,712,109
TEKTRONIX	TEK	N	28 1/2	33 1/2	- 5	- 14.92	47 3/4	28 1/2	12	8,646	246,411
TELEPHATION	TIMT	O	1 3/4	2	- 1/4	- 12.50	2 3/4	1 3/4	10	1,050	1,837
TELEPRD IND.*	O		7	6 7/8	+ 1/8	+ 1.81	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	N	7 5/8	9	- 1 3/8	- 15.27	13 1/4	6 5/8	7	6,617	50,454
WESTINGHOUSE	WX	N	12 1/4	13 1/4	- 1	- 7.54	26	12 1/4	7	87,876	1,076,481
ZENITH	ZE	N	17 3/8	18 7/8	- 1 1/2	- 7.94	31 5/8	17 3/8	7	18,797	326,597
									TOTAL	765,693	22,886,782
									GRAND TOTAL	2,167,984	35,106,518

Standard & Poor's Industrial Average

89.35

90.34

-.99

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over the counter (bid price shown)  
P-Pacific Coast Stock Exchange  
††Stock did not trade on Wednesday;  
closing price shown is last traded price.

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
Yearly highs and lows are drawn from  
trading days reported by *Broadcasting*.  
Actual figures may vary slightly.

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

\* P/E ratio computed with  
earnings figures for last 12  
months published by company.  
† No annual earnings figures  
are available.  
\*\* No P/E ratio is computed;  
company registered net losses.

## NCTA reacts to White House study on two-way cable

**Ford-headed right-of-privacy unit recommends safeguards against cable abuses; Foster cautions against overreaction, sets machinery in motion to formulate guidelines**

The Big Brother implications of two-way cable, an issue on which the industry has been quiet in the past, have suddenly generated interest following the issuance of a White House staff report on the subject.

In a July 26 letter to Vice President Gerald Ford, chairman of the Domestic Council's Committee on the Right of Privacy, National Cable Television Association President David Foster maintained that the Orwellian potential of two-way cable has been "overstated" by industry opponents. Nevertheless, Mr. Foster assured the Vice President that an NCTA study on the issue is forthcoming.

To achieve that end, NCTA has activated its Code Committee, which has been relatively dormant the past few years, to address the privacy matter and formulate possible industry guidelines. Jack Gault (American Television & Communications Corp., Washington) will head the committee and coordinate the project. It is "conceivable," an association spokesman said, that the committee's recommendations could be completed in time for consideration by the NCTA board of directors at its meeting Sept. 23-24.

In its report, Mr. Ford's committee expressed concern over the potential for certain interests to use two-way cable to oversee the activities of subscribers. To guard against such actions, the report suggested that the privacy provision of the proposed Cable Communications Act of 1974 drafted by the Office of Telecommunications Policy should be enacted.

The provision bars persons not authorized by the cable operator or anyone distributing signals on the cable system from intercepting or receiving a signal. It also prohibits disclosure of any personally identifiable information about a cable subscriber, including information about programs provided, without a court order. And if a court order is obtained, the subscriber must be informed.

The committee staff noted that while two-way cable television offers the opportunity for citizens to communicate from their living rooms with their library, bank and school, and to participate in special town, club or business meetings, it also carries with it implications for the subscriber's privacy that are "enormous."

Mr. Ford's staff noted, for instance, that a system being installed in Illinois would eventually make it possible to survey in 30 seconds all 180,000 subscriber houses to determine the program being

viewed in each.

Furthermore, the staff reported, "Individual sets can be turned on and off from a central headquarters. Since viewing certain programs can indicate political and/or socioeconomic views, this technique could be valuable to certain parties. Being tested in a dozen American communities are experimental two-way cable TV systems allowing images and messages to travel to and from the home with central switching controls."

NCTA's Mr. Foster, while acknowledging that "serious study and reasoned action" on the privacy issue is appropriate, cautioned against overreaction to the problem. He claimed that "some opponents of cable television as a competing communications medium have seized upon this serious issue and have attempted to exploit it for their own purposes."

In reality, Mr. Foster asserted, CATV technology poses a "less serious threat" to privacy than other information systems (telephone, computer and data networks) already in wide use. He noted that the Sloan Commission on Cable Communications and the FCC's Federal-State-Local Advisory Committee have reached similar conclusions. Thus, Mr. Foster said, while NCTA endorses "the thrust" of the privacy provision of the OTP report, it doubts that "special technical requirements on a CATV system represent a sound approach to the issue." Rather, Mr. Foster maintained, the best solution would be "the establishment of legal safeguards and strict penalties for the misuse of information."

Vice President Ford had previously taken note publicly of the antisnooping provision of the OTP cable TV bill. The measure itself, designed to implement the report of the Cabinet Committee on Cable Television, entered the Office of Management and Budget clearance process in May (BROADCASTING, May 20), but has not yet emerged.

**Gentle persuasion.** The FCC, which said nearly a year ago that it would assert authority over the CATV pole attachment issue unless cable-telephone interests came to private accord, is getting restless. After granting numerous extensions of time for private settlement over pole-rental rates to AT&T-General Telephone-National Cable Television Association's pole negotiating committee, commission is losing faith in their ability to come to terms. Commission has directed staff to draft order asserting regulatory authority which, if issued, would force rate hearings. Word of FCC's impatience has had noticeable effect on negotiators. Contrary to previous proposals, negotiations now hinge on cost justification of rate schedule. NCTA and General Telephone continue to negotiate under that premise. The AT&T situation is more cloudy. The Bell System has previously expressed its conviction that the rate increase is justified. In any event, all parties are hoping for settlement by fall—prior to FCC action.

The privacy committee's recommendation regarding the OTP bill is one of 14 in various areas that were transmitted to the President for his consideration. Mr. Nixon established the committee on Feb. 23, and directed it to recommend by mid-year measures to safeguard the individual's right to privacy. The committee will consider additional staff recommendations in September.

## FCC asked to drop duplication rule on test basis

**NCTA, systems operators claim data is needed to prove or disprove broadcasters' fear of injury**

The National Cable Television Association, along with Western Communications, has proposed a one-year cutback in nonduplication protection to be followed by a two-year moratorium. The suggestion came in the final round of comments to the FCC on network program exclusivity.

They argued, as did a host of smaller cable groups, including Cablecom General Inc. and Staunton Video Corp., that broadcasters have never presented statistical data to support their fear of financial stress if exclusivity requirements are relaxed or eliminated. The NCTA claimed the moratorium would permit comparative data to be collected which could finally prove or disprove broadcasters' contention.

The proposed first-year cutback embodies most of the modifications the FCC outlined in its rulemaking proposal, which stimulated the filing of more than 30 comments.

Specifically, cable operators seek a change in the zone for protection from the present grade-B contour of a television station to a 35-mile zone. "Significantly viewed signals" normally available off-the-air in the community would not be protected either. Another change would exempt CATV systems with less than 1,500 subscribers from being required to protect local signals. Such an exemption now applies only to systems with 500 or fewer subscribers.

NCTA would also exempt exclusivity arrangements in case of TV stations' improper notification to cable systems of program schedule changes. Cable systems have long complained that broadcasters are negligent in notifying them of such changes, with the result that subscribers' viewing patterns are disrupted.

Further proposed modifications treat dual-channel carriage. NCTA said cable operators should be allowed to carry a protected station on a blacked-out channel.

NCTA also maintained that the additional CATV systems affected when a station increases the range of its signal would not be required to afford nonduplication protection. According to cable groups, allowing change in a TV facility to give rise to nonduplication requirements on the part of additional systems, would disturb cable subscribers' viewing

patterns that have already become established.

The last two points suggested concern programs broadcast via a translator and Rocky Mountain time zone exclusivity requirements. Cable operators said no to granting nonduplication protection for stations whose signals are carried by translators. And with respect to the Rocky Mountain area, the NCTA, along with all other cable groups which filed comments, wants to substitute simultaneous protection for the same-day protection now provided in that area.

NBC granted that some "procedural problems" have occurred, regarding sufficiency of notice of program schedule changes supplied to CATV systems, but suggested a small advisory committee could best iron out those concerns, as the Association of Maximum Service Telecasters first suggested. Westinghouse Broadcasting Co. offered some solution to this problem in suggesting "seasonal notification": fall, mid-season, and summer rather than the prior 48-hour setup now used.

Taking the offensive, the networks along with affiliate groups, expressed concern that, with present cable growth and projected future growth, nonduplication protection should probably be increased rather than relaxed.

Small-market stations underlined the broadcasters' contention that lack of protection would mean severe financial disruption. Providing the proof that cable groups say doesn't yet exist, Holton Valley Broadcasting Corp., licensee of WKPT-TV Kingsport, Tenn., presented statistics showing a portion of direct losses in audience, and a corresponding estimated loss in dollars annually, if one affiliate per market system was overturned by allowing duplication of local affiliate prime time attractions.

The National Association of Broadcasters took issue with each specific modification advanced by the NCTA proposal. In general, the NAB held that the problem with all CATV arguments is that they ignored critical distinction between TV signals and TV programs. NAB acknowledged that subscribers are denied certain signals because of exclusivity requirements, but not programs since they are carried anyway only from a different channel.

## Comments come in on how much room FCC should have to swing in local franchising

Cities, citizens and cable interests continued to take predictable positions in comments due last week at the FCC in its ongoing cable clarification process. Last week's filings related to whether the commission should adopt uniform and specific notice and time requirements for public proceedings prior to the award of cable franchises and should require local consent for franchise transfers.

The National Cable Television Association objected to any direct FCC in-

volvement, suggesting that if the commission attempts to write any model franchise it would open a Pandora's box of problems with different municipalities. Echoing the same argument, the Minnesota Commission on Cable Communications held the states can better take account of municipal nuances than a uniform federal rule. Both petitioners recalled the FCC's Federal State Local Advisory Committee's recommendation for a "structured dualism" between federal and local governments in approaching cable matters.

Nonfederal authorities, including the New York State Commission on Cable Television, the City of New York, and the City of Los Angeles also filed comments calling for franchise-selection provisions to be left to local governing bodies. The U.S. Conference of Mayors said the same.

The Philadelphia Community Cable Coalition, however, felt a federal hand was needed in local franchise proceedings. It claimed that in that city a franchise was granted after a public hearing at which only cable interests were heard. It suggested the FCC formulate guidelines on objective criteria with which to judge a franchise.

Other citizen groups, including National Citizen Committee for Broadcasting, the Civil Liberties Union of Alabama filing jointly with the Alabama Media Project, and the National Black Media Coalition recommended that the FCC articulate minimum due-process standards for franchise proceedings and that it insure public understanding and participation in the franchise process.

Proposals on how to enlighten the public on cable franchising took several forms. The Philadelphia Cable Coalition recommended that a citizen committee appointed by the city council study cable and report back to educate the public. The NCCB went a step further and recommended that the FCC itself assist in providing needed information to local franchising authorities.

Regarding the related issue of whether the FCC should rule to insure prior local consent for cable system transfers, the NCCB and the Philadelphia group argued that it would be "nonsense" for the commission to require public input in initial franchise grants, and not to require public input on a transfer.

In addition both groups recommended that the FCC rule against trafficking in franchises, as it has against trafficking in broadcast licenses.

The Philadelphia group also voiced concern that without specific FCC requirements providing for public participation in franchise transfers, minority operated competitors may be bypassed.

A joint filing by seven cable firms set up a hypothetical case, if a transfer ruling is adopted, where a single transaction could involve three government bodies: federal, state, and local plus separate areas of each municipality. That set-up, if it existed, they charged, would provide a legal argument supporting "undue burden on interstate commerce."

## The Anaheim-Arlington connection

**Two separate major-market towns have same problem: The FCC has rejected several aspects of their cable franchises**

While 3,000 miles separate them, officials in Anaheim, Calif., and Arlington county, Va., face a similar problem in their efforts to initiate cable service. The problem, they claim, is the FCC.

Anaheim and Arlington both issued cable franchises more than a year ago, the former award going to Theta Cable of Los Angeles and the latter to Arlington Telecommunications Corp., a regional group whose principals include Washington attorneys Fred Ford (former FCC chairman) and Lee Lovett. In both cases, the franchise ordinances were admittedly progressive. Both called for an annual gross receipts tax on the system operator of 5%, which the FCC will permit only on a detailed justification from the franchising authority. But perhaps of greater consequence, both franchises require the cable system to supply a substantial number of educational (and in Arlington, municipal as well) access channels, upon which officials hope to implement ambitious instructional projects. Commission rules, however, require that systems in major markets (a category to which both Arlington and Anaheim belong) can only be forced to supply one such channel.

Those conflicts between the designs of the local regulators and national policy have led the commission's Cable Television Bureau to direct Anaheim and Arlington to revise their franchise ordinances in line with commission rules. If the cities fail to do so, the bureau has indicated, the franchisees could be denied FCC certificates of compliance. And in both cases, the local officials are contemplating a fight.

The problem in Anaheim, which has a subscriber potential of about 50,000, began several months ago when the Cable Bureau informed Theta that it could not be granted a compliance certificate under the existing franchise ordinance. Besides the provision calling for a 5% receipt tax, the bureau took issue with a requirement (with which Theta is willing to comply) that three channels be reserved for local schools and other educational projects. In addition, the franchise requires that the system make five "upstream" channels—vacant facilities not occupied by broadcast signals—available for educational programming. The city's plan contemplates an elaborate educational system whereby programs produced by the school system would be fed to Theta subscribers and Anaheim classrooms.

In Arlington, a Washington suburb with about 150,000 potential subscribers, the problem began on June 20 when the bureau alerted the Ford-Lovett group that several franchise provisions did not



conform with FCC guidelines. In addition to the 5% tax (the county is seeking a 4% direct gross receipts levy plus additional charges to the system to cover the cost of building inspections—which the commission has ruled must be considered as part of the over-all system tax), Arlington wants the system to provide three educational channels and two municipal channels. The educational facilities, for which extensive plans have already been made, would be directed by the county board of education and would include both general and specialized instructional programs. The educational project is outlined in a 150-page report recently issued by the county. On the municipal channels, the county would implement a reference and referral service under the auspices of the local library.

"Certainly," said Charles Hammond, executive director of Arlington public utilities commission, "these projects would be entirely in the public interest." Mr. Hammond expressed displeasure with the commission's conduct in the matter, particularly regarding the agency's failure to send to county officials a copy of the June 20 letter to the franchisee. "If that's their general policy," Mr. Hammond said, "there's something lacking in their appreciation of the role of the city in these matters." Mr. Hammond noted that Arlington Telecommunications Corp. attorneys are preparing a response to the commission's findings (they have until Aug. 30), in which a waiver or clarification of the existing policies will be sought. "We're going to press forward on this issue," he said. If "worst comes to worst," he noted, the county and Arlington Telecommunications would likely press the full commission for reconsideration of the bureau's findings. And if the commission fails to grant relief, he noted, "I have reason to believe that we'd be willing to join" the franchisee in a court suit.

In Anaheim, an official in the city attorney's office noted, the climate is of a wait-and-see nature. He said the city is presently engaged in assisting Theta with its negotiations with the commission and has asked permission to intervene directly in the case. But the possibility for a direct confrontation with the commission is still unclear, he said. "I don't think that's been presented to the city council in sufficient detail yet," the official noted.

The situations in Anaheim and Arlington have aroused the interest—and ire—of several other municipalities. According to the National League of Cities' Frank Young, about 25 cities have expressed interest in sponsoring a joint challenge to the agency's policy of preempting the regulatory authority of local governments in cable matters. "I have heard that litigation is being proposed," said one Anaheim official, "and that the city attorney may request our council to join in that effort." A final decision, he said, has yet to be made.

However, the Anaheim official noted, there seems to be no shortage of motivation at the local level for such an action. "The FCC doesn't seem to understand the problems the cities have . . ." he said. "Any time you give somebody a franchise

to use the city rights of way, you've got to get something back in return." If the commission continues to limit the amount cities can charge cable franchisees for that privilege, he asked, "who's going to pay for the maintenance? We don't have the money." The bottom line, he ventured, is that "you can't issue the franchise. You've got to cut cable off."

"The issue," he concluded, "is a simple one. Who is going to control the city's streets—the city or the FCC?"

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## Cablecom finds buyer for its Denver system

**AT&C and Century Communications agree in principle to purchase operation for \$6 million**

Cablecom-General Inc., which has been trying to sell its 20,000-subscriber cable system in Colorado Springs for more than a year, is now on the verge of doing so. The company said last week that it has agreed in principle to sell Vumore-Video Corp., the subsidiary which operates the Colorado facility, to a joint venture involving two other firms. Price was reported as \$6 million cash—\$3 million less than Cablecom would have received from a transaction that fell through last year.

Proposed buyers in the new agreement are American Television and Communications Corp., Denver, and Century Communications Corp. The latter firm is principally owned by the Sentry Insurance group. The \$6-million purchase price would be payable through a 15-year note at 10½% interest.

Although Cablecom estimates its total investment to date in the system to be \$8.4 million, company officials said they believe a \$3-million reserve fund which had been established to cover any loss resulting from the transaction would be sufficient to achieve its purpose.

Cablecom, a subsidiary of group broadcaster RKO General Inc., had agreed last year to sell the system to Cablevision Properties Inc., an investment firm headed by Denver cable entrepreneur Bill Daniels, for \$9 million. The transaction fell through last December after the Daniels group failed to acquire necessary financing. As a result of the termination of that agreement, Cablevision Properties was forced to relinquish to Cablecom the 20% interest it had previously held in the Colorado Springs system.

Century Communications, which would be a 50% partner with ATC in the new venture, is no stranger to dealings with Cablecom. Last summer it acquired an 80% interest from Cablecom in two California cable systems.

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## After-the-fact flap over Wisconsin cable bill

Wisconsin's proposed cable television bill appears to have died through legislative inaction. Posthumously, however, the is-

sue has inspired a controversy involving charges of impropriety by the bill's author against the state's cable association and an FCC official.

The July issue of *Cable Report*, an adjunct of the *Chicago Journalism Review*, charged that an FCC Cable Television Bureau attorney had worked with the Wisconsin Cable Communications Association to scuttle the bill. The article claimed that the bureau attorney, Stephen Effros, had prepared and circulated to legislators a list of 23 issues on which the proposed state bill conflicted with FCC policy. The alleged action, which *Cable Report* termed "highly improper," was, it said, tantamount to illegal "lobbying" by a federal official.

Shortly after the appearance of the *Cable Report* story, State Representative Ed Jackamonis, principal author of the cable bill, issued a press release asserting that the report tended to verify his prior suspicion that Mr. Effros had been cooperating with WCCA lobbyist Michael Vaughn in an effort to kill the legislation. Mr. Jackamonis said he "did a slow burn" when the FCC official testified last May before the legislature's joint finance committee.

Mr. Jackamonis's statement came two weeks after the state legislature adjourned its 1974 session. The action effectively killed the bill—which would have set up an independent state regulatory commission to oversee Wisconsin cable activities—because the legislation had failed to emerge from committee in time for floor action.

Dick Foster, a WCCA director and president of the group until his resignation in June, maintained that the *Cable Report* allegations were completely without foundation. "There's no basis for it," he said. Mr. Foster noted that while the article said Mr. Effros had written the list of apparent conflicts, the document had actually been prepared by Mr. Vaughn as part of WCCA's lobbying effort against the bill.

Mr. Effros, contacted in Michigan where he is attending school while on leave from the commission, maintained that the *Cable Report* story is "incorrect in all of its particulars."

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## Moratorium sought on antisiphoning rules

The Motion Picture Producers Association of America and eight program producers have petitioned the FCC to suspend pay-cable antisiphoning rules governing feature films and series-type programs pending completion of the proceeding in which changes in those rules are being considered. The petitioners argue that in the four years the rules have been in effect, their First Amendment rights and those of the public have suffered irreparable injury and the development of a nationwide cable system "has been stifled." They added that "most recent indications of delay" make it appear that considerable time will elapse before the rules changes are announced.

In a related development, the National Cable Television Association urged the

commission to reject ABC's request that it issue a further notice in the pay-cable proceeding; NCTA called the petition a "further attempt to stall the already long overdue resolution of the pay-cable docket."

## Merger talks between Vikoa and Comcast warming up

Two cable MSO's say negotiations are positive although they are still in talking stage

Vikoa Inc., New York, and Comcast Corp., Bala Cynwyd, Pa., last week announced that they are seriously considering a merger. While terms of the transaction had not been set, the firms said, the resulting company would rank as the

nation's 11th largest multiple cable-system owner.

Presently, Vikoa is ranked 16th with 106,000 subscribers. Comcast, ranked 33d, has 44,000 subscribers. Vikoa owns more than 25 cable systems; Comcast has seven systems serving about 25 communities.

While Comcast is understood to be on more stable financial ground than Vikoa (it presently enjoys excess working capital of between \$3 million and \$4 million), company officials said the merger would benefit both firms, particularly in terms of the increased volume of assets that would result. "There's an obvious advantage of size," said Comcast Vice President-Treasurer Julian Brodsky. "Our firm has been actively looking for new acquisitions for several years," he said, and has been unable to locate suitable investments. Comcast had a net income of \$433,674 last year on revenues of \$6.3 million.

Vikoa, on the other hand, experienced a net loss of \$182,000 in 1973 on revenues of \$9.3 million. It had a net loss in

the first quarter of the current year of \$165,000 and estimates a loss for the first half but a profit for the entire year.

Both firms have subsidiary lines of business, although the operation of cable systems is their principal pursuit. Vikoa operates a division which owns and leases telephone interconnection equipment. Comcast holds several Muzak franchises and operates a retail merchandising division. Mr. Brodsky noted that there is a "certain synergism" between the subsidiary operations of the two firms in that Vikoa's interconnection business is located in the same cities as Comcast Muzak interests.

The Comcast treasurer said no timetable had been set for formal consideration of the merger. He added that while a decision as to "the form of the transaction is down the road a piece," the possibility of merger is positive. "Everyone is just working as hard as we can on it and we should move forward."

Vikoa shares are traded on the American Stock Exchange. Comcast securities are sold over the counter.

## Fates & Fortunes®

### Media



Lothery

**Gene Lothery**, director of sales, WCBS-TV New York, named VP and general manager, CBS-owned WEEI(AM) Boston, succeeding **Bill Grimes**, named VP-CBS radio division for CBS-owned stations (BROADCASTING, July 22).

**Richard S. Korsen**, VP and general manager, WDRC-AM-FM Hartford, Conn., named executive VP, Buckley Broadcasting Corp., licensee. **Dick Robinson**, sales manager, WDRC, named VP and station manager.

**Harvey Tate**, general manager, WAYE(AM) Baltimore, named VP-director, Adler Communications Corp. (WAYE; WHAG[AM] Halfway, Md.; WQCM[FM] Hagerstown, Md.).

**Al Lobeck**, sales manager, WIBW-AM-FM Topeka, Kan., named general manager, KRNT-AM-FM Des Moines, Iowa. All are Stauffer-owned stations.

**Carl V. Venters Jr.**, general manager, WPTF(AM)-WQDR(FM) Raleigh, N.C., elected president and director.

**Clayton Turner**, manager-operations, KOA-TV Denver, named operations manager, WDAF-TV Kansas City, Mo.

**John Horn**, director of information services, Westinghouse Broadcasting Co., New York, has resigned, effective Aug. 11, to write books and magazine articles. Mr. Horn has been with Group W for more than six years and earlier was with CBS-

TV and now defunct *New York Herald-Tribune*. Successor not named.

**David Fuellhart**, general manager, WPST(FM) Trenton, N.J., named manager, WPOC(FM) Baltimore, which was WFMM-FM Baltimore before acquisition by Nationwide Communications Inc. (BROADCASTING, July 29).

**Diane Seaman**, executive assistant to president, WMCA(AM) New York, named director of marketing.

**Eugene H. Bohi**, VP and general manager, WGHP-TV High Point, N.C., elected to board of directors, Southern Broadcasting Co., licensee.

**Melvin W. LaForce**, VP, KSTT Inc., Davenport, Iowa, named general manager, KSTT(AM).

**Kerry Richards**, promotion manager, WTNH-TV New Haven, Conn., joins WBAL-TV Baltimore as director of advertising, promotion and public relations.

**Mark Myers**, on staff of KORT(AM) Grangeville, Idaho, named operations manager.

**Stuart G. Zuckerman**, formerly promotion manager, KBHK-TV San Francisco, named promotion director, WNEW-AM-FM New York.

**Ronald Najman**, trade press representative, ABC Inc., named manager of public relations, ABC News, New York. He succeeds **Don Alloway**, who became press secretary for Senator Jacob Javits (R-N.Y.).

**Bernard Mayes**, executive VP, noncommercial KQED-FM San Francisco, retires. He will continue teaching communications and public broadcasting at Stanford University and continue reporting for

BBC. **Sidney B. Bloom**, assistant VP, Bache & Co., Oakland, Calif., joins KQED-FM as director of corporate and business underwriting.

**James F. MacAndrew**, who retired as director-general manager, noncommercial WNYE-TV New York and director of broadcasting, New York City board of education, named to three-year term, board of trustees, Long Island Educational Television Council Inc. (which owns WLIW-TV Garden City, N.Y.).

**Gordon Jones**, accounting supervisor, WSB-TV Atlanta, named business manager-controller. **Pete Brodie**, personnel consultant, Central Savannah River Area Planning and Development Commission, named manager, personnel and office services, WSB-TV.

**Tim Reynolds**, manager of planning and analysis, WCAU-TV Philadelphia, named director of planning and finance.

**John M. Reynolds Jr.**, auction coordinator, noncommercial WNED-TV Buffalo, N.Y., named director of development.

### Broadcast Advertising

**Rich White**, account executive, WNBC-AM-FM New York, named national sales manager, succeeding **Jeff Dorf**, who becomes general sales manager, WRC(AM)-WKYS(FM) Washington, also NBC-owned.

**William H. Vogt**, sales, WGBS(AM) Miami, returns to WDAS-AM-FM Philadelphia as VP-sales.

**Neil J. Devine**, account executive and manager of field marketing group, D'Arcy-MacManus & Masius, St. Louis, named VP-account supervisor.

**Jack Bruemmer**, account group supervisor, D'Arcy-MacManus & Masius, St. Louis, named general manager, Los Angeles office. **John Mogge**, VP and management supervisor, DM&M, Los Angeles, named director of client services.

**Molly Granger**, broadcast coordinator, Honig-Cooper & Harrington, San Francisco, named broadcast operations manager, Clinton E. Frank Advertising, same city. **Richard Matullo**, associate media director, Post-Keyes-Gardner, named VP-media director, Clinton E. Frank, Chicago.

**Don Brown**, media director, Goodwin, Dannenbaum, Littman & Wingfield Inc., Houston advertising agency, elected VP-media director.

**Todd T. Wheeler**, account executive, WPVI-TV Philadelphia, named national sales manager.

**John B. Collins**, VP-account supervisor, and **Royal Bruce Montgomery**, VP-art group head, McCaffrey & McCall, New York, elected senior VP's.

**Rita Patterson**, copy group head, J. Walter Thompson Co., New York, elected VP.

**J. Ricard Johnson**, **Ira Pruzan** and **Donald E. Putzier**, account supervisors, Needham, Harper & Steers, Chicago, elected VP's.

**Rick Alix**, account executive, WRDC-AM-FM Hartford, Conn., named local sales manager.

**Leo E. Stuchkus**, art director-producer, Dancer-Fitzgerald-Sample, New York, elected VP.

**Edward L. Graf**, corporate secretary, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

**Sharon M. O'Day**, copywriter, Leo Burnett U.S.A., Chicago, named copy supervisor. **James B. Carlson**, art director, named art supervisor. **Mary Hill**, assistant space buyer, named media supervisor.

**Edward E. Rousset**, salesman, The Katz Agency, St. Louis, named general sales manager, KGNS-TV Laredo, Tex.

**James R. Grimes**, local-regional sales manager, WEAR-TV Pensacola, Fla., named general sales manager.

**Stan Stoller**, general sales manager, WAVS-AM Fort Lauderdale, Fla., named local sales manager, WINZ-AM-FM Miami.

**Leslie Dennis**, operations assistant, WBOC-TV Salisbury, Md., named assistant sales manager.

**Mike Perry**, media planner, Cunningham & Walsh Inc., New York, named media supervisor. **Wayne Stockbower**, account supervisor, Halpern/McDevitt Associates, New York, named planning supervisor, sales promotion department, C&W. **Margaret Schenck**, copywriter, Dean L. Burdick & Associates, New York, joins C&W as copy supervisor, sales promotion department.

**Sharon Amanzio**, account executive, WDFH(FM) Chicago, named local sales manager.

**Carson Rennie**, sales manager, WQAM-AM Miami, named sales manager, KKSS(FM) St. Louis.

**Boyd Browning**, formerly general manager, KDAY(AM) Los Angeles and owner of KNOT(AM) Prescott, Ariz., has joined sales staff of Selcom Inc., station representative, in Los Angeles.

**Doug Grimm**, West Coast manager, ABC-FM Radio Spot Sales, named to same post with GCI Sales Inc., in-house representative firm of Globetrotter Communications Inc., Chicago.

**Linda M. Branz**, continuity director, WILS(AM) Lansing, Mich., joins Weltin Advertising, Atlanta, as copywriter.

**Paul D. Brennan Jr.**, news director, WNUF(FM) New Kensington, Pa., named director of public relations, Thompson & Matelan Inc., Pittsburgh advertising agency.

**James Carson**, copy director, McDonald, Carden, Cherry & Ferrell Inc., Nashville agency, joins James B. Lansing Sound Inc., Los Angeles, in same capacity.

## Programing

**Don Richman**, VP, Chuck Blore Creative Services, Los Angeles, named president. He succeeds **Milt Klein**, who resigned to head his own broadcast-advertising-marketing consultancy in Los Angeles, where he announced representation of radio program properties produced by **Harry O'Connor**.

**Tom Wertheimer**, VP-business affairs, Universal Television, named VP of parent MCA Inc.

**Brooke Sectorsky**, production manager, WUAB-TV Cleveland, joins KTVU(TV) San Francisco-Oakland in same capacity.



Brill



Feldman

**Frank Brill**, VP, prime-time creative services for ABC Entertainment, New York, named VP, variety programs and will relocate to Los Angeles. **Sanford Feldman**, associate director of business affairs, East Coast, ABC Entertainment, named VP, live presentations, business affairs, ABC Entertainment, New York.

**Janet Sandison**, operations supervisor, WTMJ-FM Milwaukee, named operations manager, WTMJ-AM-FM.

**Don Reed**, production manager, WIOD-AM Miami, named program manager.

**Carl F. Floyd**, producer-director, KORK-TV Las Vegas, named director, KGNS-TV Laredo, Tex. Both are Donrey Media Group stations.

**Jack Leverenz**, executive producer, children's programing, WPLG-TV Miami, named production administrator.

**Dale Turner**, program director, WTHI(AM) Terre Haute, Ind., resigns to become staff announcer. **Fred Morse**, production di-

rector, WTHI, assumes program director duties.

**Claude Evans**, program director, WALA-TV Mobile, Ala., named director of programs and community relations. **Sybil Winters**, administrative assistant to general manager, named operations director, WALA-TV.

**Peter R. Flynn**, regional manager, station relations, NBC, New York, appointed director, programs, NBC Radio network, succeeding **Joan Konner**, previously appointed co-producer of NBC News's upcoming three-hour TV special on "the changing relations between women and men."

**J. Mike Davis**, manager, Arthur Anderson Co., Los Angeles, accounting firm, named VP-finance, The Wolper Organization, same city.

**Mary Winters**, executive producer, Controlled Television Communications, New York, named film director, WABC-TV New York.

**Tom Campbell**, weekend sports anchorman, KTRK-TV Houston, named sports director. **Bob Allen**, sports director, KPRC-AM Houston, named weekend sports director, KTRK-TV.

**James D. Gray** named director, noncommercial WECW(FM) Elmira, N.Y., replacing **Thomas R. Walton**, who has become executive assistant in licensee corporation.

**Richard Kurlander**, producer-director, KPIX-TV San Francisco, named production manager.

**Bernie Roscetti**, director and production manager, noncommercial WSIU-TV Carbondale, Ill., named television production manager, Maine Public Broadcasting network, headquartered at University of Maine, Orono.

## Broadcast Journalism

**Robert Eaton**, West Coast producer, *NBC Nightly News*, named news director, West Coast, NBC News.

**Ron Holden**, producer, KING-TV Seattle, named news director, WJZ-TV Baltimore.

**Robert L. Gore**, Washington bureau, UPITN, named Washington correspondent, Post-Newsweek's WFSB-TV Hartford, Conn., WPLG-TV Miami and WJXT(TV) Jacksonville, Fla.

**Warren E. Garling**, newsman, WGNA-FM Albany, N.Y., named news director, WGNA-FM and WHAZ(AM) Troy, N.Y.

**Howard R. Bailen**, former assistant news director, noncommercial WAER-FM Syracuse, N.Y., joins WRVR(FM) New York as reporter-news announcer.

**Joel Hymson**, controller, CBS News, New York, named VP-finance and controller.

## Cable

**Norman H. Compson**, operations department, Amherst Cablevision, Amherst, N.Y., elected VP-operations. **James J. Gumulak**, accounting, Amherst Cablevision, elected controller.

## Equipment & Engineering

**Doyle Thompson**, manager of engineering, WFMY-TV Greensboro, N.C., assumes



additional responsibilities as director of engineering, parent Landmark Broadcast Division. **James W. Bangley**, assistant director of engineering, WTAR-AM-FM-TV Norfolk, Va., named manager of engineering, WTAR-TV. **John Zaun**, video tape supervisor, WTAR, named manager of engineering, WTAR-AM-FM. **Kay Francis**, named technical supervisor of television, WTAR-TV.

**William G. Glass**, production manager, Kennedy Laboratories, Los Angeles, named operations manager, Conrac Division, Conrac Corp., Covina, Calif.

**Anthony P. Cunha**, president, Audio Devices Inc., Glenbrook, Conn., division of Capitol Records Inc., named executive VP and chief operating officer, Capitol Magnetic Products, new name for ADI, relocated to Los Angeles.

**Marvin V. Schylling**, VP-marketing of industrial/commercial lamps, GTE Sylvania Lighting Products Group, named VP-marketing for Electrical Equipment Group, GTE Sylvania.

**Thomas H. Franklin**, engineer, KORK-TV Las Vegas, named chief engineer, KGNS-TV Laredo, Tex. Both are Donrey Media Group stations.

**Herbert R. More**, VP, Kliegl Bros., Long Island City, N.Y., retires after 25 years of service. His duties are assumed by **Larry Nelson**, VP-U.S. television sales, and **Michael Connell**, manager-international sales.

## Allied Fields

**Joseph Stirmer**, trial attorney, hearing division FCC Broadcast Bureau, named assistant chief, hearing division.

**Bill Camfield**, manager, programing and promotion, KOA-TV Denver, named VP-general manager of Business Communications Inc., Fort Worth consultancy.

**William J. Kaland**, executive consultant,

Group W, New York, named executive producer, Marketable Preschool Educational Program of the Appalachia Educational Laboratory, Charleston, W. Va. AEL will produce 510 half-hour color educational programs.

**Herbert M. Perkins**, manufacturing manager, Datatron Inc., Santa Ana, Calif., named general manager of editing systems division.

**Pierre Billon**, special assistant, Canadian Department of Communications, appointed to newly created position of secretary of the Canadian Radio-Television Commission, secretary of the executive committee and executive assistant to the chairman.

**Susan Lowell**, communications coordinator, National Education Association organizing team East, named director of communications, NEA, Washington. She succeeds **John D. Sullivan**, named director of instruction and professional development unit.

**Wallace B. Eberhard**, assistant professor, University of Georgia School of Journalism and former newspaper and magazine reporter and editor, named head of the university's journalism sequence.

## Deaths

**Truman L. Bradley**, 69, radio-TV announcer, died July 28 at Motion Picture Country hospital, Los Angeles. He had been in ill health since suffering stroke several years ago. Mr. Bradley started his broadcast career in Chicago in 1930's announcing for *Ford Sunday Evening Hour*, and later for *Wrigley* and *Lady Esther cosmetics* (Wayne King), and, in California, on *Burns* and *Allen* radio show. During late 1950's, he was host-narrator for *Science Fiction Theater* and appeared in films, most notably "Northwest Passage."



Hartenbower

**E. K. (Joe) Hartenbower**, 66, retired senior VP, Meredith Corp. broadcasting division, died July 29 in Phoenix of heart attack. He was former general manager of KCMO-AM-TV and KCEZ-FM Kansas City, Mo. Earlier in career he was with NBC and ABC. He was one-time vice chairman of National Association of Broadcasters radio board and chairman of NAB television code review board. Mr. Hartenbower also served as member of CBS Television affiliates advisory board.

**Clarke Alexander**, 54, news director KGBS(AM) Los Angeles, died of heart attack July 26 at Queen of Angeles hospital, Los Angeles, after being stricken earlier in day at station. Survivors include wife, Florence, and son, Charles.

**H. K. (Saxie) Dowell**, 70, one-time member of Hal Kemp orchestra and announcer on WGN(AM) Chicago, died July 22 in Scottsdale, Ariz. Survivors include his wife, Claire.

**Chet Mittendorf**, 75, producer of early radio talk show that featured Tom Breneman and ran on ABC for 12 years, died July 21 of stroke at Glendale Adventist hospital, Glendale, Calif. Mr. Mittendorf had been in hospital recovering from cataract operation. From 1928 to 1948 he was sales manager of KFWB(AM) Los Angeles. Survivors include wife, Mabel, and daughter Marcelyn.

**Marjorie E. Bauersfeld**, 84, stage, screen, radio and TV actress, died July 22 at Cottage hospital in Santa Barbara, Calif. During her career she appeared on *National Farm and Home Hour*, *Gilmore Circus* and *Beverly Hillbillies*. Surviving are son and daughter.

# For the Record®

As compiled by BROADCASTING, July 22 through July 26 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. MEOW—maximum expected operation value. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specific hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New TV stations

### Application

■ **Butte, Mont.**—Educational Broadcasting Commission seeks VHF ch. 7 (174-180 mhz); ERP 309 kw vis, 61.7 kw aur. HAAT 1,850 ft.; ant. height above ground 199 ft. P.O. address: State Capital Building, Helena, Mont. 59601. Estimated construction cost \$887,742; first-year operating cost \$400,000. Consulting engineer **Russell L. Roy**. Principal: **Herb Pace**, chairman (BPET-486). Ann. July 17.

### Final action

■ **Ocala, Fla.**—Marion Communications Corp. Broadcast Bureau granted UHF ch. 51 (692-698 mhz); ERP 1070 kw vis, 214 kw aur. HAAT 490 ft.; ant. height above ground 491.5 ft. P.O. address 1516 SW Third Avenue, Ocala 32670. Estimated construction cost \$1,280,173; first-year operating cost \$325,000; revenue \$400,000. Geographic coordinates 29° 25' 29" north lat.; 82° 13' 28" west long. Type trans. RCA TTU-55B. Type ant. RCA TFU-30J(H). Legal counsel **Fletcher, Herald, Rowell, Kenahan & Hildreth**, Washington; consulting engineer **W. J. Kessler Associates**, Gainesville, Fla. Principals: **R. Joseph Zeigler**, **Thomas P. Hicks** (each 37.5%), et al. Mr. Zeigler owns insurance firm in Gainesville, Fla. Mr. Hicks is land developer and apartment owner in Ocala and Tallahassee, both Florida (BPCT-4670). Action July 22.

### Actions on motions

■ **Administrative Law Judge William Jensen** in Lansing, Mich. (Gross Telecasting), AM-FM-TV proceeding, denied request by American Civil Liberties Union to conduct depositions in forma pauperis (Doc. 20014). Action July 24.

■ **Administrative Law Judge Chester F. Naumowicz Jr.** in Pittsburgh (Commercial Radio Institute and Western Pennsylvania Christian Broadcasting Co.), TV proceeding, continued hearing to Oct. 1 (Docs. 19940-1). Action July 3.

### Call letter applications

■ **\*Alaska Public Television**, Anchorage—Seeks

### KAKM.

■ **\*Maryland Public Broadcasting Commission**, Annapolis, Md.—Seeks WAPP.

### Call letter action

■ **\*Tennessee State Board of Education**, Cookeville, Tenn.—Granted WCTE.

## Existing TV stations

### Final actions

■ **KDAL-TV Duluth, Minn.**—Broadcast Bureau granted CP to change aur. ERP to 14.9 kw, type trans. and utilize former main trans. as alt. main trans. (BPCT-4735); action July 19. Also granted authority to operate trans. by remote control from 425 West Superior St., Duluth (BRCTV-196). Action July 25.

■ **KSTP-TV St. Paul**—Broadcast Bureau granted authority to operate trans. by remote control from 3415 University Ave., St. Paul (BRCTV-192). Action July 25.

■ **KMOX-TV (ch. 4) St. Louis**—Broadcast Bureau granted authority to operate by remote control from One Memorial Dr., St. Louis (BRCTV-201). Action July 15.

■ **KOTV(TV) (ch. 6) Tulsa, Okla.**—Broadcast Bureau granted mod. of license to change name from Corinthian Television Corp. to KOTV Inc. (BMLCT-786). Action July 15.

■ **KSYS Medford, Ore.**—Broadcast Bureau granted CP to replace expired permit for new station; granted waiver of rule (BPCT-4752). Action July 15.

■ **WPGH-TV Pittsburgh**—Broadcast Bureau granted CP to change ERP to 1,290 vis., 191 kw. a.u., type ant., ant. height 1,020 ft., condition (BPCT-4733). Action July 19.

■ **\*KPSD-TV Eagle Butte, S.D.**—Broadcast Bureau granted authority to operate trans. by remote control from Highway 16 and Skyline Dr., Rapid City, S.D. (BRCEV-64). Action July 25.

■ **Chattanooga**—In response to complaint by Republican headquarters, Chattanooga, concerning announcements made by Edward Townson, candidate for sheriff, and Franklin Haney, candidate for governor, Broadcast Bureau has ruled that no further commission action is warranted. Republican headquarters claimed that by broadcasting commercials on local radio and television stations, candidates had hidden "their political purposes behind their company's names." Action July 24.

■ **WDSM-TV Superior, Wis.**—Broadcast Bureau granted authority to operate trans. by remote control from 230 E. Superior St., Duluth, Minn. (BRCT-184). Action July 25.

### Actions on motions

■ **Administrative Law Judge John H. Conlin** in Dallas (Belo Broadcasting Corp. [WFAA-TV] and Wadeco Inc.), TV proceeding, rescheduled hearing for Sept. 17 at Washington and Oct. 1 at Dallas (Docs. 19744-5). Action July 2.

■ **Administrative Law Judge Thomas B. Fitzpatrick** in Miami (Post-Newsweek Stations, Florida [WFLG-TV] and Tropical Florida Broadcasting Co.), TV proceeding, denied petition by Tropical to appeal ruling of presiding judge which denied its petition to amend its application (Docs. 20008-9). Action July 2.

■ **Administrative Law Judge William Jensen** in Lansing, Mich. (Gross Telecasting), AM-FM-TV proceeding, denied motion by American Civil Liberties Union to appeal order of administrative law judge denying its motion for protective order or alternatively for modification of that order. Action July 2; by separate action, denied motion by Gross opposing motion to take depositions (Doc. 20014). Action July 19.

■ **Administrative Law Judge Herbert Sharfman** in Philadelphia (CBS Inc. [WCAU-TV] and First Delaware Valley Citizens Television), TV proceeding, granted petition by First Delaware to amend its application to report changes in business and broadcast interests of its stockholders; by separate action, granted application by CBS Inc. to amend its application to report changes in information in connection with renewal application (Docs. 20010-1). Action July 23.

■ **Administrative Law Judge James F. Tierney** in New York (WPIX Inc. [WPIX] and Forum Communications), TV proceeding, granted motion by WPIX to reflect in its pending application recent changes in its officers (Docs. 18711-2). Action July 19.

### Other action

■ **Review board** in New York, in response to motion by Multi-State Communications, deleted issue to determine whether James Torres has sufficient funds to meet his stock subscription to Multi-State. Proceeding involves mutually exclusive applications of RKO General for renewal of license of WOR-TV (ch. 9), New York, and Multi-State Communications, for new TV station on same facilities (Docs. 19991-2). Action July 18.

### Rulemaking action

■ **Commission** amended rules to permit reproduction of records and materials maintained locally for public inspection by TV station applicants, permittees and licensees. Commission said material will now be available for machine reproduction on request made in person, provided party pays cost of reproduction (Doc. 19667). Action July 17.

### Call letter applications

■ **WVNY-TV Burlington, Vt.**—Seeks WEZF-TV.

■ **WRFV-TV Roanoke, Va.**—Seeks WRLU-TV.

### Call letter action

■ **KYAY-TV West Monroe, La.**—Granted KLA.A.

## New AM stations

### Application

■ **Burksville, Ky.**—Cumberland County Broadcasting Co. seeks 1570 khz, 1 kw-D. P.O. address: c/o E. M. Johnson, Box 597, Crossville, Tenn. 38555. Estimated construction cost \$18,050; first-year operating cost \$32,600; revenue \$40,000. Principals: Robert W. Gallaher (51%) and Edward M. Johnson (49%). Mr. Gallaher owns WUCR (AM) Sparta, Tenn. and Mr. Johnson is general manager and partial owner of WCSV (AM) Crossville, Tenn. Ann. July 26.

## Summary of broadcasting According to the FCC, as of June 30, 1974

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

\* Special temporary authorization

\*\* Includes off-air licensees

### Start authorized

■ **KPIA Ironton, Mo.**—Authorized program operation on 1480 khz, 5 kw, DA-D. Action July 16.

### Final action

■ **Ellwood City, Pa.**—FCC denied application by Jud Inc. for review of June 1, 1973, review board decision. Board denied Jud's application for new AM at Ellwood City, and granted competing application of Media Inc. for station at Youngstown, Ohio (Docs. 18768-9). Action July 16.

### Actions on motions

■ **Administrative Law Judge John H. Conlin** in Statesboro, Ga. (Rosemor Broadcasting Co. and Southeast Radio), AM proceeding, set hearing for Nov. 5 (Docs. 19887-8). Action July 23.

■ **Administrative Law Judge David I. Kraushaar** in Richmond, Va. and Sanford, N.C. (WGOE Inc. and Crest Broadcasting Corp.), AM proceeding, closed record (Docs. 19757-8). Action July 3.

### Call letter applications

■ **Tabback Broadcasting Co., Sedona, Ariz.**—Seeks KAZM.

■ **HWH Corp., McComb, Miss.**—Seeks WMCC.

■ **Radio New Jersey, Hackettstown, N.J.**—Seeks WRNJ.

### Call letter actions

■ **Gladwin Broadcasting Co., Gladwin, Mich.**—Granted WJEB.

■ **Oswego Jefferson Broadcasting, Sandy Creek-Pulaski, N.Y.**—Granted WSCP.

## Existing AM stations

### Applications

■ **WRBN Warner Robins, Ga.**—Seeks mod. of CP (BP-18,409) to change nighttime site to 3,000 ft. northeast Centerville-Elberta Rd. and Collins Ave. intersection, Warner Robins. Ann. July 26.

■ **WBVP Beaver Falls, Pa.**—Seeks CP to erect new tower on present site to accommodate FM ant. Ann. July 26.

■ **WALO Humacao, Puerto Rico**—Seeks mod. of CP (BP-19,052) to change trans. site approx. 65 ft. to State Rd. #3, 0.3 mi. southeast of Humacao. Ann. July 26.

■ **KBOX Dallas**—Seeks CP to add MEOV's to existing daytime pattern. Ann. July 26.

### Starts authorized

■ **Following stations** were authorized program operating authority for changed facilities on date shown: **WBKV Hattiesburg, Miss.** (BP-19,700), July 12; **KGVO Missoula, Mont.** (BP-19,574), July 15.

### Actions on motions

■ **Administrative Law Judge Lenore G. Ehrig** in Stamford, Conn. (Western Connecticut Broadcasting Co. [WSTC] and Radio Stamford), AM proceeding, denied motion by Radio Stamford to compel Western to produce witness for depositions (Docs. 19872-3). Action July 24.

■ **Administrative Law Judge William Jensen** in Madisonville, Tenn. (Monroe Broadcasters [WKYZ]), renewal of license proceeding, granted request of applicant, and postponed hearing date from July 23 to Sept. 18 (Doc. 19829). Action July 19.

■ **Administrative Law Judge Chester F. Naumowicz Jr.** in Beaufort, S.C. (Sea Island Broadcasting Corp. of S.C. [WSIB]), AM proceeding, continued hearing to Sept. 23 (Doc. 19886). Action July 3.

### Fine

■ **WRMT Rocky Mount, N.C.**—Broadcast Bureau,

by letter, notified Atlantic Radio Corp. that it has incurred apparent liability for forfeiture of \$2,000. Inspection of station operating logs by Norfolk office of field operations bureau indicated station began early, unauthorized operation with full power in 1973. Action July 22.

## New FM stations

### Applications

■ **Eveleth, Minn.**—Mesabi Communications Systems seeks 100.1 mhz, 2.25 kw. HAAT 352 ft. P.O. address: 715 Grant Ave., Eveleth 55734. Estimated construction cost \$24,700; first-year operating cost \$6,000; revenue \$10,000. Principals: Carl Bloomquist (100%). Mr. Bloomquist also owns WEVE (AM) Eveleth. Ann. July 26.

■ **\*Princeton Junction, N.J.**—West Windsor Plainsboro Regional School District seeks 90.3 mhz, 10 w. P.O. address: Box 248, 89 Washington Rd., Princeton Junction 08550. Estimated construction cost \$4,000; first-year operating cost \$1,000. Principal: Dr. John Hadden, superintendent. Ann. July 26.

■ **Georgetown, Ohio**—Brown County Radio seeks 97.7 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 222, Georgetown 45121. Estimated construction cost \$4,800; first-year operating cost \$63,393; revenue \$69,000. Principals: Barbara N. Stratman (51%), Francis J. Stratman (45%), et al. Mrs. Stratman is housewife and Mr. Stratman is president of cable corp. in Wilmington, Ohio. Ann. July 26.

■ **Pageland, S.C.**—Robert Broadcasting seeks 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 61, Pageland 29728. Estimated construction cost \$58,433; first-year operating cost \$36,000; revenue \$60,000. Principals: Laura D. Stallings (70%), et al. Ms. Stallings is co-owner of salvage co. Ann. July 26.

■ **El Paso, Tex.**—Media Corp. seeks 92.3 mhz, 100 kw. HAAT 1,857 ft. P.O. address: Box 149, Humble City, N.M. 88251. Estimated construction cost \$76,580; first-year operating cost \$69,600; revenue \$120,000. Principals: Glen L. Houston (50.1%), John A. Parry (25%), Theodore R. Johnson (24.9%). Messrs. Houston and Johnson are law partners in Hobbs, N.M., and Mr. Parry is president of KCIA Radio. Media Corp. owns KCIP (AM)-KPOE (FM) Humble City. Ann. July 26.

■ **Marshall, Tex.**—KDOX Inc. seeks 103.9 mhz, 3 kw. HAAT 135 ft. P.O. address: 200 Interstate 20, Marshall 75670. Estimated construction cost \$1,100; first-year operating cost \$19,860; revenue \$19,860. Principals: Tolbert Foster (40%); Kenneth C. Delp, W. E. Dycher Jr., Edgar B. Younger (20% each). Messrs. Foster, Dycher, and Younger have banking, real estate and insurance interests in Texas. They are partial owners of several TV and radio stations, including KDOX (AM) Marshall. Ann. July 26.

### Starts authorized

■ **\*WUFK Fort Kent, Me.**—Authorized program operation on 90.3 mhz, TPO 10 w. Action July 10.

■ **WJBQ-FM Scarborough, Me.**—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 300 ft. Action July 11.

■ **WVOI Tisbury, Mass.**—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 280 ft. Action July 16.

■ **WITW Cadillac, Mich.**—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 295 ft. Action July 11.

■ **KCFI-FM Albert Lea, Minn.**—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 300 ft. Action July 15.

■ **KIEE Harrisonville, Mo.**—Authorized program operation on 100.7 mhz, ERP 26 kw, HAAT 255 ft. Action July 16.

■ **WCGR-FM Canandaigua, N.Y.**—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 285 ft. Action July 11.

■ \*KERA-FM Dallas—Authorized program operation on 90.1 mhz, ERP 100 kw, HAAT 1,260 ft. Action July 10.

■ KREW-FM Sunnyside, Wash.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT —1 ft. Action July 12.

■ WRDN-FM Durand, Wis.—Authorized program operation on 95.5 mhz, ERP 930 w, HAAT 500 ft. Action July 12.

### Final action

■ \*Dallas—Criswell Bible Institute. Broadcast Bureau granted 89.3 mhz, 1.3 kw, HAAT 428 ft. P.O. address 1707 San Jacinto, Dallas 75201. Estimated construction cost \$15,015; first-year operating cost \$14,960; revenue none. Principals: Dr. H. Leo Eddleman is president of Criswell Bible Institute (BPED-1698). Action July 16.

### Initial decision

■ Midland, Mich.—Grant of application of Wolverine Radio Co. for new class A FM to operate on 93.5 mhz, ERP 3 kw, at Midland has been proposed in initial decision by Administrative Law Judge Thomas B. Fitzpatrick, Judge Fitzpatrick denied mutually exclusive application of The Patten Corp. to operate on same facilities (Docs. 19925-6). Ann. July 29.

### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (Intercast and Royce International Broadcasting), FM proceeding, dismissed intercast application for failure to prosecute (Docs. 19516, 19611). Action July 23.

■ Administrative Law Judge Thomas B. Fitzpatrick in Jacksonville, Fla. (Mel-Lin, et al.), FM proceeding, set hearing for Nov. 19 (Docs. 20076-9). Action July 23.

■ Chief Administrative Law Judge Arthur A. Gladstone in Amsterdam, N.Y. (Community Service Broadcasting Corp. of Amsterdam, N.Y. and WKOL Inc.), FM proceeding, designated Administrative Law Judge Byron E. Harrison as presiding officer; scheduled hearing for Oct. 7 (Docs. 20105-6). Action July 22.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting, Glenwood Broadcasting), FM proceeding, denied Colorado's request for ruling (Docs. 19588-9). Action July 24.

■ Administrative Law Judge Chester F. Naumowicz Jr. in South Lake Tahoe, Calif. (KOWL Inc., et al.), FM proceeding, ordered that procedural dates heretofore established shall govern hearing on issues added by review board's order released July 19 (Docs. 19978-80). Action July 22.

### Other actions

■ Review board in Decatur, Ill., FM proceeding, denied motion by WBIZ Inc. for deletion of ascertainment of community needs issue specified against it. Also denied motion by Prairieland Broadcasters, requesting addition of financial issue against Soy Communications Co. Proceeding involves mutually exclusive applications of Prairieland, WBIZ Inc., Superior Media, Decatur Broadcasting, and Soy for new FM on ch. 236 in Decatur (Docs. 20055-59). Action July 25.

■ Review board in Corpus Christi, Tex., has scheduled oral argument for Aug. 8 on exceptions and briefs to initial decision released Feb. 15 proposing grant of application of A. V. Bamford for new FM at Corpus Christi (Doc. 19089). Action July 18.

### Rulemaking petitions

FCC received following petitions to amend FM table of assignments as shown (ann. July 23):

■ WHAB Radio, Baxley, Ga.—Seeks amendment requesting assignment of ch. 233 to Baxley, instead of ch. 234 as originally proposed (RM-2296).

■ WERK Muncie, Ind.—Seeks following amendment in Indiana: to delete ch. 228A from Berne, to add ch. 228A to Hartford City, to add ch. 224A and delete ch. 228A from Kokomo, to add ch. 228A and delete ch. 224A from Lafayette, to delete ch. 285A from Marion and to add ch. 285A to Muncie, all Indiana, or, in the alternative, to delete ch. 228A from Berne, to add ch. 228A and delete ch. 224A from Crawfordsville, to add ch. 228A to Hartford City, to add ch. 224A and delete ch. 228A from Kokomo, to delete ch. 285A from Marion and to add 285A to Muncie (RM-2413).

■ Superior Broadcasting Co., Baldwin, Miss.—Seeks to assign ch. 240A to Baldwin (RM-2412).

■ KBOA-AM-FM Kennett, Mo.—Seeks to assign ch. 253 to Farmington, Mo. (RM-2410).

■ WOJC(AM) Columbia, S.C.—Seeks to assign ch. 276A to Columbia (RM-2411).

■ KORN(AM) Mitchell, S.D.—Seeks amendment requesting assignment of chs. 290 and 297 be assigned to Mitchell (RM-2348).

### Rulemaking action

■ Lake City, S.C.—FCC amended FM table of

assignments to assign ch. 261A as first assignment to Lake City by substituting ch. 252A for ch. 261A at Kingstree, S.C. Assignment was suggested in rule-making notice released Sept. 24, 1973, in response to petition by Coastline Broadcasting Co., licensee of WJOT(AM) Lake City. Action July 17.

### Call letter applications

■ Spencer & Freeland Broadcasting, Sullivan, Ill.—Seeks WFVA.

■ Salina Broadcasting, Salina, Kan.—Seeks KYEZ.

■ KFRA Inc., Franklin, La.—Seeks KFRA-FM.

■ \*Southeastern Louisiana University, Hammond, La.—Seeks KSLU.

■ \*Columbus Community Educational Broadcasting, Columbus, Ohio—Seeks WFAC.

### Call letter actions

■ Radio Dinuba Co., Dinuba, Calif.—Granted KLTA.

■ Burke Broadcasting Corp., Waynesboro, Ga.—Granted WWGA.

■ Southern Maine Broadcasting Corp., Sanford, Me.—Granted WSME-FM.

■ Big Country of Missouri, Boonville, Mo.—Granted KWRT-FM.

■ Logan D. Matthews, Las Cruces, N.M.—Granted KASK.

■ \*Greater Asheville Educational Radio Association, Asheville, N.C.—Granted WBMU-FM.

■ Brown County Broadcasting Co., Brownwood, Tex.—Granted KOXE.

■ \*East Texas State University, Commerce, Tex.—Granted KETR.

■ \*Stephen F. Austin State University, Nacogdoches, Tex.—Granted KSAU.

### Designated for hearing

■ Lake Charles, La.—Mutually exclusive applications of United Broadcast Industries, Dixie Broadcasters, Amalgamated Research and Development, and D. J. of Lake Charles, for new FM to operate on 103.7 mhz at Lake Charles, have been designated for hearing by Broadcast Bureau (Docs. 20114-7). Action July 24.

### Existing FM stations

#### Starts authorized

■ Following station was authorized program operating authority for changed facilities on date shown: KAGB-FM Inglewood, Calif. (BPH-8306), July 13; WYFE-FM Winnebago, Ill. (BMPH-13,869), July 5; WLKI Angola, Ind. (resume operation), July 11; WTKR-FM Westminster, Md. (BPH-8825), July 10; WKFR-FM Battle Creek, Mich. (BPH-8840), July 10; KNIS Carson City, Nev. (BPH-8595), July 16; \*WVIA-FM Scranton, Pa. (BPED-1389), July 16; WNOR-FM Norfolk, Va. (BPH-7596), July 10.

#### Final actions

■ KRON-FM San Francisco—Broadcast Bureau granted CP to change ERP 37 kw for aux. ant. (BPH-9041). Action July 19.

■ \*WLRN-FM Miami—Broadcast Bureau granted CP to redescribe trans. location as 3300 S.W. 52nd Ave., West Hollywood, Fla.; operate by remote control from studio site, 1410 N.E. Second Ave., Miami; install new trans.; install new ant.; change TPO; ERP 92 kw; ant. height 400 ft.; remote control permitted (BPED-1743). Action July 17.

■ WJEJ-FM Hagerstown, Md.—Broadcast Bureau granted CP to install new trans.; change ant. system, ant. height 200 ft. (BPH-9009). Action July 19.

■ \*WOPR Oak Park, Mich.—Broadcast Bureau granted license covering new station (BLED-1273). Action July 25.

■ KUSN-FM St. Joseph, Mo.—Broadcast Bureau granted CP to install new trans.; change TPO, and ERP 27.5 kw; ant. height 225 ft.; remote control from studio-trans. site at 2414 S. Leonard Rd., St. Joseph (BPH-8599).

■ \*WHRW Binghamton, N.Y.—Broadcast Bureau granted CP to install new trans.; install new ant.; change ant. system; ERP 1.45 kw; ant. height —56 ft. (BPED-1791). Action July 18.

■ \*WIRO Rochester, N.Y.—Broadcast Bureau granted CP to install new trans.; install new ant.; increase ant. height (BPED-1826). Action July 17.

■ \*WRUW-FM Cleveland—Broadcast Bureau granted CP to change trans.-ant. location to 13855 Superior Rd., East Cleveland; increase ant. height; remote control from main studio at Bellflower Rd. and Ford Dr., Cleveland (BPED-1838). Action July 17.

■ \*KCHC Central Point, Ore.—Broadcast Bureau granted license covering new station (BLED-1269). Action July 25.

■ \*WMDF Milton, Wis.—Broadcast Bureau granted license covering new station (BLED-1274). Action July 25.

### Initial decision

■ WHBI(FM) Newark, N.J.—Applications of Cosmopolitan Broadcasting Corp. for renewal of main, aux. and SCA licenses for WHBI have been denied in initial decision by Administrative Law Judge Ernest Nash (Doc. 19657). Ann. July 25.

### Other action

■ \*Review board in Ann Arbor, Mich., in response to request by Regents of University of Michigan (WCBN-FM) Ann Arbor, has placed burden of proceeding with introduction of evidence and burden of proof on Eastern Michigan University (WEMU(FM)), Ypsilanti, Mich., instead of Gross Telecasting, Regen's request to modify objectionable interference issue in proceeding involving Michigan educational FM licensees, was denied (Docs. 19911-4). Action July 24.

### Call letter applications

■ WXLE Phenix City, Ala.—Seeks WEIZ.

■ WHVY Springfield, Mass.—Seeks WMAS-FM.

■ KCCO-FM Lawton, Okla.—Seeks KRLG.

### Call letter actions

■ KTAO Los Gatos, Calif.—Granted KRVE.

■ WDOL-FM Athens, Ga.—Granted WJSR.

■ WFIM Elkhart, Ind.—Granted WYEZ.

■ KWMT-FM Fort Dodge, Iowa—Granted KKEZ.

■ KDVR Sioux City, Iowa—Granted KSEZ.

■ KBNM Albuquerque, N.M.—Granted KMYR.

■ WFIN-FM Findlay, Ohio—Granted WHMQ.

### Renewal of license, all stations

■ WLDB(AM) Atlantic City, N.J.—Application of Dorothy Bremmer (Atlantic City Broadcasting Co.) for renewal of license of WLDB has been granted by Commission. Commission rescinded its ruling of Nov. 29, 1972, which dismissed renewal application, and said its previous action was prompted by licensee, who failed to reply to commission inquiries, to file application for involuntary assignment of license after death of Mr. Bremmer, and to file and pay annual license fees for 1971 and 1972. Action July 17.

### Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

■ WVLE(FM) Fayette, Ala.—Extend completion date to Oct. 19, for new station (BMPH-14169). Action July 17.

■ \*KSFH(FM) Mountain View, Calif.—Extend completion date to Sept. 20 (BMPED-1141). Action July 18.

■ KDAR(FM) Oxnard, Calif.—Extend completion date to Jan. 4, 1975, for new station (BMPH-14156). Action July 17.

■ KLFM(FM) Ames, Iowa—For aux. trans. and ant., operate trans. by remote control from 2215 Van Buren, Ames (Third RC point); condition, by station personnel only (BMPH-14164). Action July 17.

■ WKYO-FM Caro, Mich.—Change trans.; change ant.; and change TPO (BMPH-14165). Action July 17.

■ \*WSAE(FM) Spring Arbor, Mich.—Extend completion date to Aug. 1 (BMPED-1133). Action July 25.

■ WLKM-FM Three Rivers, Mich.—Extend completion date to Jan. 26, 1975, for new station (BMPH-14152). Action July 17.

■ WKLK-FM Cloquet, Minn.—Extend completion date for new station to Dec. 1 (BMPH-14166). Action July 17.

■ KCHI-FM Chillicothe, Mo.—Extend completion date to Nov. 30 for new station (BMPH-14157). Action July 17.

■ KMOX-FM St. Louis, Mo.—For main trans., for changes, and aux. trans., to extend completion time to Oct. 20 (BMPH-14153, BMPH-14154). Action July 17.

■ \*WBJB-FM Lincroft, N.J.—Change ant.; change transmission line and change ERP and ant. height; ERP 2.25 kw; ant. height 100 ft.; remote control from main studio, Applied Humanities Bldg., Brookdale Community College, 765 Newman Springs Road, Lincroft (BMPED-1139). Action July 17.

■ \*WMCX(FM) West Long Branch, N.J.—Change ant. system; ant. height 85 ft. (BMPED-1135). Action July 25.

■ \*WJMF(FM) Smithfield, R.I.—Change trans.; change ant.; change transmission line; increase ant. height (BMPED-1138). Action July 17.



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## programming

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### HERITAGE PRODUCTIONS

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- **KBAT(FM)** Midland, Tex.—Extend completion date to Dec. 11, for new station (BMPH-14163). Action July 17.
- **WRUV(FM)** Burlington, Vt.—Change transmission line; decrease ant. height; change ERP 400 w, and ant. height 140 ft.; condition (BMPED-1140). Action July 17.
- **\*KMSI-FM** Spokane, Wash.—Extend completion date to Oct. 1, for new station (BMPED-1137). Action July 18.

## Translators

### Applications

- **Pacific & Southern Co., Athens, Ga.**—Seeks ch. 13, rebroadcasting WXIA-TV Atlanta (BPTTV-5069). Ann. July 23.
- **Pacific & Southern Co., Bremen, Ga.**—Seeks ch. 4, rebroadcasting WXIA-TV Atlanta (BPTTV-5066). Ann. July 23.
- **Pacific & Southern Co., Canton, Ga.**—Seeks ch. 4, rebroadcasting WXIA-TV Atlanta (BPTTV-5067). Ann. July 23.
- **Pacific & Southern Co., Dallas, Ga.**—Seeks ch. 13, rebroadcasting WXIA-TV Atlanta (BPTTV-5070). Ann. July 23.
- **Pacific & Southern Co., Gainesville, Ga.**—Seeks ch. 13, rebroadcasting WXIA-TV Atlanta (BPTTV-5071). Ann. July 23.
- **Pacific & Southern Co., Monticello, Ga.**—Seeks ch. 4, rebroadcasting WXIA-TV Atlanta (BPTTV-5068). Ann. July 23.
- **Princeville at Hanalei Community Association, Princeville, Hanalei and Kauai county, Hawaii**—Seeks ch. 7, rebroadcasting KITV (ch. 4) Honolulu (BPTTV-5062). Ann. July 22.
- **Post #13 American Legion Dept. of Nevada, Silver Springs, Nev.**—Seeks ch. 10, rebroadcasting KCRL-TV Reno (BPTTV-5063). Ann. July 22.

## Other actions, all services

- **Commission denied petition by Association of Federal Communications Consulting Engineers (AFCCCE) to amend rules to require that engineers preparing information for submission to commission be licensed professional engineers and also to establish public file of such engineers.** Action July 16.

## Ownership changes

### Applications

- **KFTM-AM-FM** Fort Morgan, Colo. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 101.7 mhz, 3 kw)—Seeks transfer of control of Morgan County Broadcasting Co. from Staton A. Dixon (100% before; 0% after) to Western Sun Broadcasting Co. (0% before; 100% after). Consideration: \$275,000. Seller: Staton A. Dixon, pres., Morgan County Broadcasting, plans to retire. Buyers: Mr. and Mrs. Harold W. Hancock (90.5%) and Brian H. Hancock (9.5%). Hancocks own real estate and farming agency. Ann. July 24.
- **KQAO(AM)** Austin, Minn. (970 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from KQAO Inc. to Fort Dodge Broadcasting, subsidiary of Austin Broadcasting Co., for \$325,000. Sellers: Esther L. Plotkin and Frances F. Arent. Buyers: E. Wayne Cooley (25%), Glenn A. Christians (20%), et al. Messrs. Cooley and Christians are both vice presidents of KVFD(AM) Fort Dodge, Tex. Ann. July 24.
- **KRGN(FM)** Las Vegas (101.9, mhz 20 kw)—Seeks transfer of control of Gilday Broadcasting Co. from Donald S. Gilday and Louis G. Hess (100% before; 0% after) to Broadcast Associates (0% before; 100% after). Consideration: \$390,000. Sellers: Donald S. Gilday, pres. of Gilday Broadcasting and Louis G. (Bat Henderson) Hess. Buyers: Steven Gold (51%), et al. Mr. Gold is president of KBMI(AM) Las Vegas. Broadcast Associates owns KBMI. Ann. July 24.
- **KFIR(AM)** Sweet Home, Ore. (1370 khz, 1 kw-D)—Seeks assignment of license from KFIR Inc. to Campbell Broadcasting Corp. for \$135,000. Seller: Delward Jensen, president, et al. Buyers: Arthur H. (49%) and Steven A. and Shirley A. Prendergast (51%). Steven Prendergast is program director at KPWW(AM) Powell, Wyo. Ann. July 24.
- **KKDA(AM)** Grand Prairie, Tex. (730 khz, 500 w-D, DA)—Seeks transfer of control of Republic Broadcasting Corp. from Alan D. Feld, Dee J. Kelly, Richard A. Gump, and Charles Payne (75% before; 0% after) to Service Broadcasting Corp. (25% before; 100% after). Consideration: \$450,000. Sellers: Messrs. Feld, Kelly, Gump and Payne have legal and business interests, mostly in Texas; KKDA also seeks assignment of license to Service Broadcasting (see below) contingent on grant of transfer of control.
- **KEZT(FM)** Dallas (104.5 mhz, 100 kw)—Seeks assignment of license from Crescent Communications Corp. to Service Broadcasting for \$750,000. Sellers: Robert Stuart, pres., Crescent Communi-

cations, et al. Buyers of KKDA and KEZT: Hymen Childs (40%), Arnold Boyd Kelly (30%), et al. Messrs. Childs and Kelly both have interest in Republic Broadcasting. Mr. Kelly also owns media brokerage and has interest in several stations, including KBID-FM Wichita Falls, Tex. Applications for assignment of licenses of both stations are contingent on each other. Ann. July 24.

### Actions

- **KVMN(FM)** Pueblo, Colo. (98.9 mhz, 44 kw)—Broadcast Bureau granted transfer of control of Pueblo Stereo Broadcasting Corp. from Jack D. Rodreck, Dr. James Baum, et al. (100% before, none after) and assigned license to Recreation Broadcasting of Pueblo. Consideration: \$130,000 and adjustments. Principals: Recreation Broadcasting of Pueblo is owned by Gary Verplank, Stephen A. Heater (20% each) et al., who have interest in KSPN(FM) Aspen, Colo. (BTS-7386). Action July 17.
- **WSUX-AM-FM** Seaford, Del. (AM: 1280 khz, 1 kw-D; FM: 98.3 mhz)—Broadcast Bureau granted assignment of license from International Air to Beach Broadcasting for \$225,000. Seller: Andy Foltz, president. Buyers: Don A. Crisp and Charles K. Hodge (50% each) also own WSMG(AM) Greenville, Tenn. Mr. Crisp is salesman for WMTN-WAZI(FM) Morristown, Tenn. Mr. Hodge is general contractor (BAL-8121). Action July 17.
- **WDAX(AM)** McRae, Ga.—Assignment application dismissed from Entertainment Communications to McRae Broadcasting at request of assignor. Ann. July 25.
- **KSTO** Agana, Guam—Broadcast Bureau granted assignment of license from Marana Broadcasting Corp. to Claude F. Shouse Jr., receiver (BALH-2005). Action July 17.
- **WCPS-AM-FM** Tarboro, N.C. (760 khz, 1 kw-D; 104.3 mhz, 7 kw)—Broadcast Bureau granted transfer of control of Coastal Plains Broadcasting from V. E. and L. H. Fountain (100% before, 32% after) to Robert L. Harper (none before, 50% after). Consideration: \$152,666. Principal: V. E. and L. H. Fountain own Eastern Shopping Centers Inc., licensee. Mr. Harper is president and general manager of WCPS (BTC-7359). Action July 17.
- **WMOC(AM)** Chattanooga—FCC granted assignment of license from Dick Broadcasting Co. Inc. of Tennessee to Robert A. Mayer for \$500,000. Sellers: James A. Dick, vice president, et al. Dick Broadcasting is licensee of WIVK-FM Knoxville, Tenn. Buyer: Mr. Mayer owns WPJD(AM) Daisy, Tenn., WPGD(AM) Winston-Salem, N.C., and New Testament Baptist Enterprises, St. Maarten, Netherlands Antilles. In same action, FCC approved sale of WPJD as shown:
  - **WPJD(AM)** Soddy-Daisy, Tenn.—Granted assignment of license from Mr. Mayer to C. Alfred Dick, James Dick's brother, for \$75,000. Alfred Dick is VP and gen. manager, but not stockholder, of WMOC. Commission also renewed license of WRIP(AM) Rossville, Ga., to reject assignment applications. Action July 16.
  - **KWBA** Baytown, Tex. (1360 khz, 1 kw DA2)—Broadcast Bureau granted assignment of license from executors of estate of John M. Camp to Bay Radio for \$350,000. Seller: Mrs. Ruth S. Camp has interest in WPOW(AM) New York, WHAZ(AM) Troy, N.Y., and WGNA(FM) Albany, N.Y. Buyers: Wayne E. Marcy (60%), former 50% owner of KLJT(AM)-KBRZ(FM) Freeport, Tex., David E. Perkins Jr. (20%) and J. Edward Martin (20%), both employees at KLJT-KBRZ (BAL-8151). Action July 18.

## Cable

### Applications

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

- **Telesystems Corp., 530 Stahr Rd., Elkins Park, Pa. 19117, for Meriden (CAC-4043), Prospect (CAC-4044), Cheshire (CAC-4045), Wolcott (CAC-4046) and Southington (CAC-4047), all Connecticut:** Add WXTV Paterson, N.J.
- **Belle Glade Community Television Co., P.O. Box 837, Belle Glade, Fla. 33430, for South Bay, Fla. (CAC-4049):** WPBT, WTHS-TV, WTVJ, WCIX-TV, WCKT, WPLG-TV, WLTV Miami; WPTV, WPEC-TV West Palm Beach, Fla.; WINK-TV, WBBH-TV Fort Myers, Fla.; WKID Fort Lauderdale, Fla.; and for Belle Glade, Fla. (CAC-4050): Add WKID Fort Lauderdale.
- **Cobb Cherokee Communications, 4441 Academy St., P.O. Box Drawer N, Acworth, Ga. 30101, for Cherokee county (CAC-4039) and Woodstock (CAC-4040), both Georgia:** WSB-TV, WAGA-TV, WGTW-TV, WXIA-TV, WTCG, WETV, WHAE-TV Atlanta.
- **Karlem Communications, 1205 Main, Great Bend, Kan. 67530, for LaCrosse, Kan. (CAC-4060):** KPTS, KTVH, Hutchinson, Kan.; KCKT Great Bend, Kan.; KAYS-TV Hays, Kan.; KAKE-TV Wichita, Kan.; KBMA-TV Kansas City, Mo.
- **Sunflower Cablevision, 644 New Hampshire St.,**

Lawrence, Kan., for Lawrence, Kan. (CAC-4041): Requests certification of existing CATV operations.

- **Cable TV of Coloma, 1031 W. Patterson St., Kalamazoo, Mich. 49007, for Coloma, Mich. (CAC-2883):** Delete WKBD-TV Detroit, and add WFLD-TV Chicago.
- **Paw Paw Lake Area Cable TV Co., 108 E. Washington St., Indianapolis 46204, for Water-vliet township, Mich. (CAC-3961):** Delete WKBD-TV Detroit, and add WFLD-TV Chicago.
- **Bridgeport Cable TV, 214-16th Ave., Mitchell, Neb. 69537, for Bridgeport, Nebraska (CAC-4052):** KSTF Scottsbluff, KTNE-TV Alliance, KDUH-TV Hays Springs, all Nebraska; KBTW, KOA-TV, KMGH-TV, KWGN-TV Denver.
- **Clear Television Cable Corp., P.O. Box 340, Berkeley township, Bayville, N.J. 08721, for Dover township, N.J. (CAC-4042):** WCBS-TV, WNBC-TV, WNEU-TV, WABC-TV, WOR-TV, WPXI-TV, WNYC-TV New York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV Philadelphia; WNJT Trenton, N.J.; WNET Newark, N.J.; WHYY-TV Wilmington, Del.; WKBS-TV Burlington, N.J.; WNJS Camden, N.J.; WNJB New Brunswick, N.J.; WNJU-TV Linden, N.J.
- **Amherst Cablevision, 602 Grover Cleveland Highway, Amherst, N.Y., for Amherst (CAC-1839), and Williamsville (CAC-1840), for N.Y.:** Add CBLFT Toronto.
- **Colonial Cablevision, P.O. Box 762, Glens Falls, N.Y. 12801, for Moreau, N.Y. (CAC-4054):** WSBK-TV Boston; WLVI-TV Cambridge, Mass.; WNEU-TV, WOR-TV, WPXI-TV N.Y.; WHCT-TV Hartford, Conn.; WSMW-TV Worcester, Mass.; WCAX-TV, WVNY-TV Burlington, Vt.; WAST, WTEN Albany, N.Y.; WRGB, WMHT-TV Schenectady, N.Y.; and for Queensbury (CAC-4055), Kingsbury (CAC-4056), Fort Edward (CAC-4057), Hudson Falls (CAC-4058), and Fort Edward (CAC-4059), all N.Y.: Add WVNY-TV Burlington, Vt.
- **Tele-Cable of Eden, P.O. Box 3018, Winston-Salem, N.C. 27102, for Eden, N.C. (CAC-3995):** Delete WUNC-TV Chapel Hill, N.C. and add WUNL-TV Winston-Salem, N.C.
- **Nacogdoches Cable TV, 3027 S.E. Loop 323, Tyler, Tex. 75701, for Nacogdoches, Tex. (CAC-4048):** Requests certification of existing CATV operations.
- **Nation Wide Cablevision, P.O. Box 10727, University Park Station, Denver 80210, for Poudre, Wash. (CAC-4051):** Requests certification of existing CATV operations.
- **Nation Wide Cablevision, P.O. Box 10727, University Park Station, Denver 80210, for Skagit county, Wash. (CAC-4053):** Requests certification of existing operations.

### Final actions

- **Idaho and Oregon—FCC granted applications of LVO Cable for certificates of compliance to begin cable operations at Boise, Payette, New Plymouth, Emmett, Garden City, Parma, Fruitland, Weiser, Caldwell, Meridian, and Nampa, Idaho and at Vale, Ont. and Nyssa, Ore. (CAC-220-233).** All cable communities are located in smaller TV market of Nampa, except Weiser and Payette, Idaho and Vale and Ontario, Ore., which are outside all markets. LVO proposed to carry KBOI-TV, KTVB, and \*KAID, all Boise; KUTV, KCPX-TV, and KSL-TV Salt Lake City, and KWGN-TV Denver. In addition, communities located outside of all markets would carry signals of Portland, Ore. stations KATU, KGW-TV, KOIN-TV, KPTV, and \*KOAP. Action July 16.
- **Pease Air Force Base, Rockingham county, N.H.—FCC granted Pease Cable TV Co. certificate of compliance to begin cable service at Pease Air Force Base, in Manchester, N.H., smaller TV market. Pease Cable will carry Maine stations WMTV-TV Poland Springs, WCHS-TV, WGAN-TV, both Portland; New Hampshire stations WMUR-TV Manchester and \*WEHN Durham; and Massachusetts stations WSMW-TV Worcester, WBZ-TV, WCVB-TV, WNAE-TV, \*WGBH-TV, WKBG-TV, all Boston and WSBK-TV Cambridge (CAC-2490). Action July 23.**

### Other actions

- **Muskegon, Mich.—Commission has deleted Muskegon from Kalamazoo-Grand Rapids-Muskegon-Battle Creek, Mich., major TV market for cable TV service.** Action July 17.
- **Review board in Warrensburg, Mo., dismissed motion by Warrensburg Cable, requesting that portions of oral argument relating to ownership of Warner-CCC be stricken from transcript (Docs. 19151-2).** Action July 24.

### Rulemaking action

- **Chief, Cable Television Bureau, on request of Fisher's Blend Station, extended through Aug. 8, time for filing reply comments on petition for rule making to ban carriage of Canadian TV signals within stations' specified zones and require CATV systems presently carrying Canadian signals to afford local market stations pre- and post-release network program exclusivity as against those Canadian TV signals (RM-2385).** Action July 24.

# Professional Cards

<p><b>JANSKY &amp; BAILEY</b> Atlantic Research Corporation 5390 Cherokee Ave. Alexandria, Va. 22314 (703) 354-2400 Member AFCE</p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFCE</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCE</p>	<p><b>COHEN and DIPPPELL, P.C.</b> CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCE</p>
<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCE</p>	<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFCE</p>	<p><b>LOHNES &amp; CULVER</b> Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCE</p>
<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCE</p>	<p><b>STEEL, ANDRUS &amp; ADAIR</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 770-7470 (202) 223-4664 Member AFCE</p>	<p><b>HAMMETT &amp; EDISON</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>
<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 Member AFCE</p>	<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCE</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 <b>DENVER, COLORADO</b> Member AFCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>
<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>	<p><b>JOHN H. MULLANEY</b> CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCE</p>	<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>	<p><b>DAWKINS ESPY</b> Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 <b>BEVERLY HILLS, CALIF.</b> (213) 272-3344</p>

# Service Directory

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b> PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p><b>Oscar Leon Cuellar</b> Consulting Engineer 1563 South Hudson (303) 756-8456 <b>DENVER, Colorado 80222</b> Member AFCE</p>
			<p><b>RALPH E. EVANS ASSOCS.</b> Consulting Telecommunications Engineers AM-FM-TV-CATV-ITFS 3500 North Sherman Blvd. <b>MILWAUKEE, WISCONSIN 53216</b> Phone: (414) 442-4210 Member AFCE</p>



# Classified Advertising

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

## RADIO

### Help Wanted Management

We're an AM/FM in a mushrooming medium-market. \$20K, plus profit sharing & part ownership for right person. You'll settle permanently and assume heavy sales and management responsibility. Provide resume, references, pictures. Replies will be confidential. Equal opportunity employer. Box G-191, BROADCASTING.

### Help Wanted Sales

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

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

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

Fantastic 325,000 growth market, best climate in USA. That's North San Diego County. Need proven sales producer for strong adult contemporary regional AM. Excellent future, money, benefits. Write Gene Alfred, KMLO, Vista, CA 92083.

Salesperson with experience. Self-starter with potential for management. Good small market with FM grant. Send resume to Dave Young, KSID Sidney, NE 69162. 308-254-5803.

Great opportunity to go up the ladder. Send resume. Ron Fischmann, WZL, Decatur, IL. Equal opportunity employer.

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

Sales announcer experience in announcing and/or sales necessary. Call WMCR, Oneida, NY. 315-363-6051.

Small market radio chain needs time salesperson with capabilities of advancing to general manager in immediate future. Write Bill Vogel, Vogel Communications, P.O. Box 1439, Murfreesboro, TN 37130.

Country Music Station looking for DJ/Salesperson ready to make money. Contact Robert Freeman, 7397 West Central, Wichita, KS 67212. 316-722-0018.

### Help Wanted Announcers

New gulf coast station needs two, good, experienced, top 40 announcers with third phone. New equipment. Highly experienced, successful operators. Excellent working conditions. Send complete resume, photo and approximate remuneration desired. Box H-19, BROADCASTING.

Expanding small market operation needs night announcer, first ticket; Salesperson/announcer, traffic-copy person, some board duty. Good pay, benefits. Carolina. Write Box H-25, BROADCASTING.

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

Announcer. News, Sports, Production. Send resume, 12 p.p. MOR Station. KFRO, Longview, TX 75601.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact Program Director, Art Brooks, KPOW, Box 968, Powell, WY, 82435

Experienced deep voice announcer with talk show and production experience. Send complete resume and tape to Dave Young, KSID Box 37, Sidney, NE 69162.

### Help Wanted Announcers Continued

We're on our way up—like to come along? If you have the personality to build numbers—we want you. Up tempo MOR. Equal Opportunity Employer. Unique benefits. Workers only. Tape and resume to: KWBB, Box 486, Wichita, KS 67201.

KWHW will have an opening for an announcer in August, need 3rd phone endorsed, must be experienced, with good production and news presentation. Personal interview is a must. Have both AM, automated FM in new studios. Contact George Batchelor, 1-405-482-1450, or write Box 577, Altus, OK 73521.

1st Phone Jock needed for Central Virginia full-timer. Send resume, tape and photo to Don Martin, WCHV Radio, P.O. Box 5387, Charlottesville, VA 22903.

Evening Announcer, we have an opening for a talented night-time contemporary announcer. Excellent working conditions, fringe benefits, rated #1 Capital City, University town. Send tapes and resume to Jim Palmer, WCVS Radio P.O. Box 2697, Springfield, IL 62708. Equal Opportunity Employer.

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

Experienced Top 40 type jock, no jiver, good production, opportunity for advancement, better pay guaranteed with results. No floaters, no egos, no staff hassles, get together with progressive, creative operation. Rush tape, resume, WIPE, Box 1307, Americus, GA 31709. E.O.E.

WISZ, Baltimore county, needs a heavy-weight mid-day jock, strong on production. Call Bill Barden, Program Director at 301-761-1590.

Sales-announcer combo. Some experience necessary. Expect hard work, enthusiasm and cooperation. Call WMCR, Oneida, NY 315-363-6051.

Needed immediately, seven to midnight jock to entertain, not scream, imagination, not imitation, send tape, resume to WOTT, Box 29A, Watertown, NY 13601.

Heavy soul jock with third class endorsed for shift at WXOK. Mail tape and resume to Box 66475, Baton Rouge, LA 70806.

Country Music Station looking for DJ/Salesperson ready to make money. Contact Robert Freeman, 7397 West Central, Wichita, KS 67212. 316-722-0018.

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

### Help Wanted Technical

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

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

Chief for DA in Southeast. Small town! Prefer individual do some sales or announcing. State requirements, experience, references first letter. Write Box H-26, BROADCASTING.

Chief Engineer for successful small market non-directional AM/FM. Maintenance, installations, proofs. Opportunity, stability, advancement for reliable, experienced individual. Manager, KOFO, Ottawa, KS.

Broadcast engineer/technician. Minimum requirements include 3 to 5 years broadcast or similar experience in maintenance of transmitter and studio equipment, hands-on solid state ability and First Class Phone License. Permanent position and bright future for experienced, competent, self-motivated technician with a large and stable organization. Contact Chief Engineer, Radio Station WFUN, Miami, FL. 305-667-1501.

Experienced first phone engineer-announcer. Knows equipment and good announcer. Dr. Wendell Hansen, WHYI, Noblesville, IN 46060. 317-773-0333.

### Help Wanted Technical Continued

Young experienced chief for AM-FM Stereo. Strong transmitter and studio maintenance ability. Approx. 12 hrs. board work per week. Send complete resume to WITZ, P.O. Box 167, Jasper, IN 47546.

WJPS, Evansville, Indiana, seeks qualified Chief Engineer. Full responsibility, good money, benefits. If you are familiar with Rules, and have some directional experience, call the Manager, 812-425-2221. EOE.

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

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

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

### Help Wanted News

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

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

Newsperson, take charge individual knows how to cover the beat, has the ability to become known. Two mobile units, #1 in the market, Capital City with University. Send tape and resume to WCVS, P.O. Box 2697, Springfield, IL 62708. E.O.E.

Midwest news operation adding third news reporter to staff. Want aggressive, hard working person, with good air delivery. Send tape, resume to WSPT, WSPT-FM, Stevens Point, WI 54481.

Strong news type to handle assignments and casts, only the best need apply. Upstate New York, medium market. Reply to Paul Williams, Box 772, Elmira, NY 14901. Send tape and resume immediately. Especially good opportunity for females, but all applications equally considered.

### Help Wanted Programing Production, Others

Top news and commercial voice and delivery required, plus capability of advancing to news directorship or program directorship. Excellent pay and fringe benefits, plus opportunity to train for eventual management. Midwest, nonsuburban, but near major city. Send background info and references. Audition tape will be requested. Box G-136, BROADCASTING.

Hip-country station with big numbers in no-hassle market of 1/4 million in beautiful mid-eastern mountain state, needs sharp program director who does morning entertainment/communicator gig. Research, high-class production, savvy, and a good head, all would be nice. The bread is good, and the station is laid-back. EOE. Write Box G-275, BROADCASTING.

Program Director, morning person, must know the contemporary soul sound and how to program it. EOE. Send resume and recent photo to Box H-13, BROADCASTING.

Needed: Program Director who likes challenge. We're a young, ambitious New England AM-FM in an attractive small/medium market, determined to be both best and #1. We're looking for a creative experienced PD personality who can put together a quality contemporary MOR/information format. Box H-62, BROADCASTING.

Immediate opening for CW Program Director that can take charge and increase present strong market position. Need individual with good on air presentation, strong production and can motivate people. Send resume and audition tape to: WROZ, P.O. Box 139, Evansville, IN.

## Situations Wanted Management

Mr. Owner/or radio executive is your station going downhill due to management, sales, and staff problems? Give us an opportunity to make your station respected in the community and successful. We have a complete staff, including management, sales, jocks, and bookkeeping, dedicated to radio with successful track records including as much as 15 years experience in management alone. People who want to stay together and do the job for someone. We can incorporate your ideas with ours and make those ideas a reality. Please reply to Box H-1, BROADCASTING.

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

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

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

Ready for management! Over 15 years experience all phases community radio. Sales, programming, engineering. Excellent references. 714-539-9639.

Station manager for small market, northern Michigan radio station. Must be able to improve station sound and increase sales. Contact General Manager, Box 472, Traverse City, MI or phone 616-947-7675.

Former manager of a small VHF television station which was sold now seeking employment after six month vacation. 30 yrs. old, degree, 1st FCC; excellent references. Desire same position in radio. Write JRT, 3216 Eveningside Dr., Topeka, KS 66614 or call 913-272-6211.

## Situations Wanted Announcers

DJ, looking for first break. Tight board, good news and commercial delivery, creative, hard worker, willing to go anywhere. Box G-233, BROADCASTING.

Experienced female D.J., one year commercial experience as announcer on 20,000 watt progressive rock station, three years college radio, looking for opportunity with contemporary/rock station. Box G-273, BROADCASTING.

Three years experience. Single, 24, seeking contemporary MOR or top 40. Presently doing afternoon drive and music director. Ready to move up! Will send resume/tape upon request. Write Box G-311, BROADCASTING.

Announcer: Sports play-by-play and commentary and reporting. Also public relations. Graduate, age 24, single, with experience. Strong desire of be invol. ed in sports. Box G-312, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Beginner-Third Endorsed. Broadcast schooling plus broad musical knowledge. Tape on request. Box H-17, BROADCASTING.

Announcer DJ, professionally trained. All formats considered, FM preferred. Would like NY, NJ area, will relocate. Box H-27, BROADCASTING.

Personality. Cont./MOR or Talk formats. 7 years experience, 1st ticket, married. Seek: stable situation, good opportunity and pay. Box H-32, BROADCASTING.

Three years experience all formats, some college, endorsed third. Speech and dramatic training. Good, deep voice. Box H-59, BROADCASTING.

1st phone late or all night personality for modern country format. Happily married 32 yr. old pro. with 7 yrs. experience. Spent last year in Toledo, will consider market same size or larger. Will exchange tape and resume for profile of your station. Strong news and production, board work so tight you'll swear you found a virgin. Free to relocate for right position. Call 714-244-9514.

Unique M.O.R. Personality. British born, good pipes, currently working Major Market seeking new challenge in similar Market. Highest recommendations, Third phone Alan Munro 401-828-3234.

Need First Job. Bucknell Grad., college radio PD DJ. Third endorsed, work anywhere. Chip Horne, 111 Hitching Post, Wilmington, DE 19803. 302-478-1150.

Trying to return to radio. 1 1/2 years experience, 2 years college. Doug Gallher, 3907 Angol Place, Jacksonville, FL 32210. 904-771-7386.

## Situations Wanted Announcers Continued

First class radio telephone. Career Academy grad. No on the air experience, but will go anywhere, and am willing to learn fast. If you need someone now call 806-659-2905 after 6 P.M. (C.D.T.) and ask for John Lujack.

Young, versatile jock with 5 years exp. in C&W, MOR and rock desires position on West Coast, preferably southern CA. Good production, copy and knowledge of music. 904-732-6253.

Country Western DJ. Solid knowledgeable professional for 11 years. PD experience. Very good investment for \$700. Minnesota and West of the Missouri River only. D. J. Wilson, Rt. 3, Box 79A, Vermillion, SD 57069.

Experienced young DJ seeks permanent full time position. Prefer contemporary format. Tight board, dependable. Third Endorsed. Mike Hon, 373 Williams Ave., Daytona Beach, FL. 1-904-255-6950.

Aggressive Top 40 Jock, super tight, production, news director, PBP all sports, 1 1/2 years experience. Just graduated junior college. Want back. Will travel for good operation. Chuck Wall 912-924-3444 or 2039.

I need a job in New Orleans area. Starving student working on B.A. in communications. One year experience, college station. Can do D.J. work; top 40, MOR, progressive, news copywrite, good production, sales, and more. Endorsed 3rd, tight board. Call me: Bill Wander, 212-839-0923.

1st phone 3 years experience. Bright delivery, good production, M.D., musically knowledgeable, prefer western small or medium market. Rock or MOR. Dan Stokes, 1934 Vermont, Escondido, CA. 714-745-702B.

Who's got good commercial delivery, and news, runs tight board, stable and will go anywhere now? Andy Sachs, 135 N. 9th Street, Paterson, NJ 07522.

D.J., tight board, first phone, 29, single, currently employed, seek change OR, CA, AZ, Terry Scudder, 505-334-9004.

After four years, school teaching is not my thing. Radio announcing is! Previous radio experience includes: three years DJ in medium-small market, three years studio engineer, 50,000 watt major market. First phone plus M.A. Communications—Wheaton. Conscientious worker with top credentials. Age 30. Prefer bright MOR. Will appear for interview and relocate anywhere. Available now. Contact: Richard Rutledge, 5115 East 100th Ave., Denver, CO 80229.

Help! Recent college graduate needs immediate full-time job. 2.5 years as DJ; production and programming my interests. Contact Christian, 217-367-5066, 217-352-5406, 2104 S. Lynn St., Urbana, IL 61801. Will relocate anywhere.

Get yourself a good woman! 1st Phone, currently midday jock-copywriter at 1 kw, authoritative news, production, know music, seek stability within commuting distance of Philadelphia, aircheck available. Renee 703-943-2264; 80 Collins Avenue, Daytona Beach, FL 904-253-1701, 904-252-2791.

Contemporary personality 5 1/2 yrs. experience former MD. wants to communicate, polish in medium market, Good production. Tight board. 234 N. Penn St., Bellefonte, PA.

First ticket experienced PD/morning announcer/production/news. Seeking immediate position with stable N.E. medium market station, any format. Currently in another field, want back into broadcasting now. No tape, willing to come for personal interview-audition, my expense. Larry Kay, 518-477-8654, Hill Apartments—Apartment 7, Hill Street, Rensselaer, NY 12144.

Professional personality/Entertainer. Have worked everything except general manager. Want settlement. This is final move. Pete. 716-662-3746.

Creative young married college man with First phone and experience will relocate for good opportunity. Kevin Abram, 6930 54th Ave., No., # 303, Crystal, MN or call 1-612-533-2576.

Talent plus experience, news anchor, sports director, four years experience, B.A. communications, distinctive style. Gene Blahut, 412-481-7323.

## Situations Wanted Technical

Experienced chief-engineer 26 years-broadcasting AM-FM-DA employed in northern AZ. Desire OR or north CA, Box H-24, BROADCASTING.

Good radio men are rare. Consider superb working engineer, 32, 12 yrs. multi-tower/high-power AM-FM-Stereo, design/construction; cable t.v.; creative baritone producer; desired ownership—no bread—so, seeking stable, dynamic organization. 912-923-6944 after 1630 ESAT.

## Situations Wanted Technical Continued

Engineer with an excellent background of technical knowledge in AM-FM broadcasting would like to build a long term future with a good company. Small or medium market in east. Lets get together and talk. 912-384-6683.

## Situations Wanted News

News director, major-medium market. Highly experienced, take charge professional seeks stable position. Can produce award winning results. First ticket, will relocate. Box G-119, BROADCASTING.

1974 MSJ from Columbia willing to work hard inside or on the street. Experience major college radio station. 212-538-4375. Box G-226, BROADCASTING.

Ivy League grad, one year commercial radio, three years college radio, looking for first fulltime news job. Energetic, attractive, and truly interested in news. Will go anywhere. Box G-256, BROADCASTING.

Young woman reporter, 24, major market experience, seeks more challenging position in TV or radio, in top 30 market. Box G-271, BROADCASTING.

Eager beaver itching to get started. Just completed my college, B.A. in journalism: upper 10% of class. Served as editor of Ohio State School Publication. Two years experience as DJ and newsmen at a Pennsylvania radio station. Single and willing to do most anything. May I please send you my resume? Write Box G-294, BROADCASTING.

Veteran sportscaster, 25 years major market, award winning major college, pro, play-by-play basketball, football, hockey. Top commentary. Best references, locate anywhere. Tapes available. Write Box G-305, BROADCASTING.

Mediamarket political/investigative journalist. 3 years experience/snazzy production. Desire continuing same elsewhere Northeast. Bachelors bsdcstjnlsm-polysci. Box H-6, BROADCASTING.

Aggressive, personable News Director-Newsmen, 4 years experience, seeks position within 3 hour drive of NYC. Finishing MA-Journalism. Box H-9, BROADCASTING.

Young, experienced, investigative or beat reporter with broadcast journalism degree. Studied in political science, philosophy and human relations. Box H-42, BROADCASTING.

Sports pro wants pbp football-basketball. Radio or television. Any size market. Currently television sports director. Box H-49, BROADCASTING.

News woman 2 yrs. major market, prefer Eastern or Midwest market. Sue McNett, 14306 Lowe, Riverdale, IL. 312-849-2303.

Recent College Graduate (Radio-TV, speech, english, journalism). Like to join your news team in warm winter climate. 1-913-625-3188.

Accomplished announcer/reporter with proven success in Washington and Philadelphia. Production skills. Versatile, industrious, energetic. Will travel. Howard Schultzberg, 2126 Pine Street, Philadelphia, PA 19146.

News Director, experienced Radio-TV-Newspaper. Award-winning commentator. Talkshow host. Extensive writing credits. I can create audience-building impact and excitement with news. \$12,000 plus rewards for results. 1-212-242-3900. "Mr. Alexander."

Are you looking for a young woman with 1st phone experience as an assistant news director and in all other phases of announcing? I have all of these qualifications. Cheryl Kormanik, 10921 Southview Dr., Burnsville, MN 55337.

News Director, Medium or small market. Degreed, married, strong music management background, imaginative, community minded, stable, grounded all phases radio & TV. Age 34, fluent delivery, excellent presentation. Immediate availability. Tel. 207-324-8237 (after 3 p.m.)

Looking for reporter who believes in facts not sensationalism? Radio sports director ready for larger market. 9 yrs. p.b.p hoop, hockey, football, baseball. Covered golf tournaments, track meets, rowing regattas. Do talk shows, field work. College grad., B.A., married. Will relocate for right offer. 18 Laurel Ave., Clifton, NJ 07012.

Quality sportscasting, newscasting, commercial announcing and copywriting for you. B.S. degree in radio-TV-Film from Miami University in Oxford, Ohio. 2 years commercial experience. Will rush resume and tape. Salary negotiable. Call or write Jon Hunt, 501 South Main Street, Poland, OH 44514. telephone 216-757-1240.

## Situations Wanted Programing, Production, Others

Teacher, 10 years experience, seeks creative position with public radio/TV station. First phone, some broadcast experience. Hard worker. Box G-288, BROADCASTING.

Radio-TV pro. Excellent interviewer, talk show host, communicator. Solid program/music director, administrator. Creative copy, production. Nationally known nostalgia expert. Mature, reliable. Ten years with one company. Out of broadcasting one year, want back in. Box G-292, BROADCASTING.

Available November 1. Currently program director. Strong production and PBP sports. B.A., family, 23. Looking for same position in medium or large market. \$12,000-\$15,000. Box G-295, BROADCASTING.

Major college bpb. pro ready to move to the right job in time for football. 219-287-2511 or Box H-30, BROADCASTING.

Aggressive Contemporary Program Director. Young matured professional. Fresh Ideas and over four years experience. First Phone, married. Your station can be number one. Prefer medium market in East or South. Box H-51, BROADCASTING.

Experienced program director for Traverse City, Michigan radio station. Responsible for announcing staff, music format, production and some air work. Must have a strong voice. Contact General Manager, Box 472, Traverse City, MI or phone 616-947-7675.

## TELEVISION

### Help Wanted Management

Vice president/general manager. Desirable South-eastern top 50 market. Once in a lifetime opportunity to move into the top spot without previous GM experience. We want nothing less than exceptional administrative performance. This executive can now be in programming, promotion, news, sales or financial management. All responses confidential. Send detailed resume with salary requirements to President, Box G-147, BROADCASTING.

General Sales Manager needed at major Southwest network affiliate. Candidates must have strong local sales experience and top management skills. Ability to develop sound marketing strategy important as well as recruiting and training salesmen. \$40K-\$45K. All replies confidential. Send resume to Box G-214, BROADCASTING.

Accountant needed with broadcast experience for station in Southwest. Must be CPA. Equal opportunity employer. Send resume and picture to Box H-33, BROADCASTING.

Public TV station manager. Teach one course; direct professional-student staff; M.A. minimum; fluent Spanish desirable. Equal opportunity employer. Resume before August 3 to: Frank Hash, New Mexico State University, Box 3J, Las Cruces 88003.

### Help Wanted Sales

Washington TV station interested in person seeking position in sales research. Experience in station, rep or agency desirable. Outstanding opportunity with group owned station. Equal opportunity employer. M/F reply to Box H-15, BROADCASTING.

Excellent opportunity for experienced radio or television sales people with proven record for new ABC VHF station. Idaho Falls-Pocatello market. Ideal living conditions. Salary open. Call Aaron Bournstein, 208-233-6667. No collect calls.

### Help Wanted Technical

South Texas VHF has immediate openings for studio and transmitter technicians. Will train individual with basic knowledge and FCC first. Send resume to Chief Engineer, KRGV-TV, P.O. Box 626, Westaco, TX 78596.

TV production engineers, for immediate employment with ATS-6 Satellite Project at PTV station in Fairbanks, Alaska. Experienced in color camera, quad VTR, and telecine set-up and operation including com's maintenance experience. New equipment and pleasant working conditions. Salary commensurate with background. Excellent staff benefits and relocation expenses available. Contact: Chief Engineer, KUAC-TV, University of Alaska, 907-479-7491. Equal Opportunity Employer.

Chief engineer, VHF PTV. Color production orientation. Send resume to Don Upham, general manager, KUAC, University of Alaska, Fairbanks 99701. An Equal Opportunity/Affirmative Action Employer.

TV technicians—Good operations and maintenance background preferred. 1st-Class FCC license required. Contact W. C. Hunter, Director of Engineering, WHAS-TV, P.O. Box 1084, Louisville, KY 40201. An Equal Opportunity Employer. Male/Female.

## Help Wanted Technical Continued

Immediate opening—1st phone with technical training, prefer some experience. Excellent opportunity for advancement and experience in all phases of commercial UHF operation. WVIR-TV, Box 751, Charlottesville, VA 22901. 804-977-7082.

Chief Engineer for Public Broadcasting Station in Northwest Ohio, must have experience as Chief or Engineering Supervisor. Station expanding local studio and remote production, salary open. Send all information including resume and salary requirements to Lamont McLoughlin, P.O. Box 2330, Toledo, OH 43603, no phone calls please. An Equal Opportunity Employer.

### Help Wanted News

Anchorperson for 11 PM and Sportscaster for 6 & 11 in an extremely professional news department in small market. Experienced only. Box H-16, BROADCASTING.

Anchorperson to deliver our 6 and 10 p.m. newscasts to 45-thousand Upper Midwest homes. Send resume, photo and salary requirements to Box H-37, BROADCASTING.

TV Journalist, to \$14,000, to head small operation providing news clips to stations and producing in-house films. Degree and three years experience required. Excellent working conditions. Prestige company. Resume and writing samples first letter to: Box H-39, BROADCASTING.

"Reportaje Semanal" needs a fluent, Spanish speaking producer/anchorperson. If your first language was Spanish and your first love is creative TV news, send resume and VTR to Dick Currier, news director, KNTV, 645 Park Ave., San Jose, CA 95110. Equal opportunity employer.

Newsperson/anchorperson, needed now! Expanding our news presentation, young, growing ABC affiliate serving the Mitchell-Sioux Falls, S.D. markets, send VTR with first reply for priority consideration to: General Mgr., KXON-TV, P.O. Box 1049, Mitchell, SD 57301.

Experienced, creative staff producer-writer for established, successful, big-budget weekly film documentary magazine. We offer the best in production staff, equipment, freedom and opportunity. Unparalleled community acceptance and reputation. If you're good and have the documentary samples to prove it, call "Moore on Sunday," WCCO-TV, Minneapolis. Immediately. 612-338-0552.

Public affairs director, Public TV and FM station, expanding into news. Must be experienced, MA preferred, Equal Opportunity Employer. Send resume to: Bill Haley, WXXI, 410 Alexander Street, Rochester, NY 14607.

Television newperson, experienced in written and visual communication, wanted for PIO Radio-Television staff. Must have imagination, energy, enthusiasm, three years commercial broadcasting experience, and bachelors degree. Serve University in liaison and 16mm film production capacities with broadcasting stations. Contact: Russ Grove, Head; Radio-Television, Public Information, Oklahoma State University, Stillwater, OK 74074.

## Help Wanted Programing, Production, Others

Production manager for progressive Midwest Top 30 market operation. Network affiliate needs a pro to handle all facets of production operations. Must know news, sports and remote production, as well as daily station operation. An Equal Opportunity Employer M/F. Please send resume and salary requirements to: Box H-29, BROADCASTING.

Producer-director for Midwest Public Television, Top 10 Market Full Color. Needs creative, mature PD, with Remote, Studio, and film experience. Invite Commercial Background. Three to five years experience. Full details first letter. Box H-36, BROADCASTING.

Major Northeast affiliated TV station has opening for secretary/assistant to program director. Excellent opportunity to combine secretarial skills with production/management responsibilities. An Equal Opportunity Employer. Please reply with resume to Box H-46, BROADCASTING.

Production/Program Manager for a wide awake VHF Network affiliate. A great opportunity to join an aggressive group operated station. An equal opportunity employer. Box H-53, BROADCASTING.

Art Director: To supervise television, print, and scenic design. Six years in television art, some supervisory experience required. MFA. BFA w/additional supervisor experience acceptable. Available now. Contact: Production Manager, KUON-TV, Box 83111, Lincoln, NE 68501.

## Help Wanted Programing, Production, Others Continued

Television producer-director interested in quality instructional television. Writing experience helpful. Bachelor's or Masters degree and three years of production experience. Fully equipped color studios with quad VTR's, 16mm, photography, and graphic support. Salary commensurate with qualifications. Send resume to: Dr. Charles Anderson, Director of Media Services, Academic Complex, Western Kentucky University, Bowling Green, KY 42101. Western Kentucky University is an equal opportunity employer.

Male or Female new Florida West Coast television station needs art director. Must be experienced in television art and available immediately. Phone 813-597-5555 or send resume and portfolio. P.O. Box 656 Naples, FL.

### Situations Wanted Management

Productive, administrative and experienced production manager/executive producer available. Box G-261, BROADCASTING.

#1 TV Salesmanager seeks growth challenge currently GSM in top-100 5 station market, network VHF. Recorded 50% revenue increase last three years selling and managing local, regional and national. Previously News Director with top ratings. Healthy 37, happy family, solid citizen. Box H-4, BROADCASTING.

Ambitious, experienced. Radio management background in programming, promotions. BA, honors, TV-radio. Looking for growth position in television. I'm capable and can show you. Box H-8, BROADCASTING.

Professional Program Executive ready to bring his knowledge and dedication to your organization. Experienced in all phases of TV Broadcasting. Let's get together and talk business. Box H-20, BROADCASTING.

General Manager-Sales Manager-Program Director, etc., for large-to-medium-market station or group. Thoroughly experienced and successful all phases; all levels, including station-ownership. Professional expertise in aggressive management, sales-management (national, regional and local), programming, film-buying, production, promotion, community-involvement. Have practiced television 18 years; radio 12 years. Now 45. Past 20 years, management-troubleshooter-developer. Have rebuilt several losers into very profitable, prestigious winners. Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor ready for new challenge, offering opportunity to earn commensurate income. Can increase, substantially, your profits and prestige. Box H-22, BROADCASTING.

### Situations Wanted Announcers

Highly Qualified on camera talk, News, all facet broadcast professionals major market experience. Award winning. 7 years television plus additional years radio. Age 31. Seeking TV and/or radio. 615-689-5395.

Top Children's Personality. Major market experience-major show background. Versatile entertaining, and available now. Call 801-487-6690 or write Troy Strait, 835 Roosevelt Ave., Salt Lake City, UT 84105.

### Situations Wanted Technical

Experienced TV transmitter operator. Box G-251, BROADCASTING.

Transmitter Engineer—15 years experience, UHF-VHF, construction, operation, maintenance. Will consider CE position for radio station. Box H-3, BROADCASTING.

Video Engineer, experience on video equipment and retuning up cross country video circuits for AT&T also have 1st class FCC license. Looking for opening in Florida, Michigan or California. Call 212-829-6201, ask for Greg.

### Situations Wanted News

Ivy League grad, one year commercial radio, three years college radio, looking for first TV news job. Energetic, attractive, and truly interested in news. Will go anywhere. Box G-257, BROADCASTING.

Solid street reporter: intelligent, skilled and experienced 16mm shooting and editing. Exceptional writer. Bachelor's, completing M.U. masters. Box G-258, BROADCASTING.

Polished anchorman wants back in TV after 3 year layoff. Will consider general assignment news or sports at right price. Strong on photography. Box G-266, BROADCASTING.

20 years, including network as news correspondent. Working with fine people, but want major market. Best credentials and references. Making \$28,000. Box G-280, BROADCASTING.



## Situations Wanted News Continued

8 year pro, now working medium market radio and TV, looking for same opportunity in top 30. Number one rated mid-day show, super weather talent. Box G-287, BROADCASTING.

Anchorman, great appearance and voice with 10 years anchor and news experience. 33. Want top 40 market and chance to work with outstanding news team. Now employed. Box G-293, BROADCASTING.

Veteran sportscaster, 25 years major market, sports, anchor, top commentary, all play-by-play, best references, tape available; locate anywhere. Box G-306, BROADCASTING.

Black Newsmen. Reporter-Anchor now with top 20 market station. Have proof of top ratings. Long on experience. Now considering relocation for good opportunity. Box H-23, BROADCASTING.

Currently sports director in top 40 market. Desires directorship in top 50 market or backup position in major market. Young, extremely knowledgeable. Degree, Major college experience. Tape, resume on request. Box H-31, BROADCASTING.

Rating-proved Newscast in major market. Made it number one at noon. Good appearance. Will provide top rating in anchor spot; conservative delivery. 19 years in broadcasting. Box H-38, BROADCASTING.

Am presently anchoring weekends at top station in major market. Want regular anchor, WX or talk spot in smaller market. VTR to serious inquirers. Box H-52, BROADCASTING.

Newswoman seeking to broaden horizons in larger market. Anchor-person for top-ranked net affiliate. Producer weekly p.a. show. Excellent writer. BA Television-Radio. Box H-55, BROADCASTING.

News Director, Female, 24, wants TV Reporting, 1 year TV, 3 years Radio. B.A. Political Science. P.O. Box 1071, South Bend, IN 46624.

Major market public affairs director, available now. Ed Moore, 4026 Hampshire Ave., N., Minneapolis, MN 55427. 612-537-8399.

Field reporter. Master's degree in television journalism, U.C. Berkeley, wants position at medium market affiliate. Previous experience in radio news. David Beadle, 2241 Durant Ave., Berkeley, CA 94704.

Award-winning reporter to make or keep your news #1. Proof: 7 yrs. distinguished journalism experience. Charles Baireuther, 502 N. Davis Rd. #6, Palm Springs, FL 33460.

## Situations Wanted Programing, Production, Others

Hard working director wants more challenge; five years experience directing various TV programs, familiar with all phases of station operation. Box G-190, BROADCASTING.

Competent, ambitious woman seeks fast action production job in Northeast. Experience in top 50 market as video/audio switcher and camera operator. Sports and remote experience. Syracuse University graduate. Box G-270, BROADCASTING.

Radio-TV pro. Excellent interviewer, talk show host, communicator. Solid program/music director, administrator. Creative copy, production. Nationally known nostalgia expert. Mature, reliable. Ten years with one company. Out of broadcasting one year, want back in. Box G-292, BROADCASTING.

Syracuse advance man for two top national TV stars. Young mountain-mover desires broadcast promo position, greater northeast. Broadcast research group director, experienced print/broadcast journalism, audio, video, film production, 3rd phone. Box H-28, BROADCASTING.

Production Manager, Creative Director with 19 years solid in-studio and remote production experience seeking new opportunity with progressive organization. Box H-35, BROADCASTING.

Program Director/Production manager with 16 years experience in television seeks new position. Box H-43, BROADCASTING.

Photo Chief. Large market photographer wants med. market Photo chief position. I'll guarantee the best news photography product in your market. Box H-48, BROADCASTING.

Aggressive Television promotion exec. with network O&O and independent station experience seeks major market opportunity. News promotion a specialty. Box H-50, BROADCASTING.

Young Cameramen—Fresh from Europe—Looking for job. 4 1/2 yrs. experience in all phases TV & films. Box H-58, BROADCASTING.

## Situations Wanted Programing, Production, Others Continued

1974 University of Iowa graduate in broadcasting desires position in TV production. Ambitious and will relocate. For resume contact Stephan Freund, 1344 Harrison Dr., Clinton, IA 52732.

Recent graduate, B.A. in TV and film, some experience. Desire position in broadcasting industry. Will relocate. Mutaz Chichakly, 2315 E. Olive, Arlington Heights, IL 60004.

## CABLE

### Help Wanted Technical

Operator/Engineer CATV in Long Island, N.Y., operate and maintain equipment including color film chain, 1 inch tape equipment and color cameras. 1st Class FCC license. Send resume: Huntington TV Cable Corporation, 10 Stepar Place, Huntington Station, NY.

CATV Mgr. S.W. Florida. Immediate need for technical manager. 2500 systems in growing community. Phone 305-895-6960 or send resume to Mr. Totton: P.O. Box 545, Miami, FL 33153.

### Help Wanted News

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Am setting up another control room. Want used equipment in console, console, reel recorder, potmaster recorder cart, turntables, tone arms, and pre-amps. State condition and price. Box G-299, BROADCASTING.

Wanted: Good, used, 16 mm newsfilm camera. Box H-40, BROADCASTING.

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New University needs FM transmitter system (10w-5kw) which can be donated by perceptive individual or organization as a tax deduction. Contact Bob Lewis or Robert Gerry at The University of Texas of the Permian Basin, Odessa, TX 79762, telephone 915-362-6301, ext. 234 or 275.

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(1) RCA-B.TA-3F, 3 kw FM transmitter. Great for parts (or an awkward doorstep), \$500.00. (1) MacKenzie package: (2) Record/Playback units, (3) Single-Playback units, (1) 5 Spot Playback unit, (200) metal carts, various lengths. All for \$300.00. (130) 10 1/2 reels of tape, in boxes, excellent condition. All for \$300.00. (200) Fidelipac Audio Cartridges, 10 1/2 minute length, nearly new, excellent condition, all for \$400.00. (1) Gates Level-Devil, newly reconditioned, \$200.00. (1) G.E. BM-1-A, FM Frequency and Modulation Monitor on 95.9 (not operational), \$50.00 Lee Shoblom, KFWJ, Box 980, Lake Havasu City, AZ 86403. 602-855-4098.

1-KW AM Transmitter WE 443-A-1 Operating condition. Write KOMW, Box 151, Omak, WA 98841 or call 509-826-0100.

Gates BC-1T transmitter. KOZE, Box 936, Lewiston, ID 83501.

Complete automation system including schaffer 903 digital console less than year old. Rusty Reynolds, KYKX, Longview, TX. 214-757-2662.

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We'll provide you with an excellent starting salary, commission, expenses, plus professional working conditions and many worthwhile benefits.

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TOM BEDFORD, Employment Supervisor

HARRIS CORPORATION Gates Broadcast Equipment Division  
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Not cheap.

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Harris Corporation  
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Attention: Ed Gagnon  
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## TV FIELD ENGINEERS

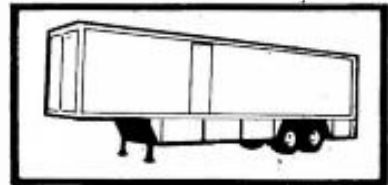
Our Service Department is seeking well-trained and experienced TV Field Engineers. Experience should be in trouble shooting and maintaining UHF and VHF TV transmitters. Extensive travel is required. Expenses paid by company.

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Submit written reply with salary history to Corporate Personnel Dept.,

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**For Sale Stations Continued**

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To the tired broadcaster who dreams of living and working under ideal conditions in a tropical paradise far from smog, pollution and crime.

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We are offering a 5,000 watt radio station with 3½ acres of valuable land for sale in beautiful Hawaii.

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202/223-1533

**For Sale Stations Continued**

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**For Sale Stations Continued**

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The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

**Rates, classified listings ads:**

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

**Rates, classified display ads:**

- Situations Wanted (Personal ads) \$25.00 per Inch.
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- 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, GOD, 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

## Columbia Pictures TV's Bill Hart: prime mover against prime-time access

The prime-time access rule is still topic A among syndicators these days, and William Hart, the senior vice president for domestic syndication of Columbia Pictures Television, has stepped to the fore as one of the most articulate opponents of the rule.

To start with, Mr. Hart doesn't like the FCC telling network affiliates in the top-50 markets that they can't schedule off-network series and feature films in the access periods. This prohibition, he says, involves the FCC "to an unprecedented extent . . . in the programing process." Columbia's syndication inventory is made up almost exclusively of theatrical movies and off-network programs.

The rule sticks another knife into Columbia, as he sees it, by its lopping off of 21½ hours of prime time a week from the control of the networks. In the normal competitive scheme of things, Columbia might well have sold an extra first-run series or two if those 21½ hours had remained under network aegis. And one of these two series might have been a hit—meaning that after its network run Columbia's syndication arm could keep the reruns alive indefinitely, or for as long as a local-market sponsor is willing to buy time in them.

Which brings Mr. Hart to another major bone he has to pick with the rule: It "constricts" the prime-time syndication market by encouraging "replication of off-network game shows" while it "bans off-network comedy and dramatic shows." He asks, "Why is *The Partridge Family* [a Columbia show] labeled off-network and thus contraband whereas the sixth episode of *The New Price Is Right* is viewed as something different and superior?"

*The Partridge Family* is taking up a lot of Mr. Hart's attention these days because it's just winding up a four-year run in prime time on ABC-TV. It's the first major off-network series to hit Columbia's syndication division since *Bewitched* ended its lucrative ABC run a few years ago, and *Partridge's* 90 half-hour episodes should be locked into about 50 markets by next fall. The reason for the series' relatively fast start, Mr. Hart says, is that "as soon as we learned ABC had moved it from its secure Friday berth to the time slot opposite *All in the Family* last fall, we figured the time was right to start selling it." As predicted, Archie Bunker landed on *Partridge* like a ton of bricks.

Mr. Hart says he doesn't expect that there will be a steady stream of off-net-



William Hart—senior vice president, domestic syndication, Columbia Pictures Television; b. Oct. 3, 1925, New York; U.S. Army, 1944-46; BA, Columbia University, 1949; U.S. Army 1950-56; resigned artillery captain's commission, 1956; syndicated sales representative, northeastern states, Screen Gems (as Columbia Pictures Television was then called), 1956-61; mid-western sales manager, 1961-65; Eastern sales manager, 1965-69; vice president in charge of syndication, 1969-74; present post, May 1974; m. Jane Schumann, June 13, 1957; children—Steven James, 16; Barbara Sue, 13.

work reruns bubbling his way in the next few years. Four of the five first-run series Columbia has sold to the networks for the upcoming season are rookies (*Born Free* and *Police Woman* on NBC and *That's My Mama* and *Nakia* on ABC), and the fifth is only a second-year entry (*Police Story* on NBC), and Mr. Hart's rule of thumb is that a show should "remain on the network schedule a minimum of four seasons" to give it the right kind of send-off in syndication. And even if *Police Story* manages to hang on for the requisite four years (or longer), he admits it will probably necessitate some very hard selling in syndication because it's an anthology series "and the audiences tend to go for the strong personalities," like Telly Savalas as *Kojak*, William Conrad as *Cannon* and Raymond Burr as *Ironside*.

Probably the hottest items in Columbia's syndication hopper are the company's various feature-film packages. But Mr. Hart can remember back to the less palmy days of the mid-1950's, "when the major studios began to market their pre-1948 film libraries. MGM and Warner Bros. had had those great stables of stars, whereas most of Columbia's pre-'48 movies just didn't rate—they weren't in the same category." He had then joined

Screen Gems (as Columbia Pictures Television was then called) as a 31-year-old trainee in syndication sales after dividing the previous 12 years of his life between college and the Army.

He had seen action at the tail end of World War II, had returned to Columbia University in 1946, and shortly after getting his degree was recalled by the Army to fight in Korea. By 1956, he had reached the rank of captain and was teaching in an artillery school when he decided that he'd "had enough of the Army." He applied for a job at Screen Gems and, as he puts it, "John Mitchell took one look at my qualifications and said, 'With that background, what in the hell am I going to do with you?' Mr. Mitchell was then sales vice president of Screen Gems; he now is president of Columbia Pictures TV.

Mr. Hart was hired, but he got himself in hot water when he started making passes at John Mitchell's secretary. "John's attitude was that his secretary is too valuable to the company to be distracted by some inexperienced trainee," Mr. Hart says now with a smile. She became so distracted, however, that less than a year later she married Mr. Hart.

His first title at Screen Gems was syndicated sales representative for the northeastern states, and he moved up through the ranks of the company in typical fashion, learning various phases of the business, until, in June 1969, he was named vice president in charge of syndication.

With his May 1974 accession to the post of senior vice president in the division, he says he has no qualms about sounding off on what he regards as the networks' too-rigid standards in determining which theatrical movies to buy and which to reject. "Movies such as 'Watermelon Man' and 'The Liberation of L. B. Jones' were shunted aside as not being up to network standards," he says, "but they played beautifully in syndication in markets throughout the country. And probably the ultimate in hypocrisy was the rejection by all three networks of 'Bob & Carol & Ted & Alice,' " which was one of Columbia's big box-office hits of 1969. "They said they felt the wife-swapping theme was too strong, but then ABC went and made a weekly series out of it last year."

But Mr. Hart becomes the soul of discretion when asked why the networks decided not to buy Columbia's "The Love Machine," the movie version of Jacqueline Susann's novel, whose title character is a broadcaster and sexual athlete of almost heroic capabilities. "Just say," Mr. Hart tosses off with a smile, "that the movie depicted a well-known network executive in not exactly the proper light."

# Editorials

## Proving grounds

The consensus of public reaction seems to be that the House Judiciary Committee conducted itself with exemplary seriousness and poise in its consideration of articles of impeachment. Though Nixon constituents have disagreed with the results, the means by which the results were reached have attracted little criticism.

This reaction is in no small way attributable to live coverage of the committee's sessions by radio and television. Never has a committee been more conscious of its deportment. Suits were pressed, linen was fresh, hair was combed, and members stayed awake. The last, by itself, would justify the continued presence of live cameras in the Congress.

More than appearances were changed by broadcast coverage. Debate was unusually sharp, debaters unusually well prepared. If all committee deliberations were conducted with equal competence, the performance of Congress would be significantly elevated.

There is no reasonable excuse that can now be offered to deny broadcast journalism admission to such ensuing proceedings on impeachment as may be held in House and Senate. (Indeed there is no reason to exclude it from any public sessions on the Hill.)

There is talk, however, of imposing restraints on the picture that may be shown or the comments that may be made. Some columnists and legislators continue to insist that cameras ought to stay fixed on the speaker, that off-the-floor interviews ought to be disallowed, that commentary ought to be eliminated or minimized. All such talk has been made pointless by the record of Judiciary coverage.

It is as silly to suggest that broadcasters confine their coverage to the formal record as to suggest that newspapers print only the text. The roles of the broadcast director, reporter and commentator are at least as legitimate as those of newspaper editor, reporter and columnist.

At some point hopefully it will be recognized that the U.S. broadcasting system is performing a service of exceptional magnitude in history-making proceedings. With the recognition there ought to be a footnote mentioning that a million dollars or so a day are going down the drain in lost advertising revenue.

## Write-off

With some 40 oral arguments still ringing in its ears, the FCC last week began considering what to do about cross-ownerships of co-located media. None of the members seems at the moment to favor the divestitures down to one outlet per market that the current proposal contemplates. There are, however, signs of an inclination to "do something" if only to avoid being charged with doing nothing. Those are dangerous signs.

The weight of evidence and argument gives the FCC no reason to disturb existing rules. Not even the Justice Department could cite abuses that needed correction on a national scale.

Indeed the weight of evidence and argument gives the FCC what it may have lacked before: a clear basis for a positive decision that cross-ownerships are as acceptable as single ownerships, in the absence of evidence of abuse. Such a policy decision would in no way incapacitate the government to move when it detected undesirable uses of

power. The antitrust laws are available for prosecution anywhere by the same Justice Department that wants the FCC to do the work by the vaguer standards of "public interest" rules.

That would be the orderly end to this expensive and prolonged rulemaking. It will be interesting to see whether this FCC faces up to it.

## On with it

The Senate Communications Subcommittee has at last concluded hearings on license renewal legislation, after patiently listening to every obstructionist that foundation money could recruit and transport to Washington. The record contains no reasonable argument to deter the Senate from adopting the same sort of bill that has cleared the House.

Contrary to distorted purposes that opponents have ascribed to renewal relief, the legislation before the Senate is moderate. It would restore some stability to a licensing process that has been grossly abused by exploitative lawyers and professional agitators. But it would preserve the opportunity for legitimate protests to be heard.

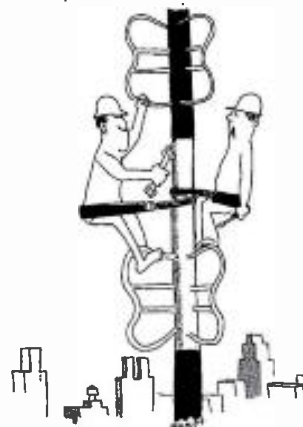
The bill is as much in the public's interest as in broadcasters' and as such merits senatorial support.

## Escalation

There must be something profound to say about NBC's acquisition of "The Godfather" for one showing at \$10 million. At the moment the phrase that comes to mind is "Good God." Can it be only eight years ago that ABC-TV rocked the program market by paying \$2 million for two showings of "Bridge on the River Kwai"?

No feat of arithmetic can detect a recovery of NBC's cost from the advertising revenue that seems likely to be generated in a two-night showing of "The Godfather."

But obviously the subsidiary benefits are considered adequate to justify the capital expense. Whatever the ultimate pay-off to NBC and its stations, the scheduling of "The Godfather" is yet another proof that television will go to expensive lengths to please the public.



Drawn for Broadcasting by Jack Schmidt

*"I still think the boss would raise hell if he knew we were trying to get a tan during working hours...."*





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