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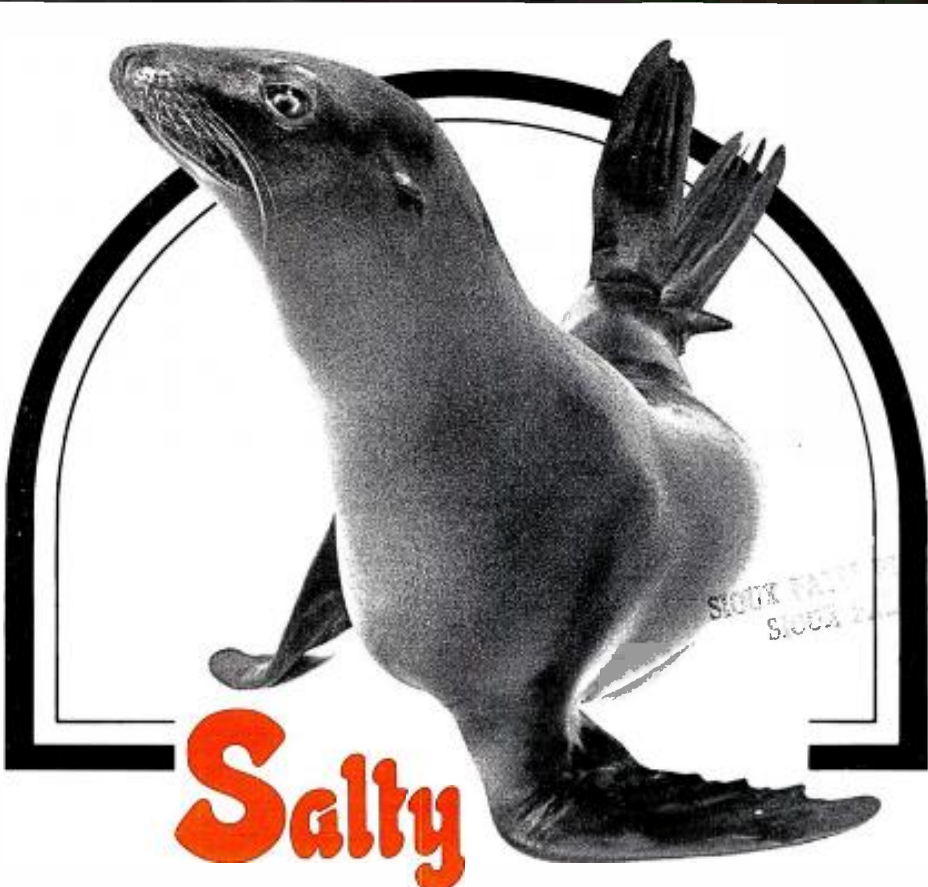
**Nixon, broadcast newsmen share NAB spotlight
Wiley pronounces a 'New Ethic' for broadcasting**

Broadcasting Mar 25

The newswweekly of broadcasting and allied arts

Our 43d Year 1974

NEWSPAPER




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



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

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



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

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



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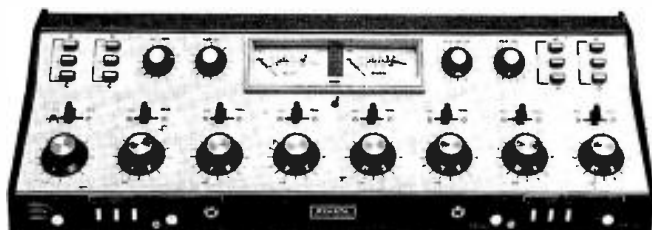
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Shortened list. Two new prospects have surfaced in speculation over nominee for Dean Burch vacancy on FCC. One is Gene Nordby, former dean of college of engineering at University of Oklahoma, now university's vice president for administration and finance. He is said to be candidate of Senator Henry Bellmon (R-Okla.) and to be backed by Mr. Burch, now counselor to President. Other is James Mauze, lawyer, member of Missouri Public Utilities Commission and said to be highly regarded by FCC Chairman Richard E. Wiley. List from which selection will be made is down to four or five (known to include John A. Knebel, general counsel, Department of Agriculture), and choice may be made this week. FBI check will delay submission of name to Senate until mid-April at earliest.

Time is running out on FCC as functioning agency. Three of its seven seats are empty, and Commissioner Robert E. Lee leaves on April 17 for seven weeks in Geneva as head of U.S. delegation to World Administrative Radio Conference. Senate shows no sign of moving on nomination of James H. Quello and has set no hearings on nomination of Luther Holcomb. Commissioner Lee is said to be making some headway in campaign for renomination against White House opposition to his remaining after term ends June 30. Senators Warren G. Magnuson (D-Wash.), chairman of Commerce Committee, and John O. Pastore (D-R.I.), chairman of Communications Subcommittee, are said to be on his side.

Run for radio roses. Harold Krelstein, president of Plough Stations and vice chairman of radio board of National Association of Broadcasters, will be candidate for radio chairmanship at elections to be held next June. And, riding wave of radio dominance of joint board of directors, he is expected to be candidate year hence for joint board chairmanship. Andrew M. Ockershausen, Washington Star Stations, incumbent joint board chairman, is expected to retain post for another year. If Mr. Krelstein's plan is realized, he'll be third successive joint board chairman to emerge from radio board.

Marching orders. Herbert S. Schlosser, NBC-TV president, was reportedly given succinct directive along with promotion to NBC presidency which he is to assume April 1: Raise ratings and lower costs. In pursuit of former, he is now in Hollywood with other top brass, including Julian Goodman who is moving up from presidency to board chairmanship, in final stages of program selection for next season.

David C. Adams, third top-level NBC executive to change jobs April 1, is expected to spend much of his time in Washington in new role as company vice chairman, though he'll continue to make home in New York. Peter B. Kenney, NBC's Washington vice president, is planning series of small parties at his home to put Mr. Adams in close touch with key figures in government.

Children's hours. ABC-TV's 1974-75 children's programming season, premiering Sept. 7, will introduce five new half-hour Saturday morning shows — four animation and one

live action. To be announced some time this week, children's Saturday-Sunday schedule will be one hour shorter than current season's. (ABC is only network with Sunday-morning children's programming.) However, ABC weekday children's programming will expand for popular *Afterschool Specials*, and network plans to use part of its "wild card" access time for weekend evening children's specials.

Staying put. There have been reports that FCC Commissioner Ben Hooks was about to leave for greener fields, but he denies them. Last week he assured Chairman Richard Wiley he'd be around for at least three years and possibly until his term expires in 1979.

Thataway. ABC-TV's elaborately produced, highly publicized second-season family western, *The Cowboys* (Wednesday, 8-8:30 p.m., NYT), is said to be headed for cancellation despite network's best efforts. After solid 30 share of audience in its kickoff week (Feb. 6), *Cowboys* (which is produced by Warner Bros.) slumped to mid-20's shares afterward and registered its lowest numbers of season in most recent national Nielsen (13.6 rating and 22 share on March 13).

Group effort. First joint program venture of three station groups, one-hour children's TV special called *Dipsy Doodle Show*, is reported close to signing sponsor. Sources involved in project say program could go network but think it more likely to be played market by market, particularly since groups that produced it — Capital Cities Communications, Metromedia and Storer Broadcasting — have stations in 18 markets representing over one-third of U. S. TV homes.

Show, produced as pilot for possible series, presents animated character called Dipsy Doodle, descendant of Yankee Doodle, presiding over series of musical production numbers by seven actors-singers-dancers called Doodlers, selected from 350 auditioned. Segments, all with original music, are based on folklore, children's stories and some original concepts, aimed at 6-to-12-year-olds specifically but with family viewing in mind, if it goes to series, future episodes will probably be half-hours. Special was produced at Storer's WJW-TV Cleveland with station's program manager, Paul Huber, as executive producer and with panel of educators as consultants.

Cream skimmed. Kept strictly under wraps for past five months: MGM Television made sale of almost 200 of its feature films to CBS-TV before it completed 10-year arrangement with United Artists Television to distribute its feature library in U.S. (*Broadcasting*, Oct. 15, 1973). Sale to CBS-TV is for reported use of features on late-night show.

Change of scene. After NAB convention, TV program syndicators seem to be convinced that annual conference of National Association of Television Program Executives and not NAB will be their major forum and market from now on. This was first year syndicators stayed away from NAB in droves. Focus on programming by NATPE has made it favorite of syndicators who think NAB doesn't care. It may turn out that future NAB conventions will be attended by skeleton representation of syndication firms, there to entertain selected customers and prospects.

Top of the Week

Star. NAB convention-goers provide receptive audience for Richard Nixon, whose appearance — and nationwide TV exposure it commanded — jazz up Houston scene. White House news cadre says RTNDA questioners were too soft, but others dispute that evaluation. Page 22.

Idealist. FCC Chairman Wiley offers new standard for mutual betterment of commission, industry. "New ethic," he says, contemplates broadcasters providing hallmark service to ward off cries for more stringent regulation. For commission's part, Mr. Wiley discloses that FCC task force — including himself — will soon take to road to meet with broadcasters, public. Page 32.

Goals. NAB President Vincent Wasilewski runs down the priorities list for constituents, puts renewal legislation at top. Page 34.

Word from the Hill. Congressional envoys to NAB convention bring along mixed bag of praises and damnations. Senator Bentsen holds out hand in friendship. Page 34. But panel of House members score industry's lobbying efforts, clamor for more exposure on the air. Page 36.

Unabated heat. Feminist movement chalks up victory at NAB citizen-group forum, as NOW member talks her way onto podium. But incident only serves to underscore that rift between broadcasters and insurgents has yet to be bridged. Page 40.

Next shot. NAB has new ploy in its continuing effort against pay cable. It's called National Coalition to Keep Free TV Free, and special interest groups are intended to be its backbone. Page 46.

Spoils. NCTA, having won fight at Supreme Court against FCC's fee schedule, now wants money back. It asks full refund of fees court declared improper — totaling some \$6 million — and dismemberment of existing schedule. Page 51.

Give, get. Mobil Oil, rejected for self-serving promotion in midst of energy crunch, again offers to bankroll counter-ads. Networks think it over. Page 52.

Mentor. In opinion of NAB delegates, FCC's "clarifications" on program-length commercial policy are providing more confusion than guidance. Accordingly, FCC's Arthur Ginsburg tries again. Page 56.

Horizons. NAB panel sees future evolution of programing moving along ambitious, unconventional and perhaps somewhat precarious path. Page 59.

Nay. FCC's decision to bar motion pictures from prime-time access periods comes in for some harsh words from producers. Page 61.

Gadgetry. If NAB marketplace is any evidence, the age of the mini-camera is at hand. Page 63. Such has been case with video tape recorders for some time, but now predominant question is: quadraplex or helical scan? Page 65.

Choice for the chair. NCTA's board of directors will have more than two men — Bruce Lovett and Jim Marlowe — to choose between when it elects new chairman this week. It's a question of administrative philosophy. Page 68.

Big country. Rapid growth of Nashville's country radio seminar is illustrative of soaring popularity of format and its music. Another indication is city's new Grand Ole Opry, inauguration of which was heralded by host of devotees and a piano-playing President. Page 75.

Power and passivity. Katharine Graham just may be the most powerful woman in America. But it's an image she neither covets nor portrays. Page 87.



President Nixon's appearance at NAB convention last week netted 41.6 rating, 61 share of audience in New York and Los Angeles. How it went in Houston is described on page 22.

Sentiment grows for revamping NAB convention format, emphasizing dialogues, downplaying presentations; attendance dropped 20% in Houston

Possibilities of basic changes in program of annual conventions of National Association of Broadcasters were being seriously discussed late last week by officials returning from this year's convention in Houston. (For references to major stories, see "Top of the Week," page 6.) New thinking was prompted not so much by change of site from traditional Chicago three years in row and Washington in presidential inauguration years as by format, which has been basically same for some time. Talk now is of de-emphasizing convention set-piece meetings, which consist mostly of speeches, reports and exhortations, and beefing up workshop sessions, with give and take.

Early-bird workshops in Houston last week drew more interest and, in some cases, more attendance than management sessions later in day. Closing TV management session last Wednesday morning had only light scattering of delegates in vast Jesse Jones auditorium to hear prepared presentations about children's programing. Television Bureau of Advertising and Television Information Office.

Informal check of delegates revealed less criticism of Houston location than had been anticipated. On plus side: President Nixon's news-making news conference, FCC Chairman Richard Wiley's announcement of regulatory detente, expanded space for hardware exhibits, good weather. On minus side: inferior food and worse environment (mess-hall tables, floor of plywood sheets over ice rink) at management lunches, dispersion of hotels and related transportation difficulties.

Attendance at Houston was down 20% from last year's record turnout in Washington (4,825 versus 6,035), although only 3.4% under Chicago convention two years ago (5,006). Anticipation is for greater number at 1975 meeting in Las Vegas (April 6-9), although that is coupled with concern many delegates will be wooed away from convention sessions by town's casinos — supposition challenged by local chamber of commerce, which testifies most conventions there fill the meeting halls, perhaps as penance for having good time on side. Distances between hotels, unlike Houston's, is expected to be little problem.

New Orleans, scheduled for 1976, is another story. Super Dome site is not yet completed, and NAB is not yet committed. There's likelihood of shift, probably to Chicago. (Wash-

ington, another possible alternative, is expected to be jammed with bicentennial activities.)

NAB is anxious to patch rift with syndicators in Las Vegas, try to stem defections (See "Closed Circuit," page 5). "They add a lot to the convention," said NAB President Vince Wasilewski, and association wants them back.

Macdonald amendment would mandate reply time to presidential appearances

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has introduced amendment to Section 315 requiring broadcasters to afford equal-time to opposition party every time President appears on TV "for purpose of taking a partisan position on a controversial issue." Chairman Macdonald charged that "when the President can command the attention of 75 million Americans to propagandize on behalf of the administration's side of political issues, we have a situation that cries out for correction . . . Not only does the so-called presidential address get automatic network blanketing, but now a new wrinkle has been added: the loosely-titled 'news conference,' which is not a conference, nor does it produce any real news." He called Mr. Nixon's televised appearances before Chicago businessmen and NAB in Houston last week "showcases for the President's political propaganda."

House Judiciary Committee — studying Mr. Nixon's impeachment — reacted similarly last week, and asked networks to provide committee spokesman equal time to counter President's criticism of scope of investigation and constitutionality of subpoenas.

One paragraph Macdonald amendment would require that reply be scheduled at time affording equal impact.

Networks reject Mobil, Rosenthal initiatives on energy crisis ads

ABC, CBS and NBC networks informally rejected — last two virtually ignored — renewed offer by Mobil Oil Co. to pay for commercial messages countering its corporate image in energy crisis-related network advertising (early story, page 52). Although Mobil executives said only ABC responded officially, all networks told *Broadcasting* long-standing policies prohibiting discussion of controversial issues in commercials automatically deactivates Mobil's offer. Same offer met with tri-network rejection last October.

Networks also rejected request from 16 congressmen for public service time to challenge oil industry commercials regarding fuel shortage (*Broadcasting*, March 18). ABC was preparing formal denial; CBS Washington office mailed "absolute" rejection; NBC headquarters in New York also mailed rejection.

NBC attorney Cory Dunham wrote that energy commercials approved by NBC were "acceptable institutional messages which do not argue one side of a controversial issue." Extensive NBC News TV coverage of fuel shortage, Mr. Dunham wrote, "better serves the cause of public enlightenment than broadcasting commercials advocating one view, and counter-messages advocating opposing views."

Mr. Dunham and spokesmen for ABC and CBS noted networks are getting complaints from both sides of fence — particularly from Mobil, which charges network "censorship" of its commercials. Networks standards and practices spokesmen stressed that majority of all commercials offered to them require revision and substantial minority are rejected each year.

Last Wednesday's (March 20) ABC News documentary, *Close-Up on Oil*, on which ABC-TV invited comments from oil industry, landed vituperative telegram next day from Mobil. Program, telegram stated, was "vicious, inaccurate, irresponsible, biased, and shoddily researched." Mobil is preparing detailed "professional" analysis of alleged

"inaccuracies," and fairness doctrine invocation is possible, Mobil source said. ABC News Vice President Bill Sheehan said no one at ABC had seen Mobil telegram, but maintained *Close-Up* had been "extremely carefully researched" for six to nine months, and called Mobil's complaints "patently ridiculous."

Meanwhile, Mobil praised hour energy special aired Thursday (March 21) by NBC-TV with complimentary telegram to producer, spokesman said. NBC's effort, Mobil felt, was "balanced, well researched and well done." NBC had worked with Mobil on that documentary.

Broadcasting still locomotive at CBS; \$727.1 million in sales, \$69.6 million profit in 1973

CBS/Broadcast Group continued in 1973 as leading contributor to CBS Inc.'s net sales and net income. Annual report shows group had net sales of \$727.1 million (46.7% of total revenues) and net income of \$69.6 million (75% of company total), up from \$674.8 million and \$56.5 million respectively in 1972. Report notes CBS Television Network was prime contributor to improvement in sales and earnings, and said sales and net income for CBS Television Stations Division also increased over 1972. Sales at CBS Radio Division improved but income declined.

Sales of CBS/Record Group jumped to \$362.5 million from \$312.3 million in 1972 but net income dipped to \$25 million from \$26.8 million (attributed to increased costs of operation). CBS/Columbia Group showed rise in sales to \$273.9 million from \$224.7 million and 100% gain in net income to \$8.6 million from \$4.3 million in 1972. Sales of CBS/Publishing Group climbed to \$160.2 million from \$148.9 million and net income grew to \$1.8 million from \$100,000.

As previously reported, CBS had net sales in 1973 of \$1,555,200,000 and net income of \$92,963,000 (\$3.27 per share) last year, compared with \$1,402,184,000 and \$82,866,000 (\$2.88 per share) in 1972.

Suit seeks \$4 million in cable refunds

FCC's — and government's — problems resulting from Supreme Court decision overturning FCC's annual assessments levied on cable television industry continued to mount late last week. Nine cable television companies filed class-action suit against U.S. government to obtain refunds of \$4 million they and some 6,000 other cable systems have paid to government since annual fees were adopted on July 2, 1970.

Suit, filed in U.S. Court of Claims by Attorney Richard L. Brown, of law firm in which Sol Schildhouse, former chief of FCC's Cable Television Bureau is now partner (Farrow, Cahill, Kaswell & Schildhouse), followed filings at FCC of petitions by National Cable Television Association, National Association of Broadcasters and group of 11 cable systems and broadcasters seeking refunds and/or initiation of new rulemakings to bring fee schedule in line with court decision (page 51; *Broadcasting*, March 18).

Getting closer on kids ad rules

While action was deferred on number of consumer code proposals limiting advertising to children — those dealing with nutrient advertising, commercial volume — members on Federal Trade Commission's children's ad code evaluation subcommittee expressed optimism that group will be able to resolve at least some of issues involved in advertising to children.

Some of most controversial provisions contained in consumer proposals — those banning ads for high-sugar products and requiring disclosure of natural/artificial nature of food ingredients — are subject of proposed trade regulation rule on

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One example: 19 stations with 3 consecutive fringe-time sitcoms increased their number of 18-49 women by an average 77% and their total viewers by 71% over the 90-minute span.

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

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nutrition advertising to be announced shortly, Chairman Engman told subcommittee at its March 21 meeting. While that rule will not be identical with consumer proposals, "same issues are raised," said J. Thomas Rosch, director of FTC's Consumer Protection Bureau, who recommended that group hold off its discussion of that area pending publication of rule expected within 30 days.

For other provisions, it's back to drawing board for consumer and industry people alike. Consumers are to revise proposals in light of Thursday meeting and clarify ambiguous language. (For instance, ban on products "dangerous to children" includes no specifics. "By that we didn't mean to ban bicycles," one consumer representative said.)

It's too early to predict if code per se will emerge from subcommittee, but FTC is hoping for "a set of principles for self-regulation," Mr. Rosch said.

Fairness, equal time get own bureaucracy

FCC is setting up new fairness and political broadcasting branch in Complaints and Compliance Division, unit that has been handling matters involving political broadcasting and fairness. Establishment of new branch reflects continuing rise in complaints and questions commission has been receiving about not only traditional broadcasting matters — involving fairness and equal time — but requirements of new campaign spending law. New branch, which will mean addition of two or three to staff, at request of William Ray, chief of Complaints and Compliance Division who will make recommendation of chief to head new branch this week. Work new branch will handle is now being done under supervision of Milton Gross. In another change in division's table of organization, assistant chief is to be named. Speculation is that it will be Arthur Ginsburg, chief of compliance branch.

In Brief

CBS wants to be CBS. Stockholders of Columbia Broadcasting System Inc. will be asked to retire name at annual meeting in Atlanta April 17, shorten official designation to CBS Inc. Present name has been in force since 1929, when it succeeded United Independent Broadcasting Inc., incorporated in 1927. Company is following lead of other major diversified firms — RCA and IBM among them — who want to retain established identity but not overshadow new activities.

Southeastward ho. Next winter's (January) meeting of National Association of Broadcasters joint board of directors will be held in Puerto Rico, not Palm Springs, Calif., as originally planned. Confirmation has been received from Cerromar hotel, Dorado Beach.

Polk winners. Public broadcasting's National Public Affairs Center for Television named winner of 1974 George Polk Memorial TV Award for its coverage of Senate Watergate Committee hearings. Polk television-documentary award went to Jeremy Isaacs, producer of *The World At War*, historical survey of World War II in 26 one-hour episodes, put together by Thames Television, London, and syndicated in this country by Gottlieb-Taffner Programs Inc., New York.

Good news, bad news. Cox Broadcasting Co. anticipates first quarter revenues to be up 6% to 8%, but earnings to be off 10% from year earlier. President Clifford M. Kirtland Jr. says he expects rest of year to show gains. Cox Cable Communications Inc., however, according to President Henry Harris, will have first-quarter gains of 20% in revenue, 22% in subscribers and 10% in earnings over comparable 1973 period.

First shoe. Robert Choate, Council on Children, Media and Merchandising, has suggested to three networks in 30-page letter that to meet both fairness and "public interest" obligations, networks need to balance barrage of advertising aimed at children by presenting programing to educate children on workings of marketplace, functions of advertising. If satisfactory reply is not forthcoming, complaint will be filed with FCC, Mr. Choate said.

All gone. Doyle Dane Bernbach, New York, says it has resigned \$2 million Ked's portion of Uniroyal account (about \$1.2 million in TV-radio). Several weeks ago Uniroyal dropped DDB to assign tires' portion of account to Ogilvy & Mather (\$10 million, with about \$6 million in broadcast).

Late Fates. Adam G. (Bud) Polacek named vice president-sales for Metromedia Television, group including stations in Washington, New York, Los Angeles, Kansas City, Minneapolis-St. Paul and Cincinnati. He was VP-general sales manager of WTTG(TV) Washington. Louis S. Simon, area VP for Westinghouse Broadcasting Co. in San Francisco, stationed at KPIX(TV), named executive consultant, reporting to Donald H. McGannon, president of Westinghouse's broadcasting, learning and leisure time group. *Bessie White Hooks*, 79, mother of FCC Commissioner Benjamin L. Hooks, died in Memphis, Tenn., last Wednesday (March 20), just three weeks after death of her husband, *Robert Britton Hooks Sr.* Edward Platt, 58, who played chief of "Control" in *Get Smart* TV series, died March 19 in Santa Monica, Calif., after heart attack. (For earlier reports, see "Fates & Fortunes," page 79.)

Headliners



Crosby



Richardson

Jack R. Crosby, president of Communications Properties Inc., Austin, Tex., major cable MSO, elected chairman, succeeding Richard P. Johnson. He is succeeded in turn by **Robert W. Hughes**, executive vice president.

Don Richardson, assistant news director for CBS News's Washington bureau, appointed deputy director of news in New York under William Small, senior VP and director of news.

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San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

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EDITOR: I read with interest your March 11 article on Syracuse University's magnificent new facility. It was kind of Dr. [Lawrence M.] Myers to refer to Ohio University as having comparable facilities. However, he erred slightly. We also operate a public television station; as a matter of fact, two of them—not to mention a full time AM and an FM.

We think we are unique in the fact that our 300 volunteer students operate all of these broadcast facilities. Theirs is a for real on-air learning experience. By the way, most of them are pretty damn good at it.—*Richard C. Nudd, production/operations manager, WOUB-TV, WOUC-TV Athens, Ohio.*

Who's longest?

EDITOR: Regarding Erny Tannen's letter in the Feb. 18 "Open Mike" column: Somebody has taken the WEEZ dare. Namely KLNG(AM) Omaha.

During our October 1973 talkathon to raise funds for the Pratt School, in Omaha, our talkmasters logged in as follows: Mike Harris, 42 hours; Michael Metz, 29 hours; Lyle DeMoss, 28 hours; Larry Hollon, 20 hours.

All of these hours, of course, were logged without the benefit of phonograph records.

Any other challengers?—*Jerry B. Nisner, station manager, KLNG.*

EDITOR: Before Erny Tannen enters his

all-talk radio marathon in the "Guinness Book of World Records," he might take notice of this. My partner, Norm Bobrow, and I did a 24-hour marathon to raise money for the Seattle Symphony over KRSC(AM) (now KAYO) Seattle in December 1950. The effort did save the symphony for that year and was the "first" radio marathon without records.—*H.J. (Hal) Davis, vice president, KITE(AM) San Antonio, Tex.*

(Mr. Tannen reported a talk marathon of 30 hours, 11½ minutes on his WEEZ(AM) Chester, Pa. ["Open Mike," Feb. 18]).

One way to change a tune

EDITOR: With the current controversy over the U.S. Postal Service and Army discrimination against radio, I urge broadcasters to do the following:

Every piece of public service material from the two organizations that you receive should be torn into a million pieces and put in the circular file or, simply mark *acceptance refused* on the envelope. Then sit back, wait a short time, and watch their tune change.—*Art Simmons, manager, WALY(AM) Herkimer, N.Y.*

Quo vadis?

EDITOR: WTHI-TV Terre Haute, Ind., will be celebrating its 20th anniversary in July and would like former personnel to advise us of their present address.—*Al Foders, director of operations, WTHI-TV.*

Datebook®

■ Indicates new or revised listing.

This week

March 25—Extended deadline for comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.

March 25-26—National Cable Television Association board meeting. El Coronado hotel, Coronado, Calif.

March 26—Gross Telecasting Inc. annual stockholders meeting. Lansing, Mich.

March 26—General Tire & Rubber Co. annual stockholders meeting. One General Street, Akron, Ohio.

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

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

March 27—American Society of Composers, Authors and Publishers semiannual East Coast membership meeting. New York Hilton, New York.

■ March 27—Graham Junior College Communications Day. Graham campus, Boston.

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

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

March 28—Association of Federal Communications

Consulting Engineers monthly meeting. Place to be announced.

March 30—Utah Broadcasters Association-Brigham Young University radio management workshop. Brigham Young University, Provo, Utah.

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

■ March 30-31—University of Michigan student chapter, Women in Communications Inc. conference, Progress Report: Women in Media. UM, Ann Arbor.

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

April

April 1—Florida Association of Broadcasters 16th annual broadcasting day. University of Florida, Gainesville.

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

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

■ April 3-5—Senate Commerce Communications Subcommittee hearing on Department of Health, Education and Welfare research on violence in television programming. Room 5110, Dirksen Senate Office Building, Washington.



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When there's a crisis a concerned broadcaster becomes involved.



Kidnapped. Early in the evening of February 20th, Reg Murphy, *Atlanta Constitution* Editor, was whisked away from his home by an unidentified man.

Immediately following the announcement WSB-TV began setting up live, remote units at the Constitution and

at the Murphy home. For two days, people all over Georgia shared in the intense drama of the attempt to save this man's life. The kidnapper exchanged messages through the electronic media.

Reg Murphy came home alive. And live on

WSB-TV. Georgia saw him.

Later, Murphy related his own 48 hours of captivity to Don Elliot Heald on an hour-long WSB-TV special. The happy ending to a grim story.

WSB-TV
ATLANTA



A Communications Service of Cox Broadcasting Corporation. COX BROADCASTING STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD-AM, WAIA-FM, Miami; WIIIC-TV, Pittsburgh; KTVU, San Francisco-Oakland; KFI-AM, Los Angeles

April 4-5—Association of National Advertisers business/industrial/professional marketing symposium. Westchester country club, Rye, N.Y.

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

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

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

April 5-7—Intercollegiate Broadcasting System national convention. Statler Hilton, New York.

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

April 9—Admiral Corp. annual stockholders meeting. 3800 Cortland Street, Chicago.

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

April 11—Avco Corp. annual stockholders meeting. Newporter inn, Newport Beach, Calif.

April 12—Deadline for comments on FCC's further notice of rulemaking on television automatic logging (Doc. 19667).

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

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

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

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

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

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

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

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

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

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

April 19-20—Society of Professional Journalists,

Major meeting dates in 1974

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

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

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

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

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

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

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

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

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

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

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

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M&H

PEOPLE MAKE IT

Roy Meyer

BSJ, MSJ Northwestern University 1961. News writer, WLS-Radio. Reporter, Editorial Writer, WITI-TV (1964-68). News Director and Commentator, WMBD-AM-TV, Peoria. News Director, WSPD-TV 1969-1971. News Director, WAVE-TV. Joined McHugh and Hoffman in January 1974.

Steve Fentress

BSJ, MSJ Northwestern University. Fellow, Columbia University. Twenty-seven years in Radio-TV News. WGN-TV, Assistant News Director. KMOX-TV, News Director. Senior Producer, KNBC News Service. Executive Producer, NBC News West Coast. NBC Network News Producer.

Jack Bowen

University of Michigan, Political Science Major. 1955 joined Marketing and Advertising Department, Campbell-Ewald, Detroit. Executive Assistant Radio-TV Director, then VP and Assistant Media Director, Chevrolet Account. 1968-1970, McHugh and Hoffman Account Executive. 1970-1973, President, Bailey, Dardourff and Bowen, Inc. (political advertising and analysis).

Pete Hoffman

Dartmouth, Sociology and English. 1954 joined Campbell-Ewald to organize and develop TV-Radio research section. 1957-1962, Radio-TV Department Account Executive (duties, Program Planning and negotiations for Chevrolet, General Motors, United Motors and Firestone. Coordinator of all Radio-TV research. Resigned in 1962, to form McHugh and Hoffman, Inc.

Phil McHugh

Notre Dame, Journalism. 1938 joined CBS Radio Network. (ten years, starting in research, later Associate Network Program Director, Network Program Director, involved with all types of programming. Assigned to CBS News as Network Program Director during the reign of Paul White). 1950, established the Radio-TV Department at Tracy-Locke Advertising, Dallas. 1954, Campbell-Ewald, Detroit, Vice President and Head of Radio-TV Department. Purchased and supervised all network programs, among them the Dinah Shore and Bob Hope Chevy Shows, Eyewitness to History, High Adventure. Danny Kaye, My Three Sons, Route 66 and Bonanza. Used depth research techniques to examine attitudes toward both programming and commercials. February 1962, organized McHugh and Hoffman, Inc.

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

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

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

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

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

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

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

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

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

April 21-24—*International Industrial Television Association* annual conference. Special feature includes admission to *National Cable Television Association* equipment exhibits in conjunction with NCTA convention being held simultaneously. Luncheon speaker: Wally Briscoe, NCTA. Palmer House, Chicago.

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

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

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

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

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

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

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

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

April 25—*American Council for Better Broadcasts* annual convention. Baton Rouge.

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

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

April 26—Extended deadline for filing reply comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.

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

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

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

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

May

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

■ May 2—Washington, D.C. chapter, *American Women in Radio and Television* "Exhibit '74"—display of works by college women in broadcasting curriculums. WTTG(TV) studios, Washington.

May 2—*Kaiser Industries Corp* annual stockholders meeting. 300 Lakeside Drive, Oakland, Calif.

May 2-4—*Kansas Association of Broadcasters* con-

BROADCASTING PUBLICATIONS INC.

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Maury Long, vice president.
Edwin H. James, vice president.
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Lawrence B. Taishoff, publisher.

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Winfield R. Levi, general sales manager.
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Stan Soifer, sales manager—programming.

Susan Yang, Harriette Weinberg, advertising assistants.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.

Earl B. Abrams, senior editor.

Bill Merritt, Western sales manager.

Sandra Klausner, assistant.

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

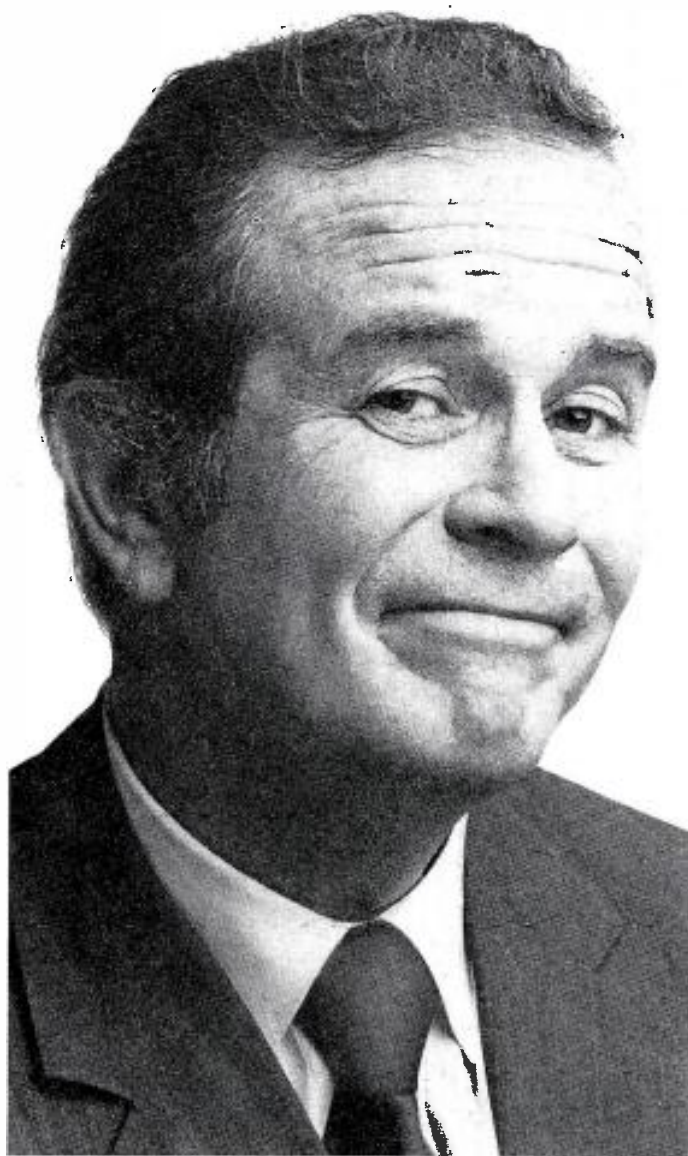


* Reg. U.S. Patent Office.

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This man gets a bigger male audience than 91% of prime-time network shows.*

"And I don't do too badly with women, either!"



Dave Moore hosts our local public affairs show, "Moore on Sunday" (9:30-10 pm). And even our own sales staff is boggled by his success.

Last year we were told "any network would be proud to claim 'Moore' for its quality of production and content".

It's certain any network would love to get rating news like this (according to November '73 Nielsen):

1. "Moore on Sunday" beats 91% of all prime-time network shows with men 18-49. (With men of all ages, we beat 94% of network programming!)

2. "Moore" delivers more total adults than 91% of network shows. More young adults (18-49) than 89%.

3. "Moore" grabs bigger Metro ratings than 84% of all network prime-time shows.

If you'd like to see how a local public affairs show attracts so many viewers, simply write or call the WCCO-TV sales staff. Or Peters, Griffin, Woodward. We'd be pleased to show you our demo VTR.

And oh yes, Dave Moore is also the guy who anchors "The Scenes" at 6 and 10—the top-rated nightly news shows in Minneapolis-St. Paul for six years running.

Our only problem is, our story sounds too good to be true.

4 WCCO
TV
Minneapolis Saint Paul

*November '73 Nielsen. Audiences ratings are estimates only, and subject to the limitations thereof

vention. Silver Spur motel, Dodge City, Kan.

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

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

May 3-5—Michigan News Broadcasters Association

3rd semiannual meeting, Central Michigan University, Mt. Pleasant.

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

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

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

■ May 6—Deadline for reply comments on FCC's

proposal to extend UHF-land mobile sharing plan to three additional cities (Doc. 18261).

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

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

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

Monday Memo®

A broadcast advertising commentary from Herb Wood, director of advertising, Motown Record Corp., Detroit.

Changing its tune: how a switch to TV made a record year for Motown

Television, until recently, was a virtually untapped market for new record product. Record advertising on TV was largely confined to nostalgia records or special hit packages—offers limited to direct mail purchases.

We decided to change that, when, in 1972, Motown opted to expand its broadcast media advertising and experiment with prime-time television buys on current, hot-selling albums.

The first step was to increase the percentage of advertising designated for broadcast media. In 1973 Motown tripled its advertising budget, with 41% slated for broadcasting—21% for TV and 20% for radio. And before making the television jump, we established criteria that the product to be advertised had to meet:

- The album had to have sold 400,000 copies (a "gold record" as it's known in the business).

- The album should contain a hit single that had received concentrated air play on all the major radio stations in markets where spots would be purchased.

- The market had to be saturated with the product at the retail level. A special effort was made to coordinate all local merchandising efforts, planning concentrated radio spot buys and extra in-store promotions to coincide with the TV schedule.

The TV schedule was another problem. Prior to this year, most spot buys for recorded product were of the 60-second variety and much of the time was bartered. The spot schedule looked like a Max Sennett film festival.

To avoid this, Motown retained National Media Consultants, Los Angeles, to buy time, again within certain parameters. First, the spots had to be directed at Motown's age, race and record-buying demographics. Second, we pinpointed the number of desired gross rating points. It was decided that for solid market penetration, 400 GRP's would be the minimum we would buy, accumulated over a two-week period. With cautious optimism, Motown agreed to a two-week schedule on the *Lady Sings The Blues*



Herb Wood, director of advertising for Motown Records, previously worked for seven years as head of the in-house advertising department for *Billboard* magazine. He is a graduate of Otterbein College, Westerville, Ohio, where he majored in creative writing.

soundtrack album in New York, Chicago and Los Angeles. The reaction was so encouraging that another campaign was planned for Stevie Wonder's *Talking Book* and the Temptations' *Masterpiece* albums.

Chiaramonte Films, a Los Angeles production company, developed the 30- and 10-second spots for *Lady Sings The Blues*. The firm used production stills from the film and created a simple, but effective visual that utilized the title tune for the soundtrack. For the Temptations' *Masterpiece* series we aimed for a concept that had enormous production value, would be hard-hitting and, above all, would dramatically display the album jacket.

The concept for *Masterpiece* utilized a simulated granite rock, a medieval sculptor and an isolated mountaintop location. The sculptor chipped away at the ersatz granite until the album cover was revealed at spot's end.

A similar concept was designed for the

Jackson Five's *Skywriter* album. True to the title, five skytyping planes flew aloft, spelled out the group's name and the LP title, which was edited in between quick cuts of the LP cover. Both efforts won Atlanta Film Festival awards for national commercials.

As a follow-up to its TV ad campaign, Motown has retained ASI Market Research to conduct an in-depth survey of record buyers to determine advertising effectiveness, market penetration and demographics. Motown believes it has a unique market, differing from most record companies; a majority of its record-buyers are black, with the number of white record-buyers increasing proportionately with the sales of the hit record.

Hopefully, the research study will show that Motown product is being purchased by a continually widening cross-section of the American public—that more young white Americans are interested in the black experience on a cultural level and particularly in soul music.

The studies will be conducted initially in Los Angeles and New York, and gradually extend to the top seven markets in the country.

Buyers will be asked if they are influenced by television spots, radio airplay and radio spots, print media, peer group pressures and other forms of exposing record product. The results will help Motown assess its current advertising programs and measure the rapidly changing tastes of the youth culture by age groups.

Over 200 buyers ranging in age from 14-24 will be surveyed in group sessions and from these discussions questionnaires will be formulated and sent to interviewers who will question more than 1,000 buyers in the field. The study will be completed by mid-April and the advertising program adapted accordingly by the beginning of May.

Looking forward in 1974, Motown will again strive to produce creative spots, not only for television, but for radio, which is often neglected by creative people at the record company.

Too often radio spots for albums are simple voice-overs for music cuts jammed back-to-back. More creative copy will be the key to the spots, with judicious use of sound effects to enhance the presentation of the album's music.

With increased budgets for broadcasting, Motown should have another "record" year in 1974.



Wild it is. Western it's not.

Each "Wild Wild West" hour abounds with secret-agent adventure and sophisticated humor. Set against the grandiose backdrop of America's dangerous frontier.

Little wonder that this one draws a substantially higher percentage of 18-49 fans than the westerns!

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78

THE FIRST AND ONLY NEW MADE-FOR SYNDICATION HALF-HOUR
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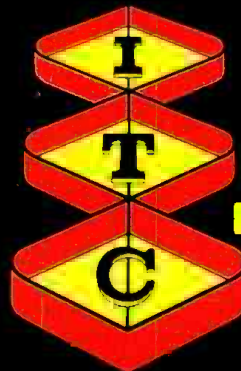
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Broadcast Journalism

NAB acts as audience for newsmen and Nixon

After nationally broadcast event he says he's for five-year licenses, sees cable 'on the way,' thinks stations count the most, despite network power

President Nixon swept into the National Association of Broadcasters convention in Houston last week and, embattled though he is, took over. Not that the convention was generating much drama of its own. But a presidential visit, with its trappings of power, has a theatrical quality that would dominate any convention. What's more, with President Nixon, the nagging questions about resignation or impeachment made his appearance unique among those by Presidents at the NAB.

And if his visit—the highlight of which was a one-hour televised news conference on Tuesday (beginning at the start of prime time, 8 p.m. NYT)—gave the convention a lift, it was also a tonic for the President. The audience of some 3,000 that packed Jesse Jones Hall for the conference participated as though at a speech, or a debate, and demonstrated by their applause overwhelming sympathy for the President.

Thus it seemed less a news conference than a happening. Helping to create that impression was the presence on the stage, with the newsmen who asked the questions, of the members of the NAB joint boards, placed there at the request of the White House to provide a fuller stage for the television backdrop. Occasionally board members, who viewers had no reason to know were not reporters, were caught by the camera applauding a presidential remark. And at the President's entrance and at the close of the session, some of the 60 Radio Television News Directors Association members on the stage stunned the network Washington correspondents who were salted among them by joining in the applause the President received—a serious breach of custom.

ABC's Tom Jarriel came away from the affair in Jesse Jones Hall decidedly uneasy. He said the session had amounted to the "prostitution" of the news conference format. Contributing to his un-



easiness was the feeling that the questioners had been unable to extract any news from the President who, he thought, had managed to slip by questions he chose not to answer and discourse at length on points he wanted to make in his own behalf.

Mr. Nixon brought with him some announcements, regarding the beneficial effects of the lifting of the Arab oil embargo, that were calculated to improve the mood of his audience, in Houston and around the country, and assure the production of some hard news. The announcements produced applause, and set the tone for what was to follow. As the hour progressed, the President seemed relaxed, quipping easily, keeping his temper in check, even turning aside several opportunities to lash out at the media—although he did not hide his continuing antagonism toward press and television.

Later, still warmed by the glow the conference evoked, the President held court for a VIP group of 150 at a reception in the Hyatt Regency hotel, where he spent the night, and offered some additional thoughts—narrower in focus than those he discussed at Jesse Jones Hall, but of perhaps greater significance to those at the reception:

■ He favors five-year licenses for broadcasters, who should be saved from "some of the harassment" they take on renewals.

■ Cable television "of course is on the way" but cables "should pay a proper fee for programs they use, and not operate at the expense of you broadcasters."

■ Public broadcasting "has its place, but it is limited. I believe in private en-

terprise and hence a private industry. Government broadcasting is not in the best interest of the United States."

■ In the American scheme of broadcasting, dominated though it may be by networks, it is the local station and its responsibility that count for the most.

The Houston visit was not without its rough edges for the President. First, there was CBS News's Dan Rather, whom the White House and the President regard as bitterly anti-Nixon and who has stood toe-to-toe with the President in previous news conferences. When Mr. Rather identified himself before asking a question, the audience responded with applause almost as strong as any the President had received—a surprise since Mr. Rather is considered too liberal to appeal to many broadcasters. When it died down, the President asked, "Are you running for something?" "No, sir," Mr. Rather replied after the laughter quieted. "Are you?" The sally brought forth more applause, but also boos. And later, broadcasters returning to their hotels and those attending the President's reception were heard criticizing Mr. Rather severely for the remark; they said it was gratuitous and showed disrespect for the Presidency.

(The Houston trip provided both Mr. Rather and Mr. Jarriel an opportunity to visit with friends and relatives. Houston is Mr. Rather's home town, and he and Mr. Jarriel competed against each other while at rival Houston stations—Mr. Rather at KHOU-TV and Mr. Jarriel at KPRC-TV—in the early 1960's.)

There was a demonstration outside the hall—several hundred young people, many from groups organized at the Uni-



Bos Johnson, WSAZ-TV



Tony DeHaro, KRIS-TV



Jay Solomon, WCOL



Tom Jarriel, ABC News



Paul McGonigle, KOY



Chris Clark, WLAC-TV



Carl Connerton, KWBA



Henry Keys, UPI



Curtis Beckmann, WCCO



David Day, Texas State Network



Al Voecks, WSM



Don Owen, KSLA-TV



Russ Thornton, WBAP



Ralph Renick, WTVJ



Norman Wagy, Storer



Dan Rather, CBS News



Grant Price, KWVL-TV



Tom Brokaw, NBC News

In the limelight. Fourteen local and group broadcast newsmen joined three network correspondents and a wire service reporter in asking questions last week. Presidential news secretary Ron Ziegler said later he thought the questions from reporters in the "country" were good, that those from the regulars were what the President had come to expect. In another post-broadcast assessment, Ray Miller of KPRC-TV Houston (the local NBC affiliate that provided technical facilities for the pool), said "I think we were used, but not to the extent we could have been." Off-the-tube photos were provided to *Broadcasting* by CBS News.

versity of Houston, calling for the President's impeachment. The look and sound of the demonstrators, the television lights shining on them as cameramen hovered nearby and police kept close watch, called to mind Miami Beach in 1972 and the antiwar demonstrators at the Democratic and Republican conventions.

The demonstrators caused the police no problems. But the police discovered eight young persons inside the hall with allegedly forged NAB credentials. They were quietly hustled out, arrested on a charge of "criminal simulation" and released on \$400 bond each. Police said they did not know the reason for the infiltration.

The format for the news conference

was basically the same as that employed in earlier appearances the President has made before special groups in the past several months in an effort to offset Watergate-connected publicity. There were no competing cries of "Mr. President" by reporters trying to get his attention for a question, as is the case when the White House press corps questions him. Instead, reporters selected in rotation by "monitors," Ray Miller of KPRC-TV and Charles Harrison of WGN Continental Broadcasting, Chicago, went to a microphone to ask their questions.

Although some in the Washington press corps did not think that the RTNDA members had the background and experience to handle the President, the general

feeling in Houston was that they had acquitted themselves reasonably well. Before the convention, a presidential aide had predicted that the questions the RTNDA members would put to the President would not be as "marshmallowy" as those members of the conservative Chicago Executives Club asked the President in his appearance before their group two weeks ago. And the first question indicated he was right in expecting a harder line from the broadcast newsmen.

RTNDA President C. Bosworth Johnson Jr., of WSAZ-TV Huntington, W. Va., asked whether, in view of the statement by New York Senator James Buckley (R-Cons.-N.Y.), who had been regarded as a strong Nixon supporter, that he re-



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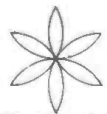
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sign as an act of "statesmanship," the President would reassess his refusal to step down.

The President had no trouble restating his position that remaining in office in the face of what he says are unjustified charges is the "courageous" thing to do. But he knew he was not before a friendly businessmen's group.

After that, five of the 18 questions that were asked dealt with Watergate-related subjects, including the impeachment inquiry in the House. Others ranged over the Middle East situation and the energy crisis, the nation's economic problems, the country's difficulties with its European allies, the status of efforts to find men missing in action in Southeast Asia, and, inevitably, the President's public and press relations.

Paul McGonigle, of KOY(AM) Phoenix, noting that the President has been making himself available to questioning by a variety of groups recently, asked why he had not made himself similarly accessible throughout his first four years in office.

"With forums like this," the President responded, laughing, "I think I should be more accessible." But he blamed the paucity of previous news conferences largely on an unwillingness to jeopardize "sensitive negotiations" that were in progress. But he said there would be more meetings with the media in the future.

And in response to a question from Carl Connerton of KWBA(AM) Baytown, Tex., as to whether Mr. Nixon felt the press is "kicking Nixon around again," Mr. Nixon said the press "has a right to criticize the President, and I think the President has the right of self-defense." And the audience of broadcast executives applauded. Putting it another way, he said, "I would suggest also that we follow this rule: The President should treat the press just as fairly as the press treats him." Again, the audience applauded.

One comment that perhaps revealed more of the President's feelings about the broadcast media than he intended, and that sparked some boos as well as applause, dealt with a Harris Poll showing that 68% of the American people believe the country is in a recession despite the President's assertion that the country can avoid that kind of economic problem. Explain that, please, said David Day, of the Texas State Network.

"Because," the President shot back, "80% of the people listen to television and radio."

One of the reporters—Ralph Renick of WTVJ(TV) Miami—sought to pin the President down on his charges, at a news conference on October 26, that the media have been guilty of vicious and distorted reporting. Networks particularly seemed to be the source of his complaint (BROADCASTING, Nov. 5, 1973). Mr. Renick noted that the new National News Council's request for specifics to back up the charges had not been granted. "Do you still feel you're being victimized by television reporting—network reporting—and could you be more specific?"

The President decided to pass. He said

it would not serve any "useful purpose" to discuss his problems with the press in a meeting with "the Washington press, the regional press and our friends from the NAB."

But, he said, he is not upset by the manner in which the press covers him. "I'm going to do my job, and I'm not going to be diverted by any criticism from the press—fair or unfair—from doing what I think I was elected to do, and that's to bring peace abroad and, I trust, prosperity without war and without inflation at home."

The audience applauded that too.

The White House regarded the session as an evening well spent. Ronald Ziegler, presidential news secretary, said the questions from the non-Washington reporters were good, while those from

the network correspondents were about par for the course. To some newsmen, this indicated the President would continue to make himself available for questioning, but outside of Washington.

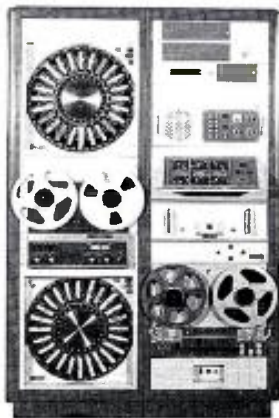
Last week's was not the first NAB convention to be addressed by a President who felt he had been treated badly by the media or one who was in a period of crisis in his political life. President Johnson, who often disagreed with news coverage of his office, spoke to the 48th NAB convention, in Chicago, in April 1968. He urged the broadcasters to use the "enormous power" in their hands to clarify rather than confuse the issues of the day. But he talked the morning after he had announced that he would not seek re-election. President Nixon is insisting he will not be driven from office.

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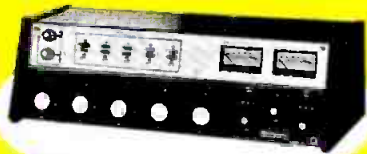
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Men of the (early) hour. Ray Miller, news director of KPRC-TV Houston, has the floor at this television news early-bird session. His colleagues on the occasion were (l to r) Chuck Cyberski, KDUB-TV Dubuque, Iowa; Van Gordon Sauter, WBBM-TV Chicago; Bos Johnson, WSAZ-TV Huntington, W. Va. (and president of the Radio Television News Directors Association), and Larry Scharff, Pierson, Ball & Dowd, Washington.

Cameras, consultants the big news in news

NAB panelists are unanimous in enthusiasm for new equipment developments, more cautious about what outsiders are bringing in

The star of the show at NAB's three early-bird sessions on television news last week—as were others of its genre at the convention's equipment exhibits (see page 63)—was a made-in-Japan, light-weight, electronic camera. It came in the kit bag of Van Gordon Sauter, news director of WBBM-TV Chicago, who captured the attention (and envy) of his colleagues with a demonstration of what it could do to change their professional life styles.

Mr. Sauter paid the camera his highest tribute in concluding at one point, "It almost puts you back in the radio business—back to immediacy in news."

But at a price, he hastened to make clear. The CBS-Ikegami camera in use at WBBM-TV, with its associated gear, comes in for \$125,000. Another panelist, with the same idea but lower economic sights, thought it could be done for \$25,000. But that is down the road; Mr. Sauter was talking about now.

His presentation came amid a general convention feeling that things are changing rapidly in television news, due primarily to two developments: the miniaturization of professional broadcast equipment and the increasing presence of news consultants in the television way of life. The first impacts on TV's capabilities, the second on its formats.

It was to discuss the technical side that Mr. Sauter went to Houston, along with Chuck Cyberski of KDUB-TV Dubuque, Iowa, a station that has taken upon itself the mission of proving out smaller, less expensive types of TV gear. Ray Miller, the news director of KPRC-TV Houston, was there to talk about the consultants. And to keep things in perspective—considering the legal and regulatory contexts in which TV news must

operate—the panel also included Larry Scharff, of Pierson, Ball & Dowd, Washington, legal counsel to the Radio Television News Directors Association. RTNDA President Bos Johnson, WSAZ-TV Huntington, W. Va., was moderator.

Mr. Sauter and several CBS engineers and camera crew members, playing tapes of actual news broadcasts using the Ikegami and by turning it, live, upon the delegates in the room, were convincing witnesses. They described how the camera, its mobile vehicle and two-man crew (instead of a customary three-man film crew) ranged as far as 35 miles from home base to beam back live signals. (Despite the skyscraper-studded skyline of the city, they have not yet found a blind spot for the microwave link between the van and a tower atop a Chicago building. Line of sight isn't required, they testified; ricochets off other structures can be established by a few minutes "fishing.")

WBBM-TV uses the minicam gear for about four news segments each day, two in the afternoon for the early evening newscast, two more between that and the late news. Among the many advantages: the ability to do live, two-way exchanges with newsmakers who ordinarily would have to be brought into the studio. The camera is frequently used to break into normal programming with from-the-scene news bulletins.

In another way to cost-justify such an investment (the camera and backpack alone cost \$30,000), WBBM-TV also uses the unit for entertainment programming—again, enabling the station to escape studio walls for wide-ranging coverage of Chicago.

Mr. Cyberski also bore encouraging news about miniature equipment—but his approach was up from the low-end of the equipment spectrum, whereas Mr. Sauter was coming down from the high end. KDUB-TV is a UHF station serving an area with 70,000 population—a combination not receptive to the generous equipment budgets of a CBS O&O.

Three years ago, KDUB-TV had an annual

film expense of \$30,000, using 16 mm film. A year later it included super-8 in its inventory, and cut costs to \$15,000. Last year, with the further addition of inexpensive helical-scan video recorders, the total budget was down to \$3,000 (not, of course, including cost of the equipment). No tape yet on the market will beat the flexibility of film, he said, but—through use of time base correctors and other video enhancement devices—the station has found its tape-to-film-use ratio increasing.

It was Mr. Cyberski who volunteered, after Mr. Sauter's presentation, that he believed a system similar to WBBM-TV's could be achieved for \$25,000 (camera, van, recorder, microwave and all).

Describing the present state of the art on the format side of television news, KPRC-TV's Mr. Miller started off by saying there are two classes of station operators: those who have dealt with consultants and those who are going to. That inevitability does not diminish his concern over such a development: he is chairman of an RTNDA committee evaluating their practices and impact on TV news.

Mr. Miller did not express a personal point of view either pro or con, but he did offer these observations:

- There's nothing they can do that you can't do yourself.
- But they can bring points of view you've never thought of.
- The likelihood is that you'll either use them or have them used against you.
- They're running up the price of good TV performers, often wooing away to City B's client an anchorman they discovered in City A.
- Their advent puts an even greater premium on good solid journalists—if only to deal with them.
- In the final analysis, the decision on what news to present must be the station's, but consultants can be valuable in discovering how best to present it.

Times change. Three years ago, the Vice President of the United States used a Lincoln Day appearance before the Middlesex Club of Boston to attack CBS news coverage (*Broadcasting*, March 22, 1971). Two weeks ago, a new Vice President, in a Lincoln Day appearance before the same club, said the news media deserve praise.

Vice President Gerald Ford said, in reference to the remarks three years earlier by Vice President Spiro T. Agnew, "I am tonight declaring war against no one—except against the psychological complex of defeat and despair, of pessimism and paralysis that is afflicting too many in the Republican party."

"We may disagree," he said, referring to the media. "But it's important that we communicate." And, he added, "I think that it's important to have good relations with the press. I happen to believe that the news media can and have been helpful in trying to preserve some of the great liberties in this country."

Schlosser in Houston: News is the bread of life

"Many stations today find that news programming accounts for as much as half their total advertising revenue," according to Herbert S. Schlosser, president of the NBC-TV network.

Mr. Schlosser, who becomes president and chief operating officer of NBC on April 1 (*BROADCASTING*, Feb. 11), made that point in a luncheon address in Houston commemorating the 25th anniversary of KPRC-TV, in that city. Jack Harris, president and general manager of the NBC-affiliated station, was host for the March 15 luncheon.

Mr. Schlosser said that although network evening-news programs in 1973 added 2.25 million more homes than the year before, "the fact is that in the amount of time on the air and in total audience, local news heavily outweighs the networks. Here in Houston, for instance, the network-affiliated stations carry nearly three times as much local news as network news. And four times as many people watch these local news programs as watch the network news programs."

The station "that leads its competitors in news programming," he added, "usually is number one in total audience—in entertainment as well as news. The audience perceives news leadership and station leadership as one and the same."

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An angry cameraman. "I feel like Jack Dempsey after the big fight." That's what WHBQ-TV Memphis cameraman Bill Anderson said the day after he thwarted the getaway attempt of three Memphis bank robbers and got nationwide headlines in the process.

It all began last Tuesday (March 19) afternoon. Returning to the station from a processing lab with a can of film intended for WHBQ-TV's 6 p.m. newscast, Mr. Anderson heard over his police monitor of a bank robbery in progress just three blocks away. He drove there in time to shoot footage of the three suspects forcing two woman hostages into a getaway car. Mr. Anderson followed the police, who caught up with the fugitives some five miles from the scene of the holdup. Attempting to escape, the driver of the getaway car gunned his vehicle through an adjacent lot, running down and injuring a police officer. "When I saw that happen," Mr. Anderson said, "I knew that I had to do something. There was nobody else there but me." Accordingly, the angered WHBQ-TV cameraman ducked under the dashboard of his auto, gunned the throttle of his vehicle and rammed the getaway car broadside. Mr. Anderson remained crouched under the wheel during the ensuing gunfire between police and suspects. He was not injured (although some \$1,500 worth of damage was done to the WHBQ-TV vehicle).

Neither of the two hostages were injured when police closed in on the crippled getaway car. When Mr. Anderson emerged from his own vehicle, one suspect was dead, of an apparently self-inflicted gunshot wound. The other two suspects were apprehended. Mr. Anderson was able to shoot that story; the film was broadcast on WHBQ-TV's 11 p.m. newscast. Mr. Anderson, himself, returned to the station for a live interview during the 6 p.m. report.

Mr. Anderson's heroics have apparently won him a substantial legacy. The robbed bank presented him with a \$1,000 reward soon after the incident. He was scheduled to be honored by Memphis police at a ceremony late last week.

Mr. Anderson's car (l) rams the getaway car.



WHBQ-TV's cameraman talks with reporters.

Journalism Briefs

Closed door opposed. Indiana Broadcasters Association has filed complaint with Interstate Commerce Commission protesting banning of film and still cameras and audio recorders from Indianapolis hearing on cut-back of rail service to that state. ICC March 11 invoked its long-standing policy of barring filming of quasi-judicial hearings, but IBA has filed complaint on ground that current ICC proceeding is public hearing, and not adjudicative in nature.

Courts and police. Missouri Institute for Justice, Kansas City, has available for syndication six-film package about operation of courts and law enforcement. Five films deal with municipal (26 minutes), magistrate, juvenile, circuit and appellate

courts (each 15 minutes) and are hosted by Clarence M. Kelley, FBI director. Sixth, narrated by actor Raymond Burr, focuses on problems of metropolitan police departments.

Signed up. UPITN reports that KIRO-TV Seattle and KOGM-TV Albuquerque, N.M., have subscribed to *UPITN Nightly Reports*, daily half-hour electronic news service to stations. This raises number of U.S. stations taking service to 16.

Seven more. NBC News Program Service announced addition of seven new subscribers: WYEA-TV Columbus, Ga.; WPTZ-TV Plattsburgh, N.Y.; KCMT-TV Alexandria, Minn.; KMED-TV Medford, Ore.; WOWL-TV Florence, Ala.; WDTR-TV Panama City, Fla.; and KLNI-TV Lafayette, La. This boosts total station subscribers to 139.

Weather Service urges television and radio to become active part of twister-warning system

Broadcasters, TV stations in particular, have a valuable role in disseminating tornado warning information to the public. That's the point Allen Pearson, director of the National Severe Storm Forecast Center, Kansas City, Mo., has been making in briefings for the news media around the country.

In one such session in Tulsa, Mr. Pearson said most tornado activity is during the late afternoon and early evening when radio audiences are declining and television audiences are on their nightly upswing.

Although that fact makes TV more useful for tornado warnings, Mr. Pearson said, there are several measures radio operations can take to increase their effectiveness in delivering news on approaching storms.

He urged radio stations to use their Emergency Action Notification systems to warn those equipped with special receivers (usually public institutions). And he said, stations should also insist that city officials install sirens to alert citizens to turn on their radios for storm information. He warned that radio outlets should check with Civil Defense authorities or the National Weather Service before broadcasting the unconfirmed tornado sightings it receives from the public.

Mr. Pearson said the tornado warning system used in Kansas City for the past six years has been effective and also could be implemented in large urban areas where the threat of tornado damage is greatest. Under that system, the storm forecast center is connected by telephone lines to TV and radio stations and cable systems, which pay the nominal line charges. When a tornado approaches, the storm center sends a message over a weather wire, alerting the station or cable system to pre-empt its programing to bring in the storm bulletin directly from weather service headquarters.

The storm forecast center is run by the National Weather Service, which is part of the Commerce Department's National Oceanic and Atmospheric Administration.

UPI struck for more pay

Wire Service Guild members at United Press International struck UPI for the first time in its 67-year history last Monday (March 19), but operations continued uninterrupted through the use of nonunion management personnel.

More than 900 employees were involved in the walkout, including about 20 staffers of UPI Audio. Principal issues were said to be wages and union security.

The Guild sought a 10% increase in salaries in each year of a two-year contract, while UPI countered with an offer of 5.6% each year, in line with an agreement the Guild recently negotiated with

Cronkite shares the spotlight. CBS Evening News anchorman Walter Cronkite told some 600 International Radio and Television Society members honoring him March 14 with the IRTS gold medal and "Man of the Year" award that he is "grateful for the courage with which broadcasting executives have stood against political and special interests that would curtail our news freedoms." Mr. Cronkite received the award for his "contribution to and achievement in broadcasting." At the presentation in New York (i-r): Mr. Cronkite; IRTS President Maurie Webster; Dr. Frank Stanton, former president of CBS Inc.; Elmer Lower, president of ABC News; and Robert Wood, president of the CBS Television Network.



Associated Press. The weekly pay of reporters at UPI now ranges from \$164 to \$300, the top minimum after five years.

UPI and the guild have been continuing contract talks and imposed a black-out on the progress of the discussions.

Appeals court backs CBS in Fetchit defamation suit

A three-judge federal appeals court in Chicago ruled in favor of CBS-TV as defendant in a defamation-of-character lawsuit brought by the black entertainer, Stepin Fetchit.

The dispute arose over a 1968 CBS documentary on black history during the course of which Bill Cosby, the narrator, said Mr. Fetchit "made two million dollars in five years in the middle thirties" by popularizing the "tradition of the lazy, stupid, crap-shooting, chicken-stealing idiot." Mr. Fetchit's complaint was that this statement, plus the use of selected clips from some of his thirties' movies, "intentionally violated" his "right of privacy" and "maliciously depicted" him "as a tool of the white man who betrayed the members of his race and earned two million dollars portraying Negroes as inferior human beings."

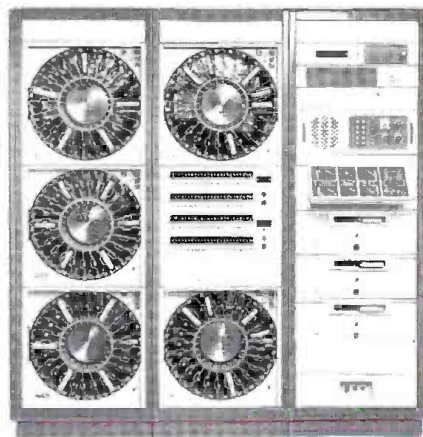
The chief judge of the U.S. Court of Appeals for the Seventh Circuit, Luther Swigert, denied Mr. Fetchit's arguments in his (unanimous) opinion on March 12. "The record shows that, first, Cosby did not say that Perry [Mr. Fetchit's real name is Lincoln Perry] was lazy or stupid but that the characters he portrayed represented such a 'tradition,'" wrote Judge Swigert. "Second, the commentary did not state that Perry shot craps or stole chickens. Third, Perry was himself responsible for the erroneous two-million-dollar figure. He fostered the story and allowed it to circulate publicly so that he could be given credit for being a millionaire."

Judge Swigert also ruled against the invasion-of-privacy complaint. "Perry by his own admission was a public figure," he wrote, and "Cosby's comments dealing with the stereotype created by Perry dealt with his public role as an actor, not with his private life."

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Wiley puts the burden on broadcasters while taking one on for himself

New chairman of the FCC calls for a 'new ethic' that will get a becalmed commission moving and keep station owners operating in a way that will ward off more oversight by the government; he also announces agency will be hitting the road to meet public, licensees

America's broadcasters have as chairman of the FCC a self-described "moralist and . . . activist" who has chosen to stamp his administration with a slogan that may hold a challenge for the commission as well as for broadcasters—a new ethic in broadcasting. They also have a chairman who wants to take the commission out to them and their audiences, and will do so beginning in May.

Richard E. Wiley, less than three weeks into his role as FCC chairman, had an ideal platform for stating some of the goals he hopes to achieve and the policies he intends to follow—a luncheon at the NAB convention in Houston.

And he used it to considerable effect, combining promises of commission performance with exhortations to broadcasters to operate in a manner that will head off demands for stricter regulation, in what some who heard him called an "inspirational" speech. There was also in it a measure of "hell-fire and damnation to the infidels of the industry," despite a disclaimer of such intent.

The speech was Mr. Wiley's first as chairman to a broadcaster group. But since joining the commission as general counsel in September 1970 and particularly after being named a commissioner, in January 1972, he has addressed scores of broadcaster gatherings. And the NAB audience last week demonstrated its feeling about him as well as his speech by interrupting it seven times with applause, as well as providing the customary standing ovation at the close.

The hard note in the speech was the announcement that, in an effort to "facilitate commission dialogue with both licensees and citizen groups," the commission will go on the road for a series of regional meetings with them. The first—a two-day affair in Atlanta some time in May—will be for licensees and residents of Alabama, Florida, Georgia, Tennessee and South Carolina.

The commission representation will consist of "key staff members" and Chairman Wiley. They will meet with broadcasters one day, members of the public the next. "Hopefully, all of us will learn something worthwhile—substantively or in terms of human values—from the dialogue that will take place on these two days."

In planning to "take the government

out of Washington and back to the people where they live, work and listen," Chairman Wiley will be reviving, in somewhat altered form, a controversial practice the commission engaged in briefly during the chairmanship of Newton N. Minow in the early 1960's. With a commissioner representing the agency, the commission held public hearings in Chicago and Omaha on the local programming service in those cities.

Chairman Wiley, who prefaced his remarks with a word of praise for his predecessor, Dean Burch, saying his record marks him "as one of the commission's truly great chairmen," made it clear the Wiley administration will bear its own stamp.

He promised "a vigorous FCC," which will be efficiently run, will operate under strict deadlines, make sure that key posts are filled promptly, and in which bureau and office chiefs will see him personally. Former Chairman Burch's record has been faulted on those points.

The new chairman promised something more than efficiency, too; he promised a "crackdown" on "unsavory licensees" who engage in "unsavory business practices." "Ladies and gentlemen," he said, "the day is over"—suggesting it might have been ended sooner—"when you can engage in fraudulent billing practices, rigged contests, hoax announcements, misrepresentations to the commission, unauthorized transfers of ownership or control and a number of other very shoddy actions and expect to retain—without jeopardy—your license to operate."

He said it is because of his belief in



Chairman Wiley

the free enterprise system and in licensee discretion that he intends to crack down "on those few—and I truly believe it to be a few"—broadcasters who do not conform to a decent code of professional conduct. He said other broadcasters and the public suffer as a result of the "excesses" of those few, and added: "Let me assure you that I am just enough of a moralist and an activist to see to it that fraud doesn't pay."

That is where "the new ethic in broadcasting" comes in. For he indicated he expected more of broadcasters than sim-

ply avoiding such practices. Indeed, he called for the kind of performance that will short-circuit pressures for government action in a number of areas.

"For every failure or inaction on the part of broadcasting to meet a well demonstrated public need, there will be a demand and, indeed, a requirement for government to take corrective action," he said. "In each instance, along the remedial continuum, there is a wide range of regulatory alternatives, many of which I might find personally undesirable and almost unacceptable from the standpoint of my philosophy of the appropriate function of government."

He said he does not want the role "of national arbiter of media truth and objectivity, or of keeper of the nation's morals, or of the protector of its youth, or of the supervisor—in one segment of the economy—of its employment practices, or the director of its program selections." Those are not the proper functions of Washington bureaucrats, he said, to a burst of applause.

But, he said, if broadcasters do not fulfill their role as public trustees and seek to serve not public interest but their own, "then inevitably the call will be for government action and government redress. And the greater the degree of disavowal, the greater will be the cacophony of demand—until the still, small voices of due process, of free enterprise, of licensee discretion and of freedom of speech may be drowned out in the process."

"What I am calling for," he said, "is a New Ethic [the chairman capitalized

the phrase in his text] in broadcasting—a New Ethic which fully accepts the opportunity to serve as a public trustee and all that it may entail; a New Ethic which rejects the concept of engaging in a fraudulent practice, because you probably won't get caught; a New Ethic which refuses the extra dollar when the cost is to the public, a New Ethic which reflects a rededication to principle, a rededication to excellence, a rededication to decency, a rededication, indeed, to the public service."

Thus, he challenged broadcasters to

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live up to a "new ethic," and the commission "to crack down" on broadcasters who fail to, at least in the sense of engaging in "unsavory practices."

For his part, Chairman Wiley said he is not seeking "popular glorification." His present job, he said, is probably his last position of public trust. And he is not trying to please those "who would use the 'public interest' as a shibboleth for some personal and very specialized pursuits." Nor had he "come to Washington to make my reputation at your expense"—another line that drew applause.

As did this promise: "As long as I am at the FCC, there will be no cheap shots, no grabbing at the sensational but essentially empty phrase and no subversion of our basic freedoms under the assumed guise of the public interest."

Wasilewski: Onward to a renewal bill

NAB president keynotes convention with call for concerted push to get legislation through the Senate; future of copyright is not as bright in wake of court decisions, he says

Broadcaster support of the license renewal bill that came out of the House Commerce Committee was urged last week by Vincent T. Wasilewski, president of the National Association of Broadcasters.

"It is not a perfect bill," Mr. Wasilewski said in his keynote speech at the NAB's convention in Houston, but he described it as "a reasonable bill, fair to broadcasters and in the public interest." He made no reference in his speech to the NAB's hopes that the committee report accompanying the bill to the floor will clarify what broadcasters regard as language that could be interpreted to impose harsher standards of renewal than they want (BROADCASTING, March 18).

By Mr. Wasilewski's description, the bill (H.R. 12993) "reaffirms that broadcasters be responsive to their public—a concept which we have always endorsed—as a reasonable requirement for holding a broadcast license. It will help to prevent the delaying tactics and the immense legal fees associated with these delays. It forbids retroactive punishment at license renewal time for conditions that were present when a license was originally granted, such as ownership by a broadcast group, a newspaper or other media interests, large or small. It forecloses the one-bite-at-a-time nibbling away at ownership patterns which the Justice Department has sought to force the FCC to undertake. It extends the license period by one-third."

Mr. Wasilewski asked broadcasters to support "speedy passage" in the House and "set our next goal as a unanimous Senate Commerce Committee vote." He warned that "our opponents, as in the past, will be out in force" when the

Senate begins consideration of renewal legislation.

If progress has been made on license renewal, there has been a reversal on cable and copyright, Mr. Wasilewski said in summing up Washington affairs. He said the Supreme Court decision exempting cables from liability for copyright on all broadcast signals "is in error" and "carries in it the seeds of destruction of the whole concept of copyright."

To set things straight, "two things must be done," said the NAB president. "First it is imperative that the FCC stand fast and not erode its rules with regard to pay cable, nonduplication protection and distant signals. At this point those rules are the only protection the public has against the ultimate destruction of the locally oriented, free, over-the-air television system.

"Second, the Congress must act on the copyright law. It has been sitting on it for years, allegedly waiting until the situation was a little clearer in the cable field. Well, it is clearer now. The movie industry, the broadcasting industry and the cable industry reached a compromise agreement on copyright that should be promptly enacted into law by the Congress of the United States."

Mr. Wasilewski said there was also need for relief from other governmental regulation. Radio re-regulation now under consideration at the FCC is a "step in the right direction," he said. There ought also to be a counter to "pressure groups using the government process to manipulate programming to meet their own selfish ends," he said. Faster FCC action is needed on "unsupported allegations, frivolous petitions to deny and misuse of the commission's processes," Mr. Wasilewski said, "instead of letting these matters drag on for years."

Broadcasting is also undermined, he said, by "those who want to tinker with advertising by supporting discriminatory



Wasilewski

legislation — whether it be cigarettes, Army recruiting, children's television or cereal nutrition content," the NAB president said. Mr. Wasilewski's last word was that broadcasting must acquire full protection of the First Amendment.

Bentsen comes on as a friend to broadcasters, fan of license renewal relief

Texas senator, and presidential aspirant, tells NAB convention broadcasters have built a system noteworthy for quality and fairness

Senator Lloyd Bentsen (D-Tex.), a potential candidate for President, had kind words last week for broadcast journalism and said broadcasters were entitled to license renewal relief. He addressed the Monday management luncheon at the National Association of Broadcasters convention.

"I salute you," he told the delegates at the outset of his speech, "for giving this country a broadcast system that is unequalled in the world for quality and fairness. I underline 'fairness.'" He also proposed "an end to the cumbersome, costly and chaotic process of license renewal." At the end he was given a standing ovation.

Mr. Bentsen said broadcast media are "getting more than their share" of criticism from left and right. "You are said to be too liberal, or too conservative," he pointed out; "too timid or too harsh, too grim or too flippant." There are critics who would repeal the First Amendment, he said.

To broadcasters, attacks on the First Amendment are especially alarming, the senator said, since they, unlike publishers, are regulated by the government. "Now when the flow of information is regulated by the government," said Mr. Bentsen, "I ask you: 'Who has the power, the regulated or the regulator?'" With the need to obtain license renewal every three years, the broadcaster "has the tendency to cater to the regulatory body, not to the public," said the senator. And "the present broadcast license renewal policy is confusing, ambiguous and is not in the best interests of the country."

Senator Bentsen said he was "encouraged" to note that the House Commerce Committee had approved a new bill (BROADCASTING, March 11), and he pointed out that he had introduced legislation in the Senate to "clear up the ambiguities and uncertainties" of present procedures.

Mr. Bentsen's bill would institute the two-step renewal process that the House Commerce Committee rejected. An incumbent would be assured of renewal on a showing of good-faith effort to serve the needs and interests of its area and



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Bentsen

compliance with law and regulations. Challenges would be entertained only if the incumbent failed the first test. The Bentsen bill—which was a model that others also endorsed in Senate and House—would also extend license periods from the present three years to five, not to the four the House Commerce Committee settled on.

Mr. Bentsen said broadcasters need the five-year term if they are to engage in long-range planning and if disruptions of broadcast service are to be avoided.

Congressmen score broadcasters low on lobbying

Eyeball-to-eyeball is approach recommended to NAB convention by panel of legislators; they voice concern over imbalance in radio-TV coverage

Representative Clarence J. (Bud) Brown (R-Ohio) told a session of the NAB convention in Houston last week that "lobbying is the most poorly done job" in Washington. Speaking on a panel on congressional liaison, Mr. Brown especially decried 11th hour lobbying efforts. His point of view was seconded by a group of legislators that included Representatives Lionel Van Deerlin (D-Calif.), Barbara Jordan (D-Tex.) and John McCollister (R-Neb.). They all urged broadcasters not to depend solely on NAB for its lobbying strength but to establish and maintain "eye-level, personal-experience relationships" with their legislators, as Mr. Brown phrased it.

"We're not talking about ex-parte intervention in regulatory matters here," Mr. Van Deerlin emphasized, "but your

constitutional right to be heard by your representatives."

With two of the major architects of pending license renewal legislation on the panel, Messrs. Brown and Van Deerlin, there was bound to be some explanation and clarification of that much-sought-after bill. As conceived last summer, the bill, which included a two-step protective process, was a "Forest Lawn plan," Mr. Van Deerlin said. "In other words, you *can* take it with you."

Broadcasters do have the "right" to ask for certain modifications in the renewal process, Mr. Van Deerlin said, but expressed his view that other demands—such as automatic renewal—were unreasonable and "conflicted with the broader, public interest." In the future, he said, broadcasters should "concentrate on real problems and not cry wolf."

Congressman Brown defended the ascertainment section (which he authored) of the renewal bill as "relating the broadcaster more strongly to his community," but also providing more public input into FCC decisions as well. For example, he said, if an ascertained community view was that a daytime station should be given full-time authority—a situation over which the licensee has no control—that view should be forwarded to the commission. And "if ascertainment is done effectively," Mr. Brown said, "it washes out the need for negotiations," another controversial section of the renewal bill.

As presently constituted, the bill requires licensees to negotiate with outside groups in "good faith" during the license term. Some broadcasters have voiced their objection to that language on grounds that it can be interpreted to mean "genuine horse trading" in areas previously considered the sole domain of the licensee. Mr. Van Deerlin explained that the negotiations section was inserted, at Chairman Torbert Macdonald's (D-Mass.) insistence, to avoid pressure group "blackmail."

"Mr. Macdonald felt that sometimes broadcasters were being threatened with petitions to deny by people they'd never seen before, like a bolt of the blue. These differences should have an opportunity for airing long before the renewal process," Mr. Van Deerlin said, adding that the committee report accompanying the renewal bill (H.R. 12993) would include the committee's intent that the phrase "good faith negotiations" not be construed to mean give-and-take in the labor law sense.

Representative Jordan, in whose district the Houston convention was held, called on broadcasters to "reflect Congress as an institution with many, diverse voices" to the public. Within the system of separate branches of government, Representative Jordan felt, the electronic media had short-changed Congress as compared to the President. "When you do give us equal time, you call it a Democratic reply to a Republican President. Instead, it ought to be a congressional reply to the executive."

And, in the course of her talk, the congresswoman reminded broadcasters of their "accountability to the citizenry,"



Bring the boys home. Senate Majority Leader Mike Mansfield (Mont.) closed out the agenda of the NAB convention at a luncheon speech last week with the observation "that the broadcasting profession has not yet joined the press and the Congress in popular ill-repute [which] is especially surprising since you are there, first, with the bad news." The Senate majority leader made a pitch for some public service spots encouraging taxpayers to use the dollar-check-off for campaign financing. But the body of his talk dealt with reassessing U.S. military policy and presence abroad, a favorite issue with the senator. Hoping some of his thoughts would rub off on the broadcasters, he concluded, "Your perception of a world in transition will be communicated to countless millions."

something the legislators and broadcasters have in common, she said. "When you talk about First Amendment rights, freedom of speech, remember the public has First Amendment rights too. That is, the right to compete for your license." Because of the "power" of individual members of Congress and the electronic media, she said, "it is necessary for us to come under public scrutiny."

Representative McCollister joined in asking broadcasters to help Congress with its "frustrating job of communicating what our job is. It's ironic that with our approval rating [about 21%, according to a recent poll] we're here to tell you how to win friends." Representative Jordan said the electronic media have "a responsibility to advise us on how best to communicate with the public" as they are "the most important image-building resource of Congress." Local stations that do not cover their local representative in Washington are "abandoning some re-

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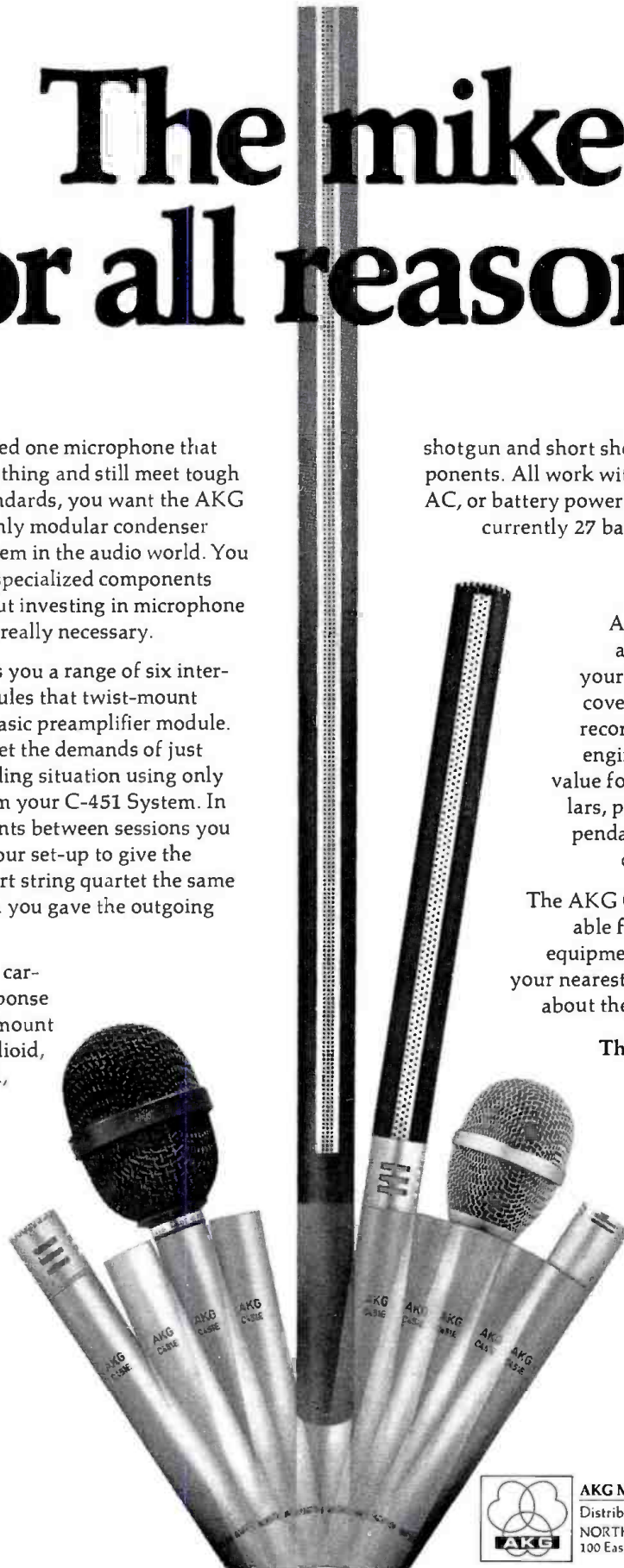
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sponsibility to the democratic process," Mr. Brown asserted.

The session ended with a short debate on the advisability of allowing TV cameras and radio microphones into Congressional chambers. "I doubt it will ever happen," Mr. McCollister said. "So much happens off the floor anyway." You have all the evidence you need at this convention," Mr. Van Deerlin replied, "to shoot down the myth that broadcast coverage would be an intrusion." Added Mr. Brown: Broadcast coverage of the floors of Congress would be "terribly educational, both ways."

Lobbying efforts get short shrift in Houston sessions

NAB government relations team sees potential in grass-roots strategy, despite broadcaster disinterest

Government relations, by all accounts, was not among the hottest items on the NAB's bill of fare last week in Houston. Two morning workshops, on Tuesday and Wednesday (March 19 and 20), drew no more than 40 broadcasters. On Wednesday the six panelists outnumbered the attendants at times, while 200 broadcasters crammed into standing-room-only space at a session next door on finance.

The topic of discussion was strengthening the grassroots relationships of broadcasters with Capitol Hill and shifting the burden of lobbying efforts from the NAB's professional staff in Washington. Ironically, though, only the professional staff was there to hear the pitch. The broadcasters "spend most of their time involved with operations, and they're in workshops dealing with minority groups and business," panelist Eugene Cowen, ABC's Washington vice president, said. "It's a shame, but you can't blame them."

"Despite how sophisticated this business is," Kenneth Cox, a former FCC commissioner and now Washington attorney, said, "there are some things they're very ignorant about."

"The best indicator of this situation," William Carlisle, vice president, NAB's government relations staff, pointed out, "is the turnout for the congressional panel [on Tuesday, see story, p. 36] as compared to the President. Only 500 people showed up for two of the most important members of the House Communications Subcommittee [Congressmen Lionel Van Deerlin (D-Calif.) and Clarence Brown (R-Ohio)], while they filled the place up for Mr. Nixon, who surely doesn't have the kind of direct influence over them that those congressmen do."

The limited success of these panels notwithstanding, an NAB effort is well under way to shift the emphasis and nature of its lobbying from Washington to a network of local broadcasters with one-to-one relationships with their representatives. Mr. Carlisle said that the network is "90% completed at this moment, and about 80% effective." The



Responsible. Co-chairmen for the 52d annual NAB convention in Houston last week were Harold Krelstein (l), of Plough Broadcasting, Memphis, Tenn., and Wilson Wearm, of Multimedia, Greenville, S.C.



Mr. Little's big pitch. Mutual President C. Edward Little told a meeting of that network's affiliates in Houston March 17 how much money they could make by selling the 2,630 commercial positions available in Mutual programming each year. A station with a \$5 spot rate could bring in \$13,150 if it cleared all MBS programs and sold all the availabilities. For a station with a \$90 rate, it could mean \$236,000 in revenue. "How to Make Money with Mutual" was the theme of the presentation. Among others who addressed the affiliates was Rod Serling, host of the network's radio mystery series, *Zero Hour*.

association has just added a new government relations staff member to "nail down" broadcasters in sections of the country where broadcast representatives are needed.

"We have gingerly taken the first steps in a genuine political act," Mr. Carlisle characterized it. "The slumbering giant is coming to life," Roy Elson, vice president of the NAB government relations department, added. "Broadcasting should be the most powerful lobby in Washington."

To Mr. Cowen, this grass-roots network could cure a chronic problem facing the broadcasting industry: "The industry gets whiplashed by [citizens] committees representing 10, 15, maybe 20 people. When 10 or 20 people get together, that's a committee for a noble purpose. But these groups are not representative like the

broadcasters are representative. When they have a logical argument, they prevail. They can sometimes point out things that operators don't see because they're too busy running a station. But [because of the broader-based industry intervention] congressmen are less concerned with these minuscule, splinter groups," he said.

During the Tuesday session, when the crowd was slightly larger, the broadcast lobbyists made appeals for contributions to their two campaign funds, the Television and Radio Political Action Committee (TARPAC) and Political Education Committee (TARPEC). TARPAC is authorized to receive funds from individuals, TARPEC from companies, for educational purposes. NAB officials are presently concerned with the level of contributions for this year. "Watergate has dried up money across the board," Mr. Carlisle stated. "We're very concerned with getting broadcasting into the political process. TARPAC can re-establish the link between the broadcasting industry and Congress. We'd hate to see it threatened," he said.

And with concern about Congress so high among the industry's government people, it was not surprising that the lobbyists would go to bat for Congress with the broadcasters. As four members of Congress had done at another session the day before, Mr. Carlisle pointed out that "we can do no better for Congress than to upgrade their image with the public." If the communications industry can get the congressional approval rating up from its present 21%, it might be a better gift than money, he seemed to suggest.

Six new faces on TV board

NAB balloting in Houston also re-elects two

One incumbent was defeated, two were re-elected, and six newcomers—including a woman—won seats on the National Association of Broadcasters television board in elections at last week's convention.

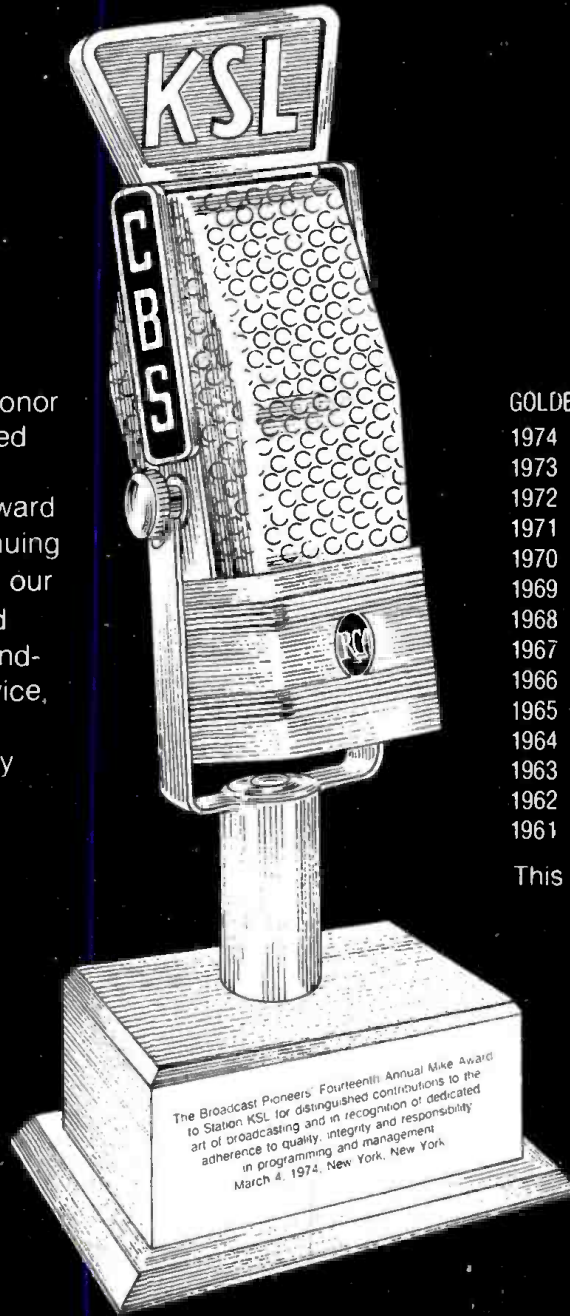
Mark Evans, public affairs vice president of Metromedia and head of the NAB legislative task force on license renewal relief, failed in his quest for re-election to a second term, the maximum. Ray Johnson, executive vice president and general manager of KMED-TV Medford, Ore., and Walter Bartlett, senior vice president of Avco Broadcasting, won re-election.

Elected to two-year terms were Kathryn F. Broman, vice president, WWLP(TV) Springfield, Mass., the first woman to serve on the television board; Charles Batson, president, Cosmos Broadcasting; A. James Ebel, president, KOI.N-TV Lincoln, Neb., and Daniel T. Pe'aro, acting general manager, WGN Continental Broadcasting.

Robert Bennett, vice president and general manager, WCVB-TV Boston, and Eugene Dodson, executive vice president, WTVT(TV) Tampa-St. Petersburg, Fla., were elected to serve the year left in the unexpired terms of the late Fred Weber,

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of Rust Craft, and Leonard Patricelli, of WTIC(AM) Hartford, Conn., who became ineligible when the companion TV station was sold.

The six winning the most votes won the two-year terms, and those placing seventh and eighth, the one-year. Philip Lombardo, president of Corinthian Broadcasting, was also a candidate.

This year's election was the last to be conducted at the annual convention by in-person voting. At its winter meeting last January the TV board decided to conduct mail balloting from now on, as the radio board does.

Chapin takes stance as grassroots champion in DSA acceptance

Winner of NAB's top honor responds with litany against government overregulation and praise for broadcasters' everyday role

The American system of broadcasting has been "submerged and paternalized by overregulation," this year's winner of the National Association of Broadcasters Distinguished Service Award said last week. The only way out is de-regulation with the emphasis on local needs and tastes.

Richard W. Chapin, president of the Stuart Stations, Lincoln, Neb., said he was accepting the award as "a direct representative of the thousands of small-market broadcasters." Their problems cannot be lumped with those of larger markets. "It seems absurd for a regulatory body to be laddling out broadcast rules for sprawling Los Angeles and

Hereford, Tex., from the same measuring bowl," Mr. Chapin said.

"A national policy for broadcasters should not replace local responsiveness," he continued. "The tastes, needs and desires of the 211 million Americans are as varied by locality as the stars in the heavens. All broadcasting, in the final analysis, is local, and we must be certain no high-level arm of authority presses for national conformity."

Mr. Chapin deplored the absence of an experienced broadcaster on the FCC (although James Quello, formerly of WJR-AM-FM Detroit, is awaiting confirmation by the Senate). "It is a sad commentary," said Mr. Chapin, "that the prime disqualification of a person being considered for appointment to the broadcast-regulating FCC is long experience in broadcasting."

He also said Washington too often associates profits with evil. "Sometimes," he observed, "it seems that the vocal activists, militants, the Committee for the Better this, the Committee Against that, the Gay Liberation Society, and even the FCC itself, seem deathly afraid that the broadcaster may profit—even while the FCC itself states that one-third or more of the radio outlets are operating in the red."

Mr. Chapin defended the community broadcaster as "daily giving as much, or more, of himself to promote the progress and advancement of his respective community as any other segment of our society—and I include doctors, lawyers, ministers, educators and so forth." Broadcasting, he said, "is a 365-day-per-year business, rain or shine. Even our congressional and regulatory critics do not operate on such a demanding regimen."

An appropriately heated session on citizen groups

NAB early bird panel gets ringer from NOW; other participants assert that gap between community organizations and broadcasters is still wide

About half-way through the NAB's early bird session on broadcasters' relations with citizen groups, Janice Blue, a representative of the National Organization for Women, stood up from her front-row seat in the audience to complain of the absence of women on the panel. "We have to make some headway," she said. There was a smattering of applause from the audience of some 100, mostly male, mostly white; and, to the calls of some of "put her on the panel," Elbert Sampson, NAB coordinator of public affairs, who was moderator, invited her on.

Score one for the women's movement. But the incident seemed to symbolize the unstated problem underlying the discussion taking place. Although the citizen movement in broadcasting has been a fact of life for almost a decade, and although, as questions directed to the panel last week indicated, broadcasters are conscious of and trying to meet the needs of citizen groups, a gap between broadcasters' consciousness and the as-sorted needs remains.

Ernie Fears, a black man who specializes in community affairs work for the Evening Star stations, made it clear he thought so when he said broadcasting is "one of the most racist" of industries. The reason, he said, is that broadcasting has "money and power," and, like anyone else, is unwilling to share them. His thesis was that the solution to the problems broadcasters face regarding citizen groups lies not so much in programming, which he called "an easy cop-out," as in a station's commitment to improving relations with citizen groups. "If a station is going to be relevant, it must be a good community citizen, like everybody else." And being a good citizen, he indicated, means providing jobs and helping minority groups enter the mainstream of the community.

The suspicion and uneasiness regarding the negotiations that both sides agree are essential is another manifestation of the gap. Panelist Daniel Redmond, a Washington communications lawyer who complained about groups that do not initiate talks until the last three months of a license period and then demand "surrender or else," said station owners frequently regard requests for a written agreement with citizen groups as a "red flag." "Broadcasters say, 'I'm doing my best. Why won't they accept that?'" he said. He also suggested that groups approach licensees "with sincerity and hope to get sincerity in return." And, he suggested, less passion would help. "There

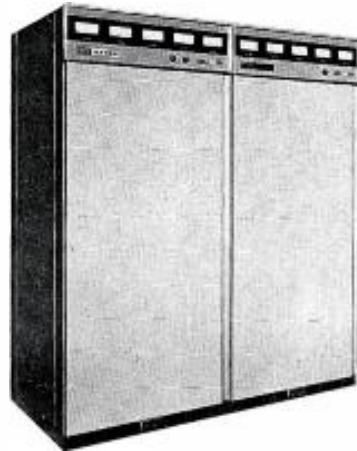


Cum laude. NAB's Distinguished Service Award, the association's highest honor, was conferred upon Richard Chapin (r) of the Stuart Stations and NAB immediate past joint board chairman, by Andrew Ockershausen, of the Evening Star group, who now holds that post. The ceremony took place at last Monday's (March 18) opening session of the NAB convention in Houston.

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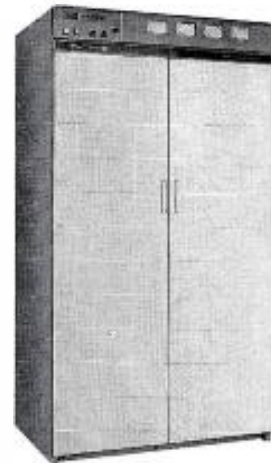
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Jackson rebukes. Jessie Jackson of PUSH—People United to Save Humanity—descended on the National Association of Broadcasters convention in Houston last week to complain about what he said was the broadcasting industry's failure to serve the needs of blacks in terms of the industry's employment and programing practices. Mr. Jackson, who stated his complaints in an impromptu news conference in the convention's newsroom on Monday, said it was essential to have blacks in decision-making jobs if the views of blacks are to be projected. And while blacks may have civil rights, they need "silver rights"—good-paying jobs.

Mr. Jackson may have an opportunity to discuss his views directly with NAB members at the convention next year. He discussed his views with NAB President Vincent Wasilewski, and Mr. Wasilewski said consideration would be given to putting him on the formal program at the 1975 convention in Las Vegas.

has been too much yelling—on both sides."

But Mr. Fears and Edward Hayes, an attorney for Citizens Communications Center, who was also on the panel, did not feel that even the negotiation of an agreement necessarily ended a problem. "It identifies a problem," Mr. Hayes said. Furthermore, he said, groups too often subscribe to "unsophisticated agreements" that leave power of implementation to a station. And Mr. Fears said he was "skeptical" of groups organized by a station. "When stations organize groups, they're the safe people," he said. "I wouldn't trust a group you organize," he said to a broadcaster in the audience who had raised the question. "Many groups feel this way," said the broadcaster. "It's too bad. The broadcaster has two strikes against him."

But that served only to elicit a further indication of the resentment some blacks feel. Lionel Monagas, chief of the FCC unit overseeing industry compliance with the commission's equal employment opportunity rules, said black groups have "three strikes against them."

Mr. Monagas, who said he was speaking for himself, not the commission, said, "A station feels black groups coming in are hostile. A station will accept a white citizens group, but not a black one. Stations don't feel blacks can deal in a quiet, civilized manner. . . . Broadcasters always think we're on the offensive to get our rights. We're ready, willing and able to discuss intelligently and get intelligent answers to problems in broadcasting."

But there were suggestions from the blacks on the panel and in the audience on how relations between stations and groups might be improved. Panelist Plurra Marshall, chairman of the Houston Black Citizens for Media Access and secretary-treasurer of the National Black Media Coalition, noted that broadcasters are required to ascertain community

needs and interests, and added: "What you do with it once you got it is important." One black in the audience said it is not enough for broadcasters to make time available to minority groups for programing; they should provide the assistance needed to produce the programing. Another added that agreements between stations and groups could provide for seminars on how the time provided the groups is to be used.

And Ms. Blue, who is NOW's FCC media coordinator for Houston and was the national organization's delegate to the convention, sought to set an image of her group in the minds of the broadcasters in the audience. "We don't consider ourselves a special interest group but a civil rights group," she said. And although the group has been regarded by some as "bra-burning lesbians," she said, its tactic has been to be "extremely courteous and polite. That's not to say we're not tough. But we don't want to be regarded as women's libbers hut as concerned with women's rights."

She also expressed concern about what she said was the inability of women to appear on programs dealing with problems of interest to them as persons rather than on existing programs directed at the stereotypical woman. Later, Ms. Blue led nine NOW members in picketing the main convention hall with signs accusing NAB of being sexist and urging NBC's employment of Barbara Walters as chief anchorperson of the *Today* show.

The panel session on Monday, NAB's answer to the problems the citizen movement is causing broadcasters, seemed not to satisfy some of the panelists. Mr. Marshall, noting that the session was not to be repeated, as many of the other early bird sessions were, said NAB appears to be addressing the problem the way broadcasters do—on a "one-shot" basis. "You should understand you want more time devoted to an exchange of views with folks down the line," he said. And Mr. Hayes said broadcasters should exert pressure on NAB "to do more in this direction."

Radio 1984. The future of radio will include "minute-to-minute" competition between radio stations, according to Willis Duff of Entertainment Response Analysts, a San Francisco research and consultancy firm. He prophesized that station control rooms will be equipped with devices that will tell on-air staffs what the competition is programing so that they can be counterprogramed. And, Mr. Duff said, technology now existing to accurately monitor and measure in-car listenership could "dramatically" alter the concept of audience measurement. This and other crystal-ball gazing came last week during the NAB convention in Houston at a session designed to give a "shocking" look at radio's future.

Old timers' day at BEA

Educators bring together a mock FCC with former members Henry, Cox, Loevinger, Wells to discuss today's issues

The Broadcast Education Association indulged itself in nostalgia last week at the NAB convention in Houston. It brought in four former FCC commissioners (including a former chairman), provided the trappings of a commission meeting (an agenda and the semblance of a staff—and let the "commissioners" debate and vote on items of current interest. (As it happened, the BEA "commission" had as many members as the now short-handed one in Washington).

The "meeting" did not provide many surprises, as far as the attitudes they expressed were concerned, although E. William Henry indicated he may have moved somewhat to the right of the young New Frontiersman he was when he served on the commission from 1962 until 1966, the last three years as chairman.

Kenneth A. Cox still seemed as convinced now as he was in his term on the commission, from 1963 to 1970, that the commission could regulate on programing matters without violating the First Amendment, and that some such regulation actually furthered the amendment's aims. Robert Wells (1969-71), the broadcaster-turned commissioner-turned broadcaster, and Lee Loevinger (1963-68) took the opposite tack, as they had in their days on the commission with Mr. Cox.

Indeed, Mr. Loevinger, exhibiting the same fire he showed in those days, appeared even more absolutist in his opposition to government regulation in the programing area. He said that, "with Judge [David] Bazelon [of the U.S. Court of Appeals in Washington] and Justice [William] Douglas [of the Supreme Court], I think the fairness doctrine is a mistake." And, in discussing the prime-time-access rule, he said, "You have no right investing any government agency with the power you wouldn't want Halde-man or Ehrlichman to exercise."

Of the issues served up to the "commission" by Richard Block, of Kaiser Broadcasting Corp. (who played the role of FCC Broadcast Bureau chief), the question of repealing the prime-time-access rule was the only one producing a 2-to-2 split vote. Mr. Henry sided with Mr. Cox in arguing that, as originally adopted in 1970, the rule serves the purpose of stimulating the syndication market and providing diversity in programing. They also said the changes the commission made in the rule, cutting back the time denied to network programing, should be scrapped.

There was almost unanimous opposition to proposals that the commission move into the area of children's programing, as requested by Action for Children's Television. The "vote" was recorded as "3½ to ½" against commission regula-



Alumni. The Broadcast Education Association put together four former FCC commissioners for a mock commission meeting: (l to r) Robert Wells, E. William Henry, Kenneth Cox and Lee Loevinger.

tion of children's programming and against elimination of commercials aimed at children. The "½" vote was attributed to Mr. Cox—an indication that he was less persuaded than his colleagues that the problems the proposals presented the commission could not be overcome. (Mr. Henry, for instance, said that constitutional difficulties were raised by the programming question and that the advertising issue was better left to the Federal Trade Commission. Mr. Loevinger said that, contrary to Mr. Cox's concern about what he said was the networks' lack of interest in the welfare of children, "let us thank God that the networks are interested in entertaining us, not saving our souls; there are other institutions—schools, church and family—concerned with children's souls.")

And there was a general consensus that the license-renewal bill now moving through Congress, while perhaps far from perfect, should be enacted. It would provide the industry with the "stability" it needs, the "commissioners" agreed, since broadcasters with records of "substantial" service would be assured of renewal.

It was in his discussion of the bill that Mr. Henry provided some of the evidence of a change in his approach to communications policy. He had been chairman of the FCC when the citizen movement emerged in the form of the United Church of Christ's petition to deny the renewal of WLBT(TV) Jackson, Miss. And last week he said the citizen movement has accomplished much. "But," he added, "it can go too far." His concern was the provision in the renewal bill directing the commission to establish procedures under which broadcasters would be required to engage in "good-faith" negotiations with citizen groups. Talks between broadcasters and citizen groups can be—and have been—handled in a looser fashion than that, he said.

Mr. Henry also came out for repeal of the fairness doctrine, except as it relates to ballot-box issues. He expressed that view in discussing the proposed repeal of Section 315 of the Communications Act, which embodies not only the equal time law but the fairness doctrine.

He and "commissioners" Cox and Loevinger, favored repeal of the equal time law only for candidates for President and Vice President. Mr. Cox said that there is more likely to be unfairness in coverage of races that do not get the same attention

as those for President and Vice President. And Mr. Loevinger said modification of the equal time law that would leave it intact for members of the Senate and House would have a better chance of enactment than one calling for total repeal; besides, he said, the law is mechanically applied, leaving virtually no discretion to government officials. Only the broadcaster, Mr. Wells, voted for repeal.

All four ex-commissioners have had little difficulty in keeping up with the issues confronting the commission. Mr. Wells is back under the commission's regulatory eye as an executive of group station owner Harris Enterprises; the others, all lawyers practicing in Washington, each have communications in their practices. Mr. Cox's principal occupation is senior vice president of MCI Inc., a specialized common carrier.

Madsen elected president at AMST's annual meeting

New officers, board and committee for engineering also named

The Association of Maximum Service Telecasters, meeting in advance of the NAB convention last week, heard speeches by its officials and counsel on what it regards as threats to local television service. And the board of directors elected Arch L. Madsen, president of Bonneville International Corp., president of AMST to succeed Terry H. Lee, vice president of Storer Broadcasting Co.

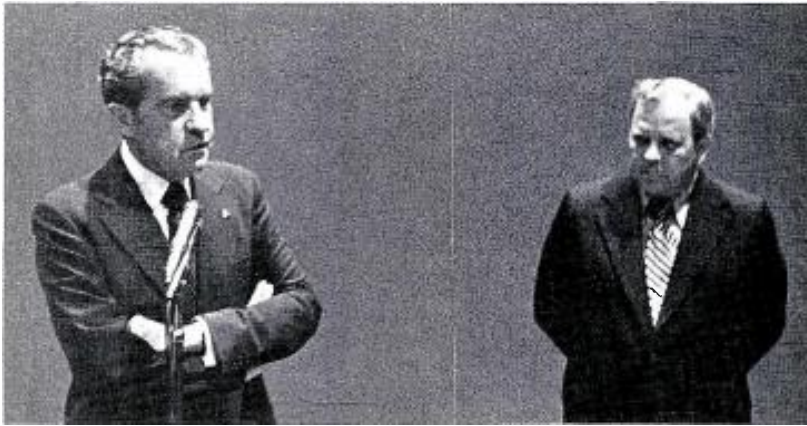
Mr. Lee, Executive Director Lester Lindow, Assistant Executive Director Roy W. Easley, and attorneys Ernest W. Jennes and Michael S. Horne focused their remarks on pay cable and the copyright aspects of cable television. An AMST analysis challenging the validity of an Office of Telecommunications Policy suggestion that additional VHF channels could be dropped into the nation's 100 largest television markets (BROADCASTING, Oct. 29, 1973) also was presented.

The members paid special tribute to Joseph B. Epperson, vice president for engineering, Scripps-Howard Broadcasting Co., adopting a resolution recognizing his service. Mr. Epperson is NAB's 1974 "Man of the Year" in broadcast engineering. Jack Harris, KPRC-TV Houston, AMST president from 1956 to 1972, presented the resolution.

Mr. Madsen, the new AMST presi-



BEA brass. The Broadcast Education Association met in Houston for its 20th annual convention the week before the NAB convention. Gathered for a picture are many of the officers and directors of the association: (top row, l-r): James Wilke, University of Wyoming, Laramie (director); Wallace Dunlop, Westinghouse Broadcasting, Washington (director); Rod Rightmire, Ohio University, Athens (director); Wendell Mayes, KNOW(AM) Austin, Tex. (director); Philip Marella, WAVY-TV Portsmouth, Va. (director), and Harold Niven, NAB vice president for planning and development (executive secretary). Seated are (l-r): John Pennypacker, Louisiana State University, Baton Rouge (member of the executive committee); Clark Pollock, Nationwide Communications, Columbus, Ohio (president); Worth McDougald, University of Georgia, Athens (vice president), and Richard C. Block, president of Kaiser Broadcasting, Oakland, Calif. (secretary-treasurer). BEA members also elected three new board members, not pictured: Stuart Hyde, San Francisco State University; Edward Luck, Georgia State University, Atlanta, and Ruane Hill, University of Wisconsin, Milwaukee. The convention was attended by 350 educators and students. Four students were honored by \$1,250 NAB scholarships, which are administered by BEA: Bob Epstein, Purdue University, Champaign, Ill.; Marilyn Moran, Purdue; Randall Ripplinger, University of Utah, Salt Lake City, and Robert Salter, Western Illinois University, Springfield.



Encore. President Nixon made two appearances at the National Association of Broadcasters convention in Houston last week. The first was the televised news conference before some 3,000 delegates at the Jesse Jones Hall. The second (above) was at a small VIP reception at the Hyatt Regency hotel. NAB President Vincent Wasilewski introduced him on both occasions.

dent, has been associated with AMST since 1959, when he was its first assistant executive director. He left that post in 1961 to become president of Bonneville's KSL-AM-FM-TV Salt Lake City.

Franklin C. Snyder, president of Hearst Radio Inc., was elected first vice president. He had been serving since 1972 as secretary-treasurer, a post to which Ralph S. Jackson, executive vice president of Orion Broadcasting Inc., was named. The other officers are Robert F. Wright, WTOK-TV Meridian, Miss., sec-

ond vice president, and Mr. Lindow, assistant secretary-treasurer. Members elected to the executive committee are Mr. Madsen, Mr. Wright, Mr. Snyder, Mr. Harris, Mr. Lee, and C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and Lawrence H. Rogers II, Taft Broadcasting Co.

Mr. Madsen also announced the appointment of an engineering committee, consisting of Clyde G. Haehnle, chairman, Avco Broadcasting, Cincinnati; Albert Chismark, WHEN-TV Syracuse; A.

James Ebel, KOLN-TV Lincoln, Neb.; Mr. Epperson; Ralph Hucaby, WLAC-TV Nashville, Tenn.; Carl G. Nopper, WMAR-TV Baltimore; Daniel H. Smith, Capital Cities Communications, and Leonard A. Spragg, Storer Broadcasting.

The new AMST board: Norman P. Bagwell, WKY Television System Inc., Oklahoma City; Charles H. Crutchfield, Jefferson Pilot Broadcasting Co., Charlotte, N.C.; Mr. Ebel; Mr. Harris; A. M. Herman, WBAP-TV Fort Worth; Ralph Jackson, WAVE-TV Louisville, Ky.; C. Howard Lane, KOIN-TV Portland, Ore.; Mr. Lee; Mr. Lindow; Mr. Madsen; August C. Meyer, WCIA-TV Champaign, Ill.; James M. Moroney Jr., WFAA-TV Dallas; John T. Murphy, Avco Broadcasting, Cincinnati; Mr. Petersmeyer; A. Louis Read, WDSU-TV New Orleans; Mr. Rogers; Willard H. Schroeder, WOTV-TV Grand Rapids, Mich.; Mr. Snyder; Willard Walbridge, Capital Cities Communications, Houston; Mort C. Watters, Scripps-Howard Broadcasting Co., Cincinnati; Mr. Wright, and Mr. Epperson (director emeritus).

Good defense is best offense for strikes

NAB panel urges broadcasters to prepare constantly for them; lawyers tell stations to take the hard line if they do happen

There are no easy and may be no fully effective measures a broadcaster can take when hit with a strike. The best he can do is be prepared, persevere—and have good legal counsel available. That was the message that came through in a panel on labor relations at the NAB convention last week.

Indeed, thorough preparation itself could help as a deterrent. Robert Pantell, director of personnel relations for Metro-media, suggested that in picking and training executives, management people and other nonunion employes for work they would be called on to perform in a strike, a station should not be secretive. "Don't flaunt it," he said, but let the union employes know the training is going on. It may deter them from striking.

Mr. Pantell stressed the importance of planning early for a possible strike; the conclusion of one contract negotiation is not too soon to begin preparing for a walkout if negotiations for the next one fail. Develop a work pool from nonunion employes, he said. Check on whether there are some services you could forego during a strike. Consider security against sabotage. Develop plans for getting the station's side of the story to advertisers, the public and nonunion employes. Prepare alternative methods of getting deliveries. Set up a strike committee of executives to develop "what if" contingency planning.

"I don't believe the shibboleth that nobody wins a strike," Mr. Pantell said. Both sides have won strikes at different times. But it requires preparation.

However, Carl Jaquint, of WNYN-TV Syracuse, N.Y., related the story of a



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strike at that station that appeared to have no winners. The strike, by the National Association of Broadcast Employees and Technicians, lasted seven months, ending in January 1971, after, Mr. Jaquint said, both sides "got tired."

Thirty-three workers out of a work force of 39 walked out two days after negotiations on what was to be the first union contract broke down. The station remained on the air with executives, management personnel and, in time, some 30 workers brought in from all parts of the country. (The nonunion staff had been working 90-hour weeks and could not keep it up.) But the pressure the union put on local advertisers to pull their accounts and the filing of an unfair labor practice charge against the station—and the station's reluctance to face long months of litigation whose outcome was uncertain—led to the settlement.

That did not end WNYS-TV's problems, however. The station had on its payroll 28 employees who had responded to the call for help during the strike. The station tried to keep them as well as the returned workers; it hoped attrition would help pare down the size of the payroll. But it did not, so the new workers had to be laid off. There was also a residue of bitterness between the returned strikers and the supervisory personnel who had remained on the job. "Time eventually solved that problem," Mr. Jaquint said.

Since the strike, the station was purchased by The Outlet Co. "We have no problems now," he said. "We have good working arrangements with the union."

Two lawyers on the panel offered some advice on the opportunities and responsibilities facing struck broadcasters. Robert Haythorne, of Kirkland & Ellis, Chicago, said that under certain conditions broadcasters could lock out employees after a contract expires and bring in non-union help to keep the station operating.

And Richard Hotvedt, of Morgan, Lewis & Bockius, a Washington firm, warned that an unfair labor practice charge, if resolved against the broadcaster, would prevent him from keeping on the payroll employees brought in during a strike. He also said that if a broadcaster wants to replace some striking workers with permanent help, he must inform the union—and that, he said, might retard efforts to resolve the strike.

Encouraging mass defections from the ranks of the strikers did not seem a wise idea to Mr. Hotvedt. He said that while an occasional worker might cross the picket line—provided he first resigns from the union—efforts to encourage such defections often fail, and result in "resurgence of union enthusiasm for the strike."

Grim as his presentation was, Mr. Hotvedt urged broadcasters to take a hard-nosed approach if they become involved in a strike. Try to get a settlement, but try to win, he said. And don't worry too much about image. "This industry is sensitive to slurs on its reputation," he said. "As a result, it is vulnerable to union complaints to the public that it's anti-labor. So what?" he said. "I wouldn't overreact to charges of strikebreaking."

Changing Hands

Announced

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

▪ **KKZZ(AM)-KOTE(FM)** Lancaster, Calif.: Sold by Albert and Fraun Medlinsky to David A. Rodgers for \$266,000. Mr. Rodgers owns **KKEE(AM)** Salinas and **KWYT(FM)** Salinas-Monterey, both California. **KKZZ** is daytimer on 1380 khz with 1 kw directional. **KOTE** is on 106.3 mhz with 3 kw and antenna 135 feet above average terrain. Broker: William A. Exline Inc.

▪ **WKZO(AM)** Kalamazoo, **WJFM(AM)** Grand Rapids, **WWAM(AM)-WKJF(AM)-WWTV(TV)** Cadillac and **WWUP-TV** Sault Ste. Marie, all Michigan: Stock interest (total 6,500 shares) in Fetzer Broadcasting Co., stations' licensee, assigned from John E. Fetzer to group of employees. After transaction, employee group will hold following stock interest in Fetzer Broadcasting Co., which also has cable interests in Kalamazoo and Battle Creek, both Michigan: Carl E. Lee (10%), A. James Ebel (2.01%), C. E. Ellerman (1.55%), Otis T. Gaston (1.03%), Gordon S. Anderson (1.03%) and Earl R. Stanley (Fetzer's Washington attorney) (0.44%). Total consideration is \$240,084. Transaction does not include other Fetzer Television interests, which include

WKZO-TV Kalamazoo, **KMEG-TV** Sioux City, Iowa, and **KOLN-TV** Lincoln and **KGIN-TV** Grand Island, both Nebraska.

▪ **KAOH(AM)** Duluth, Minn.: Sold by R. Bunker Rogoski and others to The Patten Corp. for \$155,000. Myron P. Patten is president of the Southfield, Mich.-based buying firm, which also owns **WKHM-AM-FM** Jackson and **WMPX(AM)** Midland, both Michigan. **KAOH** is daytimer on 1390 khz with 500 w. Broker: Larson/Walker & Co.

▪ **WDTH(FM)** Duluth, Minn.: Sold by Contemporary Broadcasting Corp. to The Patten Corp. for \$136,500. William H. Bassett is president of selling firm. Patten is also purchasing **KAOH(AM)** Duluth (see above). **WDTH** is on 103.3 mhz with 100 kw and antenna 550 feet above average terrain. Broker: Larson/Walker & Co.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see page 81).

▪ **KTBB(AM)** Tyler, Tex.: Sold by Blackstone Broadcasting Co. to Smith County Broadcasters for \$440,000. Buying firm is owned by Marshall and Clint Formby, Grady Tunnell and Don Chaney. Messrs. Formby own **KPAN(AM)** Hereford, **KLVTV(AM)** Levelland and **KTEM(AM)** Temple, all Texas. Mr. Chaney is general manager of **KTEM**. Mr. Tunnell is Plainview, Tex., attorney. **KTBB** is full time on 600 khz with 1 kw, directional at night.

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NAB builds up the pressure on antipay campaign

Resor announces recruitment of such groups as the VFW and the National Grange to emphasize public interest in fight against siphoning

The National Association of Broadcasters is recruiting organizations representing minorities, the poor, the elderly, farmers and other groups for a National Coalition to Keep Free TV Free. It claims pledges of "support or interest" from organizations representing 20 million members.

The formation of the coalition, which is intended to exert political pressure against the siphoning of programming from free to pay television, was announced at last week's NAB convention. Among organizations that were identified by Robert Resor, executive director of the NAB Special Committee on Pay TV, were the American Farm Bureau Federation, the National Grange, the Association of Retired Federal Employees, the American Legion, the Veterans of Foreign Wars, the Elks, Kiwanis, Lions and Moose.

The main target of the NAB's campaign is pay cable, which Willard Walbridge (Capital Cities Communications), chairman of the NAB committee, pointed out was trying to achieve a relaxation of FCC antisiphoning rules to give the cables more access to movies and sports than on-the-air pay television is now accorded.

"We have no trouble at all with over-the-air pay television," said Mr. Walbridge. FCC rules now prohibit on-air pay showing of sports that have played on free TV in the previous five years and movies that have been in theatrical release less than two years (except for limited exhibition of movies 10 years old or older). "Over-the-air pay TV people have found [these rules] not all that onerous," said Mr. Walbridge who did not add that no pay operations are on the air.

The FCC's cable rules prohibit pay cable systems from showing sports that have been on free TV in the previous two years. The movie terms are those that apply to on-air pay TV. Cable interests want a liberalization of the restraints on both types of programming.

Mr. Walbridge said broadcasters stood alone in opposing the cable position during arguments before the FCC. "The cable people, pay-cable hardware, movies, sports, the Department of Justice all lined up on the other side," Mr. Walbridge said. He urged broadcasters to join in the campaign against siphoning.

"The only problem we have that can literally put us out of business," he said, "is the removal of our programming to subscription television."

Mr. Resor, describing the new coalition campaign, said it would emphasize



Walbridge

Resor

Brennan

that the "public interest, not the broadcasters' interest, is paramount." Eamon Brennan, account executive at Hill & Knowlton, the public relations firm that the NAB has retained, said the broadcasters had "truth on your side" in any debate between pay cable advocates and opponents.

"There is no valid answer to the question: 'Why pay to see TV you're already seeing free?'" Mr. Brennan said.

Mr. Resor said the committee would begin to mobilize broadcasters—both radio and television—in the antisiphoning effort. Kits containing fact sheets, booklets, bumper stickers, buttons and other material will be sent to broadcasters next month. The theme is "Keep Free TV Free." Publicity campaigns are also under way in print media.

When the antisiphoning campaign was conceived last year, NAB officials said as much as \$600,000 would be spent.

Houston delegates briefed on ways to get the most for the buck

Cige, Church, Poole pass along tips to hold down costs at stations

An SRO crowd jammed a large meeting room at the NAB convention last week in Houston to hear broadcast financial executives discuss "Beating the Profit Squeeze." The point of departure for all three panelists: Tough economic times are ahead, and financial management must learn to cut and control costs and maintain a steady cash flow in order to outpace inflation.

Fred Cige, Metromedia, N.Y., discussed the difficulties that slow payment—by agencies, advertisers and media buyers—presents in keeping adequate cash reserves. He suggested approaching collections as a competitive enterprise in which many people are striving for a limited amount of money.

Abiah Church, vice president of Storer Broadcasting and a lawyer, addressed the cost factors involved with labor. Salaries, he said, are hard to control: Stations have to pay the going rate to maintain quality staffs. But he urged that stations use their workers efficiently, that they work "a full 40 hours."

One of the potentially biggest labor-

related costs a station can have is a union-contract negotiation, especially in terms of time consumed by management in the talks. "Rule number one," he said, is "if you don't have a union, keep it that way." That can be accomplished by effective labor-relations programs on the part of management, he said—"Unions come in because people are unhappy." But if a union does come in, good legal advice, cool heads and a nondefensive position by management in the negotiations will help contain costs.

Equal employment requirements can also cost money, Mr. Church said. He told delegates that stations can keep cost down by looking within their organizations for employees, particularly women in clerical positions, who are willing and able to move into administrative posts.

Harold Poole, vice president and controller of Gilmore Broadcasting (and treasurer of the Institute for Broadcast Financial Management), had numerous individual suggestions for saving money. "How many of you flew down here [to Houston] first class?" he asked the audience. "You could have saved 30% by flying coach." Among his other tips: The life of studio cameras can be extended by leaving them on constantly; it is often not necessary for TV's to broadcast at full aural power; a close watch should be kept on the ratio of newsfilm shot to newsfilm broadcast; excise taxes on long distance phone calls for news purposes are deductible; watch music license fees carefully, he said—it has been found that broadcasters would rather overpay if in doubt than run the risk of underpayment.

Women in broadcasting still on short end of the pay scale, AWRT panel testifies

Male chauvinism was mentioned only once at the American Women in Radio and Television morning workshop ("You've Come a Long Way—Maybe") at the NAB convention. And the person who brought it up was a male—Lionel Monagas, head of the FCC external equal employment opportunity office. He said male chauvinism was the reason behind FCC statistical indications that women in

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

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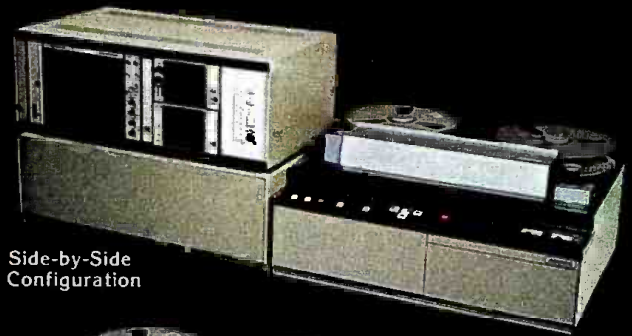
In the studio, you can mount the modules in a lowboy console, with an optional monitor bridge, if you like.

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

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

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

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



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

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

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

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

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

There is nothing in the world like AVR-2.

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

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

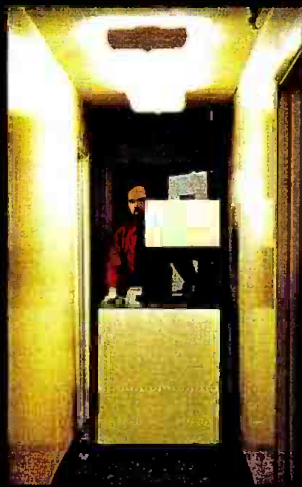
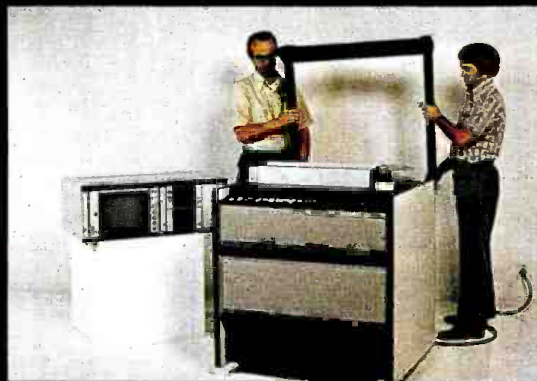
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Ampex Corporation
Audio-Video Systems Division
401 Broadway
Redwood City, California 94063
(415) 367-2011

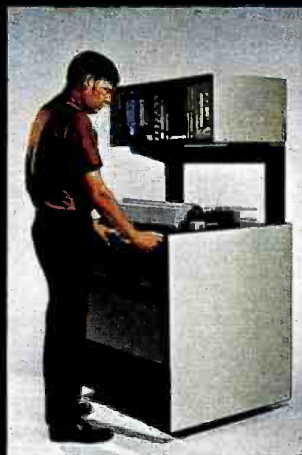
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All components are light enough so that two men can disassemble and move AVR-2 in minutes.



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



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

broadcasting are generally paid less than men in comparable jobs.

But at the AWRT sessions, there was little of the militant feminism exhibited by local Houston members of the National Organization for Women who picketed the convention center and distributed broadsides to delegates.

Panelist Patricia Neslin, of WGN Continental Broadcasting, Chicago, told the session that preliminary results of an AWRT membership survey indicate that 30% of the respondents (41% of those surveyed) make salaries in the \$10,000-\$15,000 range. But, she said, "while we may have the titles and certainly the responsibility, salaries are not what they should be." She also offered another survey result to counter the stereotypical image of women as short-term employees: 70% of the women who responded had been with the same company for more than three years, and a "large group" had been with the same employer a minimum of 10 years. Final results of the survey will be ready for the national AWRT convention in May, Ms. Neslin said.

Frieda Day, an account executive with WIND(AM) Chicago, gave the session a high-powered sales talk on the potential of women in sales. "Sales is a natural for women," she said. "We talk too much.

"I pose no problems for my boss because I am a good saleswoman," she said in reference to the often-implied difficulty of women working in the male-dominated sales field.

Lois Siegel Schwartz, who operates her own communications law firm in Washington, described the various laws enforcing equal employment opportunities in broadcasting. She outlined the affirmative-action plans required of broadcasters by the FCC in hiring minorities and women, and the federal EEO requirements of all employers.

Refunds, revised fee schedules asked of FCC

Broadcasters and cable operators follow up on high court decision

The National Cable Television Association, having won its Supreme Court fight over the FCC's controversial fee schedule, last week asked the commission for a full refund of the annual fees cable systems have been paying it since 1971. It also joined the National Association of Broadcasters and several station and system operators in urging that the commission expeditiously set aside the current schedule, nullified by the high court three weeks ago (BROADCASTING, March 11).

The FCC is scheduled this week to take up the matter of revamping its fee schedule in line with the Supreme Court's finding that the commission cannot seek to recover 100% of its costs from the industries it regulates, as well as a man-

Noncommercial commercials. The air credits given underwriters of programs on public broadcasting are under review by the FCC. Because of complaints that some credits have had commercial overtones that the FCC's rules prohibit on noncommercial stations, the commission is preparing a new set of definitions of permissible material. The project was reported last week by Arthur Ginsburg, chief of the FCC complaints branch, during a panel discussion on other matters at the NAB convention in Houston.

date that the fees collected must be in accordance with services rendered to the industries.

The NAB petitioned the commission two weeks ago to implement a rulemaking proceeding that would establish a fee schedule in line with the court decision, and at the same time 11 broadcasters and cable operators were asking for refunds (BROADCASTING, March 18).

NCTA did not follow NAB's lead in requesting a rulemaking in its brief last week, although association officials informally gave NAB their blessing in that effort. NCTA General Counsel Stuart Feldstein said that if NAB's petition has a "spillover effect" on the way the commission handles its annual fees to cable systems, "all well and good." He said it had not been decided whether NCTA would formally support the NAB request and added that the commission's intention to reconsider the fee issue—an action NCTA has already informally recommended to the agency—appears to obviate the need for further NCTA participation.

Of greater concern to NCTA last week was the question of obtaining a rebate on approximately \$6 million that the FCC has collected from cable operators in the past three years, as well as the relinquishment of the current fee schedule. NCTA made clear its conviction that both actions are necessitated by statements previously made by the commission. It noted that in denying an NCTA request for reconsideration of the current fee schedule in 1971, the commission had promised to "maintain adequate records so that it can make refunds in the event judicial review results in a revision of the fee schedule."

NCTA also pointed out the Supreme Court's decision against the FCC in the fee case was not the only recent verdict on federal fees. On March 4 the Supreme Court in a decision on a suit brought by the New England Power Co. against the Federal Power Commission, declared that fees charged across the board to electric and gas utilities (similar to the current FCC practice) are not legally justified.

The association claimed that swift FCC consideration of its request is necessary, since the April 1 deadline for paying the present annual cable fees "is fast approaching." Tardiness in acting on the request, NCTA said, "will only serve to complicate any procedure and mechanism for association refund which may exist."

Media Briefs

More time for comments. FCC has announced it will accept through May 15 supplemental and updated filings in its newspaper-cable TV crossownership rulemaking proceeding (Docket 18891).

Holding firm. The NAB television code review board resolved last week not to lower code standards in response to pressures that are expected to develop when code membership becomes a requirement of NAB membership next year. The review board said it would continue "endeavors to maintain and to help improve upon the high programing and advertising standards" contained in the code. The resolution was adopted at a board meeting at the NAB convention in Houston. At the same meeting Charles Batson, Cosmos Broadcasting, concluded his term as chairman, to be succeeded by Wayne Karl, KENS-TV San Antonio, Tex.

Piece of the action. National Association of Independent Insurers, Des Plaines, Ill., has asked FCC to amend its ownership rules by increasing from 1% to "at least 5%" amount property and casualty insurers and other "institutional organizations" may hold in broadcasting companies. Mutual funds may hold 3% and banks acting in trust capacity may own 5%, NAII pointed out in its rulemaking petition, and limitation differences "produce an inequity which redounds to the disadvantage of investors other than mutual funds and banks. . . ."

How to sell it, how to tell it

ABC Radio affiliates meeting hears pep talk, pitch for retail business and Cosell job at sportscasting

Radio is ideal for telling it like it is. The message came from sportscaster Howard Cosell, but it could also apply to two campaigns that shared the spotlight with him as ABC Radio affiliates held their annual meeting March 17 at Houston, at the outset of the NAB convention there.

One campaign is aimed at bestirring listeners to a greater appreciation of radio's multiple roles in their lives; the other, at bestirring advertisers to a greater appreciation of radio's salesmanship.

Edward F. McLaughlin, president of the ABC Radio network, previewed a set of a dozen, 30-second announcements created for ABC by Imagination Inc., San Francisco, that dramatize radio's varied contributions to listeners of all ages and interests, from news and information to commentary, companionship and diversion. Mr. McLaughlin said ABC's four radio networks will start airing the spots the first week in April, with copies available to all affiliates for local use.

The network affiliates also were shown—and offered—an audio-visual retail sales presentation developed by Frances Smith, director of retail services for the ABC-owned AM radio stations. The presentation uses eight specific case histories

to show how radio has been—and may be—used profitably to achieve varied advertiser objectives, including holiday promotions, changing a store's image, building traffic on slow days, creating new markets and attracting larger co-op allocations.

Affiliates at the Houston meeting were given tape-cassette versions of Ms. Smith's presentation. In addition, Mr. McLaughlin said, all ABC Radio affiliates will be offered a single-screen version with transparencies, audio and script for \$95 to cover processing and handling. "If it doesn't make money for you," Mr. McLaughlin said, "I'll personally refund the \$95."

Mr. Cosell, who was presented the ABC Radio network's "American Way of Radio Award," devoted a relatively brief speech—he was literally between planes, en route from Panama to New York—to radio's superiority for, in his phrase, "te'l-ling it like it is." Not that he thought it's always used to full advantage. He decried "rip and read" radio, "pallid, mediocre" reporters in all media and any tendency of broadcasters to let sports clubs select the sportscasters who will cover them.

Let your fingers . . .

As a means of helping broadcasters save gasoline, the FCC may permit them to conduct some ascertainment interviews by telephone, Richard Shiben, chief of the agency's renewal branch, said last week.

The license-renewal rules now require face-to-face discussions with community leaders. The question about substituting telephone interviews to reduce travel and gasoline use was raised in a letter to the FCC from Robert Light of the Southern California Broadcasters Association.

Mr. Shiben said a response was being drafted and that the FCC would probably permit some telephone interviews, though a "substantial majority" would still be required in person.

What would constitute a "substantial majority"? Mr. Shiben was asked by a broadcaster attending the early-bird workshop where Mr. Shiben was appearing at the NAB convention. "Fifty-one percent might not be enough," said Mr. Shiben. "Perhaps 80% would be."

Readying for showdown

More than 40 Mexican-American attorneys and community leaders from 10 Texas cities held a communications law workshop March 9-10 in San Antonio to prepare them to deal with Texas broadcasters whose licenses will be up for renewal Aug. 1.

The seminar was sponsored by the Bilingual Bi-Cultural Coalition on Mass Media and the Mexican American Legal Defense and Educational Fund.

According to the coalition's president, Victor L. Soto, "Mexican-Americans in Texas will negotiate during the next three months with their local broadcasters for fair and responsible treatment of the community in programing, employment and related issues."

Mobil's way to beat the heat on image advertising: give a little to get a little

Responding to pressure from Congress and threats of censorship of its ads, Mobil resurrects proposal to purchase countertime for opposing views

Mobil Oil Co. executives were waiting last week to hear from NBC-TV and CBS-TV on a re-issued proposal, twice rejected by ABC-TV, to pay for one minute of counteradvertising for every one-minute Mobil network commercial. A Mobil source last Wednesday (March 20) denied earlier reports that all three networks had again doused the company's offer—rejected by the networks last October but re-stated some three weeks ago.

The proposal was reiterated in the wake of demands from 16 U.S. congressmen for network air time to challenge oil companies' corporate image advertising (BROADCASTING, March 18). Mobil's offer to sponsor "without censorship" the demanded time was described as a last-ditch effort to overcome alleged network censorship of the Mobil commercial message, the source explained.

Claiming infringement of First Amendment rights, the Mobil spokesman decried the networks' "chopping up," "editing," and "flat refusal to air" since October six or seven Mobil prime-time commercials. Mobil was told the networks "don't handle anything controversial" in commercials, the source said. The three networks had earlier issued statements on their parallel policies against "controversial" advertising—policies resulting in the rejection by all three networks of a Phillips Petroleum Co. commercial extolling the free enterprise system (BROADCASTING, March 18).

Mobil is facing a similar problem, and is complaining that it "can't get on the air what we want to say." The solution seemed to be to turn to the fairness doctrine, the Mobil source explained. "We said 'okay, we'll double our budget and pay for time for opposing viewpoints as well as for our own.'" The company would "have absolutely nothing to do with composition of opposing viewpoints," the spokesman insisted, "because just like we don't want the networks to censor us, we won't censor them."

ABC's standards and practices department turned Mobil down, in order to avoid what it called "commercials dealing with controversial opinions," however, an ABC source said that the networks would continue to give separate consideration to each oil commercial.

Although NBC-TV did not issue a definite response to Mobil's request, the network issued a statement last week that it has "been presenting almost day-in, day-out in our various news interviews and public affairs programs the full range of

contrasting views and positions of the energy situation, so that the public is fully and fairly exposed to all sides of the energy crisis controversy."

Regarding the broadcast time requested by the congressmen, the CBS Broadcast Group had upheld oil companies' right to air time if their messages were "capable of substantiation and not the subject of specific public controversy."

Mobil, however, is "very upset" over the "capricious" manner in which, it alleges, the networks handle its commercials. Warning that the issue is "much larger" than just "a few innocuous commercials," the Mobil spokesman hinted that oil companies might resort to the FCC for relief, or "go directly to local stations" if the networks "keep turning us down." "They're striking at our right of free speech," the source stressed, and predicted "big trouble" for all organizations seeking image representation on network TV if the alleged "censorship" policy continues. The oil spokesman also indicated his company was extremely dissatisfied with what he termed "superficial" broadcast coverage of the energy crisis. Such coverage had spurred oil companies to produce their side of the issue, he said.

Mobil traditionally allots a smaller budget to broadcast advertising than other oil companies, the source reported. The company had planned to purchase about \$3.5 million this year in network prime time, approximately the same amount purchased last year. Mobil has already spent about \$1 million in network time to date, the source said. The company halted its product advertising last May and began "idea" advertising last October.

Of the "seven or eight" Mobil commercials planned for the first half of this year, "none has gone unchanged in some way by at least one of the networks," the spokesman complained. "This year's advertising is all in a state of flux," he said, and indicated Mobil would have to turn to more print campaigns to get its message across (BROADCASTING, March 18).

"Some commercials are broadcast in two different versions, some are completely re-edited, and some don't get on at all."

Another Mobil complaint is that networks would re-edit a commercial and turn it down anyway, "after we had already produced it and spent 50,000 bucks." At least two Mobil commercials have been rejected since October, he said.

The request by congressmen for time to oppose oil companies' corporate image commercials met with "good luck" from this source, who predicted the congressmen's effort would meet the "same problem" the oil companies face in getting a message on the air.

ABC restates no-knock policy

ABC's department of standards and practices has issued "principles for comparative advertising" setting out the requirements ABC advertisers must meet in making and substantiating commercial

COMPARE FM ANTENNAS BEFORE YOU BUY!

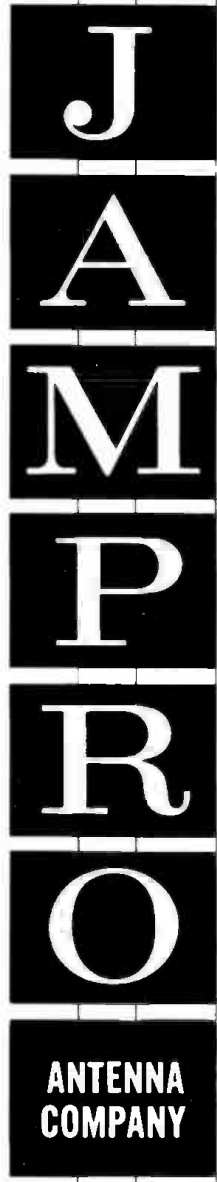
Compare all elliptically or circularly polarized FM antennas and you'll find JAMPRO'S PENETRATOR leads the others in 19 important categories. It has more outstanding performance features than any other comparable FM antenna on the market today. The PENETRATOR has the widest VSWR bandwidth for best stereo now, and quadraphonic sound when you are ready! It is unique, it has a patent for five features not found in any other FM antenna. Only the PENETRATOR made by JAMPRO insures maximum power gain by using internal transformers together with phase and amplitude tests. It has the lowest windload, with and without deicers! It comes with a 2 year warranty, a first for the industry. Compare these six bay high power antennas offered for 50 KW and 100 KW ERP stations, taken from printed company literature in February, 1974.

SUPPLIER	JAMPRO	RCA	GATES	COLLINS	SHIVELY	PHELPS DODGE	CCA
1. Antenna Type Number	JSCP-6	BFG 6A	FMS-6	37CP6	6810-6	CFM HP-6	FMC-HP-6
2. Safe input power rating	40 KW	36 KW	40 KW	40 KW	40 KW	30 KW	40 KW
3. Power gain ratio DB	5.05	5.06	5.05	5.00	5.18	5.2	5.2
4. Trimmed 1.1/1 VSWR bandwidth	±200KHz	±100KHz	±100KHz	±110KHz	±150KHz	±100 KHz	NS
5. Axial ratio-polarization	2DB	NS	NS	NS	NS	NS	NS
6. Impedance match at each bay?	Yes	No	No	No	No	No	No
7. Factory VSWR plot in I.B.	Yes	No	No	No	No	No	No
8. Factory phase/amplitude checks.	Yes	No	No	No	No	No	No
9. Tuned on customer tower?	Yes	No	No	No	No	No	No
10. Antenna factory pre-tuned?	Yes	Yes	Yes	Yes	Yes	No	No
11. Quadraphonic capability?*	Yes	No	No	No	No	No	No
12. Manufactured by seller?	Yes	No	No	No	Yes	Yes	Yes
13. Dual Deicer wattage?	Yes	No	No	No	No	No	No
14. Antenna shop painted?	Yes	Yes	No	No	No	No	No
15. Weight with mtg. bckts.	498.5#	381#	496#	512#	NS	404#	404#
16. Wind load 50/33 PSF, EIA	673#	920#	883#	1301#	727#	780#	780#
17. Deicer wind load, 50/33 PSF	770#	1040#	NS	NS	NS	NS	NS
18. Warranty - guarantee	2 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.
19. Antenna List Price	\$6,000	\$6,730	\$5,575	\$5,935	\$5,505	\$5,000	\$5,950
20. Antenna price with deicers	\$7,260	\$8,980	\$6,775	\$7,330	\$7,485	NS	\$6,700

*Quad Sound requirements proposed by NQRC

NS = Not Stated

Other exclusive reasons for choosing a PENETRATOR include dual wattage deicers for energy conservation, FAA color painting for longer antenna life, and a 15 page complete instruction booklet with measured factory VSWR!



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claims involving competitive products. Although the document was called an "amendment and restatement" of existing policies, previously unwritten, officials said it contained no major departures from present practices. Among other things, it provides that even if a commercial is in "technical compliance" with enunciated principles it will be unacceptable if its "net impression" is "misleading, deceptive, vague, equivocal or disparaging." Competitors named in commercials may object only on substantive grounds, in effect alleging noncompliance with ABC's principles. If ABC serves notice of objection, the advertiser involved must "respond adequately within the time limit specified" or the challenged commercial may be taken off the air.

HRTS recognizes the cream of the crop of the commercial world

British PSA wins top TV honors and Akron, Ohio, department store spot takes radio first place at annual awards banquet

A British public service announcement for traffic safety (*Sewing Machine*) won top honors as the best TV commercial of 1973 in the 14th annual international broadcasting awards, sponsored by the Hollywood Radio and Television Society March 19. That TV winner was pro-

duced by Abacus Productions Ltd., London, for the British Department of the Environment.

In radio, top honors went to a department store commercial (*Something for my Wife*—O'Neil's, Akron, Ohio), produced by Chuck Blore Creative Services, Hollywood, for McDaniel, Fisher & Spelman Advertising, Akron.

These two winners, selected from 3,300 submissions from 40 countries, were announced at the annual HRTS banquet in Los Angeles. That gathering also honored actress Mary Tyler Moore as "woman of the year."

Other HRTS awards:

Television Winners

Category 1 (live action, 60 seconds, English language)—*Memories*, advertiser: Eastman-Kodak Co.; agency: J. Walter Thompson Co., New York; production: EUE/Screen Gems, Burbank, Calif.

Category 2 (live action, 60 seconds, non-English language)—*Children's Dreams*, advertiser: Toyoboseki Co. Ltd.; agency: Hakuhodo Inc., Osaka, Japan; production: Tohokushinsha Film Co. Ltd., Tokyo.

Category 3 (live action, 30 seconds, English language)—*Victoria and the Dolphins*, advertiser: Bristol Myers; agency: Young & Rubicam, New York; production: Ampersand Productions, New York.

Category 4 (live action, 30 seconds, non-English language)—*The Egg*, advertiser: Nippon Songal Hoken Kyokai; agency: Dentsu Advertising Ltd., Tokyo; production: Tokyo Publicity Center, Tokyo; tied with *Cough Cure*, advertiser: Smith Kline & French Overseas; agency: Dentsu Advertising Ltd., Tokyo; production: Dentsu Motion Picture Co. Ltd., Tokyo.

Category 5 (ID's, 10 seconds or less)—*Demonstration*, advertiser: Excel-Mineral Co. (Jonny Cat); agency: Seideman & Starrels, Sherman Oaks, Calif.; production: Barzman & Co., Los Angeles, and Nurakami Wolf Films, also Los Angeles.

Category 6 (animation)—*Jasper*, advertiser: General Motors Corp. (Vega); agency: MacLaren Ad-

vertising, Toronto; production: Cinera Productions, Toronto.

Category 7 (combination)—*Winter Hotspot*, advertiser: Ajinomoto Co. Inc.; agency: Dentsu Advertising Ltd., Tokyo; production: Creative Ad Productions, Tokyo.

Category 8 (humorous)—*Check Cashing Card*, advertiser: First National Bank of Nevada; agency: N. W. Ayer, Jorgensen, Macdonald, Los Angeles; production: Jerry Schnitzer Productions, Hollywood.

Category 9 (videotape)—*Cara Mia*, advertiser: WCBS-FM New York; agency: none; production: WCBS-FM.

Category 10 (public service)—*Sewing Machine* (see above).

Category 11 (local, one market)—*Pippin*, advertiser: Stuart Ostrow/Imperial Theater; agency: Blaine Thompson Co. Inc., New York; production: Flucl-Stone Production, New York.

Category 12 (series, three commercials)—*Bathroom, Honeymooners, Speech Day*, advertiser: Swish Products Ltd.; agency: Cogent Elliott Ltd., London; production: Alan Parker Films, London.

Radio Winners

Category 1 (musical, 60 seconds)—*Stoplight*, advertiser: Mazda Motors of America; agency: Foote, Cone & Belding, Los Angeles; production: Dan Dalton Productions, Encino, Calif.

Category 2 (musical, 30 seconds)—*Milk, Milk, Beautiful Milk*, advertiser: Frazer Valley Milk Producers Association; agency: none; production: Griffiths-Gibson Productions, Vancouver, Canada.

Category 3 (humorous, 60 seconds)—*Ski Nebraska*, advertiser: Devil's Nest Development Co.; agency: Lisac Advertising Inc., Kansas City, Kan.; production: Fred Arthur Productions Ltd., Denver.

Category 4 (humorous, 30 seconds)—*Bath*, advertiser: Osborne Advertising Ltd.; agency: Osborne Advertising Ltd., London; production: Studio G., London.

Category 5 (open, 60 seconds)—*Watch Out Daddy*, advertiser: Texas Governor's Office of Traffic Safety; agency: none; production: Chuck Blore Creative Services, Hollywood.

Category 6 (open, 30 seconds)—*Golden Delicious—Crunch*, advertiser: Washington State Apple Commission; agency: Cole & Weber Inc., Seattle; production: Cole & Weber, Seattle.

Category 7 (local, one market)—*Something for My Wife* (see above).

Category 8 (public service)—*Janie*, advertiser: National Highway Safety Association; agency: Grey Advertising, New York; production: Crescendo Production Inc., New York.

Category 9 (series, three commercials)—*Fashion Show, Hawaii Boogie, Imitation Hawaiian*, advertiser: Midwest Trouser Exchange; agency: Grey Advertising, Detroit; production: Grey Advertising, Detroit.

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APPROVED FOR VETERANS TRAINING

Some why-for's and how-to's from the RAB

David reports on organization's efforts on behalf of radio sales; other sessions stress management

Efforts by the Radio Advertising Bureau to stimulate sales and thus help overcome "radio's own energy crisis" were reviewed by RAB President Miles David in a report to the NAB convention last week.

RAB's on-going agenda, he said, ranges from programs to bring new accounts and new product categories into radio and expand radio usage by existing clients, to projects that encourage agencies and advertisers to buy longer lists of stations, try to dissuade them from buying on a gross-rating-point basis, create new sales tools through major marketing research and help stations improve their own sales skills.

Instead of its usual station management conferences, Mr. David noted, RAB this year will hold at least 50 and perhaps 100 local advertising conferences to help stations sell advertisers in their communities through presentations pointing up

radio's sales values and offering first-person testimonials by advertisers and agencies who have achieved notable sales gains through specific radio campaigns.

Mr. David was assisted in his presentation by Robert Alter, RAB executive vice president, and Carleton Loucks, senior vice president, who urged stations interested in setting up local conferences to get in touch with RAB. The bottom line of the conferences, Mr. Alter said, is that local advertisers "owe it to their own bottom lines" to increase their use of radio substantially.

Mr. Loucks also conducted three RAB early bird sessions at the convention on radio sales management. The workshops offered tips on organizing and running a radio sales department in ways to get maximum productivity out of salesmen and maximum budgets out of advertisers. A recurring theme was that "today's salesman must be a problem solver," helping the advertiser either to capitalize on his advantages or to overcome his liabilities, and that prospects should always be given "a client presentation, not a station presentation."

Goal setting, the assignment of accounts, evaluation and improvement of performance, development of new sales tools and continuing sales training were examined in terms of their contribution to what Mr. Loucks called the manager's basic sales job: "Meeting or exceeding objectives."

Beating the drums

Sales-promotion ideas abound at NAB session in Houston

Radio station owners and managers who like to steal sales-promotion ideas—and one member of the panel, Ron Kempff, of WHIO(AM) Dayton, Ohio, says that's how he gets his ideas—could have left the National Association of Broadcasters convention in Houston last week with a fair haul.

For with a panel drawn from stations diverse in size, market and image, the early bird session on radio promotion had, as most stations today do not, something for everyone.

Mike Costello, of WIOD(AM) and WAIA-FM Miami, related his efforts to project WIOD's image in a market saturated with radio signals and where the public is bombarded with 1,000 advertising messages every day. First of all, he said, a single ad will not work; a carefully designed campaign might.

WIOD's awareness figures shot up after a mixed-media campaign to "Wake Up, Miami," that was interspersed with such themes as "you make my ding a ling" or "my razzle dazzle." Some audio spots were voiced by celebrities corralled on their way through south Florida.

Jerry Wishnow of WBZ(AM) Boston, on the other hand, told of that station's radical approach to promotion—tying it in with public affairs. He said WBZ has become known for the specialized programming it has done on hot community problems. To help ameliorate the school de-

BAR reports television-network sales as of Feb. 17

ABC \$90,218,200 (31.2%), CBS \$100,418,000 (34.7%), NBC \$98,619,300 (34.1%).

Day parts	Total minutes week ended Feb. 17	Total dollars week ended Feb. 17	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	64	\$ 440,800	337	\$ 2,567,600	\$ 2,897,500
Monday-Friday					
10 a.m.-6 p.m.	1,021	9,198,900	6,736	60,439,500	57,523,600
Saturday-Sunday					
Sign-on-6 p.m.	278	4,380,300	1,740	30,062,800	28,634,400
Monday-Saturday					
6 p.m.-7:30 p.m.	100	2,263,000	676	16,098,100	14,973,900
Sunday					
6 p.m.-7:30 p.m.	11	213,800	110	3,415,000	3,568,200
Monday-Sunday					
7:30 p.m.-11 p.m.	399	24,399,300	2,678	162,103,900	155,913,500
Monday-Sunday					
11 p.m.-Sign-off	171	2,786,700	1,014	14,568,600	14,035,500
Total	2,044	\$43,682,800	13,331	\$ 289,255,500	\$ 277,546,600

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

BAR reports television-network sales as of Feb. 10

ABC \$76,337,400 (31.1%), CBS \$84,709,600 (34.5%), NBC \$84,525,700 (34.4%).

Day parts	Total minutes week ended Feb. 10	Total dollars week ended Feb. 10	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	65	\$ 447,700	313	\$ 2,126,800	\$ 2,477,100
Monday-Friday					
10 a.m.-6 p.m.	1,010	8,958,700	5,715	51,240,600	48,942,400
Saturday-Sunday					
Sign-on-6 p.m.	268	4,346,500	1,461	25,682,500	24,954,800
Monday-Saturday					
6 p.m.-7:30 p.m.	105	2,469,400	576	13,835,100	12,836,200
Sunday					
6 p.m.-7:30 p.m.	15	373,800	99	3,201,200	15,866,200
Monday-Sunday					
7:30 p.m.-11 p.m.	396	24,711,700	2,278	137,704,600	131,859,400
Monday-Sunday					
11 p.m.-Sign-off	153	2,130,900	843	11,781,900	11,100,700
Total	2,012	\$43,438,700	11,285	\$ 245,572,700	\$ 235,200,600

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

segregation issue, the station locked the leaders of the opposing sides in a room and let them talk the issue out until it was resolved; it took more than a day.

For a number of reasons, he said—audience fragmentation, competition, "the horror outside"—the time is passing when stations can be merely "an amusement park." In the future, he said, "it will be a service station, a friend to the community."

Whatever the theme, two panelists offered suggestions on how it might be transmitted to the public. Use a specialist, even if only a part-timer, in sales promotion, Boyd Seghers, of WGN(AM) Chicago. Keep your messages "neat and clean; get in with the message, and get out." Tie in with local events, he added. Know your market, your programming and audience, and design your program accordingly, said Edna Herbst, of KCGR(AM) Cedar Rapids, Iowa. Make your messages understandable (not too cute), memorable and competitive (point up dif-

ferences with other media), she advised.

And whatever the theme and the techniques for transmitting it, the station manager must bear over-all responsibility. Mr. Kempff, while confessing that he never has original ideas for promotions, said he gets them from others on his staff, or from the outside sources. But he added that as manager he knows the goal of promotion, what image it is to project, should be, and what problems (including those posed by FCC regulations) will be encountered in getting there. So the manager, he said, must be involved in directing the sales-promotion effort.

RAB's David: It's not how many, but what you buy

President Miles David of the Radio Advertising Bureau, has decried the "cost per gross rating points" approach to buying radio.

"What is wrong with this approach,"



Call to arms. Roy Danish, director of the Television Information Office, said last week that broadcasters must begin positive campaigns of public enlightenment to counter what he saw as rising tides of criticism. He said all surveys show that a majority of viewers have confidence in television. But he said there was a "dangerous gap between the fact of wide public acceptance of television and the possibility for strong and vocal support from this public against the growing number of critics we are going to face." Broadcasters may call upon TIO for TV spots, slide presentations, art and copy for print campaigns, suggested editorials and other materials for use in educational campaigns.

he said, "is that it can fail to deliver the optimum audiences for clients. Radio is a target audience medium with different types of stations delivering different audiences. An agency or buying service which de-emphasizes this characteristic of radio and seeks to impress his client with the cost per rating point delivered isn't using the medium with full effectiveness."

He made two "encouraging" points related to the cost per GRP pattern: it is confined to relatively few agencies and buying services, and it will decline because of its "inherent weaknesses" in buying radio.

RIO convinces Post Office to pay part of the way

Radio broadcasters were told last week that despite their unhappiness over the Post Office's soliciting free spots on radio while buying ads in newspapers—or perhaps because of that unhappiness—an "extensive radio campaign is in the works."

Charley Jones, director of NAB's Radio Information Office, told a radio management conference at the NAB con-

vention last Tuesday (March 19) he had been informed of the campaign plans after taking broadcasters' complaints to Post Office officials. He said the officials had explained that the paid ads in newspapers, and those to come for radio, promote revenue-producing postal services, such as money orders and commemorative stamps, that do not qualify as "public service."

"In my judgment," Mr. Jones said, "a paid advertising campaign will result and, in my opinion, the dollars will be substantial [although] of course the Post Office is not going to buy 7,000 radio stations. They will buy only those stations which they feel will be most effective, [as in] any well conceived advertising campaign. In the meantime, and during the campaign itself, the Post Office will still be asking radio for public-service announcements to help move the mail."

Postal officials, he said, have already held meetings with the Radio Advertising Bureau to discuss campaign plans.

Mr. Jones urged broadcasters to get behind a program, currently being tested in Nebraska, to erect radio information signs giving the frequency assignments of local stations along interstate highways. The federal highway department, he said, is due to release in July the criteria stations must meet for such listings, after which it will be up to state broadcasters associations to convince state highway departments that such signs are needed.

Mr. Jones also previewed five new radio-promotion spots from the 1974 Radio Month material, which he said had already been mailed and should reach stations this week or next.

FCC guidelines are clarified—somewhat

Commission's Ginsburg attempts to count the ways in which ads can turn into 'program-length'

Guidelines that the FCC issued last January on how it would define and treat program-length commercials are causing more confusion than clarification. Or at least that was the consensus of broadcasters who asked questions last week during three early-bird workshops at the NAB convention.

Arthur Ginsburg, chief of the FCC's complaint branch, was there to field the questions, many of which dealt with remote broadcasts originating from a business establishment.

"The commission has said there's no reason you can't do a program from a boat show or a restaurant or an auto dealer," Mr. Ginsburg said. "If you do an hour's show that contains only 18 minutes of commercial time and the rest is regular programming, that's OK."

But, Mr. Ginsburg was asked, how can those 18 minutes be distributed? Suppose it is a record show originating at an auto dealer. Would it be permissible for the

disk jockey to do a number of short interviews with customers and salesmen talking about the cars, if the time did not exceed a total of 18 minutes?

"If you break those 18 minutes into a jillion 10-second plugs throughout the program, the answer is: 'No,'" said Mr. Ginsburg. "The thing is to keep the program and the commercials separate."

If many short commercials scattered through a program can turn it into a program-length commercial, John Summers, the NAB general counsel who was moderating, asked, how about clustering all those plugs into one all-commercial period not exceeding 18 minutes? That, said Mr. Ginsburg, would also violate commission policy. He pointed to an example in the guidelines, issued last Jan. 29 (BROADCASTING, Jan. 28), wherein the FCC held that an hour containing a 15-minute listing of real estate in time paid for by a realtor and 45 minutes of purely noncommercial material was a program-length commercial.

Well, asked Mr. Summers, what length of commercial is permissible before the whole program is considered a commercial?

"We know the FCC has said 15 minutes is too long," said Mr. Ginsburg. "It hasn't ruled on shorter lengths. The NAB code says more than five minutes is out. I have a feeling that might be adopted by the FCC if the matter came up."

A broadcaster wondered how the FCC would treat a radio station's coverage of a town fair. If the program contained a number of commercials bought by merchants and a number of plugs for the fair itself, how would the promos be counted?

Mr. Ginsburg's answer was that if the plugs were given to the fair in the form of bonus spots as a condition to the sale of the commercials to the merchants, the program "would raise questions."

A broadcaster from an agricultural area asked whether the FCC would approve a 15-minute cluster of paid announcements for livestock auctions. Such announcements were of wide interest to his audience, the broadcaster said, and clustering them at regularly scheduled times was a convenience.

It would be unacceptable, said Mr. Ginsburg. In its guidelines, the FCC had permitted one exemption for a 15-minute program-length commercial per day, provided it was filled with a swap-shop type of classified advertising bought by non-commercial interests. But livestock auctions were businesses and hence unqualified for exemption, said Mr. Ginsburg.

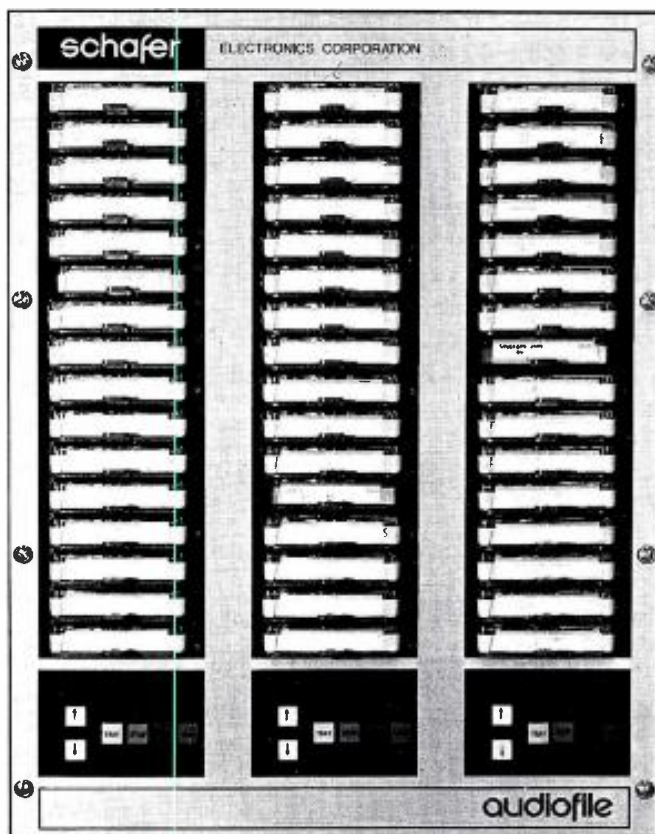
Grey points to changing tactics by TV sponsors

Advertisers are turning increasingly to program sponsorship to offset the erosion of product protection and the escalation in television costs and clutter.

This evaluation is contained in the March issue of *Grey Matter*, a newsletter of Grey Advertising, in an article titled "TV Today: Diagnosis and Prognosis."

The article says that the average

MUCH MORE THAN A PRETTY FACE



Behind this pretty face you'll find three rugged playback systems for mono or stereo cartridges that have the same quality as the most respected single-play cartridge machines in the business! Behind that, you'll find the guarantee of quality and dependability that only comes from the world's leader in automated broadcasting . . . Schafer Electronics.

schafer

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Station _____
Address _____
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Alberta, Canada T2H1Z3

In Hawaii, Mexico, Puerto Rico
and the Virgin Islands contact:
Schafer International
1355 Harbor Drive
San Diego, California 92101

For the rest of the world contact:

EMI Sound & Vision
Equipment Limited

252 Blythe Road, Hayes
Middlesex UB3 1HW England

prime-time network minute in 1974 will be about \$66,500 versus \$49,000 in 1971. The growth in 30-second commercial messages has raised the number of prime-time ads by 28% in five years and contributed to a lack of protection from competitive advertising.

But *Grey Matter* stresses that TV remains a "must" medium for advertisers. Within this context, the article continues, advertisers are seeking to "get the most bang for their TV buck" and have moved toward program sponsorship.

Sponsor involvement has included television specials, women's and children's programs and special-interest series, *Grey Matter* said. It reported that program sponsorship has the advantages of providing a compatible environment for commercials, helping to position a brand or company in the mind of the consumer, generating extra audiences—especially special interest target groups—and supplying promotional and merchandising opportunities.

Basic errors claimed in Rosenthal's plan

Jencks, U.S. Chamber of Commerce charge fallacious reasoning in proposal for oil counterads

Representative Benjamin Rosenthal's (D-N.Y.) plan for countering the image advertising of major oil firms "would produce a tower of babel," according to CBS Washington Vice President Richard W. Jencks. In a letter replying to Mr. Rosenthal's claim that broadcasters are obligated under the fairness doctrine to air spots parrying big oil's \$41-million ad campaigns last year (BROADCASTING, March 18), Mr. Jencks argued that the oil company's "advocacy advertising" appeared in print ads only, since CBS screens spots for political content, and that "broadcasting is in effect being called upon to rectify or balance advertisements and advertising expenditures made in a competitive medium."

Mr. Jencks, in his five-page reply letter, pointed out that CBS took a similar case, CBS vs. Democratic National Committee, to the Supreme Court last year and won. The court upheld the broadcaster's right to refuse "editorial ads" on the grounds that that area was the domain of the broadcaster's news judgment.

Such political ads would "produce, in our judgment, a tower of babel," Mr. Jencks said, "in which both advertisements and counter-advertisements would present brief and simplistic views of issues which, under our current policies, would have been left to discussion in news and public affairs broadcasts."

The U.S. Chamber of Commerce also issued a rebuttal to the Rosenthal news conference of two weeks ago. In an editorial statement—intended for broadcast—the businessmen's groups argued that "it is an outright falsehood to say that the average citizen has not heard the 'other side' of the fuel crisis.

"He's heard so much of the other side," the chamber claims, "that the en-



More punch needed. Norman E. (Pete) Cash, president of the Television Bureau of Advertising, said TV could reach a goal of \$8 billion a year in advertising volume in 1980. But he said it would have to step up its selling efforts to make it. In a presentation to the NAB convention in Houston, Mr. Cash asked for more broadcaster support. He said the newspapers' Bureau of Advertising is funded at \$3.5 million a year, nearly double TVB's \$1.8 million. Between 1972 and 1973, said Mr. Cash, advertiser investment in local advertising rose \$861 million. Newspapers got 75% of that increase, TV 14%.

ergy companies have been forced to set the record straight in their ad campaign. Broadcast or print media who pay the slightest heed to Representative Rosenthal's unfounded demand may deserve what they will ultimately get: a bushel of counteradvertising with no paid advertising to counter."

Druggist vitamin ads prove a bitter pill

Scope of counteradvertising about to extend from the biggest to the smallest of timebuyers

A small-town druggist in Clarkston, Wash., is on the verge of making local broadcast advertising history; next month he will begin using commercials on KLEW-TV in neighboring Lewiston, Idaho. In them, he will admit that his previous vitamin advertising was wrong, pursuant to a consent order he signed last month with the Seattle office of the Federal Trade Commission.

The druggist is Clifford Wasem, whose TV ads on KLEW-TV last year touted Super B vitamins, a private label, at \$5.95 per 100 tablets, as ". . . make you feel better, make you a better person to live with, help you do a better job on the job because you feel better . . . builds up your blood and nerves."

Under the consent order, Mr. Wasem must run commercials on the same sta-

tion and in the same time periods over seven consecutive days recanting those claims as erroneous and misleading and offer refunds. The Wasem drugstores, according to David Eaton, sales manager of KLEW-TV, has been spending about \$300 a month on six prime-time spots weekly that run Wednesdays, Thursdays and Fridays over the last three years.

The KLEW-TV counter-advertising spots are believed to be the second recantations in broadcast advertising since the FTC evolved the principle of corrective advertising two years ago. The first was ITT Continental Baking Co.'s year-long spot TV announcements in 1972 on Profile bread.

Engman says FTC can't knock off children's ads

FTC chairman says his agency covers content, not volume, but stresses strength of ad regulation activities

While the Federal Trade Commission's probings in the area of children's TV advertising may have an impact on altering the content of ads, Chairman Lewis Engman admitted he was "skeptical" the agency could reduce the volume of commercials aimed at children or ban such ads entirely. Those functions fall within the FCC's province, he told a Senate Commerce Consumer Subcommittee hearing March 14, whereas the FTC has primary responsibility for questions of "content, fairness and deceptiveness."

Mr. Engman also indicated the FTC will not wait for more research before going ahead on its children's TV project. "Some say there's not much research in this area and we should wait until it comes in," Mr. Engman said. "We don't agree." The FTC will address questions "in light of what we have now"—some studies and common-sense observations about how children perceive advertising. In the meantime, the National Science Foundation will be conducting another study, he said.

The question of fairness of advertising to children was raised during the hearing by Senator Frank Moss (D-Utah), chairman of the session. Mr. Engman said that "speaking personally," he felt that a separate concept of fairness applied to children and that there was ample legal doctrine to support that view.

Mr. Engman also reviewed FTC progress in other areas during 1973. In advertising regulation activities the chairman said nine consent orders were issued in the FTC's national advertising program, three of which required corrective ad remedies. A total of 12 national advertising cases were in adjudication during 1973, he said.

He said the commission's line-of-business program will get underway shortly. This program will require businesses to report profits, advertising costs, and research and development expenditures by product-line breakdowns rather than in lump-sum figures.

Here comes Uncle Ben. In its first use of network radio, Uncle Ben's Inc. (wild rice), Houston, has bought four networks of ABC Radio as well as CBS Radio and NBC Radio for intensive four-week campaign this spring. Effort kicks off with sponsorship on CBS Radio of 30 programs of *American Movies* series weekend of March 30-31. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Pizza push. Straw Hat division of Saga Foods is launching \$300,000, 13-week TV and radio spot buy, supported with newspaper advertising, to air in 17 western markets where Straw Hat pizza parlors are located. Campaign of 30-second and 60-second spots will talk about pizza quality. Agency is Hoefler, Dieterich & Brown, San Francisco.

Rep appointment. KCRA-TV Sacramento, Calif.: Blair Television, New York.

Tried it, liked it. New York Stock Exchange, which used TV for first time in 1973, is back in 1974 with spring and fall campaigns on news and sports programs of ABC-TV, CBS-TV and NBC-TV. Estimated \$1 million of \$1.5 million budget is set for TV through Compton Advertising, New York.

Antiscratch. Miller-Morton Co., Richmond, Va., for its Sergeant's Sentry IV flea collars, is embarking on six-month, \$3 million ad campaign (80% in TV). Agency: N. W. Ayer & Son, New York.

TV take charge. Approximately \$2.7-million of over-all \$4.5 million advertising campaign has been allotted to network TV by Interbank Card Association on behalf of Master Charge. Campaign, placed through Wm. Esty Co., New York, has begun on NBC-TV's *Today* and *Tonight* programs and will include participations in prime-time programs on all three networks.



Invitation from Brigitte. French Government Tourist Office, New York, through Needham, Harper & Steers, New York, has bought time on NBC-TV's *Tonight* show this week and CBS-TV's *60 Minutes* early next month for spot starring Brigitte Bardot. After these network runs, 30-second spot will be scheduled in top 20 markets at least twice a week during next three months. On commercial, Miss Bardot talks briefly about her love for France, and concludes: "When you go on vacation, come to France. You too will feel at home."

Costly, risky, venturesome road ahead in TV programing

NAB panel foresees: higher costs, more real-life shows, an hour of network news, some live coverage of Congress, specialized stations

The production of prime-time television programs is becoming "uneconomic" and could become so costly as to drive major film companies from the field unless the TV networks start paying higher prices. That warning—by John Mitchell, president of Screen Gems—was the bleakest of several bearish forecasts sprinkled through the appraisals of a panel on "television programing for the future"—specifically, for the next five years—at the NAB convention last week.

Mr. Mitchell raised the prospect that the industry might awaken some morning and find that the major producers all had gone. "It could happen," he said. "I'm talking about survival."

On an even shorter-term basis Mr. Mitchell was "extremely concerned" about labor negotiations due to start in July with the Screen Actors Guild. He thought it conceivable that these might lead to a strike and, like the writers' strike a year ago, delay delivery of new programing for the fall season.

In other areas, the panel's five-year forecasts included these:

- Network programing that continues to reflect changes in American life, showing its greatest strength in "information and actuality" but also with "reality entertainment" that "does not flinch from life as it is and people as they are"; with continued changes in program form, in which "the program frame [is] cut to fit the creative idea, not the other way around," and with advances in technology giving television "a whole new dimension, from live on-the-scene news coverage to event and entertainment remotes" (Robert T. Howard, president-elect of the NBC-TV network).

"The important thing will be an increasing consciousness and ability of the networks to bring their audiences more of what is happening, in more meaningful terms," Mr. Howard said. He also predicted that, five years from now, total television advertising revenue will be "half again as large as it is today."

- An expansion in TV news time and in TV news audiences, an enlargement and improvement of investigative reporting and, at some point within the next five years, a lengthening of the evening newscasts on all three networks to one hour (Elmer Lower, president of ABC News).

Mr. Lower also predicted that television would be providing "some coverage" from House and Senate floors within the five years, and, on the local level, saw the beginnings of a trend in two-hour local newscasts on some stations and expansion

of present newscast time on others. By his own count, he said, 82 network affiliates are currently presenting an hour or more of local news next to network newscasts. And he foresaw a continuation of the gains that carried the three-network evening news audience from a nightly average of 12 million persons in 1953 to 28 million in 1963 and 50 million in 1973, saying he wouldn't be surprised to see another 10%-15% increase in the next five years. His "only negative point," he said, is the likelihood that "at least 10 reporters will be jailed" for continuing lack of strong enough shield laws.

- Continuing popularity of movies on television, increased programing of news and information, expansion of network programing toward "the wall-to-wall concept" and more network pressures on affiliates to clear network programing, coupled with a decline in network compensation to affiliates (Robert King, Capital Cities Communications' executive vice president for television).

Mr. King ventured that the time may come when networks pay nothing to affiliates for carrying their programs, but he did not expect this to happen within the next five years. He forecast an increase in local live shows, particularly news and community affairs. In his opinion audiences will become more sophisticated and demanding, creating the prospect that today's program concepts "won't fly tomorrow." He saw the production of quality programs for children as much more difficult for stations than dealing with community problems. He urged broadcasters to do much more to advance minority employment and programing, not only to "get Washington off our backs" but also "because it's right."

- A "new life" for independent stations despite increasing competition from network affiliates, with independents moving to new concepts such as youth-oriented talk shows for mid-evening and with "a further proliferation" of stations specializing in sports, religious, ethnic and other target-audience programing and with some independents offering pay-TV programs by 1979 (Richard Block, president of Kaiser Broadcasting Corp.).

"We're in for a revolution in television not unlike radio in the mid-1950's," Mr. Block asserted, adding that it will amount to "lots of challenges—and lots of fun."

Mr. Mitchell, reviewing the economics of program production, said producers are caught in a squeeze that developed

Tops. A WKY-TV Oklahoma City 90-minute documentary *Through the Looking Glass Darkly*, has won an Emmy award for the best public affairs show of 1973. The award was presented by the National Academy of Television Arts and Sciences during the NAB convention last week in Houston. The WKY-TV program—which deals with the history of blacks in Oklahoma—beat 11 other finalists for the Emmy (*Broadcasting*, Feb. 25). Houston Mayor Fred Hofheinz presented the award; producer Robert Dotson and station manager Norman P. Bagwell accepted.



It won't go away. It was a low-key session on children's programming last week at the NAB convention in Houston. Much of the time was devoted to reporting on last summer's children's TV workshop jointly sponsored by NAB, the University of Cincinnati and WCPO-TV Cincinnati. Bob Gordon (l), vice president and general manager of WCPO-TV, gave a backgrounder on the workshop and later announced that NAB is planning another such seminar, this one aimed more toward the general manager (the first was programmer-oriented). Roger Fransecky (second from left), of the University of Cincinnati, gave a slide presentation designed to emphasize that TV is primarily a visual medium and to show what that can mean for children. Robert Gillespie (second from right), of

General Foods (which participated in the workshop last summer), explained GF's policies regarding children's TV advertising. He also said the firm has established a review process to screen children's shows for possible sponsorship, but he complained that the program has bogged down because it was receiving "very few programs for review." Bob Keeshan, CBS-TV's Captain Kangaroo, told the session that "It is you and I in commercial broadcasting who are going to have to do the job" with regard to children's TV. He praised public TV's *Sesame Street* and *Mister Rogers Neighborhood*, but said they can't do it all. He expressed his faith in commercially supported children's shows, but he said at the same time, "You can kill me every time" by counterprogramming with cartoons.

new episodes per series, which limits profit opportunities and prolongs the period needed to recoup investments through syndication; a growing selectivity among foreign program buyers and escalation of program costs themselves.

"Unfortunately," he said, "network license fees have not kept pace with these increases. Each year the gap . . . grows wider and wider."

He reminded networks that they and the producers need each other and said he not only felt the networks could pay more but that "it is essential that they do." Otherwise, he said, TV program fare may devolve into a "conglomeration of old theatrical features, the inevitable game and panel shows, inferior domestic series and foreign imports."

Later, during a question period, Mr. Mitchell appeared much more hopeful. Asked who the producers' main customers would be over the next five years, he listed the networks as the major ones and seemed to minimize the others, say-

ing he thought pay cable "is miles and miles and miles off," that he was 'not bullish' about supplying cable systems as such and that he thought the number of theaters would diminish. "The networks will provide the basic system of communication in this country over the next five years," he said, "and they will be our major customers."

Moderator for the panel was Herb Jacobs, chairman of TelCom Associates.

Florida FM gets to keep SCA grant

FCC affirms WGLO's authorization for a visual subscription service

Grant of a subsidiary communications authorization to a Fort Lauderdale, Fla., FM station for use in conducting a visual subscription service has been affirmed by the FCC.

In upholding the grant, made last No-

vember to WFTL Broadcasting Co., licensee of WGLO(FM), the commission denied a petition for reconsideration filed by Micro TV Inc., permittee of a common-carrier multipoint distribution service station in Philadelphia.

WFTL Broadcasting proposed to transmit to subscribers stock market, airline schedule, local news and weather information. Transmissions would be decoded by a special terminal device at the subscriber end and delivered by cable to a TV receiver tuned to an unused channel.

Micro TV claimed WFTL Broadcasting should have proceeded through a rulemaking petition or rule waiver request because visual subscription services are inconsistent with rule restrictions on SCA uses and amount to a closed-circuit multipoint visual system in direct competition with MDS.

But the commission said the multiplex system is only one of a growing number of nonaural transmission techniques designed to operate with SCA engineering standards. It noted authorizations similar to that granted to WGLO have been given in the past—for developmental or experimental operations rather than SCA's—but that test-result reports no longer add much technical knowledge about FM multiplex transmission.

The commission said that where developmental or experimental test programs are no longer justified, SCA requests of this nature should be routinely granted if they meet eligibility and use restrictions and technical requirements.

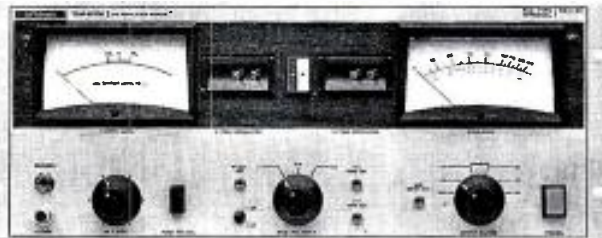
Since the SCA rules can be read to encompass both aural and visual transmission systems, and since the end product of the multiplex system was clearly broadcast-related, the commission said, WGLO's application was properly granted under existing rules.

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Feature film aspect of new prime-time rule hit by programers

UA, Screen Gems, MCA say this will increase dominance of networks, not decrease it; Sandy Frank wants no changes

Three television producers and distributors last week lashed out at the FCC's modified prime-time access rule and urged the commission to reconsider its decision to bar feature films from the new access period. A fourth syndicator told the commission it should return to the original rule as an effective vehicle for program diversity.

United Artists, Screen Gems Division of Columbia Pictures Industries Inc. and MCA Inc. all expressed concern, in their petitions for reconsideration, about one of the rule modifications adopted by the commission two months ago (BROADCASTING, Jan. 28)—the provision which, beginning in September, bars feature films from network affiliates during the new 7:30-8 p.m. (Eastern time) Monday-Saturday access period.

The prohibition "reinforces the dominance of the networks on television programming" and "seriously impairs the ability of motion-picture companies to produce and distribute motion-picture features," UA asserted. It pointed out that, since films are usually 90 minutes to two hours in length, the ban would have severe impact on evening fringe time. A two-hour film would have to start at 5:30 p.m. and a 90-minute film at 6 p.m. to avoid running into prime time, UA said. And, it pointed out, affiliates are "increasingly reluctant" to pre-empt network prime time for feature films.

The ban on feature films, UA said, "brings to mind the story of the legendary Chinese physician who, when he encountered a disease which he found hard to diagnose and difficult to cure, strangled his patients, thereby neatly disposing of all diagnostic and therapeutic problems." UA urged the commission to lift the feature restriction and open the access period to all independent producers, regardless of the type of programs.

"It is one thing to attempt to legislate 'diversity' by administrative fiat, which is at variance with the essential economic realities of the broadcasting medium, it is quite another to intrude into areas of program content," Screen Gems said. "The first is a noble attempt, the second (even though it is limited to three hours a week) is censorship."

MCA suggested that the commission permit the showing of feature films at the discretion of local affiliates one night per week, Monday through Saturday, during the 7:30-8 p.m. period. It agreed with UA's point that the commission's latest scheme effectively imposes a "blackout" on feature films from 6-11 p.m.

Sandy Frank Program Sales Inc. spell-

ed out its recommendations in considerable detail. It advocated:

- Restoration of the original rule (which generally cleared one-half hour per night for each network affiliate in the top-50 markets) to encourage new, non-network programming, and a commitment to this course for "at least five years to give it a chance to work."

- A return to a complete ban on the use of off-network material in access time. In connection with this recommendation Sandy Frank said the commission's ban on feature films in access time is consistent with the rule's purpose of promoting program diversity because it removes old programming to make way for the new.

- Adoption of a strict policy against waivers of the rule to permit carriage of network or off-network programs, except the exemptions specifically spelled out in the rule (such as overruns of sports events, spot news coverage and political broadcasts).

- Amendment of the rule to prohibit in access time multiple episodes of the same program in the same week. "This is the most effective single action the commission can take to enhance the effectiveness of the rule for generating as much new programming from as many different sources as possible," Sandy Frank told the commission.

Sandy Frank urged the commission to stay the prime-time-access rule modifica-

WEHT-TV is represented nationally by Avery-Knodel, Inc.

Young people in Mt. Carmel, Illinois, still go to the Carnegie Library to improve their English. But it has nothing to do with grammar.

The elegant old building has been renovated into a Youth Center since the library was moved to new quarters. It was standing vacant last fall when Hal Wolford spotted it. He interviewed the Mayor, mentioned the impressive but empty building, and things started to happen. Now Mt. Carmel's Youth Center is the pride of the community.

Hal is news director at WEHT-TV. His popular daily features and documentary programs, "Mid America: U.S.A." report on persons, places, history and community developments throughout the 19-county Evansville DMA.

Responsible broadcasting serves beyond the home county . . . recognizes broad values and needs. Gilmore Broadcasting Corporation: committed to total community action.

Jim Gilmore

James S. Gilmore, Jr.
President

**cool pool
at the
library**



James S. Gilmore, Jr., president

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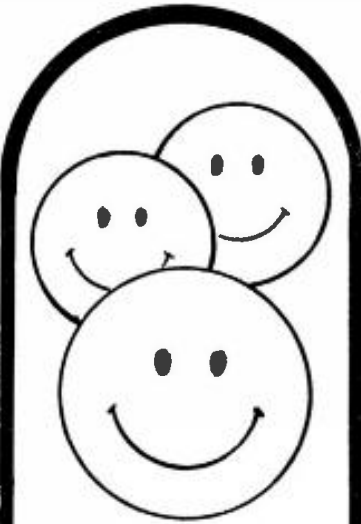
KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE
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tions until the 1975-76 television season to give programers a chance to adjust to the rule changes, if they are not modified; to give the commission a chance to act on reconsideration petitions, and to give the court of appeals "an opportunity to pass on the agency's new access policies."

TV, radio writing talent —past and present—honored in WGA's annual awards

The Writers Guild of America honored one of the writers who helped make the golden age of TV in the 1950's, Paddy Chayavsky, who received the WGA's Laurel award for writing achievement in advancing the literature of motion pictures and who has made outstanding contributions to the profession of screen writer.

The award was given by WGA March 21 at ceremonies in Beverly Hills, Calif., and New York.

Other awards: Television, best original anthology script, Abby Mann, "Marcus-Nelson Murders." *CBS Movie of the Week*; best anthology from another source, Carol Sobieski, "Sunshine." *CBS Movie of the Week*; comedy-episode, Bob Weiskopf and Bob Schiller, "Walter's Problem, Part II," *Maude*, CBS; dramatic episode, Harlan Ellison, "Phoenix Without Ashes," *Starlost*, NBC; variety, Norman Barasch, Jack Burns, Avery Schreiber, Bob Ellison, Bob Garland, Carroll Moore and George Yanok, *Burns and Schreiber Comedy Hour*, ABC; current events documentary, James Fleming, *First and Essential Freedom*, ABC; feature documentary, Marc Siegel, *Rendezvous with Freedom*, ABC; news, Charles West, Rabun Matthews and Carol Ross, *CBS Evening News with Walter Cronkite*, CBS; daytime serial, Ralph Ellis and Eugenie Hunt (with Bibbi Wein and Jane Chambers), *Search for Tomorrow*, CBS.

Radio, Norman S. Morris and Joan M. Burke, *American Woman*, CBS; radio news, Alfred E. Downs, "Newsprint for Harry Birrell," CBS.

The writers also saluted Ray Bradbury and Philip Dunne "for bringing honor and dignity to writers everywhere," and James R. Webb, "for outstanding guild activity." Awards also went to screen writers for current movies.

Redd's still Fred

An NBC-TV spokesman said that as the result of a meeting in New York with Herbert Schlosser, president-elect of NBC, and Bob Howard, president-elect of NBC-TV, Redd Foxx "will be coming back to *Sanford and Son* next fall." The spokesman added that NBC has "agreed to completely take care of all of Mr. Foxx's complaints about working conditions."

Sources at Tandem Productions, which produces the situation comedy, NBC-TV's highest-rated series, had said the week before that Mr. Foxx's outburst on a

Mike Douglas Show was caused by "a bruised ego—he's upset because the show's doing so well in the ratings without him." In addition, Bud Yorkin, Tandem executive producer, said that mail on four episodes aired so far, which were written around Mr. Foxx while he was hospitalized (BROADCASTING, March 4), "is running 8 to 2 that the show is better without him." On a *Douglas Show* taped March 5, Mr. Foxx said working conditions were bad, scripts were often degenerating into "Amos and Andy" stereotypes and that he would hold out for \$1 more than current highest-paid series star (reputed to be Peter Falk, who plays *Columbo*).

Jews protest network airing of 'Merchant'

ABC-TV was criticized last week by several Jewish organizations for carrying *The Merchant of Venice* on March 16 (8:30-11 p.m.).

Statements issued by the Jewish Broadcasting and Film Committee of the National Jewish Community Relations Advisory Board, the American Jewish Congress and the National Council of Jewish Women called the theme of Shakespeare's play "anti-Semitic" and claimed the production perpetuated the negative stereotype of the Jew. The organizations said they were not trying to censor the network or challenge its right to present the play.

An ABC spokesman said the company would not have any comment on the criticism made by the Jewish groups.

According to the National Nielsen, *The Merchant of Venice* rated the lowest of any prime-time network program carried during the week ended March 17. It registered a rating of 5.4 and a share of 9.

Directors honor their TV peers

The Directors Guild of America chose Joseph Sargeant for his TV directing of "Marcus-Nelson Murders" (CBS) for top honors at the DGA's 26th annual awards ceremony March 16 in Los Angeles. CBS shows also won other TV awards in the five TV categories, from which Mr. Sargeant was chosen as best of the lot.

The TV awards: Gene Reynolds, "Deal Me Out" segment, *M*A*S*H* (CBS-20th Century-Fox), comedy series; Charles S. Dubin, "Knockover" episode, *Kojak* (CBS-Universal TV), dramatic series; Arthur Bloom, *60 Minutes*, CBS News (CBS), documentary-news specials; Dwight Henion, *Barbra Streisand & Other Musical Instruments* (CBS-ITC/ATV), musical; Mr. Sargeant, "Marcus-Nelson Murders," (CBS), specials. George Roy Hill won top honors for feature film direction; he directed Universal's "The Sting."

Program Briefs

To the victor. Johnny Carson has signed new three-year contract with NBC-TV

for reported \$1 million per year. Pact reportedly gives Mr. Carson one night off every week, plus three months' vacation each year. NBC sources say *The Tonight Show With Johnny Carson* had its best year in 1973 both in ratings and in sales income.

Late-night basketball. Showcorporation, Westport, Conn., will telecast East-West college all-star basketball game Monday, April 1, from Las Vegas Convention Center at 11:30 p.m. (NYT) on special network of about 120 stations. Key sponsors are Pizza Hut (direct), Miller beer (McCann-Erickson) and American Motors (Cunningham & Walsh).

Build-up to Oscars. Half-hour, syndicated pre-Motion Picture Academy special featuring David Sheehan, entertainment editor for KNXT(TV) Los Angeles, has been sold in 93 markets in 10-day sales campaign by Four Star Entertainment, Los Angeles. Clearances include 44 of top 50 markets including all five CBS owned stations. Program, *Oscars, Actors and The Exorcist*, is scheduled to be carried in access time between March 30 and April 1, just before NBC telecast of Oscar ceremony April 2. Mr. Sheehan also is featured in new weekly, half-hour show, *The Movie Scene*, also being syndicated by Four Star.

Warm-weather fare. NBC and Greg Garrison Productions have signed for summer series of 10, hour-long comedy shows, *Comedy Store*, to begin June 6 for 10-11 p.m. (NYT) slot now occupied by Garrison's *Music Country, USA* series. New show will intersperse original taped material with classic comedy sequences from movies (Charlie Chaplin, Buster Keaton, Harold Lloyd, Marx Brothers, for example) to early TV (*Show of Shows*, Milton Berle).

Lively "Ghost". Independent Television Corp., New York, reports sales of one-hour *My Partner The Ghost* in 24 markets in less than one month of selling. Stations buying series include WNBC-TV New York, KHJ-TV Los Angeles, KMSP-TV Minneapolis-St. Paul, KING-TV Seattle and WLCY-TV Tampa, Fla. ITC also said its *Double Action Theatre* series, consisting of 78 half-hour episodes of *The Protectors* and *The Adventurer*, is now being sold for fall starts on stations, either as back-to-back programs, as individual strips or for showing one or more times per week.

20 years of rock. Program Syndication Services, New York, reports 21 TV stations have signed to carry one-hour rock 'n' roll revival special, *The 20th Anniversary of Rock 'n' Roll: At the Hop*. Station buyers include WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WCAU-TV Philadelphia, WBZ-TV Boston and WSB-TV Atlanta.

For the very young. Canadian-based Potterton Productions and *The Reader's Digest* will film four half-hour animated children's stories, which they will gear for sale to one of three major networks. Two announced so far are "The Legend of the Christmas Messenger" and Oscar Wilde's "The Remarkable Rocket."

Equipment & Engineering

Little cameras make big splash at convention

Lightweight portability seen as pushing television toward equal mobility with radio news

New portable color TV cameras for news coverage stole the show for many of the thousands of visitors who crowded through the massive two-tiered exhibit hall at the NAB convention last week.

At least 11 new or updated models were on display, attracting almost continuous clusters of broadcasters, engineers and news executives throughout the four-day show. Several are still months away from the market but some, although not publicly exhibited at the NAB before, are already in broadcast use and orders were being taken for others. At least one demonstration model was carrying the call letters of a station that reportedly bought it on the spot.

The variety of choice, both reflecting and contributing to the belief that television news will soon rival radio in mobility and speed (see story page 28), seems likely to increase rather than decrease in the immediate future. At least some of the units in an ABC order for up to 24 Philips Norelco PC-100A cameras, which was announced at the outset

of the convention, reportedly are to be portable versions. These would be in addition to the new PCP-70B that Philips displayed last week.

In addition ABC sources said the Philips order would not interfere with ABC's own work in modifying an Akai camera for broadcast coverage; the unit is already being used at least experimentally by ABC News in Washington.

Highlights of last week's camera exhibits included:

Marconi Electronics Inc., Stone Mountain, Ga., displayed a new Mark VIII-X portable camera weighing about 20 pounds, capable of use up to 150 feet from its backpack unit and also usable with a standard tripod as a studio camera. Company spokesmen said they look for initial sales especially to existing Mark VIII automatic camera owners, and expect the units to become available in about six months. Pricing is in the \$55,000 range for camera head, backpack and tubes, and close to \$90,000 if camera control unit, lenses and associated equipment are also included.

Eastman Kodak officials said they remain very much in the portable camera race with their new Supermatic 200 sound color camera, announced last fall, which with microphone and batteries weighs only four pounds. Among other features, it has a choice of 18-frame and 24-frame filming speeds, accommodates both 200- and 50-foot film cartridges, offers both automatic and manual exposure control and is capable of recording sound on the scene or permitting it to



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Stars. Among the handheld video-tape cameras that attracted much of the attention at the NAB: (below) the Ikegami HL-33 and the Asaka ACC-70000; (second column, top to bottom) the RCA TKP-45, the Marconi Mark VIII-X, and Editel's ENC-1; (third column, top to bottom) the Bosch NON-40 and Hitachi-Shibaden's PC 7000. Others, not pictured, were Tel-Alpha's NewsTape 20, Eastman Kodak's film, Supermatic 200, Commercial Electronics' CEI-220 and Philips PC-70.



be added later. At a list price of \$425, the company sees it as especially attractive to smaller stations. Special Kodak Ektachrome SM 7244 has been developed for use with the camera, providing an exposure index of 160 for tungsten or 100 with filter for daylight. The company also has developed a new Supermatic 8 processor, designed to process the new film automatically in a normal office environment at 13½ minutes for 50 feet, 28½ minutes for a 200-foot roll. The processor is priced at \$12,500.

A camera and editing system called "NewsTape 20" was offered by Tel-Alpha Inc., Santa Clara, Calif., using a modified Akai camera with color cassette video-tape recorder in the backpack—total weight about 36 pounds and operated by one man. Cost of the battery-operated camera and backpack-hippack unit is expected to be around \$16,000. Its companion in the NewsTape 20 system is a video-tape preview-editing unit, the NewsTape 20 Processor, whose output signal, spokesmen said, can be transferred to quad or helical recorders or aired directly. Tel-Alpha expects to start marketing the system in the field within three to six months.

Commercial Electronics Inc., Mountain View, Calif., displayed the CEI-290, a live color TV camera which, with backpack electronics unit, weighs some 40 pounds and is priced at \$24,500, including lens. The camera control unit adds about \$10,000 to the price, but the unit is compatible with existing CEI-280 CCU's. Other associated packages, including enhancer and pickup tubes, bring

total cost—including CCU—to an estimated \$45,000 to \$50,000. CEI was taking orders, said first delivery was scheduled for June.

Asaka Corp. of America, Des Plaines, Ill., exhibited its ACC-70000, consisting of three units: the camera head and viewfinder, weighing about 14 pounds; the backpack, including CCU and batteries, about 19 pounds, and the control box for use at the base station. The backpack's output is said to be fully NTSC-compatible. Spokesmen said the system was designed for broadcast use with outdoor shooting in mind. Delivery by the end of this year is expected, with the price for all three units totaling in the \$40,000 range.

Editel Communications Ltd., Montreal, is pushing into the portable field with its ENC-1 handheld system. The camera head weighs 16½ pounds, the viewfinder two and a half, the backpack comes to 21. The price for the package, including additional basic equipment, is approximately \$40,000. In the optional list, the triax camera control unit is about \$11,000. Spokesmen say the ENC-1 can be operated by one man on the NTSC or PAL system directly from the backpack. Editel also showed its Mark III handheld color camera which it said is readily adaptable to battery operation for outdoor as well as studio use.

Ikegami Electronics Industries, New York, was pushing its HL-33 Handy-Looky system, developed under the guidance of CBS engineers—who also developed the Minicam in the late 1960's—and currently in use for both live and

tape coverage by CBS News and CBS-owned stations. Camera weight is about 12 pounds, the backpack 23 pounds including batteries. In the U.S., a modified version called the Minicam 33 is being marketed. Pricing for the camera head and backpack, comprising the basic system, is about \$35,000; an auxiliary unit for triax cable use brings the total to \$52,000, and camera-site microwave relay equipment raises it to around \$100,000. Company spokesmen said delivery could be expected in about four months.

The Fernseh division of Robert Bosch Corp., Ramsey, N.J., offered the NON-40 battery-powered handheld color camera as its latest contribution to coverage mobility. The camera head weighs about 15 pounds and can be operated up to 50 feet from its backpack. The total portable system weighs about 39 pounds and can operate for an hour before recharging, with longer operation possible via optional battery packs. Spokesmen said its fully synchronized NTSC output video signals can be used directly on air, directly tape recorded or used in a combination of the two modes through a portable microwave data link. Cost is put at under \$60,000, with availability in November.

Hitachi Shibaden Corp. of America, New York, offered its PC-7000 Electronic Journalism System, developed in cooperation with Japan Broadcasting Co. (NHK). Camera and VTR-backpack weigh about 16 pounds each. The units are expected to be available in the fall at prices totaling about \$30,000, but spokesmen said the company was not taking orders pending final decisions on prices.

Philips Broadcast Equipment Corp., Montvale, N.J., displayed its new PCP-708 portable camera head, which officials said is fully compatible with its widely used standard PC-70 cameras. With hipack, the price is about \$43,700. The demonstration unit, spokesmen said, was bought by wcco-tv Minneapo-

Fashionable. At last year's NAB convention there were two principal starters among exhibitors of stand-alone time base correctors—Television Microtime and CVS. This year there were at least eight. As one exhibitor put it, "If you don't have a TBC here, you ain't nothing." New to the pack: IVC's TBC-2000, a unit manufactured in England by Quantel Ltd.; Ampex's TBC-800 system; CBS Laboratories' Viditec Model CLD-1500; one from 3M Mincom; another by Dynasciences, and KSN's (Kansas State Network) Signal Master. There would have been a ninth had Lenco Electronics been able to bring its prototype to the show; it was only "95% ready." (Commented an understanding competitor, "That last 5% is a bitch.")

All are in the business of making silk purses out of sows' ears as far as video signals go—and particularly for making broadcast quality out of lower-end-of-the-video line helical scan tape recorders.

lis, whose call letters were evident in subsequent showings.

RCA introduced a 20-pound portable color camera that operates shoulder-mounted, without backpack, to produce pictures comparable in quality with those of larger studio cameras. The unit, TKP-45, is said to incorporate many automated performance features including light-level adjustment, produces picture detail often lost in darker scenes and includes RCA's Chromacomp system of color balance. Its connecting cable is less than half an inch in diameter and can extend up to 1,500 feet from the camera control unit, while a triax adapter can extend the distance to 5,000. The TKP-45 is expected to be available in the first quarter of 1975 at about \$37,000 for the camera head, \$66,000 complete with CCU.

New TV recorder hardware unveiled in Houston

IVC, RCA, Ampex offer improved gear, and reasons to claim superiority

Quadruplex video recording or helical scan? Visitors to the equipment exhibits at the NAB convention last week could find powerhouse names on each side of the debate, with millions invested in their viewpoints.

International Video Corp., Sunnyvale, Calif., was pushing its new IVC-9000 segmented helical-scan video-tape recorder system, which it said incorporates "the first new format since broadcast television recording was introduced in 1956."

The new unit, according to IVC officials, uses two-inch wide tape, "offers performance characteristics superior to any available video-tape recorder and is priced from \$70,000 to \$90,000, about two-thirds that of competitive products."

Head life is said to be approximately three times that of current broadcast machines and is guaranteed for 1,500 hours, while head replacement costs as well as video tape usage are estimated at about half those of comparable machines. With a tape speed of eight inches per second, officials said, the IVC-9000 has a two-hour record and play time on a standard 4,800-foot reel, or about half of quad's at 15 inches per second.

Among other features claimed for the new unit, which was demonstrated in Europe last spring and in New York last fall, are enhanced picture quality and audio tracks whose separate recordability, erasability and editability "pave the way for broadcast television stereo sound," according to IVC.

The price cited for the IVC-9000 demonstrated for NAB visitors was about \$86,000.

Just up the hall from IVC's exhibit, two of the features of the RCA display were its new TR-600, a quadruplex tape recorder offering high performance at a list price of \$79,500, and a modified quadruplex, the TR-700, that operates

at half-speed—7.5 inches per second instead of 15—and thus provides a 50% saving in tape but does so, officials said, with virtually no sacrifice in performance level.

An RCA source called the TR-700 "our answer to helical-scan." Officials said most quadruplex VTR's have switchable 7.5 and 15-IPS speeds but that 15 is usually used because it produces better results. But now, they said, technological advances have made it possible to achieve high performance levels at the lower speed, as in the modified TR-700. Half-speed operation is one factor in a Quad IA format RCA plans to propose to the industry when it completes the format development.

RCA's TR-600, company officials said, features simplified operation, is sharply reduced in size and weight, making it suitable for either studio or mobile-van use—and is designed with built-in automatic systems formerly available only as options. It is said to provide one-second machine lockup for stabilized color pictures and, among other advantages, to offer substantial savings in electrical power consumption, using 1.5 kw as against three to five kw for comparable recorders.

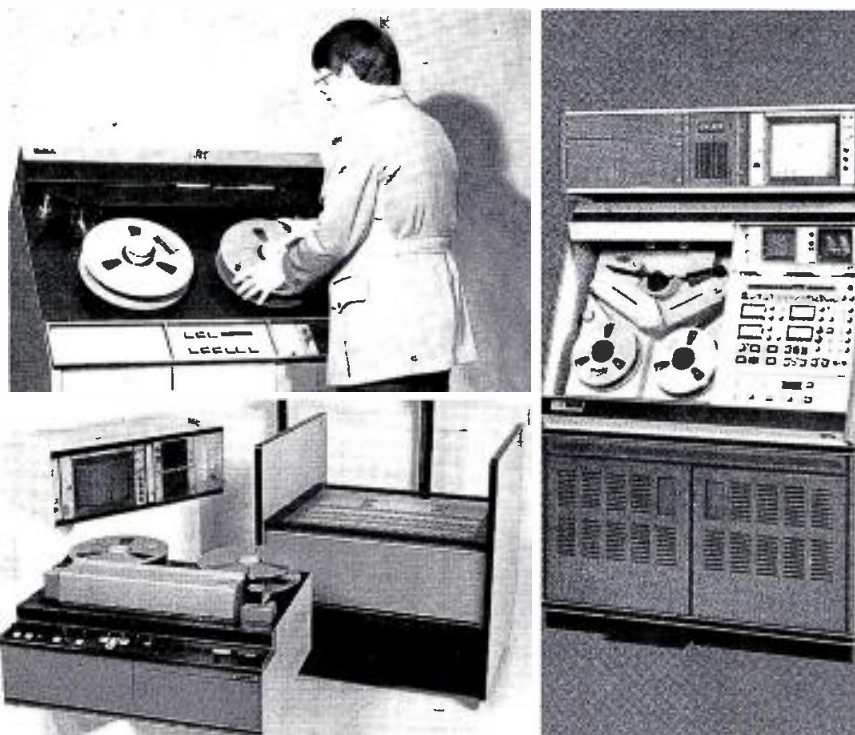
Ampex Corp., which was responsible for video-tape recording in the first place, displayed several models of its latest generation VTR's at the NAB. Headlining its exhibit was the AVR-2, a modular quadruplex recorder Ampex describes as the world's first. As the name suggests, the new hardware builds up from simple to complex configurations, all offering

tape performance Ampex considers a rival to more more elaborate machines.

The basic unit is in two parts, a tape deck and associated time base correction unit, each capable of being carried by two men. Together, they can be mounted either in studio or in a mobile van. More ambitious operators can add a low-boy console, then a monitor bridge. The system will operate at either 7½ or 15 IPS. It lists from \$69,000 to \$92,000, depending on "the number of bells and whistles you add," according to Charles Steinberg, Ampex vice president and general manager of the audi-video systems division.

The three system on display in Houston were the first production models off the line, and—by week's end—were on their way to the first customer. All three were purchased by the Chicago Archdiocesan Multimedia Communication's Center and Network, a private school system. That organization also has ordered three more AVR-2's, which Ampex says it will be able to ship within 90 days.

But while the mod quad was Ampex's brightest feather at the NAB, it was not alone as a new VTR development. Right behind was the VPR-7950A, a new 1" helical machine. It features a built-in time base corrector and a base price of \$31,480. Also on display was a computer accessory for the company's ACR-25 (automatic cassette recorder), which allows a station to program up to 24 cassettes, each from 10 seconds to six minutes, for random sequencing of commercial or program elements.



Three in the running. These were three of the video tape stars of last week's NAB convention. Top left: RCA's TR-600, a miniaturized younger brother in the company's line, whose weight has been cut to 700 pounds. At right: The IVC-9000, a two-inch helical competitor which with options illustrated (including "A" scope and waveform monitor and monochrome and color time base correctors) comes in for \$73,500. Bottom left: Ampex's new "mod quad," the AVR-2, which weighs as little as 345 pounds in its minimum configuration.

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Meeker's double-size research department is alert to every rating breakthrough and immediately prepares comprehensive presentations that assure agency recognition of advantageous buys on Meeker Stations.

"Our new redoubled effort is really working," says Meeker Radio President Fin Hollinger. "For the first two months of 1974 Meeker Stations are up as much as 469% over 1973."



All the comforts of home base. A decade of experience in both TV and movie location shooting has gone into the design of the \$500,000 Videomobile, a joint venture of Cinemobile Systems (a Taft Broadcasting subsidiary) and Consolidated Film Industries, both Los Angeles. This stream-lined vehicle was designed with three axles and front-wheel drive for smooth travel regardless of the road surface; air-suspension system to ease travel over roughest terrain, large side and back picture windows, sliding doors and compartments; double unit air-conditioners; 25-mile range shortwave radio; 12-channel telephone system. Standard equipment, supplied by CFI, consists of two Fernseh KCR-40 cameras, and an RCA TPR-10 portable quadruplex tape recorder that provides 20 minutes of recording and which is erasable.

FCC lightens load for some stations

Commission announces easing of certain technical requirements

The FCC, as part of its re-regulation effort, has revised or deleted certain parts of its radio rules. The changes, which become effective April 29, are as follows:

- Rules giving AM's and FM's temporary permission to broadcast with licensed operators of lesser grade than normally required were amended to include operators at noncommercial FM stations. Deleted was the requirement that certification of lesser grade operators be submitted after grant of temporary permission. An amendment was also made to clarify provisions on appointment of substitute operators in the event the regular operator becomes incapacitated.

- Changes were made to permit stations to operate at reduced power in emergencies and to limit or discontinue broadcasting, when it becomes necessary, for not more than 30 days without further authority. (However, the commission must be notified by the 10th day of the

emergency situation and, if normal operations begin before the end of the 30 days, the commission must be notified when normal operations resumed.)

- Rules directing the chief engineer to review each day's operating log within prescribed time periods were revised to require the time of the review, as well as the date and the engineer's signature.

- Conditions relating to unattended operation of aural broadcast studio-transmitter links, intercity relays, TV intercity relays or TV STL's were changed to require engineers to make observations at the receiving end of the circuit at intervals of not more than three hours.

In addition, the commission notified licensees of AM stations employing directional antennas that any licensee who is required to have a type-approved antenna monitor installed by June 1, but is unable to meet that deadline, will not be in violation of the rules if the licensee has placed and received confirmation of an order for a type-approved monitor and furnishes the commission with a copy of the order and the confirmation. The commission said that the rule relaxation was due to an apparent short supply of type-approved antenna monitors.

With *A Little Help* From Their Friends....

... thousands of kids—too disabled by dystrophy and related crippling diseases to enjoy the outdoor play and adventure most healthy youngsters know year 'round—got a chance to go to camp last summer.

"Their friends" are the children's TV personalities throughout the nation who last year inspired their young viewers to stage 42,165 backyard fund-raising events—Carnivals Against Dystrophy—which helped make possible the 48 special summer camps sponsored in 1973 by Muscular Dystrophy Associations of America.

Thanks in large part to the efforts of these performers, MDAA's summer camp program has expanded from a single experimental facility in 1955 to the present nationwide network. Last year, \$1,259,753 was raised through Carnivals they promoted.

Many of these public-spirited men and women are meeting this week in Los Angeles at MDAA's Fourth Annual "Carnivals Against Dystrophy" Planning Conference in an attempt to find ways to double the results of their 1973 effort this summer. On behalf of the thousands of patients who will benefit from their work, MDAA salutes their dedication, and that of the stations they represent, to true community service.

Ralph Partigan WTEN Albany, N.Y.	Ann Colone WANE-TV Ft. Wayne, Ind.	Ron Kaiser WLAC-TV Nashville, Tn.	Bruce Lewis WCEE-TV Rockford, Ill.	Danny Burgess WWNY-TV Watertown, N.Y.	KGIN-TV Grand Island, Ne.
Bill Norwood WLOS-TV Asheville, N.C.	Bill Kelley WBAP-TV Ft. Worth/Dallas, Tx.	Linda Hintz WVUE New Orleans, La.	Jim Keating KQVR Sacramento, Ca.	Nick Ryan WAOV-TV Wausau, Wi.	KRTV Great Falls, Mt.
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Neal Miller WBMG Birmingham, Ala.	Dick Richards WZZM-TV Grand Rapids, Mi.	Connie Blindmarb WTAR-TV Norfolk, Va.	Jack Miller KDNL-TV St. Louis, Mo.	Rev. Bill Boyle KAKE-TV Wichita, Ks.	WTPA Harrisburg, Pa.
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Fred Kirby WBT Charlotte, N.C.	Morgan White Jim Demarest KGMB-TV Honolulu, Hi.	Don Pan Cleve WPSD-TV Paducah, Ky.	Pat McCorrick KTFV Oakland/San Francisco, Ca.	KAUS-TV Austin, Minn.	KLFY-TV Lafayette, La.
Bill Jackson WGN-TV Chicago, Ill.	Johnny Evans WAAV-TV Huntsville, Ala.	Bill Thompson Ladd Kwiatkowski Pat McMahan KPHO-TV Phoenix, Az.	William R. (Bill) McLain KSTW-TV Seattle/Tacoma, Wa.	WJZ-TV Baltimore, Md.	WJXI-TV Lansing, Mi.
Larry Smith WXIX-TV Cincinnati, Ohio	Gus Giffre KLAS-TV Las Vegas, Ne.	Paul Shannon WTAE-TV Pittsburgh, Pa.	Jim Henry KCAU-TV Sioux City, Ia.	WJZ-TV Baltimore, Md.	KTTV Los Angeles, Ca.
Linn Sheldon WLAB Cleveland, Ohio	Leta Powell Drake KOLN-TV Lincoln, Ne.	Jo Kreiton WGAN-TV Portland, Me.	Dave Dedrick KELO-TV Sioux Falls, S.D.	WBAL-TV Baltimore, Md.	KLBK-TV Lubbock, Tx.
Joe Pinner WIS-TV Columbia, S.C.	Linda Bryan WLKY-TV Louisville, Ky.	Robert (Bob) O'Donnell KOVN-TV Portland, Or.	Norma Champion KYTV Springfield, Mo.	WVBT-TV Bismarck, N.D.	WMTV Madison, Wi.
Ernie Mims WOC-TV Davenport, Iowa	Paul Archinal KSEL-TV Lubbock, Tx.	Hank Bouchard WPRI-TV Providence, R.I.	Jean Daugherty WHEN-TV Syracuse, N.Y.	WICZ-TV Binghamton, N.Y.	WLBK-TV Lubbock, Tx.
Alacohn MacLeod WKEF Dayton, Ohio	Gus Bernier WAIUR-TV Manchester, N.H.	Ruth Anna KOTA-TV Rapid City, S.D.	Bill Everett WSYR-TV Syracuse, N.Y.	KFYR-TV Bismarck, N.D.	WLVK-TV Lubbock, Tx.
Howell Eurich KDBC El Paso, Tx.	Chuck Zink WTVJ Miami, Fl.	Bill Adams Jerry Harrell WTVR-TV Richmond, Va.	Gerry Wallace WIBW-TV Topeka, Ks.	KXLF-TV Butte, Mont.	WLVK-TV Lubbock, Tx.
Dick Wilson Gordon Dexheimer KTHI-TV Fargo, N.D.	Mary Lou Cassidy KMID-TV Midland, Tx.	Ed Meatb WHEC-TV Rochester, N.Y.	Jack Jacobson KGIN-TV Tucson, Az.	WFLD-TV Chicago, Ill.	WMTV Madison, Wi.
	Rosemary & Howard Gernette WISN-TV Milwaukee, Wi.		Carl Bartholomew KTUL-TV Tulsa, Ok.	WTVN-TV Columbus, Ohio	WICS Springfield, Ill.
				KCCI-TV Des Moines, Iowa	KMTC Springfield, Mo.
				WKBD-TV Detroit, Mich.	KOLR Springfield, Mo.
				WDIO-TV Duluth, Mich.	WSTV-TV Steubenville, Ohio
				WENY-TV Elmira, N.Y.	WPBN-TV Traverse City, Mi.
				WICU-TV Eric, Pa.	WUTR Utica, N.Y.
				WJET-TV Eric, Pa.	WTTG Washington, D.C.
				WSEE Eric, Pa.	WYTV Youngstown, Ohio

Canada seen ready to let daytimers in U.S. sign on before sunrise

FCC's Johnson indicates agreement is close at hand for stations left in the dark when Congress put states on daylight saving time

The U.S. and Canada are close to agreement on amendments to their AM broadcast agreement that will permit some or all of the 200 American daytime-only AM stations on Canadian clear channels to operate before sunrise with up to 50 w. FCC Broadcast Bureau Chief Wallace Johnson said as much during the FCC-industry technical panel at the NAB convention in Houston last week.

Commission staffers have been negotiating with representatives of the Canadian, Mexican and Bahamian governments since Congress passed, in December, the year-round daylight saving bill which also permitted the FCC to authorize 103 daytime-only stations on U.S. clear channels to begin operating one hour early with up to 50 w of power. The legislation did not provide for daytimers governed by international agreements, but directed the commission to seek to afford relief for those stations as well.

Mr. Johnson said commission staffers have been working intensively on studies aimed at demonstrating that the earlier sign-ons by daytime-only stations on foreign clears would not interfere with foreign stations assigned to those frequencies. He indicated that agreement on the Canadian clears, on which negotiations began first, would be soon. There are 43 daytimers on Bahamian clears; some 45 stations are operating before sunrise on

Mexican clears but with less than 50 w.

In response to another question, Mr. Johnson said that the answer to whether the early sign-on the FCC permitted the 103 daytimers on U.S. clears is causing interference "depends on whom you talk to." But he said he hoped the comments to be filed in the rulemaking on the subject would offer definitive information.

Another problem—one that permeates all commission activities involving engineers—is the shortage of engineers on the FCC staff. Mr. Johnson noted that there had been a surplus of engineers up until a few years ago. Now, he said, there is a shortage.

He did not indicate how close the U.S. was to concluding agreements with Mexico and the Bahamas that would permit early morning sign-on by American stations on those countries' clear channels.

Meanwhile, Harold Kassens, assistant Broadcast Bureau chief, said that the commission is close to issuing a notice of proposed rulemaking aimed at authorizing the installation of automatic transmission systems for AM, FM and TV stations. Mr. Kassens said that the commission will insist on guarantees that automatic systems—which would permit the modification as well as the replacement of existing systems—will work satisfactorily and said that a committee of the Electronic Industries Association that is working on the problem has assured him that it can be solved.

Mr. Kassens also offered assurance of a notice of proposed rulemaking in another area—one dealing with remote pick-up service. He said that within two months the commission would propose rules that would eliminate many of the requirements the commission now imposes on broadcasters—such as newsmen logging the time and location of remote broadcasts—and making the use of the frequencies as much as possible such as those used by land-mobile operators.



Quiz time. Four FCC staffers provided answers for a variety of questions tossed up to them at a panel on Small Market Radio, at the National Association of Broadcasters convention in Houston last week. L to r: Wallace Johnson, chief of the Broadcast Bureau; Harold Kassens, assistant chief; Arthur Ginsburg, chief of the complaints branch; and Richard Shiben, chief of the renewal branch, heard from broadcasters who want to begin operating presunrise but are banned by a U.S.-Canadian treaty, or increase power, or find a man who can pass the third-class operators exam, or improve facilities at an existing AM station in the face of rules making that difficult. (In connection with that last matter, Mr. Kassens said the commission may take another look at those rules to determine if they are unduly restrictive.) Chairman Richard E. Wiley moderated the panel, as he did for the previous three years. But he indicated that next year, it would probably be some other commissioner's turn. He also urged broadcasters to continue writing the commission with ideas about re-regulation.

Lovett and Marlowe on opposite sides of the fence over NCTA's future

Former is regarded as having played heavy hand in association's politics; latter feels it should not withdraw while industry is in shaky financial straits; both are running for chairman

If there is a basic issue involved in this week's election for the chairmanship of the National Cable Television Association, it is one of administrative philosophy: Should NCTA, as the trade association of an industry that has been depressed by numerous factors, structure itself accordingly? Or should it press forward under the premise that to retreat is to acknowledge its weaknesses and increase its vulnerability?

That is a question the NCTA's board of directors will be addressing this week when it meets in Coronado, Calif., to elect its chairman. To be sure, there will be other considerations involved in the choice. But if there is one basic area in which the two candidates—Bruce Lovett and J. Orrin (Jim) Marlowe—are clearly divided, this is the one.

In addition to selecting a new chairman, the board's other major chore will be to deliberate on the proposed NCTA budget for fiscal 1975 which was approved by the association's executive committee two weeks ago. The budget, on which the board has the final say, signifies an abrupt turnaround from the accounting philosophy embraced by NCTA over the past two years. Since 1972, NCTA has intentionally been operating under a deficit—the result of advance planning that earmarked a level of expenditures in excess of the association's guaranteed income. The belief had been that the deficit would be absorbed by an anticipated increase in membership. Thus, when membership did not rise at the expected rate, NCTA found itself spending more than it had. Cash reserves of some \$750,000 have kept the association's financial head above water, but the budgetary deficit now stands at about \$120,000.

In order to compensate for the red ink, the executive committee elected to trim NCTA's forthcoming budget by some 15%. (As approved by the executive committee, the 1975 budget would be \$1.4 million—some \$200,000 less than the preceding fiscal year.) In addition to some revisions in NCTA's departmental budgets, the move necessitated the elimination of four professional staffers, representing nearly 20% of NCTA's total nonclerical personnel (BROADCASTING, March 4).

To the seven-man executive committee, which opted unanimously for the changes, the cuts were viewed as both

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Justin Gerstle-Ted Bates
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M. S. Kellner-S.R.A.
Archa Knowlton-General Foods
John Konvalinka-Arthur Andersen
Bob Liddel-Compton
Bruce McGorrill-WCSH-TV
Chuck McKeever-WDBJ-TV
Ben McLaughlin-KSLA-TV
Jack Mitchell-Clinton E. Frank

David Nelson-WCBS
Mike Rich-Leo Burnett
Jim Rupp-Cox Broadcasting
Tom Ryan-Gillette
Bill Schrank-Katz Radio
Walter Staab-SFM
Sever Toretti-Ketchum
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Cecil Walker-KBTV



Dr. Peter Goldmark (right), President of Goldmark Communications, and famed inventor of the LP record and EVR, will be luncheon speaker at the I.R.T.S. computer conference. Above, Dr. Goldmark confers with Kenn Donnellon, President of Media Payment Corporation and Chairman of the I.R.T.S. committee which organized the full day conference.

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Lovett



Marlowe

necessary and inevitable. To other members of the board, and indeed to some of the association's constituency, they represented an ideological backslide at a time when NCTA and the industry in general were in no need of additional negative PR.

Hence, the emergence of Jim Marlowe as a relatively late-coming candidate for the chairmanship (BROADCASTING, March 18). Mr. Marlowe makes no bones about the fact that he identifies with the latter group. "I think if you relate this to a business standard, there are two ways to go," Mr. Marlowe says. "You either cut the budget, as was the choice of the executive committee, or you take the bull by the horns." In opting for the latter procedure, Mr. Marlowe stresses the importance of not diminishing NCTA's efforts "at a time when the industry is so vulnerable . . . I'm opposed to any cutting that would decrease the association's effectiveness at this time."

There is another underlying issue associated with this belief which runs right to the heart of NCTA's operational efficiency. It is Mr. Marlowe's conviction that the executive committee's instruction to NCTA President David Foster to find a way to achieve the budget cuts amounted to a usurpation of Mr. Foster's administrative authority. Of Mr. Foster's recommendation to the committee to eliminate the four staff positions, Mr. Marlowe contends: "I find it very hard to believe that this was an entirely voluntary action."

Mr. Marlowe does not hide his allegiance to the NCTA president. "I think Dave Foster is the best thing that's come along for the cable industry in a long time," he says. And at the same time, he maintains that "the functions of the president and executive committee must be clearly delegated," with the leadership role falling specifically in the hands of Mr. Foster.

If the implication of those statements is that Mr. Foster's position at NCTA would be in question were Mr. Lovett, the current NCTA vice chairman and a member of the executive committee, elected, Mr. Lovett is quick to dispute

such as belief. "I like Dave Foster," he insists. "I think [he is] the best president we've ever had. I'd like to see him grow old in the job." And, as if to add a note of finality to that particular issue, Mr. Lovett insists: "The chairman does not run the association in any way, shape or form"—that task being reserved for the president.

It is, however, Mr. Lovett's nature that has apparently moved some critics to suggest that he would expect to play a heavy role in NCTA's administration if elected chairman. Regarded at once as a disciplined executive who (in the words of one observer) can at times appear somewhat "abrasive" and as one of the most knowledgeable and competent officials in the industry, Mr. Lovett can in no way be considered introverted. As one who served for nearly four years as NCTA's general counsel before moving in 1971 to his present position as vice president and director of franchising for American Television & Communications, Mr. Lovett has in the past been identified with insurgent groups responsible for the unmaking of two former NCTA presidents—Fred Ford and Donald Taverner. Mr. Lovett, however, denied that he played a principal role in those coups. "I'm an easy suspect because I'm visible," he retorted.

Mr. Marlowe, on the other hand, is considered by observers to be more inclined to support the autonomy of the NCTA staff. But Mr. Lovett again denies that a major conflict is involved. "They're making a lot over nothing," he says.

Nevertheless, if the actions of the executive committee are to play a principle role in the election, Mr. Lovett stands solidly behind that body. "I totally side with the [budgetary] actions that were taken," he says. "It was not a usurpation of authority. It was a budget exercise"—and at that one which was "spearheaded" not by himself but by Amos Hostetter, the outgoing chairman.

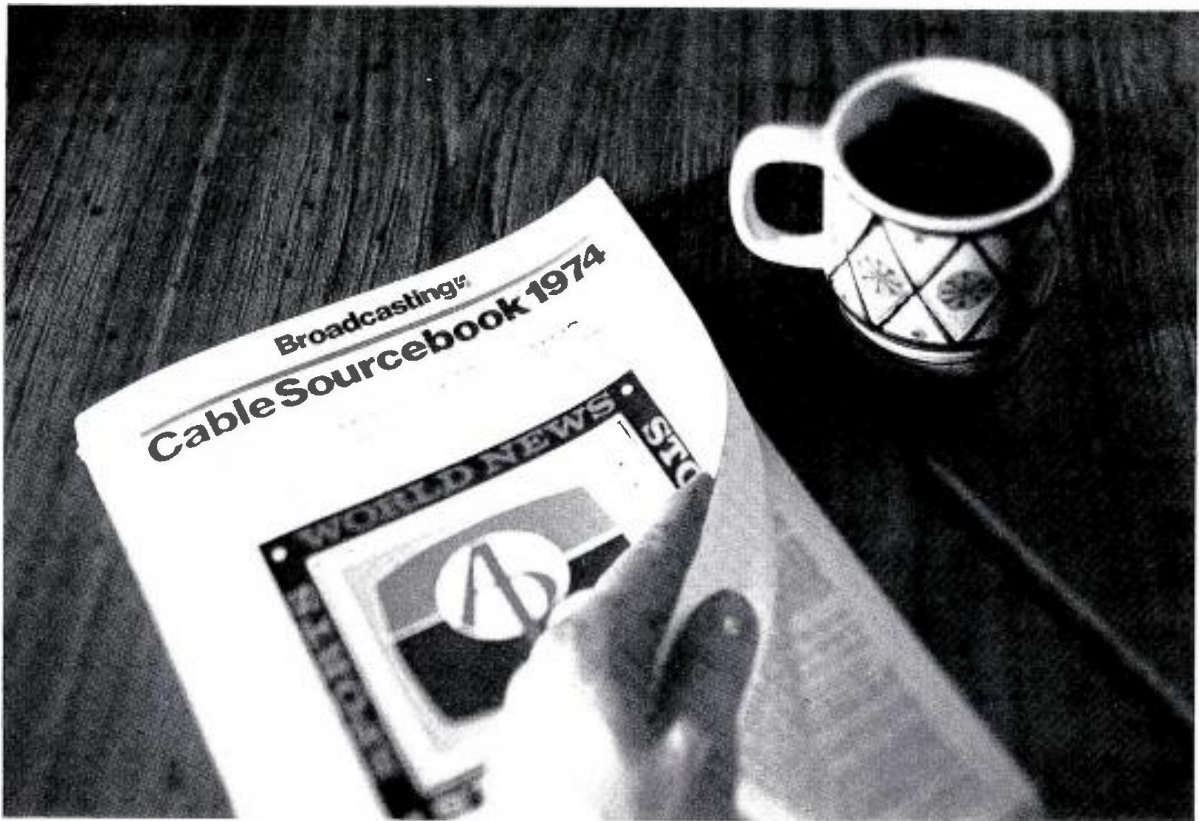
If the two candidates are in demonstrable conflict over any other major issue, it is on the subject of cable copyright. Mr. Marlowe has made it clear that he feels the Supreme Court's de-

cision earlier this month absolving the cable industry from distant-signal copyright liability under existing laws should have a substantial impact on NCTA's attitude toward forthcoming copyright legislation. While he has not gone so far as to suggest that future legislation should be opposed, he states that, in light of the court decision "our position on copyright should be thoroughly reconsidered." And of the 1971 consensus agreement in which cable, broadcast and production interests stressed the desirability of legislation, Mr. Marlowe noted: "I think a lot has changed since then."

Mr. Lovett, in contrast, supports NCTA's traditional stance on the matter. "I think the industry has to support reasonable copyright legislation," Mr. Lovett insists. "There's no way we can walk away from former commitments that have already been made." Indeed, Mr. Lovett believes that the copyright problem should play no role in who will become the next NCTA chairman. "I think copyright is an issue," he says, "but not for the election."

It is perhaps ironic that neither candidate is making a case of what is obviously the most apparent distinction between them. ATC's Mr. Lovett, an executive of one of the nation's largest cable firms, an attorney and a Washingtonian, is clearly a member of cable's corporate elite. Mr. Marlowe, as the head of Spectrum Communications—the operator of three cable systems in Massachusetts' Berkshire foothills with fewer than 5,000 total subscribers—is more closely identified with the grass roots. Neither candidate, however, wishes to push further confrontation between the industry's bigs and smalls. Jim Marlowe handles the issue diplomatically. "I really think the MSO's and the independent operators have more in common than they may suspect," he says. The independents "who have a grasp on the industry," he noted, are responsible for many cable innovations. At the same time, Mr. Marlowe adds, there are some common problems which the small operators are financially prohibited from solving by themselves (notably the pay cable dispute). Mr. Lovett disposes of the big-small issue more expeditiously, claiming that citing such problems is nothing more than "an easy way to create controversy."

It is apparent, however, that the election for the chairmanship has developed into a controversial matter. This, however, is not the case with respect to the other three executive positions to be decided by the board this week. Rex Bradley (Telecable Corp., Norfolk, Va.) is regarded as a virtual shoo-in for the vice chairmanship. Nobody was opposing him last week. And while observers did not discount the possibility of any of several board members whose terms will end unless they are elected to the executive committee running for the other two positions, only two names had clearly surfaced in that regard. They are Charles Henry (Badger CATV, Iron Mountain, Mich.), who aspires to become NCTA treasurer, and Robert Tarlton (West Pennsylvania Cable Co., Lansford, Pa.), who is running for secretary.



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—Programming during sample week: number of cable channels and hours used for time and weather reports, news ticker, sports ticker, stock-market ticker and such special services as burglar and fire alarms, facsimile, preference polling, meter reading.

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PUBLIC NOTICE

The City of Columbia, Missouri hereby gives notice of solicitation of proposals to construct and operate a cable television system to serve the City.

Proposals must be received by the close of business May 24, 1974. Organizations intending to submit such a proposal are required to pay the \$1500 non-refundable filing and processing fee by the close of business May 9, 1974.

Proposals will be accepted only if they follow the form specified in the bid package. Bid packages, which include a copy of the application form, the regulatory ordinance, the feasibility study and the selection criteria, may be obtained from the **City Counselor, Municipal Building, 6th and Broadway, Columbia, Missouri 65201.**

All proposals will be publicly opened on May 28, 1974. Communications should be addressed only to the City Counselor and should be limited to those of a contractual nature. **A public hearing will be held subsequent to May 28, 1974 at which applicants will be given an opportunity to make a public presentation.**

Pole-attachment rate formula set in Hartford

Cable pleased with method used in Connecticut case that denied utility's request for doubled fees

In a ruling that could affect the current cable-telephone industry negotiations on pole attachments, the Connecticut Public Utilities Commission last week denied the Hartford (Conn.) Electric Company's request to double the annual fee it would charge to cable systems for the use of its facilities.

Culminating a year-long proceeding, the PUC ruled that \$4.50—the present rate Hartford Electric is authorized to levy for CATV pole attachments—was an appropriate charge and that, based on applicable cost information, the company's request for a tariff double that amount was excessive.

In the short term the PUC's decision will be somewhat academic, since no cable systems are now operating in the area served by Hartford Electric (the Cox Cable-controlled Greater Hartford CATV is expected to start soon). Cable officials say the more significant aspect of the ruling is that, in setting the \$4.50 rate, the PUC created and implemented a specific formula.

The formula is based on a combination of the depreciated cost of each pole, the average age of the poles and the percentage of total depreciated cost that can be attributed to cable's use of the facilities. It is regarded as a precedent in Connecticut and could quite possibly be used by other administrative agencies deliberating on the same issue.

Despite the long-range benefits of the PUC decision, the ruling was not a complete victory for cable interests, which had argued that they should not be required to pay more than one dollar annually for each Hartford pole. Nevertheless, Bill Kenny, executive director of the New England Cable Television Association, said he was encouraged by the action—"It will take a bit of evaluation, but at least somebody has established some sort of a formula."

In setting the formula, the PUC determined that each Hartford Electric pole cost about \$200 new. Given that the average age of the poles was 10½ years, the commission concluded that the depreciated value should be \$126 per pole, and that cable systems would be accountable for 20% of that sum were they to have ownership interest in the poles. But since they would merely be leasing space on the facilities, the agency concluded that systems should have to pay no more than 18% of the \$25.20 that would have been their share of the yearly ownership cost. Thus, the PUC computed that the yearly charge to cable should be set at \$4.50.

Mr. Kenny said that NECTA had not determined whether to accept the PUC ruling without further litigation, but he thought most association members will probably be satisfied with the present edict. A court challenge from the electric company, however, is anticipated.

Cable Briefs

Again. San Antonio, Tex., which last year lost its cable franchisee when GE Cablevision withdrew over allegedly excessive city demands, is now soliciting bids for new system proposals. Invitations to compete have been sent to top 25 MSO's, and others are encouraged to make offers. Inquiries should be forwarded to Mitre Corp., McLean, Va., which is handling cable study for city.

Added. View All Television Products Corp., Anniston, Ala., manufacturer of passive CATV subscriber equipment, has been acquired by Cerro Corp., Freehold, N.J. Dave Karrmann and Frank Spexarth, general manager and sales manager, respectively, of Cerro CATV division, will assume administrative responsibilities for View All operations, which will remain at Alabama location. Cerro is manufacturer of trunk, distribution and drop cables. Terms of transaction were not disclosed.

Common end. National Cable Television, Butler, Pa., joined forces with WLSW-(FM) Connellsville, Pa., to conduct 26-hour cable-radio telethon for benefit of Heart Fund Association of Southwestern Pennsylvania. Event, for which station supplied talent and system donated technical facilities, took place Feb. 15-16. Goal of \$9,000 in pledges was exceeded with final tally of \$11,838.

More pay cable in wings

Optical now in all San Diego, about set in Santa Barbara, Bakersfield

Optical Systems Corp., pay-cable operator that began in East San Diego, Calif., more than a year ago, has announced that it is expanding into the entire city, as well as inaugurating pay service for the first time into Santa Barbara, Calif. Later this spring, it plans to open in Bakersfield, Calif.

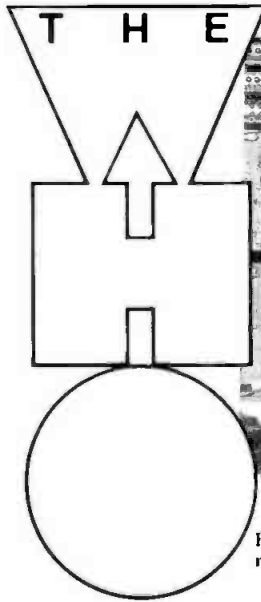
Optical Systems claims it now serves more than 22,000 pay customers not only in San Diego (and now Santa Barbara), but also in Toledo, Ohio; Harrisburg and Easton, both Pennsylvania, and in Wayne, N.J. New fee-TV customers, Optical Systems said, are being installed at the rate of 3,000 monthly.

Geoffrey M. Nathanson, president of Optical Systems, last week said that the San Diego operation, which now serves about 8,000 customers out of the 89,000 CATV subscribers, should be in the black by the end of this year. Both the San Diego and Santa Barbara cable systems are owned by Cox Cable; Optical Systems leases a single channel from those CATV systems.

Expansion to cover the whole city of San Diego, Mr. Nathanson explained last week, came with the installation of microwave relays interconnecting the dozen head-ends in that city.

The Santa Barbara cable system serves 38,000 customers. As of March 20, Mr. Nathanson said, almost 1,000 have signed for Optical System's Channel 100 pay service.

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Athens, Ohio	WATH FM	105.5	9
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Baltimore, Md.	WTKF FM	105.7	9 ***
Baton Rouge, La.	KSMI FM	105	10:30
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Charlotte, N.C.	WROO FM	95	11:30
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Cincinnati, Ohio	WEBN FM	102.7	9
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Columbia, Mo.	KFMZ FM	98.3	9
Columbus, Ohio	WNCI FM	97.9	9
Dallas, Tex.	KAFM FM	92.5	10
Davenport, Iowa	KIHK FM	103.7	10
Dayton, Ohio	WVUD FM	99.9	9
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Greenville, S.C.	WFBC FM	93.7	7
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Houston, Tex.	KLOL FM	101.1	10
Huntsville, Ala.	WAHR FM	99.1	10
Indianapolis, Ind.	WNAP FM	93.1	8
Ithaca, N.Y.	WXXY FM	104.9	10
Jackson, Miss.	WZZO FM	102.9	9
Jacksonville, Fla.	WPDO FM	96.9	8
Junction City, Kan.	KJCK FM	94.5	9
Kansas City, Mo.	KUDL FM	98.1	11
La Crosse, Wis.	WSPL FM	95.9	10
Lancaster, Pa.	WRHY FM	92.7	10

Lansing, Mich.	WVIC FM	94.9	8 P.M.
Lewiston, Me.	WBLM FM	107.5	9
Lincoln, Neb.	KFMO FM	101.9	8
Little Rock, Ark.	KLAZ FM	98.5	9
Longview, Tex.	KHER FM	105.7	7
Los Angeles, Calif.	KMET FM	94.7	10
Louisville, Ky.	WLRS FM	102.3	7
Lubbock, Tex.	KSEL FM	93.7	9
Mammoth Lakes, Cal.	KMMT FM	106.3	8 *
Martinsville, Va.	WMVA FM	96.3	9 ***
Meridian, Miss.	WDAL FM	101.3	9
Milwaukee, Wisc.	WNUW FM	99.1	9
Minn./St. Paul, Minn.	KORS FM	92.5	9
Mobile, Ala.	WABB FM	97.5	9
Monroe, La.	KNOE FM	101.9	8
Murphysboro, Ill.	WTAO FM	104.9	10
Nashville, Tenn.	WKDA FM	103.3	8
New Haven, Conn.	WYBC FM	94.3	9***
New Orleans, La.	WRNO FM	99.5	9
New York, N.Y.	WNEW FM	102.7	9
Norfolk, Va.	WOWI FM	103	10
Oklahoma City, Okla.	KOFM FM	104.1	5
Omaha, Neb.	KRCB FM	98.5	7
Orlando, Fla.	WORJ FM	107.7	9
Panama City, Fla.	WP FM	107.9	9:30
Philadelphia, Pa.	WMMR FM	93.3	9
Phoenix, Ariz.	KDKB FM	93.3	7
Pittsburgh, Pa.	WYDD FM	104.7	7
Portland, Ore.	KINK FM	101.9	10
Presque Isle, Me.	WDIP FM	96.9	10
Pullman, Wash.	KUGR FM	95	10
Richmond, Va.	WRVO FM	94.5	10
Rochester, N.Y.	WCMF FM	96.5	9
Sacramento, Calif.	KZAP FM	98.5	11 **
San Antonio, Tex.	KEXL FM	104.5	8
San Bernardino, Cal.	KOLA FM	99.9	10
San Diego, Calif.	KPRI FM	106.5	8
San Jose, Calif.	KOME FM	98.5	7
Santa Barbara, Calif.	KTYD FM	99.9	10
Savannah, Ga.	WZAT FM	102.1	8
Seattle, Wash.	KISW FM	99.9	9
Spokane, Wash.	KHO FM	98.1	9
Springfield, Mass.	WAQY FM	102.1	11
St. Louis, Mo.	KSHE FM	94.7	10
Syracuse/Utica, N.Y.	WOUR FM	96.9	9
Tampa/St. Petersburg/Sarasota, Fla.	WOSR FM	102.5	8
Terre Haute, Ind.	WVTS FM	100.7	10
Thibodaux, La.	KXOR FM	106.3	9
Toledo, Ohio	WIOT FM	104.7	8:30
Tucson, Ariz.	KWFM FM	92.9	9 ***
Warren, Pa.	WRRN FM	92.3	9 ***
Washington, D.C.	WMAL FM	107.3	9
Wichita, Kan.	KEYN FM	103.7	9
Willmar, Minn.	KQIC FM	102.5	9
Winona, Minn.	KAGE FM	95.3	10

March 29* March 30** April 1*** April 6****



A radio show sponsored by **PIONEER** Electronics and **Landlubber**

The Broadcasting Playlist **Mar 25**

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Seasons in the Sun (3:24) Terry Jacks—Bell	1	1	1	1
2	2	Dark Lady (3:26) Cher—MCA	2	3	3	4
6	3	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	4	2	2	2
3	4	Sunshine (3:18) John Denver—RCA	3	5	4	6
8	5	Hooked on a Feeling (2:54) Blue Swede—EMI	5	4	5	3
5	6	Boogie Down (3:30) Eddie Kendricks—Tamla	7	6	6	5
11	7	Bennie and the Jets (5:00) Elton John—MCA	9	7	7	7
4	8	Rock On (3:13) David Essex—Columbia	8	9	8	9
7	9	The Way We Were (3:29) Barbra Streisand—Columbia	6	10	9	10
9	10	Jet (2:48) Paul McCartney & Wings—Apple	12	8	10	8
10	11	Eres Tu (Touch the Wind) (3:12) Mocedades—Tara	11	11	11	11
12	12	Spiders & Snakes (3:03) Jim Stafford—MGM	10	13	12	13
13	13	TSOP (3:18) MFSB—Phila. Int'l.	13	12	14	12
21	14	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	14	14	13	15
14	15	Jungle Boogie (3:08) Kool and the Gang—Delite	16	15	15	16
20	16	Oh My My (3:39) Ringo Starr—Apple	17	16	16	14
23	17	The Lord's Prayer (2:59) Sister Janet Mead—A&M	15	19	17	18
24	18	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	18	18	19	19
15	19	You're Sixteen (2:50) Ringo Starr—Apple	19	17	20	20
19	20	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	31	25	18	17
28	21	A Very Special Love Song (2:44) Charlie Rich—Epic	20	21	21	25
18	22	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	21	26	22	23
17	23	Last Time I Saw Him (2:45) Diana Ross—Motown	22	24	23	26
29	24	Piano Man (4:30) Billy Joel—Columbia	24	22	27	21
22	25	Come and Get Your Love (3:30) Redbone—Epic	27	20	25	22
30	26	Keep on Singing (3:03) Helen Reddy—Capitol	28	23	24	24
26	27	Love Song (2:50) Anne Murray—Capitol	23	27	28	31
25	28	Last Kiss (2:31) Wednesday—Sussex	26	29	26	29
16	29	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	25	30	32	33
31	30	Loco-Motion (2:45) Grand Funk—Capitol	32	28	29	27
32	31	Lookin' for a Love (2:37) Bobby Womack—United Artists	29	34	31	30
27	32	My Sweet Lady (2:40) Cliff De Young—MCA	30	31	30	32
43	33	Tubular Bells (3:18) Mike Oldfield—Virgin	33	32	33	34
38	34	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	37	37	35	28
33	35	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	35	35	34	35
47	36	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	36	36	36	36
34	37	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	38	33	40	39
58	38	I've Been Searching So Long (4:19) Chicago—Columbia	42	38	38	37
48	39	Mighty Love (3:14) Spinners—Atlantic	39	40	39	38
39	40	Tell Me a Lie (2:59) Sammie Jo—MGM South	34	39	42	55
50	41	Once You Understand (3:55) Think—Big Tree	43	47	37	41

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
42	42	Loving You (2:42) Johnny Nash—Epic	45	41	41	44
41	43	Show and Tell (3:28) Al Wilson—Rocky Road	41	51	48	42
37	44	Let Me Be There (3:00) Olivia Newton-John—MCA	40	44	57	43
62	45	Dancing Machine (2:29) Jackson Five—Motown	50	42	46	46
42	46	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	48	46	44	48
45	47	Star (2:58) Steady Wheel—A&M	49	48	47	47
40	48	On a Night Like This (2:57) Bob Dylan—Asylum	57	43	49	45
49	49	Music from the Sting (2:57) Marvin Hamlisch—MCA	51	45	50	50
49	50	W O L D (3:56) Harry Chapin—Elektra	46	56	45	57
36	51	I Love (2:06) Tom T. Hall—Mercury	44	53	51	71
70	52	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	47	84	43	49
66	53	Touch a Hand, Make a Friend (3:26) Staple Singers—Stax	52	49	54	56
53	54	Star Baby (2:37) Guess Who—RCA	55	50	55	51
71	55	She's Gone (3:24) Daryl Hall & John Oates—Atlantic	68	69	53	40
51	56	There Won't Be Anymore (2:22) Charlie Rich—RCA	54	52	62	66
57	57	Help Me (3:22) Joni Mitchell—Asylum	58	64	52	68
69	58	Honey Please Can't Ya See (2:54) Barry White—20th Century	61	55	60	67
57	59	I'm a Train (3:16) Albert Hammond—Mums	59	67	56	65
59	60	Oh Very Young (2:33) Cat Stevens—A&M	53	70	59	69
65	61	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	67	60	58	63
62	62	Thanks for Saving My Life (2:57) Billy Paul—Phila. Int'l.	69	54	68	59
56	63	Virginia (2:30) Bill Amesbury—Casablanca	60	71	63	64
60	64	Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	70	62	71	53
65	65	You Make Me Feel Brand New (4:45) Stylistics—Avco	*	59	67	52
61	66	I've Got a Thing About You Baby (2:20) Elvis Presley—RCA	62	65	66	72
67	67	Outside Woman (3:35) Bloodstone—London	73	57	72	60
68	68	Skybird (2:18) Neil Diamond—Columbia	65	73	61	70
73	69	Dance with the Devil (3:32) Cozy Powell—Chrysalis	74	66	65	61
67	70	Would You Lay with Me (in a Field of Stone) (2:23) Tanya Tucker—Columbia	56	63	*	*
54	71	Must Be Love (3:30) James Gang—Atco	66	58	75	74
44	72	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	63	*	64	72
73	73	A Dream Goes on Forever (3:21) Todd Rundgren—Bearsville	64	68	70	75
74	74	Your Cash Ain't Nothing but Trash (3:10) Steve Miller Band—Capitol	*	75	69	62
46	75	Energy Crisis '74 (2:00) Dickie Goodman—Rainy Wednesday	*	61	*	58

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (52), Bennie and the Jets (7), The Best Thing That Ever Happened to Me (14), Boogie Down (6), Come and Get Your Love (25), Dance with the Devil (69), Dancing Machine (45), Dark Lady (2), A Dream Goes on Forever (73), Energy Crisis '74 (75), Eres Tu (Touch the Wind) (11), Help Me (57), Honey Please Can't Ya See (58), Hooked on a Feeling (5), I Live to Live the Love (46), I Love (51), I'll Have to Say I Love You in a Song (18), I'm a Train (59), I've Been Searching So Long (38), I've Got a Thing About You Baby (66), Jet (10), Jungle Boogie (15), Just Don't Want to Be Lonely (36), Keep on Singing (28), Last Kiss (28), Last Time I Saw Him (23), Let It Ride (34), Let Me Be There (44), Loco-Motion (30), Lookin' for a Love (31), The Lord's Prayer (17), Love Song (27), Love's Theme (29), Loving You (42), Midnight at the Oasis (61), Mighty Love (39), Mockingbird (3), Music from the Sting (49), Must Be Love (71), My Sweet Lady (32), Oh My My (16), Oh Very Young (60), On a Night Like This (48), Once You Understand (41), Outside Woman (67), Piano Man (24), Put Your Hands Together (37), Rock On (8), Rock & Roll Hootchie Koo (20), Seasons in the Sun (1), She's Gone (55), Show and Tell (43), The Show Must Go on (35), Skybird (68), Smokin' in the Boys Room (72), Spiders & Snakes (12), Star (47), Star Baby (54), Sunshine (4), Tell Me a Lie (40), Thanks for Saving My Life (62), There Won't Be Anymore (56), Touch a Hand, Make a Friend (53), Trying to Hold on to My Woman (64), TSOP (13), Tubular Bells (33), Until You Come Back to Me (22), A Very Special Love Song (21), Virginia (63), W O L D (50), The Way We Were (9), Would You Lay with Me (in a Field of Stone) (70), You Make Me Feel Brand New (65), You're Sixteen (19), Your Cash Ain't Nothing but Trash (74).

Country music, riding a wave of popularity, feels its oats in Nashville

The format has its growing pains, however, and an internal division between purists and populists

The growth of Nashville's Country Radio Seminar from 50 participants in 1970 to over 400 at this year's affair (March 15-16) is just one more sign—to the country music industry, that is—that its reach is expanding and its clout is effective. Much of the talk centered on what would happen if rock radio—current titleholder of "mass American radio"—were to be fractionalized even further. And, predictably, the conclusion was that country radio "can grab it and hold on to it forever," as one programmer said.

To be sure, the format switch of WHN-AM New York to country last year has made country radio even more assured. Ruth Meyer, WHN's program director, reported healthy audience gains over the past year. And the industry's educational blitz on New York's advertising establishment behind the format switch—as was testified to many times during the two-day meeting—succeeded in shaking loose some more New York ad money for country. And there was talk of turning those persuasion tactics against the broadcast and regulatory establishments—specifically, the National Association of Broadcasters and the FCC.

Floor debate centered, among other things, on the advisability of a country music program directors' association "to push our case with the NAB, educate the NAB that country music is an exciting format" and "to get an operations man on the FCC." (Currently, an operations executive, James H. Quello, former general manager of WJR-AM-FM Detroit, is awaiting Senate confirmation of his nomination to the FCC.)

Senator Howard Baker (R-Tenn.) appeared briefly to reassure the conference that, indeed, he shared its hopes for greater acceptance. "I don't know there was anything *but* country music until I left Tennessee," he said. And "if anything represents what politicians call the grass-roots, it is country music. You will grow," he concluded.

Still, there are internal differences that split the country radio community. In terms of programming, the battle between the country "purists" and the country reductionists—those who are programming tighter, shorter, top-40 type record lists and with no compunctions about adding a pop record or two to their playlists—continues. Clearly, the purists are dwindling.

Country music's concern for a broader mandate—and acceptability—led many participants to classify their stations as

"professional radio stations that just happen to play country," as one said. Phrases such as "first class" and "quality" and "the right way" were often intoned to drive home the point that country radio must adopt at least the trappings of establishment pop radio in order to expand.

When the topic turned to minority hiring during a personnel seminar, talk turned tough. "The day I have to go in and tell my morning man that he's being let go to hire someone else, even a white," said Don Day, programmer of WBAP(AM) Fort Worth, "that's the day I'll turn in my credentials and get out of the business. If we let the government get that far, then there won't be any more business." Shot back one general manager from the floor: "You can no longer sit back and say I don't have any openings. You have to find one."

"Country radio people are feeling cut off from the main body of broadcasting," one programmer said after the conference. "And we all want this to keep on growing like it has. These people [minorities] are not going to take it much longer."

WSM's Opry House starts off with a bang

Grand Old Opry moves into new quarters with help of Nixon and country music greats

Lovers of the Grand Ole Opry need not fret much over what they lost last week by moving out of the 85-year-old Ryman auditorium. WSM-AM-FM-TV, Nashville's new \$15-million Opry House at Opryland U.S.A. has been conspicuously designed to capture the flavor and exude the spirit of the hall that was originally built as a church and housed the Opry since 1941. The Opry has moved "uptown," but has taken with it the idea of pew-style seats, all the original props and a circular section of the old stage center which is set into the new one.

It opened on March 16. In attendance at the inaugural broadcast were the greats of country music, President and Mrs. Nixon and Governor and Mrs. George Wallace of Alabama. Almost every member of the Opry's cast of 62 acts (who normally appear on a rotating basis) performed at the inaugural broadcast. The new Opry House seats 4,400 people—1,400 more than Ryman auditorium.

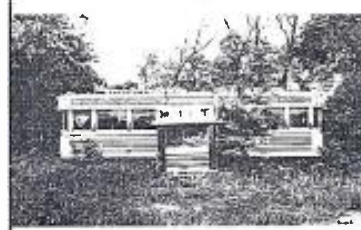
Mr. and Mrs. Nixon appeared on the stage (accompanied by three pedal-steel guitars and a country fiddle playing "Hail to the Chief") to accept a gift from the cast on Mrs. Nixon's 62d birthday. The emcee, Roy Acuff, asked the President if he would accompany the cast and audience on the piano while they sang happy birthday. "I'd rather play with this," Mr. Nixon replied, and pulled a yellow yo-yo from his pocket. And after Mr. Acuff, an Opry member for almost 30 years, demonstrated his own yo-yo abilities for the less-proficient President, Mr. Nixon grabbed the toy and told him, "I'll stay

Daryl Hall & John Oates

hit single
"She's Gone"

2993

Daryl Hall-John Oates



Abandoned Luncheonette



On Atlantic Records



The Ballad of the Yellow Yo-Yo. President Nixon opened WSM-AM-FM-TV Nashville's new Grand Ole Opry House outside of Nashville on March 16 with a not-so-dazzling demonstration of the all-American yo-yo (l). But stars of the Opry (like Roy Acuff standing behind the President) were as tickled with Mr. Nixon's departure from decorum as they were with their new home, the \$15-million broadcast center that will house the 49-year-old country music show. (c). The bench-like seats are a throw back to

the Opry's old home, Ryman auditorium, whose long, wooden pews have been filled every Friday and Saturday night since 1943 with stamping, clapping fans. And (r) is a man who says he's prominent among those fans, Senator Howard Baker (R-Tenn). He addressed the fifth annual Country Radio Seminar in Nashville before escorting the President to the Opry opening. "I'm not a recent convert to country music," he told them. "Until I left Tennessee, I didn't think there was anything but country music."

here and practice the yo-yo. You can go back and be President."

Last year, a half-million fans funneled the shoe-box lobby of Ryman. This year the Opry will be bringing that many people and more to Opryland U.S.A., a Disney-style country music park built at an additional cost of \$28 million and located east of Nashville.

A campaign is on to save the old Opry from an urban renewal project. In the meantime, it is still open to members of the public—who can walk its planked, hardwood floor stained with years' worth of spilled soda and gummy with popcorn and stand on the stage where almost every important performer in country music has played (for union scale)—on the \$3 Opry House tour.

Breaking In

Rhinestone Cowboy—Larry Weiss (20th Century Fox) ■ Larry Weiss will have a struggle ahead with his inevitable comparison to Neil Diamond. *Rhinestone Cowboy*, the first cut off Mr. Weiss's first album, *Black & Blue Suite*, sounds so much like Mr. Diamond that the newer

artist could wind up with the nickname, "Larry Rhinestone."

Rhinestone Cowboy's composer/singer has been a songwriter for about 10 years, gaining minor chart victories for Eric Burdon (with *Help Me Girl*) and Jerry Butler (with *Mr. Dream Merchant*). The American Breed scored a gold record with Mr. Weiss' *Bend Me, Shape Me*. *Rhinestone Cowboy* is the only single Mr. Weiss recorded himself except for his 1971 remake of *Bend Me, Shape Me* under the pseudonym, "Storm."

Mr. Weiss's material is pleasant and vague enough for MOR listeners, although it is apparently intended for rock markets. *Rhinestone Cowboy* seems to be a reflection on destiny and fame. Singing in a straightforward voice, Mr. Weiss refers to the "road to my horizon" on which "there's been a lot of compromisin'." He periodically bursts into a heavy chorus about a "Rhinestone Cowboy" at a rodeo, a confused metaphor for the meaning of being in the spotlight.

Twentieth Century Fox in Los Angeles reports 19 stations are playing *Rhinestone Cowboy*—about half from off the album—since the song was released some three weeks ago. Stations playing it as a single

include KJOY(AM) Stockton, Calif., KWEB(AM) Rochester, Minn., WIBR(AM) Baton Rouge, La., WCAU(FM) and WIP(AM), both Philadelphia, and KNBR(AM) San Francisco.

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

- FOOL'S PARADISE, Don McLean (United Artists).
- HAPPINESS IS ME AND YOU, Gilbert O'Sullivan (MAM).
- HEAVENLY, Temptations (Gordy).
- HOUSTON, Glen Campbell (Capitol).
- I JUST CAN'T GET YOU OUT OF MY MIND, Four Tops (ABC/Dunhill).
- LET'S GET MARRIED, Al Green (London).
- LOVING ARMS, Kris Kristofferson & Rita Coolidge (A&M).
- MIGHT JUST TAKE YOUR LIFE, Deep Purple (Warner Brothers).
- MR. NATURAL, Bee Gees (RSO).
- MUSCLE OF LOVE, Alice Cooper (Warner Brothers).
- MY MISTAKE WAS TO LOVE YOU, Diana Ross and Marvin Gaye (Motown).
- NICE TO BE AROUND, Maureen McGovern (20th Century).
- ONE HELL OF A WOMAN, Mac Davis (Columbia).
- PEPPER BOX, Peppers (Event).
- SAXAPHONES, Jimmy Buffet (ABC/Dunhill).
- SHE'S MY LADY, Don Reed (MGM).
- SIMONE, Henry Gross (A&M).
- SO GOOD, Eleventh Hour (20th Century).
- SPEAKING OF STREAKING, Howard Hardsell (ABC/Dunhill).
- STILL . . . YOU TURN ME ON, Emerson, Lake and Palmer (Atlantic).
- SUNDOWN, Gordon Lightfoot (Reprise).
- TOUCH & GO, Al Wilson (Rocky Road).
- UNBORN CHILD, Seals & Crofts (Warner Brothers).



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- WATCHING THE RIVER RUN, Loggins & Messina (Columbia).
- WEREWOLF, Five Man Electrical Band (Polydor).

Music Briefs

Remembering Ryman. Two-record album commemorating the Grand Ole Opry's original home, Ryman Auditorium, Nashville, Tenn., will be released in April by RCA Records. Titled *Stars of the Grand Ole Opry*, album highlights performances that made the auditorium legend. The Opry abandoned Ryman

March 16 for new Nashville home (see page 75).

Country awards on ABC-TV. First network telecast of Academy of Country Music Awards ceremony will be presented Thursday (March 28) from 11:30 p.m.-1 a.m. as ABC-TV *Wide World Special*. Roger Miller, songwriter and performer ("King of the Road") hosts ninth annual awards ceremonies, held today (March 25) at John Wayne Theater, Knotts Berry Farm, Buena Park, Calif.

'Blue-eyes' back for good? Frank Sinatra is emerging from two-year retirement in earnest. He kicks off 10-city tour on

April 8 at Carnegie Hall, where he has never performed before.

Starting again. Kitty Wells, for more than two decades known as "Queen of Country Music," is out of her life-time contract with Decca Records and has signed with Allman Brothers' label, Caprican Records. Georgia-based rock label is expanding into country field, adding 55-year-old Ms. Wells to recently acquired writer of *Behind Closed Doors*, Kenny O'Dell, on country roster. Her first release is Bob Dylan's *Forever Young*, produced by producer Johnny Sandlin and Paul Hornsby.

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
Combined Communications Corp.	year 12/31	104,547,000	+ 85.5%	4,961,000	+ 22.8%	14.6	56,359,000	4,040,000	1.26
Comcast Corp.	year 12/31	6,281,893	+ 10.1%	433,674	+ 33.7%	.25	5,705,459	324,459	.22
Communications Properties Inc.	3 mo. 1/31	3,521,324	+ 5.7%	68,168	- 61.5%	.01	3,330,012	176,994	.04
Doyle Dane Bernbach Inc.	3 mo. 1/31	84,188,000	+ 14.3%	695,000	+ 4.7%	.38	73,668,000	664,000	.34
Filmways Inc.	6 mo. 2/28	31,994,000	+ 26.4%	710,000	+ 53.7%	.34	25,301,000	462,000	.20
Globetrotter Communications Inc.	year 12/31	24,822,992	+ 79.9%	2,228,631	+ 20.5%	.80	13,793,515	1,848,702	.65
Lamb Communications Inc.	9 mo. 2/28	3,769,800	+ 28.0%	170,000	+611.5%	.07	2,943,800	27,800	.01
MPO Videotronics Inc.	3 mo. 1/31	2,208,676	- 40.0%	(359,639)	#	#	3,679,638	54,510	.10
San Juan Racing Association Inc. ..	9 mo. 1/31	5,469,536	+ 1.1%	2,359,924	- 55.3%	1.00	5,412,323	5,276,047	2.24
Wells, Rich, Greene Inc.	3 mo. 1/31	45,599,200	+ 1.5%	812,500	- 6.4%	.50	44,938,800	868,000	.54
Wrather Corp.	year 12/31	20,475,733	+ 11.3%	113,771	- 57.1%	.05	18,393,331	264,932 ¹	.12

* Percentage change is too great to provide a meaningful figure.
#Not given.

¹ Before gain of \$4,112,907 from sale of 227,000 shares of Teleprompter common stock.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. March 20	Closing Wed. March 13	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out ('000)	Total market capitalization ('000)	
						High	Low				
Broadcasting											
ABC	N	25 5/8	27 3/4	- 2 1/8	- 7.65	34 1/4	20	10	16,584	424,965	
CAPITAL CITIES COMM.	CCB	36	38	- 2	- 5.26	62 1/2	29	14	7,198	259,128	
CBS	N	34 7/8	34 1/4	+ 5/8	+ 1.82	52	24 7/8	11	28,315	987,485	
CONCERT NETWORK***	D	3/8	3/8		.00	7/8	1/4	8	2,200	825	
COX	N	17 1/4	18	- 3/4	- 4.16	40 1/4	13 3/8	9	5,831	100,584	
FEDERATED MEDIA***	O	5 1/2	5 1/2		.00	5 1/2	2	18	820	4,510	
GROSS TELECASTING	GGG	11 3/4	12 1/2	- 3/4	- 6.00	18 3/8	10	7	800	9,400	
LIN	LN8	5 5/8	6 1/8	- 1/2	- 8.16	14 3/4	3 1/4	5	2,296	12,915	
MDDNEY*	D	3 1/8	3	+ 1/8	+ 4.16	10 1/4	2 1/4	8	385	1,203	
PACIFIC & SOUTHERN	PSDU	5	5		.00	13 3/4	4 1/2	71	1,751	8,755	
RAHALL	D	4 1/2	5	- 1/2	- 10.00	12 1/4	2 3/4	7	1,297	5,836	
SCRIPPS-HOWARD	SCRP	16 1/2	17	- 1/2	- 2.94	21 1/4	14 3/8	8	2,589	42,718	
STARR	S8G	7 1/2	7 7/8	- 3/8	- 4.76	24 1/2	7	6	1,069	8,017	
STORER	SBK	16 3/4	16 7/8	- 1/8	- .74	44	12	8	4,751	79,579	
TAFT	TF8	20 1/8	22	- 1 7/8	- 8.52	58 5/8	15 1/2	8	4,219	84,907	
WOODS COMM.***	D	3/4	3/4		.00	1 5/8	1/4	6	292	219	
Broadcasting with other major interests									TOTAL	80,397	2,031,046
ADAMS-RUSSELL	AAR	A	2	2 1/8	- 1/8	- 5.88	5 3/8	2	5	1,259	2,518
AVCD	AV	N	7 3/8	7	+ 3/8	+ 5.35	16	6 3/8	3	11,482	84,679
BARTELL MEDIA	BMC	A	1 7/8	1 3/8	+ 1/2	+ 36.36	3 1/2	1	5	2,257	4,231
JOHN BLAIR	BJ	N	7 1/8	7 1/2	- 3/8	- 5.00	13	4 7/8	6	2,403	17,121
CAMPTOWN INDUSTRIES*	O	7/8	3/8	+ 1/2	+ 133.33	2	1/4	11	1,138	995	
CHRIS-CRAFT	CCN	N	3 5/8	3 1/2	+ 1/2	+ 3.57	6 5/8	2	10	4,162	15,087
COMBINED COMM.	CCA	A	11 3/4	11 1/4	+ 1/2	+ 4.44	44	10	8	3,274	38,469
COMLES	CWL	N	6 3/8	6 3/8		.00	9 5/8	4 3/4	14	3,969	25,302
DUN & BRADSTREET	DNB	N	33 3/4	34 1/8	- 3/8	- 1.09	42	30	23	26,305	887,793
FAIRCHILD INDUSTRIES	FEN	N	5 7/8	6	- 1/8	- 2.08	13 3/8	4	53	4,550	26,731
FUQUA	FQA	N	9 3/4	10	- 1/4	- 2.50	20 3/8	6 3/4	4	8,560	83,460
GENERAL TIRE	GY	N	17 3/8	17 1/4	+ 1/8	+ .72	28 3/4	12	5	21,505	373,649
GLOBETROTTER	GLBTA	D	3 5/8	3 5/8		.00	8 1/8	1 7/8	4	2,759	10,001
GRAY COMMUN.***	O	7	7		.00	12 7/8	6 1/2	5	475	3,325	
HARTE-HANKS	HNN	N	8 7/8	8 1/4	+ 5/8	+ 7.57	29 1/4	7	7	4,337	38,490
JEFFERSON-PILDOT	JP	N	29 1/2	31 7/8	- 2 3/8	- 7.45	40 7/8	27	13	24,082	710,419
KAISER INDUSTRIES	KI	A	7 7/8	8 3/8	- 1/2	- 5.97	9 3/8	4	6	27,487	216,460
KANSAS STATE NET.*	KSN	O	3 1/2	3 1/2		.00	6 1/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	A	3 1/2	6 1/4	- 2 3/4	- 44.00	14 1/4	3 1/2	3	1,154	4,039
LAMB COMMUN.***	P	1 1/4	1 1/4		.00	2 5/8	1 1/4	25	475	593	
LEE ENTERPRISES	LNT	A	12 5/8	12 1/8	+ 1/2	+ 4.12	25	9 7/8	9	3,352	42,319
LIBERTY	LC	N	14 7/8	15 3/8	- 1/2	- 3.25	23 7/8	13 3/8	7	6,631	98,636
MCGRAW-HILL	MHP	N	8 1/2	8 1/8	+ 3/8	+ 4.61	16 7/8	6 3/8	8	23,525	199,962
MEDIA GENERAL	MEG	A	25 1/4	24 7/8	+ 3/8	+ 1.50	43 1/2	20 1/2	9	3,546	89,536

Stock symbol	Exch.	Closing Wed. March 20	Closing Wed. March 13	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)			
MEREDITH	MDP	N	10 1/2	10 1/4	+	1/4	+	2.43	20 1/2	8 3/8	5	2,887	30,313
METROMEDIA	MET	N	9 1/4	10	-	3/4	-	7.50	32 1/4	7	5	6,493	60,060
MULTIMEDIA	MMED	O	13	13				.00	30 1/4	11 1/2	10	4,388	57,044
OUTLET CO.	DTU	N	9	9 1/8	-	1/8	-	1.36	17 5/8	8	5	1,379	12,411
POST CORP.	POST	O	10 1/4	10 1/2	-	1/4	-	2.38	17	8	5	893	9,153
PSA	PSA	N	9	9 1/4	-	1/4	-	2.70	21 7/8	6 1/8	13	3,768	33,912
REEVES TELECOM	RBT	A	1 3/8	1 1/2	-	1/8	-	8.33	3 1/4	1 1/4	8	2,376	3,267
RIDDER PUBLICATIONS	RPI	N	14 1/2	13 3/8	+	1 1/8	+	8.41	29 7/8	11 3/8	10	8,312	120,524
ROLLINS	ROL	N	17 1/2	19 3/8	-	1 7/8	-	9.67	36 1/2	14 1/4	15	13,305	232,837
RUST CRAFT	RUS	A	9 1/8	9 1/4	-	1/8	-	1.35	33 3/4	7 1/2	5	2,366	21,589
SAN JUAN RACING	SJR	N	11 3/4	12 1/4	-	1/2	-	4.08	23 3/4	11 3/8	10	2,367	27,812
SCHERING-PLOUGH	SGP	N	72 3/4	73 1/4	-	1/2	-	.68	87 5/8	62 1/2	38	52,590	3,825,922
SUNDERLING	SDB	A	8 1/8	9 1/4	-	1 1/8	-	12.16	16 3/8	6 3/8	5	816	6,630
TECHNICAL OPERATIONS	TO	A	6 1/8	6 3/8	-	1/4	-	3.92	13 1/2	4	6	1,359	8,323
TIMES MIRROR CO.	TMC	N	16 1/4	16 3/8	-	1/8	-	.76	25 7/8	13 7/8	10	31,145	506,106
TURNER COMM.*	O		3 1/8	3 1/8				.00	6	3	7	1,486	4,643
WASHINGTON POST CO.	WPD	A	22	24 1/8	-	2 1/8	-	8.80	37	15 3/4	8	4,749	104,478
WDMETCO	WDM	N	9 1/2	9 7/8	-	3/8	-	3.79	19 3/8	7 7/8	7	6,295	59,802
Cablecasting									TOTAL			337,402	8,104,734
AMECO****	ACD	D	1/4	1/4				.00	3	1/8		1,200	300
AMER. ELECT. LABS**	AELBA	O	1 3/8	1 3/4	-	3/8	-	21.42	3 5/8	1		1,673	2,300
AMERICAN TV & COMM.	AMTV	O	11 1/2	12 1/2	-	1	-	8.00	39	7 1/4	33	3,174	36,501
ATHENA COMM.**	D		1/2	5/8	-	1/8	-	20.00	5 1/2	3/8		2,126	1,063
BURNUP & SIMS	BSIM	D	20 1/2	21 1/8	-	5/8	-	2.95	34 3/4	15 1/8	26	7,907	162,093
CABLECOM-GENERAL	CCG	A	3 1/8	3 1/8				.00	8 7/8	1 3/4	104	2,536	7,925
CABLE FUNDING CORP.	CFUN	O	6 3/8	6 3/8				.00	9 3/4	4 1/2	53	1,121	7,146
CABLE INFORMATION**	O		5/8	5/8				.00	2 1/2	5/8		663	414
CITIZENS FINANCIAL	CPN	A	3	3 1/8	-	1/8	-	4.00	9 1/2	2 3/8	9	2,390	7,170
COMCAST*	O		2	2				.00	5 3/8	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	D	2 7/8	3	-	1/8	-	4.16	9 3/4	2 1/8	24	4,435	12,750
COX CABLE	CXC	A	9 3/8	10	-	5/8	-	6.25	31 3/4	7 3/4	18	3,560	33,375
ENTRON***	ENT	O	5/8	5/8				.00	9 1/4	1/4	4	1,358	848
GENERAL INSTRUMENT	GRL	N	15 5/8	16 7/8	-	1 1/4	-	7.40	29 1/2	12 1/4	9	6,792	106,125
GENERAL TELEVISION*	O		1 1/4	1 1/2	-	1/4	-	16.66	4 1/2	1 1/4	63	1,000	1,250
LVO CABLE	LVO	O	3 3/8	3 3/8				.00	11 1/4	2 3/4	18	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	8 1/4	9	-	3/4	-	8.33	15 3/8	6 1/4	9	917	7,565
TELE-COMMUNICATIONS	TCOM	O	3 3/4	4	-	1/4	-	6.25	21	2 5/8	15	4,619	17,321
TELEPROMPTER	TP	N	6	6 1/4	-	1/4	-	4.00	34 1/2	3 3/4	35	16,482	98,892
TIME INC.	TL	N	38 1/8	38 3/4	-	5/8	-	1.61	63 1/4	25 3/4	8	10,380	395,737
TOCOM*	TOCM	O	4 1/2	4	+	1/2	+	12.50	12 1/8	2 3/4	11	634	2,853
UA-COLUMBIA CABLE	UACC	O	5 1/2	5 7/8	-	3/8	-	6.38	15	3 3/4	11	1,794	9,867
VIACOM	VIA	N	6 3/4	6 5/8	+	1/8	+	1.88	20	4 5/8	11	3,851	25,994
VIKOA**	VIK	A	2 7/8	3 1/8	-	1/4	-	8.00	9 1/8	1 3/4		2,591	7,449
Programming									TOTAL			84,787	954,689
COLUMBIA PICTURES**	CPS	N	3 1/8	3 1/4	-	1/8	-	3.84	9 7/8	2 1/4		6,748	21,087
DISNEY	OIS	N	51 5/8	53 7/8	-	2 1/4	-	4.17	123 7/8	37	31	29,155	1,505,126
FILMWAYS	FWY	A	4 7/8	5 3/8	-	1/2	-	9.30	5 3/4	2 1/8	8	1,801	8,779
GULF + WESTERN	GW	N	26 1/2	28 3/8	-	1 7/8	-	6.60	35 3/4	21 3/8	5	13,945	369,542
MCA	MCA	N	23 5/8	24 1/4	-	5/8	-	2.57	34 1/4	18 1/2	8	8,379	197,953
MGM	MGM	N	14 1/2	15	-	1/2	-	3.33	24	7 5/8	10	5,918	85,811
TELE-TAPE**	O		1/4	1/4				.00	1 3/4	1/4		2,190	547
TELETRONICS INTL.*	O		4 1/8	4 1/8				.00	10 1/2	2 1/2	9	943	3,889
TRANSAMERICA	TA	N	9 3/8	9	+	3/8	+	4.16	17 5/8	6 1/8	8	66,354	622,068
20TH CENTURY-FOX	TF	N	9 1/8	9	+	1/8	+	1.38	12 3/8	5	10	8,557	78,082
WALTER READE**	WALT	O	3/8	1/2	-	1/8	-	25.00	1 3/8	1/8		2,203	826
WARNER	WCI	N	14 7/8	15 5/8	-	3/4	-	4.80	39 1/8	9	6	15,064	224,077
WRATHER**	WCO	A	8 1/8	7 3/8	+	3/4	+	10.16	16 5/8	3 7/8		2,229	18,110
Service									TOTAL			163,486	3,135,897
BBDO INC.	O		13 1/4	12 7/8	+	3/8	+	2.91	17 7/8	10	6	2,513	33,297
COMSAT	CO	N	36 1/2	38	-	1 1/2	-	3.94	64 1/2	32 1/2	12	10,000	365,000
CREATIVE MANAGEMENT	CMA	A	5 5/8	5 1/4	+	3/8	+	7.14	9 1/2	3	6	1,016	5,715
DOYLE DANE BERNBACH	DDYL	O	10 1/2	10 3/4	-	1/4	-	2.32	23 1/2	8 1/2	5	1,799	18,889
ELKINS INSTITUTE****	ELKN	O	1/4	1/4				.00	1 1/4	1/4		1,897	474
FDOTE CONE & BELDING	FCR	N	11 1/8	10 5/8	+	1/2	+	4.70	13 3/8	8 1/8	9	2,129	23,685
GREY ADVERTISING	GREY	O	8 1/4	7 7/8	+	3/8	+	4.76	17 1/4	7 1/2	4	1,264	10,428
INTERPUBLIC GROUP	IPG	N	12 5/8	11 3/4	+	7/8	+	7.44	25 3/8	9 3/4	4	2,464	31,108
MARVIN JOSEPHSON	MRVN	D	8 1/4	8	+	1/4	+	3.12	18 1/2	6 3/4	6	957	7,895
MCCAFFREY & MCCALL*	O		9 1/4	9 1/4				.00	10 3/4	5	5	585	5,411
MCI COMMUNICATIONS+	MCIC	O	4 1/2	4 7/8	-	3/8	-	7.69	8 7/8	3 3/4		12,825	57,712
MOVIELAB**	MOV	A	1 1/8	1 1/2	-	3/8	-	25.00	1 7/8	1/2		1,407	1,582
MPD VIDEOTRONICS**	MPD	A	2 1/4	2 3/8	-	1/8	-	5.26	4 7/8	2		540	1,215
NEEDHAM, HARPER	NDHMA	O	7 1/4	7	+	1/4	+	3.57	26 1/4	5	4	917	6,648
A. C. NIELSEN	NIELB	O	21 5/8	22 1/2	-	7/8	-	3.88	40 1/2	19 3/4	19	10,598	229,181
OGILVY & MATHER	OGIL	O	15 3/4	16 3/4	-	1	-	5.97	32 1/2	12 3/4	6	1,777	27,987
PKL CO.***	PKL	D	1	1 1/8	-	1/8	-	11.11	3	1/4	2	818	818
J. WALTER THOMPSON	JWT	N	10 3/8	10 5/8	-	1/4	-	2.35	24 3/4	8 1/4	5	2,625	27,234
UNIVERSAL COMM.*	O		3/4	3/4				.00	12 1/2	1/2	1	715	536
WELLS, RICH, GREENE	WRG	N	9	9 3/8	-	3/8	-	4.00	21 1/8	7 1/2	4	1,623	14,607
Electronics									TOTAL			58,469	869,422
ADMIRAL	ADL	N	13 1/4	13 3/8	-	1/8	-	.93	18	7 1/4	6	5,863	77,684
AMPEX	APX	N	4 3/8	4 1/4	+	1/8	+	2.94	6 7/8	3 1/8	9	10,878	47,591
CCA ELECTRONICS*	CCAE	D	7/8	7/8				.00	3	3/4	1	881	770
COHU, INC.	COH	A	3 3/8	3 1/2	-	1/8	-	3.57	7 7/8	2 5/8	6	1,542	5,204
COMPUTER EQUIPMENT	CEC	A	1 3/4	2	-	1/4	-	12.50	2 7/8	1 3/8	11	2,372	4,151
CONRAC	CAX	N	19	20 1/8	-	1 1/8	-	5.59	31 7/8	13 1/4	10	1,261	23,959

Stock symbol	Exch.	Closing Wed. March 20	Closing Wed. March 13	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
						High	Low					
GENERAL ELECTRIC	GE	N	53 3/8	55	- 1 5/8	-	2.95	75 7/8	53 3/8	17	182,348	9,732,824
HARRIS-INTERTYPE	HI	N	29 1/2	31 3/8	- 1 7/8	-	5.97	49 1/4	24 1/2	10	6,227	183,696
INTERNATIONAL VIDEO	IVCP	O	4 3/4	4 3/4			.00	14 3/4	3 3/4	12	2,741	13,019
MAGNAVOX	MAG	N	7	7 1/2	- 1/2	-	6.66	29 5/8	6 1/4	15	17,806	124,642
3M	MMM	N	77	77			.00	91 5/8	71 1/4	29	113,054	8,705,158
MOTOROLA	MOT	N	57 3/4	61	- 3 1/4	-	5.32	68 3/4	41 1/4	21	27,740	1,601,985
OAK INDUSTRIES	OEN	N	12 3/4	12 3/8	+ 3/8	+	3.03	20 1/2	9 1/2	6	1,639	20,897
RCA	RCA	N	20 1/8	21 1/4	- 1 1/8	-	5.29	39 1/8	16 1/2	9	74,515	1,499,614
ROCKWELL INTL.	RDK	N	27 5/8	28 1/8	- 1/2	-	1.77	32 5/8	23 1/8	6	27,245	752,643
RSC INDUSTRIES	RSC	A	1 3/4	1 5/8	+ 1/8	+	7.69	2 1/2	1 1/8	11	3,458	6,051
SONY CORP.	SNE	N	27 5/8	28 3/8	- 3/4	-	2.64	57 1/4	21 1/4	22	66,250	1,830,156
TEKTRONIX	TEK	N	45	45 1/2	- 1/2	-	1.09	56 5/8	29 7/8	19	8,179	368,055
TELEMATION**	TIMT	O	2 1/8	2 1/8			.00	4 3/4	1 1/2		1,050	2,231
TELEPRO IND.***	O		6	6			.00	6	1 1/4	38	475	2,850
VARIAN ASSOCIATES	VAR	N	11 3/4	13 1/8	- 1 3/8	-	10.47	19 1/2	9 5/8	12	6,617	77,749
WESTINGHOUSE	WX	N	22	22 1/2	- 1/2	-	2.22	47 3/8	21 1/8	12	88,595	1,949,090
ZENITH	ZE	N	29 3/8	31 1/8	- 1 3/4	-	5.62	56	25	9	18,888	554,835
									TOTAL		669,624	27,584,854
									GRAND TOTAL		1,394,165	42,680,642

Standard & Poor's Industrial Average 109.19 111.65 -2.46

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.

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

Fates & Fortunes®

Media

Herbert Farber, sales manager, KDKA-TV Pittsburgh, named general manager, KPX(TV) San Francisco. He succeeds **Joel A. Segall**, named general manager at WJZ-TV Baltimore (BROADCASTING, Feb. 11). All are Group W stations.

Leonard Spinrad, director of corporate information, CBS corporate affairs, New York, named VP, corporate information department. **Noel B. Berman**, director, industrial relations, CBS corporate affairs, named VP, negotiation services department.

Norman S. Ginsburg, director of information services, CBS Radio, New York, assumes additional responsibility for network's sales promotion, merchandising and advertising activities.



Harris
CASTING, March 4).

Melvin A. Harris, VP, general manager, WKBF-TV Cleveland, joins WKBS-TV Philadelphia, as VP, general manager. Both are Kaiser Broadcasting stations. He succeeds **G. William Ryan**, now VP - general manager of WPLG-TV Miami (BROAD-

Allan D. Chlowitz, with sales staff, KHJ-(AM) Los Angeles, joins KRTH(FM) Los Angeles as general manager.



Transition. Members of the new board of governors of the ABC Television Network Affiliates Association are shown in Houston following the elevation of George Lyons of WZZM-TV Grand Rapids, Mich., as chairman, and the election of three new members. L to r, front row: William F. Turner of KCAU-TV Sioux City, Iowa, a new member, who also was elected secretary; Chairman Lyons; Tom Goodgame, KTUL-TV Tulsa, Okla., vice chairman, and Larry Pollack, WKBW-TV Buffalo, N.Y., new member and treasurer; standing, William A. Sawyers, KJEO-TV Fresno, Calif.; John Conomikes, WTAE-TV Pittsburgh; Jay Gardner, KRDO-TV Colorado Springs; Walter Windsor, WFTV(TV) Orlando, Fla., a new member, and Richard S. Stakes, Evening Star Broadcasting Co. stations, Washington. Mr. Lyons succeeded Mr. Stakes as chairman. Messrs. Turner and Pollock succeeded Reeve Owen, WTVC(TV) Chattanooga, and Donald L. Ferris, WEWS-TV Cleveland, who retired from the board; Mr. Windsor succeeded James Lynagh, who has been transferred by the Post-News-week group from WPLG-TV Miami to WTOP-TV Washington, a CBS affiliate.

William Bolster, VP, manager, KLWW-AM Cedar Rapids, Iowa, assumes additional position of VP, general manager, KWVL(AM) Waterloo, Iowa. Both are Black Hawk Stations.

Al Fusco, announcer, WCBM(AM) Baltimore, joins Mutual Broadcasting System, Washington, as director of operations.

Dennis O. Bowman, program director, WCCI(FM) Savanna, Ill., named station manager.

Al Kennedy, general manager, KEZM(FM) Los Angeles, joins KDOL-AM-FM Antelope Valley, Calif., in same position.

John Davidson Craver, with production department and announcer, WTAR-FM Norfolk, Va., named operations manager.

David A. Hopper, operations assistant, WSJV(TV) South Bend-Elkhart, Ind., appointed operations manager.

Robert G. Newton, formerly with public information, U.S. Army, joins KLWN-AM-FM Lawrence, Kan., as operations manager.

Nancy Muir, program manager, Teleprompter cable system, Cape May, N.J., appointed production supervisor, WSNL-TV Patchogue, N.Y.

Thomas H. Gough, administrator, promotion department, NBC West Coast, appointed manager, guest relations.

Alice Mary Kunz, sales merchandising coordinator, KIRO-TV Seattle, named television promotion media services supervisor. **Cynthia Ann Salazar**, with KIRO-TV's writing staff, named television promotion creative services supervisor.

Pam Fields, anchorwoman, WBAL-TV Baltimore, appointed assistant community service manager.

Georgia Lou Goodale, broadcast coordinator, R. H. Macy Co., New York, joins WXLO(FM) New York, as advertising and promotion director.

Gloria J. Gibson, program director, WWDC-AM-FM Washington, joins WNBC-AM New York as advertising, promotion manager.

Broadcast Advertising



Gerard Puccio, sales manager, Tele-Rep Inc., New York, appointed national sales manager, WPIX-TV New York.

Robert M. Murphy, VP, management supervisor, Grey Advertising, Detroit, named general manager of Minneapolis-St. Paul office. He is succeeded by **Alexander Morton**, VP, account supervisor, Detroit office.

Stan Flaum, account supervisor, Elkman Advertising Co., Bala Cynwyd, Pa., named to head agency's New York office.

Bernard R. Sloan, associate creative director, SSC&B, New York, named senior VP.

Chosen. Joseph Welling, general manager, Ohio University's noncommercial WOUB-AM-FM-TV Athens, has been elected chairman of board, National Public Radio. **Susan Harmon**, station manager, WAMU(FM) Washington (American University) named vice chairman. Three others elected to fill vacancies on NPR board are **Don Holloway**, manager, WKY-FM Morehead, Ky.; **Bonnie Cronin**, program director, WBUR-FM Boston, and **Tom McManus**, program director and operations manager, KPBS-FM San Diego. Board terms are for three years. Continuing on NPR board are **Alvin L. Bolt** (WPLN-FM Nashville), **Richard Estell** (WKAR-AM-FM East Lansing, Mich.), **Godwin Oyewole** (WFCR-FM Amherst, Mass.) and **Kenneth L. Kager** (KUOW-FM Seattle). Elections took place at public radio conference in Washington (Broadcasting, March 18).

Ruthanne Greenberg, media planner, Dancer Fitzgerald Sample, New York, appointed media supervisor.

Len Levy, former president, Wylde Films, New York, named executive producer, Foote, Cone & Belding, Los Angeles.

Paul R. Kunkler, local sales manager, KQV(AM) Pittsburgh, named general sales manager.

Charles Kennedy, national sales manager, WJAR-TV Providence, R.I., appointed general sales manager.

Ronald F. Pulera, with sales staff, Storer Television Sales, New York, named local sales manager, Storer's WSBK-TV Boston.

Mary D. Rankin, assistant sales manager, WTOP(AM) Washington, named sales manager.

Fred E. Goodman, account executive, WWDC(AM) Washington, named sales manager, WJMD(FM) Bethesda, Md.

Ray Mack, with sales staff, WAPE(AM) Jacksonville, Fla., named local sales manager.

Marian Miller, supervisor, broadcast operations, and **Joanne T. Griffin**, associate research director, McCaffrey & McCall, New York, elected VPs.

Marshall Bateman, **Richard Craiglow**, **Carl Larkin**, account supervisors, Tracy-Locke, Dallas, elected VPs.

Ron Berman, associate creative director, Honig-Cooper & Harrington, San Francisco, named creative director.

Gary Munn, creative director, R. H. Macy & Co., New York (retail sales), joins Jack Byrne Advertising, New York, as associate creative director in charge of broadcast production.

Programing

Carl Meyers, sales executive, Hughes Television Network, New York, appointed Eastern sales manager, TVS Television Network, also New York.

Wally Sherwin, former general manager, KHJ-TV Los Angeles, and most recently president, Market Broadcasting, Sherman

Oaks, Calif., background music firm, named president, Western International Syndication, division of Western International Media Corp., Los Angeles.

Mickey L. Hooten, formerly with WGHP-TV High Point, N.C., named program director, WTAE-TV Pittsburgh.

Eddie Dillon, announcer, KIDD(AM) Monterey, Calif., named program director.

Bill Brill, assistant production director, announcer, KROY(AM) Sacramento, Calif., joins KFMF-FM Chico, Calif., as program director.

Edward F. Blatz, VP, Jack LaLanne Co., Los Angeles, appointed Western sales manager, business information film division, Hanna-Barbera Productions, Hollywood.

Irving N. Ivers, general West Coast advertising assistant, Columbia Pictures, Los Angeles, named director of worldwide advertising.

Broadcast Journalism

Jonathan Ward, director of program services, CBS Radio Division, named executive producer of special events for CBS News, radio, New York, succeeding **Charles R. (Dick) Reeves**, appointed executive producer of *CBS Morning News*. **Sid Feders**, assistant assignment editor for CBS News's Washington bureau, named CBS News foreign editor. Mr. Feders succeeds **Robert A. Little**, named director, newsfilm syndication for CBS News. **Bernard Shaw**, CBS News Washington bureau reporter, named CBS News correspondent in Washington. **Cynthia Samuels**, CBS News Washington bureau researcher, named assistant foreign editor. **Peter Larkin**, associate foreign editor for CBS News, named manager of CBS News's London bureau.

Richard Ahles, VP, public affairs, WFSB-TV Hartford, Conn., named VP, editorial director; **Michael Von Ende**, assistant news director, WTOP-TV Washington, named news director, WFSB-TV. Both are Post-Newsweek stations.

Dave McElhatton, announcer, KCBS(AM) San Francisco, assumes additional duties as director of news operations.

Gary Vaillancourt, news announcer, WZBN(AM)-WKZN-FM Zion, Ill., named news director.

John Komen, reporter, KING-TV Seattle, appointed TV news assignment editor.

Dennis J. Baxter, reporter, WHBF(AM) Rock Island, Ill., named news editor.

Jack Etzel, with news staff, KMOX-AM-FM-TV St. Louis, joins WHIC-TV Pittsburgh, in same capacity.

Allied Fields

James E. Burch, VP, account group supervisor, BBDO, San Francisco, retires to become president of Creative Initiative Foundation, nonprofit educational organization in Palo Alto, Calif.

Patrick L. Glennon, field representative, American Society of Composers, Authors and Publishers, Boston, named district manager.

Equipment & Engineering

Gerald B. Herzog, director, Solid State Technology Center, RCA Laboratories, Princeton, N.J., appointed staff VP, RCA Technology Centers. Sommerville, N.J. and Princeton.

Deaths

Josh L. Home, 86, founder and president of WCEC(AM)-WFMA(FM) Rocky Mount, N.C. and publisher of *Rocky Mount Telegram*, died March 15 at his home after long illness. Wife, Mildred, and daughter, Mel J. Warner, survive.

Thomas K. Barnstable, known professionally as **Tom Barnes**, chairman and chief executive officers of KCMT-TV Alexandria, Minn., and KVOX(AM) Moorhead, Minn., died of heart disease March 14 at Fargo, N.D. He was 62. He was also stockholder in KSOO(AM) Sioux Falls, S.D. He is sur-

vived by wife Betty, 10 children.

Chet Huntley, 62, co-anchorman on NBC-TV's nightly news show for almost 14 years, died March 20 of lung cancer in Bozeman, Mont. *The Huntley-Brinkley Report*, on which Mr. Huntley, in New York, and David Brinkley, in Washington, worked together from Oct. 29, 1956, through Aug. 1, 1970, was for many years most popular news show on television, until CBS's Walter Cronkite caught up to it in the fall of 1967. Show's "Good night, Chet"—"Good night, David" sign-off became one of most famous tag lines in television. Since his retirement from NBC in August 1970, Mr. Huntley had divided



Huntley

his time primarily among board chairmanship of \$20-million Big Sky resort, under development in his home state of Montana, post of senior vice president of Levine, Huntley, Schmidt Inc., New York ad agency, and his ownership interests in Horizons Communications Corp., New York, group-station owner and program syndicator. Mr. Huntley started out in broadcasting as reporter for KCBC(AM) Seattle in 1934. Four years later, he joined CBS Radio as correspondent assigned to the Western states. In 1951, ABC network hired him as its Los Angeles correspondent. NBC-TV coaxed him away from ABC in 1955 and made him staff correspondent. He and Mr. Brinkley first attracted widespread attention during their teaming as co-anchormen of NBC's coverage of the Democratic and Republican national conventions of 1956. Mr. Huntley is survived by his wife, former Tipton (Tippi) Stringer.

For the Record.

As compiled by BROADCASTING, March 11 through March 15, and based on filings, authorizations and other FCC actions.

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

New TV stations

Application

■ *Lowry, S.D.—State Board of Directors for Educational Television seeks VHF ch. 11 (198-204 mhz); ERP 316 kw vis., 32 kw aur.; HAAT 1,043 ft.; ant. height above ground 872 ft. P.O. address: c/o Martin P. Busch, University of South Dakota, Vermillion, S.D. 57069. Estimated construction cost \$500,000; first-year operating cost \$47,500. Geographic coordinates 45°16'34" north; 99°59'3" west. Trans. type TT-25-FH. Ant. type TW-18A11-P. Director of Engineering: James Prusha. Principal: Richard W. Cleveland is chairman of state board, which operates KBHE-TV Rapid City, KTSD-TV Pierre and KDSD-TV Eagle Butte, all South Dakota. Ann. March 4.

Final actions

■ *WNJM(TV) Montclair, N.J.—Broadcast Bureau granted license covering permit for new station (BLET-332). Action Feb. 28.

■ *WHWC-TV Colfax, Wis.—Broadcast Bureau granted license covering permit for new noncommercial educational television (BLET-349). Action Feb. 28.

Initial decision

■ Birmingham, Ala.—Administrative Law Judge Jay A. Kyle proposed grant of application of Birmingham Broadcasting Co. for UHF ch. 21 (512-518 mhz); ERP 202 kw vis., 40 kw aur.; HAAT 705 ft.; ant. height above ground 364 ft. P.O. address: Rose Hill, Irondale, Ala. Estimated construction cost \$498,000; first-year operating cost \$150,000; revenue \$210,000. Geographic coordinates 33°29'10" north; 86°48'20" west. Trans. type TTU-10A. Ant. type TFU-25G. Legal counsel Ellis J. Parker III, Birmingham; consulting engineer Raymond E. Rohrer. Principals: James G. Lang and Ellis J. Parker (Docs. 15461, 16761). Ann. March 12.

Rulemaking actions

■ Fla., Okla. and Tex. communities—FCC proposed amendment of TV table of assignments by freezing certain presently assigned UHF channels at Boca

Raton, Fla.; Ardmore, Hugo and Lawton, Okla., and Longview, Tex., and replacing them with other channels. Under proposal to extend land mobile/UHF-TV sharing plan to Miami, Houston and Dallas-Fort Worth, channel 14 would be shared at Miami, channel 17 at Houston and channel 16 at Dallas-Fort Worth. To protect against interference, FCC proposes to replace channel *14 Boca Raton with channel *62, channel 16 Longview with channel 51, channel *17 Ardmore with channel *28, channel *15 Hugo with channel *48, and channel 16 Lawton with channel 45. Comments may be filed by April 22 and reply comments by May 6 (Doc. 19964). Action March 7.

■ Myrtle Beach, S.C.—FCC amended TV table of assignments by assigning channel 43 to Myrtle Beach as community's first commercial TV assignment, effective April 19 (RM-2153). Action March 7.

■ Wheeling, W. Va.—FCC amended TV table of assignments to reserve ch. 41 at Wheeling for non-commercial educational use (RM-2214). Action March 7.

Existing TV stations

Application

■ WTIE-TV State College, Pa.—Seeks assignment of CP to Federated Communications Inc. Ann. March 6.

Final actions

■ WCIA(TV) Champaign, Ill.—Broadcast Bureau granted CP to change type trans. and make changes in ant. system (BPCT-4682). Action Feb. 28.

■ *WGBH-TV Boston—Broadcast Bureau granted authority to operate trans. by remote control from 125 Western Ave., Boston. (BRCETV-59). Action Feb. 28.

■ WDAM-TV Laurel, Miss.—FCC granted application of Chapman Television of Tuscaloosa, licensee of WDAM-TV, for CP for new trans. (BPCT-4610). Action March 7.

■ WDAF-TV Kansas City, Mo.—Broadcast Bureau granted license covering changes (BLCT-2196). Action Feb. 28.

■ WOW-TV Omaha—Broadcast Bureau granted license covering permit for changes (BLCT-2268). Action Feb. 28.

■ *KRWG-TV Las Cruces, N.M.—Broadcast Bureau granted authority to operate trans. by remote control from Milton Student Center, Maife Circle, New Mexico State University Campus, Las Cruces (BRCETV-38). Action Feb. 28.

■ WOR-TV New York—FCC denied petition by American Board of Missions to the Jews Inc. and its subsidiary, Beth Sar Hebrew Christian Fellowship, to deny application of RKO General for renewal of license for WOR-TV. Action March 7.

Action on motion

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV), TV proceeding, granted petitions filed Jan. 31 and Feb. 13 by WLCY-TV Inc. for leave to amend application to reflect changes in interim ownership report on behalf of its parent corporation, Rahall Communications, accepted amendments, and upon receipt of copies of WLCY-TV's exhibits, ordered record closed and dates set forth in transcript of Feb. 12 to govern further procedural matters (Doc. 19627). Actions March 1.

Rulemaking petition

■ Washington, D.C.—Watchers Against Television

NOTE
NEW
ADDRESS

**EDWIN TORNBURG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766

West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

LEGAL NOTICE

The town of Canandaigua, New York is granting a franchise for a Cable Television System in said town. Anyone interested in applying for this franchise must send its application bid and proposal by registered mail postmarked by April 30, 1974 to:

Louis W. Kiesewetter
Supervisor
Town Hall
Canandaigua, N.Y. 14424
Telephone: 315-394-1120

A public hearing will be held
June 3, 1974

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Ron Cohen
VIBRATIONS
301 East 63rd Street
New York, N.Y. 10021
212-593-0065

Commercial Harassment (W.A.T.C.H.) requests amendment of rules to reduce amount of commercial TV time to eight minutes per hour and allow commercial interruptions only at hour and half-hour (RM-2326). Ann. Feb. 26.

Call letter actions

- KPOT(TV) Pocatello, Idaho—Granted KPVI(TV).
- KTNT-TV Tacoma, Wash.—Granted KSTW(TV).

New AM stations

Starts authorized

- WHPY Clayton, N.C.—Authorized program operation on 1590 khz, 5 kw-D. PSA: 500 w. Action March 4.
- WBCW Jeanette, Pa.—Authorized program operation on 1530 khz, 1 kw-D. Action Feb. 11.
- KDLT Delta, Utah—Authorized program operation on 540 khz, 1 kw-D. Action Feb. 22.

Final action

- Rutland, Vt.—Vermont Radio Inc. Broadcast Bureau granted CP to install new aux. trans. at main trans. location for aux. purposes only (BPH-8813). Action March 4.

Actions on motions

- Administrative Law Judge Lenore G. Ehrig in Stamford, Conn. (Western Connecticut Broadcasting Co. and Radio Stamford Inc.), AM proceeding, granted petition by Radio Stamford to amend application to reflect changes in reelection of its board of directors and disclose facts concerning a civil suit and accepted amendment (Docs. 19872-3). Action March 1.
- Administrative Law Judge Lenore G. Ehrig in Salem and Derry, N.H. (Salem Broadcasting Co., et al.), AM proceeding, granted petition by Salem Broadcasting to amend application to reflect transfer of stock and accepted amendment. In separate order, granted amendment by New Hampshire Broadcasting Corp. to amend application to change number of shares and accepted amendment (Docs. 19434-36). Actions March 1.
- Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, Conn. (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, denied Westport Broadcasting Co.'s second motion to dismiss application of Radio Ridgefield, since premise for request is not accurate (Docs. 19686-7). Action March 1.

Other actions

- Review board in Mobile, Ala., AM proceeding (Docs. 17555, 17558) scheduled oral argument for April 4 at 10 a.m., on exceptions and briefs to supplemental initial decision released June 21, 1973, which affirmed grant of application of Mobile Broadcast Service Inc. for construction authority for new AM at Mobile, originally proposed in initial decision by Administrative Law Judge Chester F. Naumowicz Jr., released April 22, 1969. Mobile, Azalea Corp. and Broadcast Bureau were each allowed 20 mins. for argument. Action March 4.
- Review board in Sumiton, Ala., denied application of Sumiton Broadcasting Co. for CP for AM station to operate daytime-only on 1540 khz at Sumiton (Doc. 18204). Action March 4.
- Review board in Dermott, Ark., AM proceeding, scheduled oral argument for April 2 at 10 a.m., on exceptions and briefs to initial decision by Administrative Law Judge Jay A. Kyle, released June 27, 1973, proposing grant of application of Southeast Arkansas Radio Inc. for CP for new AM (10 kw-D) at Dermott, Southeast Radio, Southeast Arkansas Broadcasters and Broadcast Bureau were each allowed 20 mins. for argument (Doc. 19474). Action March 4.
- Review board in Statesboro, Ga., AM proceeding, denied petition by Rosemor Broadcasting Co., applicant for new AM at Statesboro, to add issues against Southeast Radio Inc., competing applicant for the facilities (Docs. 19887-8). Action March 8.
- Review board in Salem, N.H., AM proceeding, denied joint petition of Salem Broadcasting Co. and New Hampshire Broadcasting Co. to enlarge issues against Spacetown Broadcasting Corp., third mutually exclusive applicant in proceeding. Joint petition, filed Dec. 21, 1973, alleged Spacetown had attempted to obstruct and undermine prosecution of Salem and New Hampshire applications (Docs. 19434-6). Action March 1.
- Review board in Centerville, Va., AM proceeding, granted motion by Centerville Broadcasting Co. for extension of time through March 29 within which to file exceptions and supporting briefs to initial decision of Administrative Law Judge Ernest Nash, which proposed denial CBC application for new AM at Centerville (Doc. 18888). Action March 6.

Call letter application

- Charlevoix, Mich.—New Broadcasting Corp. seeks WVOY.

Existing AM stations

Applications

- KCYN(AM) Williams, Ariz.—Seeks mod. of license to change to specified hours with sign off 8 p.m. daily. Ann. March 8.
- KZNG(AM) Hot Springs, Ark.—Seeks CP to change ant.-trans. location to north of Ridgeway Blvd., east of Busch Ave., Hot Springs. Ann. March 8.
- KEZY(AM) Anaheim, Calif.—Seeks mod. of CP to make changes in night-time DA ant. pattern (BP-19,568). Ann. March 11.
- KBZZ(AM) La Junta, Colo.—Seeks CP to increase tower height to accommodate FM ant. Ann. March 8.
- WAPR(AM) Avon Park, Fla.—Seeks CP to increase power to 5 kw and change trans. to Gates, BC-5H. Ann. March 11.
- KWIK(AM) Pocatello, Idaho—Seeks CP to move ant.-trans. site to 301 Whittaker St., east of Chubbuck, Idaho. Ann. March 12.
- WEBQ(AM) Harrisburg, Ill. — Seeks CP to change ant.-trans. location to Route 45, south, Harrisburg, and increase tower height and add series limiting resistor. Ann. March 8.
- KSEK(AM) Pittsburg, Kan.—Seeks CP to increase height to 465 ft. to support FM ant. Ann. March 12.
- WPNO(AM) Auburn, Me.—Seeks CP to increase power to 10 kw with DA; change type trans. to Gates, BC-10H; change trans. site to Minot Ave. (State Rt. 11-121), 0.5 miles east of Haskell Corner, Auburn. Ann. March 11.
- WEBB(AM) Baltimore—Seeks CP to change trans. site to 65th St. & Pulaski Hwy., Rosedale, Md., and redescribe main studio as Clifton & Denison Sts., Baltimore. Action March 12.
- WHII(AM) Bay Springs, Miss.—Seeks CP to side mount FM ant. on existing tower. Ann. March 8.
- KMAM(AM) Butler, Mo.—Seeks CP to increase ant. height to accommodate new FM ant. Ann. March 11.
- KFOR(AM) Lincoln, Neb.—Seeks CP to increase ant. height to support FM ant. Ann. March 12.
- WLSE(AM) Wallace, N.C.—Seeks CP to change ant.-trans. and studio location to State Rt. 1937, east of U.S. Rt. 117, 1.6 miles north of Wallace. Ann. March 8.
- WDBL(AM) Springfield, Tenn.—Seeks CP to make changes in ant. system. Ann. March 12.
- WABH(AM) Deerfield, Va.—Seeks CP to change ant.-trans. location to 1.3 miles southwest of Deerfield on State Rt. 629. Ann. March 8.

Final actions

- WPBR Palm Beach, Fla. — Broadcast Bureau granted CP to increase power to 1 kw-D and change type trans.; remote control permitted (BP-19467). Action Feb. 25.
- WTTI(AM) Dalton, Ga. — Broadcast Bureau granted CP to install new aux. trans. (BP-19701). Action March 5.
- KMRC(AM) Morgan City, La.—Broadcast Bureau granted CP to replace expired permit for changes (BP-19711). Action March 5.
- WRYT(AM) Boston—Broadcast Bureau granted CP to replace expired permit (BP-19710). Action March 5.
- WBKH(AM) Hattiesburg, Miss.—Broadcast Bureau granted CP to move trans. site to Hwy. 59 North, 2.3 miles north-northwest of center of Hattiesburg (BP-19700). Action March 5.
- KLBJ-AM-FM Augstin, Tex.—Broadcast Bureau granted Texas Broadcasting Corp. of license covering change in name to The LBJ Co. (BML-2498, BMLH-484). Action Feb. 20.
- WNOR(AM) Norfolk, Va.—Broadcast Bureau granted CP to make changes in ant. system (BP-19606). Action Feb. 27.

Initial decision

- WEIF(AM) Moundsville, W. Va.—Administrative Law Judge Reuben Lozner proposed in initial decision (Doc. 19794) grant of application of Miracle Valley Broadcasting Co. to increase power of WEIF (1,370 khz) from 1 kw-D to 5 kw-D. Action March 5.

Other action

- WPMH(AM) Portsmouth, Va.—In response to motion by Broadcast Bureau, Review board added issues in proceeding on application of Chesapeake-Portsmouth Broadcasting Corp. for license to cover CP for WPMH to determine whether maintenance on and adjustment of the trans. was undertaken by unauthorized personnel in violation of rules, and

whether unlicensed employee made log entries, and whether revisions were made in recorded log entries by someone who did not make original entries (Doc. 19787). Action March 6.

Fines

■ KASM(AM) Albany, Minn.—FCC denied application of Stearns County Broadcasting Co., licensee of KASM, for mitigation or remission of \$500 forfeiture, which was assessed for repeated violations of rules by having improperly licensed operator in charge of trans. during certain hours between Oct. 10 and Nov. 17, 1970. Action March 6.

■ WTIK(AM) Durham, N.C.—FCC ordered W & W Broadcasting Co., licensee of WTIK, to forfeit \$2,000 for repeated violation by operating station during N hours with power in excess of that authorized and by failing to make entries in maintenance log of daily base current readings. Action March 7.

Presurise service authority

■ Broadcast Bureau granted the following stations presurise service authority for operation between 6 a.m. and sunrise with indicated power (action on dates shown): WWCW Brazil, Ind., 12.3 w (Jan. 18); WKZJ Jacksonville, Fla., 111.8 w (Jan. 21); WVOE Chadbourn, N.C., 250 w (Jan. 22); WTWB Auburndale, Fla., 13 w (Jan. 23); WLSH Lansford, Pa., 269.5 w (Jan. 28); WLSJ Big Stone Gap, Va., 500 w and WLPH Irondale, Ala., 500 w (Jan. 29); WCUG Cuthbert, Ga., 12 w and KBAI Morro Bay, Calif., 500 w (Feb. 1); WTQX Selma, Ala., 50 w (Feb. 4); KASI Ames, Iowa, 500 w and WHII Bay Springs, Miss., 75 w (Feb. 7); WYBG Massena, N.Y., 500 w (Feb. 13); WLET Toccoa, Ga., 335 w (Feb. 21); WKXO Berea, Ky., 10.9 w (Jan. 4); KJEM Wagoner, Okla., 111 w and KCLT Lockhart, Tex., 2.83 w (Jan. 18); WSMO La Plata, Md., 250 w (Jan. 22); WFCG Franklinton, La., 250 w (Feb. 1); KDDA Dumas, Ark., 500 w (Feb. 4); WCJW Warsaw, N.Y., 500 w (Feb. 5); WNRG Grundy, Va., 398 w and WLWL Rockingham, N.C., 45 w (Feb. 8), and WHMT Humboldt, Tenn., 230 w (Feb. 11).

New FM stations

Applications

■ Pittsburg, Kan.—Douglas Broadcasting Corp. seeks 96.9 mhz, 100 kw, HAAT 385 ft. P.O. address: 13005 W. 77th St., Shawnee Mission, Kan. 66215. Estimated construction cost \$26,000. Principals: James D. Harbart (100%) is communications research and planning director, and has applied for purchase of KSEK(AM) Pittsburg, which proposed FM will duplicate. Ann. March 5.

■ Flint, Mich.—Flint Family Radio (nonstock) seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 3114 N. Saginaw St., Flint. Estimated construction cost \$58,673; first-year operating cost \$77,918; revenue \$62,000. Principal: William Harilee Bordeaux is Family Radio president and minister at Riverdale Baptist Church. Ann. March 5.

■ Gulfport, Miss.—Broadcasters and Publishers Inc. seeks 96.7 mhz, 3 kw, HAAT 245 ft. P.O. address: 400 Third Ave., Jasper, Ala. 35501. Estimated construction cost \$18,336; first-year operating cost \$79,660; revenue \$100,000. Principals: Don Partridge and Houston L. Pearce (50% each) own WDAL-AM-FM Meridian, Miss. Ann. Feb. 28.

■ Keene, N.H.—Keene State College of University of New Hampshire seeks 89.1 mhz, TPO 10 w, HAAT 81 ft. P.O. address: 57 Winchester St., Keene, 03431. Estimated construction cost \$4,003; first-year operating cost \$2,000. Principal: Leo F. Redfern is president of college. Ann. March 5.

■ Monticello, N.Y.—Robert M. and Hillary E. Zitter seek 98.3 mhz, 1,413 w, HAAT 406 ft. P.O. address: 1744 Edgewood Circle, Hagerstown, Md. 21740. Estimated construction cost \$40,558; first-year operating cost \$47,024; revenue 80,000. Principals: Mr. and Mrs. Zitter (50% each) are, respectively, general manager, Antietam CATV at Hagerstown, and attorney, Internal Revenue Service. Ann. Feb. 27.

■ *Greenville, Ohio—Greenville Board of Education seeks 88.3 mhz, 156 w, HAAT 107 ft. P.O. address: Memorial Hall, Fourth St., Greenville, 45331. Estimated construction cost \$13,222; first-year operating cost \$10,000. Principal: Everett Potts is superintendent of Greenville schools. Ann. Feb. 25.

■ Yorktown, Va.—Cradle of Democracy Broadcasting Co. seeks 94.1 mhz, 50 kw, HAAT 500 ft. P.O. address: Box 941, Yorktown, 23690. Estimated construction cost \$46,900; first-year operating cost \$39,900; revenue \$87,000. Principals: William H. Eacho Jr. (25%), et al. Mr. Eacho is electrical engineer and advisor to WYCS(FM) Yorktown. Ann. Feb. 8.

Starts authorized

■ KBCM Sioux City, Iowa—Authorized program operation on 95.5 mhz, ERP 100 kw, HAAT 900 ft. Action March 4.

■ WLCB Hodgenville, Ky.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 235 ft. Action Feb. 26.

■ KTRY-FM Bastrop, La.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 290 ft. Action March 4.

■ WJBI Clarksdale, Miss.—Authorized program operation on 101.7 mhz, ERP 3 kw, HAAT 190 ft. Action March 4.

■ *WSMH-FM Lancaster, N.Y.—Authorized program operation on 91.3 mhz, TPO 10 w. Action Feb. 11.

■ KFMT La Grande, Ore.—Authorized program operation on 98.3 mhz, ERP 1,450 w, HAAT -700 ft. Action March 4.

Final actions

■ Madera, Calif.—Broadcast Bureau granted Glomnor Music Broadcasters 92.1 mhz, 3 kw, HAAT 185 ft. P.O. address: Box 67, Madera, 93637. Estimated construction cost \$13,150; first-year operating cost \$4,500; revenue 15,000. Principal: Bob L. Moran, president. Mr. Moran, jointly with his wife, owns 75% of KHOT(AM) Madera (BPH-8385). Action Feb. 27.

■ Twin Falls, Idaho—Broadcast Bureau granted Media 5 Inc. 96.5 mhz, 100 kw, HAAT 130 ft. P.O. address: Box 33, Twin Falls, 83301. Estimated construction cost \$105,785; first-year operating cost \$78,149; revenue \$96,468. Principals: Robert Coiner (42.8%), Richard A. Tuninga, John K. Carlson, Mark W. Whitesides and John J. Alexander (each 14.28%). Mr. Coiner operates farm at Twin Falls. Other principals are employed or were recently employed with KMVT(TV) Twin Falls (BPH-8696). Action Feb. 27.

■ Bay Springs, Miss.—Broadcast Bureau granted Cotton Valley Broadcasting Co. 93.5 mhz, 3 kw, HAAT 134 ft. P.O. address: Box 549, Bay Springs, 39422. Estimated construction cost \$7,000; first-year operating cost \$3,000; revenue not given. Principal: Mitchell Jerome Hughey owns WHII(AM) Bay Springs (BPH-8596). Action Feb. 27.

■ Camden, S.C.—Broadcast Bureau granted Kershaw County Broadcasting Co. 94.3 mhz, 3 kw, HAAT 180 ft. P.O. address: Box 428, Camden, 29020. Estimated construction cost \$22,351; first-year operating cost \$8,360; revenue \$35,000. Principals: Austin M. Sheheen Jr., president and treasurer; Cecil A. Bowers, secretary; C. M. Ford, Donald H. Holland and John C. West (each 20%). Mr. Bowers owns restaurant, Mr. Ford owns office supplies company and real estate development concern, Mr. Holland is lawyer, Mr. Sheheen is accountant and Mr. West is governor of South Carolina (BPH-8524). Action Feb. 6.

■ *Dallas—Broadcast Bureau granted St. Marks School of Texas 89.1 mhz, 10 w, HAAT 110 ft. P.O. address: 10600 Preston Road, Dallas, 75230. Estimated construction cost \$2,600; first-year operating cost \$675; revenue none. Principal: John T. Whatley is headmaster at St. Marks School. Action March 4.

Action on motion

■ Administrative Law Judge John H. Conlin in Hattiesburg, Miss. (Deep South Radio Inc., et al.) FM proceeding, granted motion by Deep South Radio, and extended to March 15 date for exchange of exhibits and witness names, and to March 29 date for notification of witnesses desired for cross-examination, and rescheduled hearing from April 2 to April 9 (Docs. 19889-91). Action March 4.

Other actions

■ Review board in Arkadelphia, Ark., FM Proceeding, dismissed request by KTHV-TV Little Rock, Ark., to add hearing issues (Docs. 19892-94). Board ruled that only parties to proceeding are authorized to file petitions to add issues. Proceeding involves competing applications of Great Southwest Media Corp., Kent Stephen Hatfield, and Arkadelphia Broadcasting Co. for new FM on 100.9 mhz at Arkadelphia. Action March 8.

■ Review board in Bloomington, Ind., FM Proceeding, denied requests by Bloomington Media Corp. to add financial and ascertainment issues against Indiana Communications, Inc., and to add staffing, ascertainment and misrepresentation issues against Henderson Broadcasting Co. (Docs. 19813-5). Henderson, Indiana and Bloomington are mutually exclusive applicants for new FM in Bloomington. Action March 6.

■ Hattiesburg, Miss.—Review board denied petition filed January 4, by Deep South Radio Inc. to add sufficiency of funds issue against competitor Circuit Broadcasting Co. Proceeding involving mutually-exclusive applications for new FM (92.1 mhz) at Hattiesburg, Miss., by Deep South, Circuit, and James A. McCullough Enterprises, was designated for comparative hearing on Dec. 10, 1973 (Docs. 19889-91). Action March 1.

■ Dayton, Tenn.—Review board granted motion by Norman A. Thomas asking that his petition for modification and enlargement of issues against Erwin O'Connor Broadcasting Co. be dismissed. Proceeding involves applications of Thomas and O'Connor for new class A FM on ch. 285 at Dayton (Docs. 18547-8). Action March 1.

■ Review board in Corpus Christi, Tex., FM proceeding, granted request by Broadcast Bureau for

extension of time through April 15 within which to file exceptions to initial decision of Administrative Law Judge Frederick W. Dennison which proposed grant of application of A. V. Bamford for new FM at Corpus Christi (Dec. 19089). Action March 6.

Rulemaking actions

■ Broadcast Bureau extended from March 6 to March 27 time for filing comments, and from March 18 to April 8 for reply comments on proposed rulemaking adopted Jan. 25 to amend FM table of assignments in Danville and Hoopston, Ill., and in Fowler, Lafayette and Terre Haute, Ind. (Doc. 19928, RM-1971, RM-2161, RM-2203, RM-2244). Action March 4.

Broadcast Bureau proposed the following amendments to the FM table of assignments:

■ Naples, Fla.—Assignment of channel 221A as third assignment to Naples (RM-2121), as requested by Frank Franco and Anthony Battaglieri. Action Feb. 25.

■ Springfield, Ill.—Assignment of ch. 254 as fourth assignment to Springfield, Ill. (RM-2130), as requested by WCVS(AM) Springfield. Action March 6.

■ Hornell, N.Y.—Assignment of ch. 221A as second FM assignment to Hornell (RM-2129), as requested by Patricus Enterprises, licensee of WLEA(AM) Hornell. Action March 4.

■ Newport, Ore.—Substitution of ch. 273 for present ch. 274 at Newport (RM-2135), as requested by Yaguina Radio. Inc. Action March 5.

■ Jackson, Tenn.—Assignment of ch. 276A as third assignment to Jackson (RM-2128), as requested by J. A. Baxter, Jr. and Gordon Bostic. Action March 4.

Call letter application

■ Camden, S.C.—Kershaw County Broadcasting Co. seeks WPUB-FM.

■ *Centralia, Wash.—Centralia Community College seeks *KCED.

■ Morgantown, W.Va.—Freed Broadcasting Corp. seeks WCLG-FM.

Call letter actions

■ *Modesto, Calif.—Fred C. Beyer High School granted KOAU(FM). ■ Marquette, Mich.—Chappell Broadcasting granted WUON(FM).

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Summary of broadcasting According to the FCC, as of Feb. 28, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	3	23	4,400	52	4,452
Commercial FM	2,456	0	52	2,508	161	2,669
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	191	0	3	194	38	232
Total commercial TV	696	1	10	707	45	752
Educational FM	619	0	26	645	93	738
Educational TV-VHF	88	0	3	91	5	96
Educational TV-UHF	131	0	10	141	3	144
Total educational TV	219	0	13	232	8	240

* Special temporary authorization

- Asheville, N.C.—University of North Carolina at Asheville granted WUNF-FM.
- Wichita Falls, Tex.—Mustang Broadcasting Co. granted KBID(FM).
- Rutland, Vermont Radio granted WRUT(FM).
- Clarksburg, W.Va.—Rau Radio Stations granted WPDZ-FM.

Designated for hearing

- Bayamon, Puerto Rico—Broadcast Bureau designated for hearing (Docs. 19932-33) mutually exclusive applications of RAAD Broadcasting Corp. and Andres R. and Francisco J. Nevares, for new FM to operate on 100.7 mhz at Bayamon. Issues to be determined include financial qualification issue as to RAAD Broadcasting, and standard comparative issue. Action March 5.
- Brownsville, Tex.—Broadcast Bureau designated for hearing (Docs. 19956-57) mutually exclusive applications of Media Properties Inc. and Valleywide Enterprises Inc. for new FM to operate 100.3 mhz at Brownsville. Hearing issues include areas and populations that would receive primary service from proposals and availability of other primary aural services to such areas and populations; financial qualification issues as to Valleywide Enterprises; which proposal would, on comparative basis, better serve public interest; and, in light of evidence adduced, which, if either, application should be granted. Action March 5.

Existing FM stations

Final actions

- WRSA(FM) Decatur, Ala.—Broadcast Bureau granted CP to install new ant.; ERP 50 kw (BPH-8812). Action March 4.
- KBUZ-FM Mesa, Ariz.—Broadcast Bureau granted license covering changes (BLH-6100). Action March 7.
- KECR(FM) El Cajon, Calif.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1324). Action March 4.
- KNBS(FM) Manteca, Calif.—Broadcast Bureau granted license covering new station (BLED-1205). Action March 7.
- KEBR(FM) Sacramento, Calif.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1325). Action March 4.
- KZEN(FM) Seaside, Calif.—Broadcast Bureau granted waiver of rules to identify as: Seaside-Monterey, Calif. (Letter received 6/4/73.) Action Feb. 15.
- KSAAK(FM) Walnut, Calif.—Broadcast Bureau granted license covering new station; ERP 3.50 w; ant. height 460 ft. (BLED-1196). Action Feb. 27.
- WRBO(FM) Tampa, Fla.—Broadcast Bureau granted request for waiver of rules to identify as Tampa-St. Petersburg, Fla. Action Feb. 25.
- WAMR-FM Venice, Fla.—Broadcast Bureau granted license covering new station; ERP 2.75 kw; ant. height 285 ft. (BLH-6039). Action March 1.
- *WVKC(FM) Galesburg, Ill.—Broadcast Bureau granted license covering changes (BLED-1192). Action Feb. 28.
- *WLN(FM) Lincoln, Ill.—Broadcast Bureau granted license covering new station (BLED-1204). Action March 7.
- WQHI(FM) Jeffersonville, Ind.—Broadcast Bureau granted waiver of rules to identify as Jeffersonville-Louisville, Ind. (Letter received 12/28/73.) Action Feb. 19.
- KDMI(FM) Des Moines, Iowa—Broadcast Bureau granted license covering changes (BLH-6091). Action March 7.
- WKLO-FM Louisville, Ky.—Broadcast Bureau granted CP to install new trans. line (BPH-8811). Action March 4.
- KSMI(FM) Donaldsonville, La.—Broadcast Bu-

reau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1322). Action March 4.

- WKMG(FM) Gardiner, Me.—Broadcast Bureau granted request for waiver of rules to identify as Gardiner-Augusta, Me. Action Feb. 25.
- *WCUW(FM) Worcester, Mass.—Broadcast Bureau granted license covering new station; ERP 80 w; ant. height -37 ft. (BLED-1185). Action March 1.
- WJPD-FM Ishpeming, Mich.—Broadcast Bureau granted CP to replace expired permit (BPH-8804). Action March 4.
- WKBB(FM) West Point, Miss.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz (BSCA-1323). Action March 4.
- *KLUM(FM) Jefferson City, Mo.—Broadcast Bureau granted license covering new station; ERP 41 kw; ant. height 255 ft. (BLED-1199). Action Feb. 27.
- WQDR(FM) Raleigh, N.C.—Broadcast Bureau granted mod. of SCA to make changes in programming and add subcarrier frequency of 41 khz (BMS-SCA-358). Action March 4.
- WCOL-FM Columbus, Ohio—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (BPH-8810). Action March 4.
- WRSJ-FM Bayamon, Puerto Rico—Broadcast Bureau cancelled station license and deleted call letters. Action March 5.
- KWXI(FM) Fort Worth, Tex.—Broadcast Bureau granted request for waiver of rules to identify as Fort Worth-Dallas, Tex. Action Feb. 25.
- WTKM-FM Hartford, Wis.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-6060). Action Feb. 27.
- WFMR(FM) Milwaukee—Broadcast Bureau granted CP to change transmitter location to: 4400 N. Part Washington Road, Glendale, Wis.; change studio location to: 711 W. Capitol Drive, Milwaukee; operate by remote control from the proposed studio site; install new transmitter; install new antenna; make changes in antenna system; ERP 50 kw; antenna height 320 feet (BPH-8621). Action Feb. 27.

Fines

- KWIC(FM) Beaumont, Tex.—FCC ordered KJET Inc. (now Gibson Broadcasting Co.), former licensee of KWIC(FM) (formerly KJET-FM) Beaumont to forfeit \$1,000 for repeated violations of rules for operating station with improperly licensed operators in charge of transmitter and for numerous omissions of all entries in the operating logs. Violations occurred from March 1 through May 14, 1972. Action March 7.
- KOB5-FM Orange, Tex.—Broadcast Bureau notified licensee Charles Hubert Kobs of apparent liability in amount of \$1,000 for willful or repeated violation of rules by failing to have first class operator in charge of certain technical adjustments and by failure to maintain center frequency correctly. Licensee has 30 days to pay or contest. Action March 7.

Call letter applications

- KNBY-FM Newport, Ark.—Seeks KOKR(FM).
- KTAO(FM) Los Gatos, Calif.—Seeks KEVR(FM).
- KFMU(FM) Kansas City, Mo.—Seeks KCEZ(FM).

Call letter action

- KJKL(FM) Pueblo, Colo.—Granted KDJQ(FM).
- WSPQ(FM) Columbus, Ohio—Granted WVKO-FM.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses

for following stations, co-pending aux. and SCA's where appropriate: KCBO(AM) San Diego; KGRN Grinnell and KILJ(FM) Mt. Pleasant, both Iowa and KIRL St. Charles, Mo., and KLEU Waterloo, Iowa; KGMO-AM-FM Cape Girardeau; KDKD Clinton; KFMZ(FM) Columbia, KMMO-AM-FM Marshall, *KSOZ(FM) Point Lookout, and KSIM Sikeston, all Missouri; WTVF(TV) Peoria, Ill., and WPLY Plymouth, Wis. Actions Feb. 22.

■ Broadcast Bureau granted renewal of license for the following stations, their co-pending auxiliaries and SCA's where appropriate: WAYX-AM-FM Waycross, Ga., subject to condition that transfer of control be consummated within 45 days, and KTW-AM-FM Seattle, conditioned on result of final actions. Actions Feb. 28.

Modification of CP's, all stations

- WTRC Elkhart, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to May 22 (BMP-13739). Actions Feb. 26.
- WFRM-FM Hammond, La.—Broadcast Bureau granted mod. of CP to change transmitter and studio location to: Ward Line Road, 3.7 miles NW of center of Hammond; change trans. and transmission line; ERP 3 kw; ant. height 300 ft. (BMPH-13933). Action Feb. 28.
- WJCK(FM) Rensselaer, Inc.—Broadcast Bureau granted mod. of CP to change transmission line (BMPH-14,023). Action March 1.
- KTCC(FM) Colby, Kans.—Broadcast Bureau granted mod. of CP to change trans. location to 1.2 miles south of intersection of highway U.S. 24 and Kansas 25. Then 0.4 miles east. Colby, Kan.; operate by remote control from proposed studio site; change trans.; change ant.; and change ant. system; decrease power (BMPED-1,049). Action March 4.
- WKIK(AM) Leonardtown, Md.—Seeks mod. of CP (BP-19,398) to correct towers. Action March 12.
- KCPI-FM Albert Lea, Minn.—Broadcast Bureau granted mod. of CP to operate by remote control from studio site: 305 First Ave., Albert Lea; change trans.; make changes in ant. system (BMPH-14,010). Action March 4.
- WKLK(AM) Cloquet, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to August 1 (BMP-13738). Action Feb. 27.
- KCMC-TV Minot, N.D.—Broadcast Bureau granted mod. of CP to extend completion date to August 28 (BMPCT-7522). Action Feb. 28.
- WKVM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to July 1 (BMP-13736). Action Feb. 27.
- WSWV-FM Pennington Gap, Va.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change transmission line (BMPH-14,015). Action March 4.

Translator action

- K13MP, K09LS and K07LI Medicine Bow, Wyo.—Broadcast Bureau granted CPs for 3 new VHF TV translator stations to serve Medicine Bow, operating on ch. 13 by rebroadcasting WTWO-TV Casper, Wyo.; on ch. 9 by rebroadcasting KBTW(TV) Denver, and on Channel 7 by rebroadcasting KMGH-TV Denver (BPTTV-4930, 4931, 4929). Action Feb. 27.

Other action, all services

- Broadcast Bureau in New York granted CBS extension of authority to transmit program material to AM, FM and/or TV stations in Canada (foreign program). Action Feb. 28.

Ownership changes

Applications

- KLMR(AM) Carmel Valley, Calif.—Seeks transfer of control of KLMR Inc. from Douglas D. Kettle (75% before, none after) to Dennis Behan (25% before, 100% after). Consideration: \$444,770. Principal: Mr. Behan, manager of KLMR, also has interest in KATO(AM) Safford, Ariz.; KSL(AM) Silver City, N.M., and Media Cable TV Systems Inc., Lamar, Colo., CATV operator. Ann. Feb. 27.
- KTAO(FM) Los Gatos, Calif.—Seeks assignment of license from The Tomentose Broadcasting Co. to Ethnic Radio Inc. for \$250,000. Seller: Lorenzo W. Milam is sole owner and is applying for new TV in Los Gatos. Buyers: Joaquin Esteves, Batista S. Vieira and Joe C. Rosa (33 1/3% each). Mr. Esteves is radio and TV producer, Mr. Vieira is painting contractor and Mr. Rosa is real estate broker. Ann. March 6.
- KKIO(AM) Santa Barbara, Calif.—Seeks transfer of control of KACL Radio Inc. from F. W. and Lucille Carr (66 2/3% before, none after) to Erway Broadcasting Corp. (none before, 66 2/3% after). Consideration: \$40,000. Principal: Guy S. Erway is

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former co-owner of WGMF(AM) Watkins Glen and WXXY-FM Montour Falls, both N.Y. Ann. Jan. 31.

■ KEDI(AM) and KCMS-FM Manitou Springs, Colo.—Seeks assignment of license from Garden of the Gods Broadcasting Co. to Mountain States Communications for \$200,000. Seller: Adrian K. Waalkes, et al. (100%). Buyer: Dan Lacy III (100%) is former president of KIXX-AM-FM Fort Collins, Colo. Ann. Feb. 22.

■ WGST(AM) Atlanta—Seeks assignment of license from Board of Regents, University System of Georgia, for George Institute of Technology to Meredith Corp. for \$5,000,000. Seller: Charles A. Harris is chairman of Board of Regents. Buyer: Publicly owned Meredith Corp. has publishing and other business interests and owns stations in Phoenix, Omaha, Kansas City, Mo., Syracuse, N.Y., and Bay City, Mich. Ann. March 6.

■ WSSA(AM) Morrow, Ga.—Seeks assignment of license from Clayton Broadcasting Co. to Atlantic Broadcasting Co. for \$260,000. Seller: Van A. Temple, et al. (100%). Buyers: James Beattie and James Simmons (50% each). Mr. Beattie has interest in WOHN Herndon, Va.; Mr. Simmons is car dealer in North Carolina. Ann. Feb. 22.

■ KLIX(AM) Twin Falls, Idaho—Seeks assignment of license from Sawtooth Radio Corp. to Sawtooth Radio Corp. for \$150,000. Seller: C. N. Layne, et al. (100%). Buyers: Charles R. Tuma (99.9%) is KLIX newsman. Ann. Feb. 22.

■ KDEA(FM) New Iberia, La.—Seeks transfer of control of KDEA Stereo Radio Inc. from Lindsey Dumond, Joe Jefferson, Gilbert Courtois, et al. (97.8% before, none after) to Donald Bonin (none before, 97.8% after). Consideration: \$62,875. Principal: Donald Bonn is general manager of KDEA. Ann. March 6.

■ WCIB(FM) Falmouth, Mass.—Seeks assignment of license from Cape and Islands Broadcasting Co. to New England Media Corp. for \$223,000. Seller: Charles K. Avery is president of Cape and Islands. Buyers: Ralph Guild (50%), Roger A. Nenhoff (42.5%), et al. Mr. Guild has broadcasting interests in Boston, Cleveland, and California, and Mr. Nenhoff in Indiana and Illinois. Ann. March 6.

■ WSWG-AM-FM Greenwood, Miss.—Seeks assignment of license from LeFlore Broadcasting (AM) and Dixie Broadcasting (FM) to Cotton Center Broadcasting for \$220,000. Seller: Charles D. Saunders (100% of both companies) also owns WXXX(AM) Hattiesburg, Miss., KCRI-FM Helena, Ark. Buyers: Aubrey E. Irby (60%) has interest in KZAK-AM-FM Tyler, Tex.; Wilton H. Fair and Isadore Roosth have business interests in Texas. Ann. Feb. 27.

■ WMDU(AM) and WXLQ(FM) Berlin, N.H.—Seeks assignment of license from White Mountain Broadcasting Co. to Dean J. Slack for \$250,000. Seller: Robert R. Powell, president, is applying for new FM in Hanover, N.H. Buyer: Dean J. Slack (100%) is president and general manager of WVNY-TV and WEZF(FM), both Burlington, Vt., which he is purchasing. Ann. Feb. 27.

■ WLDB(AM) Atlantic City, N.J.—Seeks assignment of license from Atlantic City Broadcasting to Atlantic Business and Community Development Corp. for \$250,000. Seller: Dorothy Bremmer (100%). Buyers: Laurence McCall, Willie B. Clayton (14.3% each), et al. Mr. McCall is insurance broker, and Mr. Clayton is police captain, both in Atlantic City. Ann. Feb. 22.

■ WIZR-AM-FM Johnstown, N.Y.—Seeks assignment of license from WIRZ Broadcasting Corp. to Street Broadcasting Corp. for \$150,000. Seller: August J. Galasso is president of WIRZ Broadcasting. Buyers: Richard I. Street (90%), et al. Mr. Street is general manager of WIZR. Ann. Feb. 27.

■ WCTM-FM Eaton, Ohio—Seeks assignment of license from Western Ohio Broadcasting Service to Great Trails Broadcasting Corp. for \$125,000. Seller: Stanley T. Coning is president of Western Ohio, which owns WCTM(AM) Eaton. Buyers: Charles Sawyer (87.75%) et al. Mr. Sawyer has interest in WING(AM) Dayton, WIZE Springfield and WCOL-AM-FM Columbus, all Ohio; WKLO-AM-FM Louisville, Ky., and WRIT(AM) and WBCS(FM), both Milwaukee. Ann. Feb. 27.

■ KGLX(AM) The Dallas, Ore.—Seeks assignment of license from Fredric A. Danz to Larson-Wynn Inc. for \$140,000. Seller: Mr. Danz has interests in KASH(AM) Eugene, Ore. and in KBFW(AM) Bellingham, KEDO(AM) Longview, KALE(AM) Richland, and KTW-AM-FM Seattle, all Wash. Buyer: Brent T. Larson (98.5%) owns KAIN(AM) Nampa, Idaho. Ann. Feb. 22.

■ WEZL(FM) Charleston, S.C.—Seeks assignment of license from Fine Arts Broadcasting Inc. to Gulfstream Broadcasting Co. for \$325,000. Seller: Charles N. Barton, president. Buyers: Ronald E. Crider, president (50%), Leonard Mercer, secretary, and Leonard Stevens, treasurer (both 25%). Mr. Crider owns 80% of Broadcast Automation Associates Inc., Fort Lauderdale, Fla. Mr. Mercer has restaurant and real estate interests in Florida and Pennsylvania. Mr. Stevens has 50% interest in Philadelphia advertising agency (Regency Advertising) and has other business interests. Ann. March 6.

■ KGAF-AM-FM Gainesville, Tex.—Seeks assignment of license from White Fuel Corp. to First IV Media for \$400,000. Seller: Erle White, et al.

(100%) own KORC(AM) Mineral Wells, Tex. Buyers: Richard C. Klement, Billy Ray Hill (33 1/3% each), Fletcher Morris and William Lewie (16 2/3% each) are all Gainesville businessmen. Ann. Feb. 4.

Final actions

■ KSYC(AM) Yreka, Calif.—Broadcast Bureau granted assignment of license from Northern Broadcasting Co. to Dalmatian Enterprises Inc. for \$150,000. Sellers: Ralph W. and Mary E. Lake and Hok Wardrin (together 100%). Buyers: Gary L. Hawke and Martin W. Hawke (each 50%). Gary L. Hawke is sales manager with KRTH(FM) Los Angeles and Martin W. Hawke is San Francisco manager of RKO Representatives/FM (BAC-8049). Action Feb. 28.

■ WAYX-AM-FM Waycross, Ga. and WBLU(AM) Salem, Va.—Broadcast Bureau granted transfer of control from Pioneer Industries Inc. (100% before, none after) to Omnibus Group Inc. (none before, 100% after). Consideration: \$854,750. Principals: Harry W. Farmer (20.9%) is president and board chairman of Omnibus Group, publicly held corporation based in Atlanta (BTC-7241-2). Action Feb. 28.

■ KMAU-TV Wailuku, Hawaii—Granted transfer of control of John S. Young Associates Inc. from John S. Young to Joyce and Cecil Hefteil and Robert and Margaret Park (BTC-7324). Consideration: \$95,000 with grant fee of \$1,900. KMAU-TV is 100% satellite of KGMB-TV Honolulu. Hefteils, along with David H. Lloyd and Efraim Andrews have interests in KGMB-AM-FM-TV Honolulu; KPAA-AM-TV Hilo, Hawaii; WKTO-AM and WSHH-FM Pittsburgh; WHYI-FM Fort Lauderdale, Fla., and KEZK-FM St. Louis. Action March 7.

■ WAKC(AM) Normal, Ill.—Broadcast Bureau granted assignment of license from WAKC Inc. to Great Oaks Broadcasting Inc. for \$400,000. Seller: S. Carl Mark. Allan Jackson, et al. (100%). Mr. Jackson is CBS news correspondent (BAL-8030). Action Feb. 24.

■ WONO(FM) Syracuse, N.Y.—Broadcast Bureau granted transfer of control of Sentinel Heights FM Broadcasters Inc. from Stephen Jacobs (51% before, none after) to Charles River Broadcasting Co. (none before, 51% after). Consideration: \$75,000. Principals: Theodore Jones (50.06%), Stephen Paine (45.46%), et al. Messrs. Jones and Paine also have interest in WCRB-AM-FM Waltham and WCRX(FM) Springfield, both Massachusetts. Action March 1.

■ KINB(FM) Poteau, Okla.—Broadcast Bureau granted assignment of license from Indian Nation Broadcasting Co. (V. F. Nowlin and oHsen Austin) to V. F. Nowlin for \$80,000. Principal: Mr. Nowlin, 50% owner of station, is acquiring remaining 50% from Mr. Austin. Action Feb. 21.

■ WCKM(AM) Winnsboro, S.C.—Broadcast Bureau granted assignment of license from Better Broadcasting Inc. to Guardian Research Inc. for \$70,000. Sellers: Bradley L. Williamson, president, et al. (100%). Mr. Williamson also has interest in WLOV-AM-FM Washington, WBLW(AM) Royston and WJGA-AM-FM Jackson, all Georgia. Buyers: Leroy A. Hamilton and Ben H. Davis (each 50%). Messrs. Hamilton and Davis are employed at WFIS(AM) Fountain Inn, S.C. (BAL-8051). Action Feb. 26.

■ KPET(AM) Lamesa, Tex.—Broadcast Bureau granted assignment of license from The Conner Corp. to KPET Radio Inc. for \$225,510. Seller: Thomas E. Connor, sole owner. Buyer: Galen O. Gilbert, president. Mr. Gilbert owns 85% of KSWM-AM-FM Aurora and 100% of KBTN(AM) Neosho, both Missouri. He also owns 55% of KOKN(AM) Pawhuska, and 60% of KTLQ-AM-FM Talequah, both Oklahoma. Action Feb. 28.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC announced March 6 (stations listed are TV signals proposed for carriage):

■ American Video of Coconut Creek, 6115 W. University Drive, Fort Lauderdale, Fla. 33313 for Comonut Creek, Fla. (CAC-3610) proposes to carry: WTVJ, WCIX-TV, WCKT, WPLG-TV, WLTW, WPBT, WTHS-TV, WSEC-TV, WFCB-TV, all Miami; WKID Fort Lauderdale; WPTV and WEAT-TV, both West Palm Beach; WTOG St. Petersburg, all Fla., and WTCG Atlanta.

■ Cable TV Service So. for Effingham, Ill. (CAC-3608) proposes to delete WFLD-TV Chicago and add WSNs-TV Chicago, and for Teutopolis, Ill. (CAC-3609) proposes to add WGN-TV and WSNs-TV, both Chicago, and WILL-TV Terre Haute, Ind.

■ American Cablevision Co., 316 Sixth Street, Calumet, Mich. 49913 for Allowez township (CAC-3602), Copper City (CAC-3603) and Ahmeek, all Mich. (CAC-3604) proposes to carry CKPR-TV and CHFD, both Thunder Bay, Ontario; WLUC-TV and WNPB, both Marquette, Mich.; WLUK-TV and WFRV-TV, both Green Bay, Wisc.; WAEQ Rhinelander, Wisc.; WKBD-TV Detroit, and WGN-TV Chicago.

■ Cable TV Company ow Kalamazoo, 1031 W. Patterson Street, Kalamazoo, Mich. 49007 proposes for Kalamazoo (CAC-3434) to delete WSJV-TV

Elkhart, Ind.; WNDU-TV and WMSH-TV South Bend, Ind.

■ Lima Cablevision Co., 301 W. Spring Street, Lima, Ohio 45801 for Eida, Ohio (CAC-3600) proposes to carry WLWD, WHIO-TV and WKEF, all Dayton; WLIO Lima; WBGU-TV Bowling Green, all Ohio; WANE-TV and WPTA Ft. Wayne, Ind.; WBNs-TV Columbus, Ohio, and WTOL-TV, WDOH-TV and WSPD-TV, all Toledo, Ohio.

■ Norman Cable TV, 360 S. Monroe Street, Denver 80209 proposes for Norman, Okla. (CAC-3463) to delete KETA-TV Dallas.

■ Blue Mountain TV Cable Co., Box 267, Mt. Vernon, Ore. 97865 for Prairie City, Ore. (CAC-3605) proposes to add KAIT Boise, Idaho.

■ Blue Ridge Cable Television, 271 Delaware Avenue, Palmerton, Pa. 18071 for Tunkhannock, Pa. (CAC-3606 and CAC-3607) proposes to add WOR-TV and WPIX-TV, both New York.

■ Yorktown Cable Co., Box 986, Port Lavaca, Tex. 77979 for Yorktown, Tex. (CAC-3594) proposes to carry KLRN(TV), WOAL-TV, KENS-TV, KSAT-TV and KWEX-TV, all San Antonio; KIII, KRIS-TV and KZTV Corpus Christi; KXIX Victoria and KTBC-TV, KVUE and KTVV Austin, all Texas.

■ Bayshore CATV, Inc., 6 North Street, Onancock, Va. 23417 for Onancock (CAC-3595), Onley (CAC-3596), Parksley (CAC-3597), Accomack county (unincorporated areas) (CAC-3598), and Accomack (CAC-3599), all Virginia proposes to add WYAH-TV Portsmouth, Va.

■ West Point Cable TV, 2661 Garfield Avenue, Silver Spring, Md. 20910 for West Point, Va. (CAC-3601) proposes to carry WTVR-TV, WWBT, WCVE-TV and WCVW, all Richmond; WXEX-TV Petersburg; WNVTV Goldvein; WHRO-TV Hampton; WYAH-TV Portsmouth, all Virginia and WDCA-TV Washington.

Final actions

■ Greenacres City, Fla.—FCC denied application of Teleprompter Florida CATV Corp. for certificate of compliance to begin cable TV service at Greenacres City, community within West Palm Beach smaller television market (CAC-1369). Teleprompter acknowledged that its franchise did not strictly comply with franchise standards but claimed it was substantially consistent with rule. Action March 7.

■ Helena, Mont.—FCC authorized Community Television of Montana to add KWGN-TV Denver to cable system at Helena (CAC-1158). Oppositions were filed by KXFL-TV Butte, Mont., and KFBB-TV Great Falls, Mont., both of which Helena Cable currently carries. Action March 7.

■ San Juan, Puerto Rico—FCC denied request of WAPA-TV San Juan for order to show cause and for immediate issuance of stay against Cable Television Company of Puerto Rico. WAPA-TV alleged CTC was in violation of rules prohibiting cable system from carrying broadcast signals if it has interest in TV station that places predicted Grade B contour over its service area. Action March 7.

■ Cross Lanes, W.Va.—FCC authorized Kanawha Cable Television to carry West Virginia stations WCHS-TV Charleston, WHTN-TV, WSAZ-TV, *WMUL-TV, all Huntington, and *WSWP-TV Grandview on its proposed cable system at Cross Lanes, unincorporated community in Charleston-Huntington major television market (CAC-2946). Action March 6.

Other actions

■ CATV Bureau withdrew at request of WFRV-TV Green Bay, Wis., its objection directed against Satellite Systems Corp., K. I. Sawyer Air Force Base, Mich. (CAC-1859). Action March 4.

■ CATV Bureau dismissed as moot petition for special relief filed by Continental Cablevision of New Hampshire (CAC-3406). Action March 5.

■ Middle Granville, N.Y.—CATV Bureau rescinded grant of application for certificate of compliance filed by Granville Cablevision (CAC-1653), pending consideration by the commission en banc. Bureau inadvertently failed to take cognizance of objection filed by WAST(TV) Albany, N.Y. Action March 6.

■ Bluffton, Ohio—CATV Bureau dismissed upon request of Norseman Cable TV (CAC-2766) subject application for certificate of compliance. Action March 7.

■ CATV Bureau dismissed upon request application of Coaxial Communications of Columbus for certificate of compliance (CAC-1661). Action March 6.

■ Rittman, Ohio—CATV bureau dismissed opposition to application of MBS Cable TV filed on behalf of WAKR-TV Akron, Ohio (CAC-2146). Action March 7.

■ CATV Bureau extended to April 30 time for filing response to petition for special relief filed by National Association of Theatre Owners against Warner Communications (CSR-498). Action March 5.

■ FCC called for annual performance tests directed at determining extent to which cable systems are complying with its technical standards. Rules then adopted also stated methods for testing compliance and afforded flexibility for alternative methods. Tests are to be performed by March 31, 1974. Action March 7.

Classified Advertising

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

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

RADIO

Help Wanted Management

Vice President/General Manager. Profitable, Southern market. Established station, good numbers. Salary, commissions, bonus plan \$25-30,000 range. Three to five years Sales Management experience required. Must have proven track-record and stable background. Confidential resume and photo to owner. Box C-149, BROADCASTING.

National Sales Manager for top 10 VHF, CBS affiliate. Growth position for results oriented individual makes this an outstanding opportunity. Let's talk it over. Group owned, equal opportunity employer. Box C-154, BROADCASTING.

If you are young, ambitious, with a degree and the desire to work up to a do-it-all management position with one of the nation's top groups, let us hear from you. Mail resume to Box C-169, BROADCASTING.

Top-rated, top-billing station in super midwest medium market needs a bright, young account executive to move up the sales ladder to management. \$20,000 is a conservative estimate of what can be your first year's income with us. Box C-171, BROADCASTING.

Mid-West radio station looking for general manager who is program and sales oriented who understands broadcasting and people. State age, experience not necessary, but state. If you have the guts, you may be our individual. Box C-182, BROADCASTING.

"I want to own a station." If you've said this—our dynamic chain of N.E. suburban stations will make it possible without any cash investment if you can be an "on the street-selling General Manager". Send resume to Box C-190, BROADCASTING.

Sales manager with Management potential. Black and Contemporary format in medium sized north-eastern market. Good facility. Need strong sales-oriented man or woman on way up who also believes in good local programming. Decent base with excellent incentive. Rush resume to Box C-224, BROADCASTING.

Wanted aggressive and experienced manager for well-established and profitable Southern radio station in thriving market. Present manager moving up in combined radio-television operation. Must have good background in sales, programming and community service. Box C-248, BROADCASTING.

We need a young individual who can do it all . . . announce, write copy, and sell like mad. Will have a full time management position available in a few months and need someone to run the show. This will be a golden opportunity for someone willing to show what can be done and willing to be paid for "Results." Come to Florida, live the good life and make your fortune. If you're available now to come into our program in full time sales to show us what you can do. Call Dan Harley, 904-678-2141.

WDXI Jackson, TN. Sales-oriented GM with management experience required. Superb salary, fringe benefits. Write: Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Help Wanted Sales

Strong Salesperson to become Sales Manager. Black format station medium NE market. Fine opportunity. Excellent incentive plan with Equal Opportunity Employer. Box C-142, BROADCASTING.

New York State No. 1 rated AM-FM seeks young aggressive salesperson. Good draw account list. Fast growing market. Send resume and recent photo Box C-160, BROADCASTING.

Small but dynamic company needs you if you're a recent college graduate with some sales experience and a desire to earn \$18,000-\$22,000 this year. You can grow with us if you are the right person. Send resume to Box C-167, BROADCASTING.

Major market North Carolina Contemporary Station looking for outstanding salesperson who is capable of earning above the average income. If you feel you can qualify and have a good sales track record in local radio, send complete resume and other pertinent information relative to your sales earnings to Box C-221, BROADCASTING.

Strong local sales-person for Midwest Major market AM. Advancement opportunities. Salary, commission, expenses. Box C-223, BROADCASTING.

Solid opportunity if you know sales and are willing to work. You can be part of a most capable staff in one of New Mexico's best market areas. Contact: Dave Button, KSVP-AM-FM Artesia, 505-746-2751.

Help Wanted Sales Continued

Northern California—Strong medium market station in S.F. Bay Area desires career minded Senior Account Executive for local sales. Eventual advancement into management. Resume to KZST, Box 2755, Santa Rosa, CA 95405.

Florida East Coast, needs experienced sales person who would like to develop into management. We offer salary plus commission plus great living. Would prefer RAB trained. At our station you are limited by your own ability. WDAT Radio Daytona Beach 904-677-4122 Bill Hunter.

Unique opportunity for professional salesperson with established Modern C&W. This is a permanent position with advancement so references will be checked. Contact Gray Ingram, WHIT Radio, New Bern, NC 23560. 919-637-4450.

Experienced retail salesperson wanted for WRFM, New York City. Great opportunity for creative and aggressive person. Phone John Moler 212-752-3322.

Sales manager who sells! WSUS, Sussex County, N.J. 50 miles N.Y.C. Full time No. 1 rated. Permanent rewarding opportunity. Peter Bardach, pres. 212-973-2764 or Jay Edwards VP/Mgr. 201-827-2525. Reply in confidence.

Progressive FM, College market. Draw plus 20%, car negotiable. Sales Manager position open soon. Grow with station. Call Joe, 217-352-8212.

Oklahoma's number one radio station needs a smart aggressive salesperson. Send resume to Box 1000, Oklahoma City 73102.

Help Wanted Announcers

Tired of swinging doors? Wondering whether you'll still be working next week? Is it time for a permanent change? Send complete resume and references to Box C-181, BROADCASTING.

Opportunity! Nuts and bolts first phone with on-air talent. Combo tech/air personality opening at leading Adult-Contemporary station in 90M Eastern market. EOE. Send resume. Box C-229, BROADCASTING.

New England secondary market. Needs jocks and newpeople. An equal opportunity employer. Box C-244, BROADCASTING.

Immediate opening Morning Personality, first phone. Send tape, resume, salary requirements to GM, WITY, Danville, IL.

It's about time that there was a way for good people to find new and better jobs in broadcasting . . . If you are looking for work and are willing to be honest about your qualifications and realistic about the salary you need . . . We can help you find work . . . 305-772-2300.

N.E. Alabama Country FM, 24 hour Stereo Needs 2 announcers. Excellent working conditions. Must have experience. Contact Ben Kitchens, 205-574-2341.

Coming soon: "The Truth About Announcers or How Conceited They Are". Watch for it!

Help Wanted Technical

Engineer Wanted, North Plains area, to maintain AM/FM Pair. Experience preferred but interest and potential given consideration. Salary up to \$200.00 per week if experienced, with \$300.00 potential depending on proven ability. Excellent hunting-fishing area. Small market. Box C-43, BROADCASTING.

Chief Engineer, directional AM—automated class C—FM, Southwest Station with outstanding reputation, no board work—One part time engineer available. Send resume, references. Box C-103, BROADCASTING.

First phone engineer for small market Maryland station. Forward experience and wage demands. Box C-192, BROADCASTING.

Help us put the finishing touches on a brand-new 24 hr. 5 KW AM. Looking for Chief who knows directional arrays, doesn't mind an occasional board shift, benefits, low cost of living in vacationland N. Central South Dakota. EOE. Resume and salary requirements to Box C-194, BROADCASTING.

Engineer/Instructor teach first class license for Broadcast school in East Tennessee. Start June with excellent salary and benefits. Great area to live in. Box C-226, BROADCASTING.

Help Wanted Technical Continued

Get out of the cold humid winters from now on. Chief Engineer wanted for KSVP-AM and KSVP-FM Stereo, some announcing, good equipment, good community and good salary with solid future. Contact: Dave Button, Manager, KSVP, 317 West Quay, Artesia, NM 88210. Phone 505-746-2751.

Chief Engineer. Strong maintenance. Experience required on AM/FM Stereo. Send resume, references and salary requirements to Tom Catalano, P.O. Box 1136, Ocala, FL 32670.

Delaware country music station needs experienced engineer-announcer. Should know country music. Call 1-302-422-7575.

Help Wanted News

Need experienced News-Sports person. PBP experience necessary. KATE, Albert Lee, MN. EOE.

Experienced newsperson. Strong air delivery. Must be aggressive in gathering actualities. Good pay and excellent working facilities in competitive state capital market. Send tape and resume with salary requirements, to Duane Stacker, News Director, WITL-AM and FM, Lansing MI 48904.

Immediate Opening. News Director. Send tape, resume, salary requirements to GM, WITY, Danville, IL.

Super Sports minded E.O.E. midwest rocker wants energetic sports director. Tape and resume only to Mike Anderson, WSJM St. Joseph, MI 49085.

Help Wanted Programing Production, Others

Program Director small market. Announcer, know MOR programming; supervise 4-man staff; ramrod production; handle board shift; handle interview show; coexist with good, but rigid chief; fully responsible for programming; lovely upper midwest town. Box C-207, BROADCASTING.

Young aggressive PD for Central Ohio AM and FM. Growth opportunity. Heavyweights only. \$175.00 plus per week. Box C-242, BROADCASTING.

Program manager for Southern California personality-MOR KWIZ AM. Must be a real pro. Send tape and resume to Mr. William Weaver, KLOK Radio, P.O. Box 6177, San Jose, CA 95150.

Small to Medium market needs P.D., experienced, creative, and pull air shift. Write or call WCWC, Box 156, Ripon, WI 414-748-5111.

Situations Wanted Management

Still Following the leader? BE the leader in your Southern Market! Let me show you the way! Box C-97, BROADCASTING.

Dynamic, ambitious, innovative, and most important, dedicated to family and employer. Seeking a career and not simply a job. Box C-163, BROADCASTING.

Strong sales background including agency, rep and 3 years in radio makes me the choice to be your new medium market sales manager. 32, B.S. Management. Box C-166, BROADCASTING.

Medium market sales is my life and do I live It! Now I'm ready for the move to Sales Manager. Young, aggressive, with good tenure at the two stations I've worked for. Let's talk! Box C-168, BROADCASTING.

Small market sales management has been good to me, and I've been good for my station; 86% billing increase since I arrived 3 years ago. Degree. 29. Plenty of drive. I can make it happen for your station! Box C-170, BROADCASTING.

Expert sales management has been my stock-in-trade for 5 years—all at the same medium market station. Sales have shown marked increases each year. Now I'm ready for the move up to a General Manager's position. 30, BA, married. Box C-172, BROADCASTING.

Small market GM wants move to medium or major market. 32, family, broadcasting degree with excellent sales record and desire to succeed at your operation. Box C-173, BROADCASTING.

Management and sales are my strong points. 10 years in radio, 5 at current station. Degree, family, 27, ready for move to General Management at your medium market station. Box C-174, BROADCASTING.

Experienced, responsible broadcaster. Background includes management, programming, airwork, sales, news. Creative, stable. Fine record. Box C-201, BROADCASTING.

Situations Wanted Management Continued

Sales Manager at one of New York State's most successful operations, looking for general manager or sales manager position. Wide range of experience in all phases of business. Box C-222, BROADCASTING.

Six years Radio/TV/AP. Sales manager, news director, degree, medium/large markets. Box C-230, BROADCASTING.

New England/Midwest, help! Weary PD/CE looking for humane operation. Seeking the good life. Box C-247, BROADCASTING.

General manager, successful top ten record, seeks HQ opportunity as chief of broadcast. Experienced in local, national, rep. sales, sales management, programming, research, reg. renewals, budgets, P&L, union negotiations. 36, married, stable, profit conscious. Box C-252, BROADCASTING.

Successful general manager with proven top ten record. Sales, national rep, sales management background; experienced union negotiations, budgets, reg. renewals, programming, research, P&L. Will consider major radio opportunities. 36, married. Profit and sales oriented. Box C-253, BROADCASTING.

GM or GSM Radio—SM or National SM TV. Increase sales and profits with proven professional. You compare record, reputation and references of verification. All replies confidential. Salary negotiable. Worth a postage stamp? Box C-254, BROADCASTING.

Operations Manager, wide experience in: air work, programming country music, management and sales. Can provide references. Ralph Dalley, 1213 Joloma Modesto, CA 95351. 209-522-6560.

Situations Wanted Sales

Top 60 Market Sales Manager. Will exchange loyalty, creativity and a good track record for loyalty, opportunity, \$ and security. Box C-230, BROADCASTING.

Mature, experienced salesman/salesmanager. 13 years experience. Call after 5:00 P.M. 614-451-0553 or John Osborne, 1098-B Weybridge Road, Columbus, OH.

Help! Starved for stable station. Workable account list. Baltimore area. 4 years sales experience. 2 years sports announcer. Phone Jerry Moshenberg, 301-833-9027.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

DJ/Announcer, 3rd endorsed. Creative copy, versatile board, good commercials, tight news delivery. Prefer small market in NY/NJ areas. Top-40 or MOR. Voices and accents my speciality. Box C-151, BROADCASTING.

Ready to move up after six years at Southeast 10 KW. Humble multi-phased imagineer with great twisted personality. Box C-180, BROADCASTING.

For the past 9 years I have announced and free-lanced in Philadelphia. TV voice-overs, agency produced commercials, 50 kw network & commercial recording. Also announcing, production and managerial duties at Philadelphia's #1 rated continuous music FM. Prefer East or South but open to any offer. Box C-184, BROADCASTING.

Enough is enough! What happened to entertaining Radio? Do we need "Nader's Raider's" to prod us into action? Unique, experienced, warm, innovative Communicator/P.D. Requires freedom to deliver top demographics. Strictly Adult M.O.R. mid-mornings. Late twenties. Large, medium markets. Realistic salary. Box C-216, BROADCASTING.

Experienced, 6 years, 1st Class FCC, mature, dependable, presently doing all night at top rated medium market contemporary/top 40. Looking for MOR Contemporary operation. Box C-233, BROADCASTING.

High quality, economy package. Programming and Engineering. Two pros, one programmer, 25. One chief engineer, 28. 5 and 7 years experience respectively. Both 1st phones. Both cookin' Jocks with numbers. Both aware of Business Realities. Currently in So. California Market. Looking for small to medium market to take to the top. Lots more information 714-433-1350 or Box C-240, BROADCASTING.

Three years experience, some college, third endorsed, all formats. Speech and acting background. Good deep voice. Box C-245, BROADCASTING.

Attention New England stations: Ten years experience in all phases of radio interest you? Strong MOR, and Contemp. background and 1st phone. Box C-246, BROADCASTING.

Situations Wanted Announcers Continued

New England area. 4 years experience, first phone, married, mature. Seek small or medium contemporary. \$115. minimum. 617-885-3335 collect after 5:30 p.m. or before 10 a.m.

Country PD's. 1st phone, modern country personality, 1 year experience, DMS grad. Wants small to medium market. Tape and resume on request. Marvin Yusi, 311 E. Ogdens, Del Rio, TX 78840. 1-512-775-7026 after 3 p.m.

Preparation, Training, Experience. B.S., Radio-T.V., Miami (Ohio), 2 years college experience (Sports P.B.P., News, Weather). 1 year commercial experience, with 3rd. Age 24, willing to re-locate. A good mind, hands and voice is waiting for your news and sports needs. Write Jon Hunt, 501 S. Main St., Poland, OH 44514 or call collect, 216-757-1240.

First phone, will relocate, hard worker, creative, fast and willing learner, friendly delivery, can read, write, knowledge of music, authoritative news and sports, AM top 40 or progressive FM. Paul Raine, 1520 West Fern, Redlands, CA 92373, 714-792-6157.

Five years with contemporary format. Currently in medium market. Looking for larger market or medium market programming. New, sensible ideas. Let's talk. Lee Brenner, 513-399-4955 or home 399-7389.

Professional Personality/successful program director. Seven years experience. 1st phone. Looking for professionalism in major/medium markets. Don Lee, P.O. Box 15183, Salt Lake City, UT 84115.

MOR or Beautiful Music. 1½ years experience. Third. College grad. Jeff Neil, 426 Brookhurst Ave., Narberth PA 19072. 215-MO-4876B.

First, with experience, 25, married. Good production, tight board, now working, wants change. Seeking job in New Mexico, Arizona or Colorado. Call 505-334-6646 or write Randy Price, 217½ Sumner, Aztec, NM 87410.

Rock Jock, 2 years experience, voice, talent, college grad, 3rd. Seeks small-medium rocker or contemporary. 301-653-1716.

Progressive Radio, First phone. Six years experience. Know all formats. Production minded, tight board. Smooth mixing, dedicated. Will re-locate. Russ Pomeroy, R.D. No. 3, Norwich, NY 13815.

Smooth, low-key professional with a knack for humor and three years medium market experience is looking for a medium or major market Progressive/Top 40 gig. Great production, 3rd phone endorsed, single, willing to talk, and willing to move immediately. Terry Hopkins, 3230 W. Willow Street, Lansing, MI 48917. 517-393-6964.

Talented 1st Phone Seeks Station-FM "Music" format. Mild climate (college opportunities?). "Katz," General Delivery, Williston, N.D.

Get yourself a good woman. 1st phone seeks stability, currently employed mid-day top 40, can follow format and directions, production, authoritative news, knowledge of music. Can write, will relocate Anywhere! Aircheck available. Pat Wilson, c/o Chandler, No. 1, Wagon Wheel Court, Port Orange, FL 919-693-4546.

For a long time now programmers have been looking for an easy way to find and hire good people without every Jock in the world . . . qualified or not . . . calling them . . . if you are looking for good people . . . can offer a solid position . . . and a fair wage for the position you are trying to fill . . . we can help you find the right people without every clown in the nation who is looking for work, wasting your time . . . call 305-772-2300 or write on Station Letterhead to Suite 212, Executive Square, 5353 N. Federal Highway, Ft. Lauderdale, FL 33308.

Jock, 3rd endorsed, 23, single, vet, ready to move up. Just under one year experience, am also program director. I can do play-by-play basketball, football or baseball. Dependable, hard worker, will go anywhere. Call Mike 203-623-6914.

Bilingual announcer, D.J., Spanish, English. Prefer Spanish. 2 yrs. experience. Chicano Sound—Latin American—Modern Country. Traffic managing, love production, 23, single, 3rd endorsed, ready to move up. Hartford one year, now in Fla. Contact George Alan Vargas, PO Box 520, Immokalee, FL 33934 or 813-657-2786.

Idaho, Montana, Wyoming is where I want to work and live. Experienced D.J., first phone, good voice, delivery, copy, and production. Seek interviews or auditions after April 20. Buchanan, 1525 G Street, Eureka, CA 95501. 707-442-1403.

Beginner needs start. Equal opportunity employee. M.B.S. Grad. Degree Journalism. Seeking Up-Beat MOR or TV Newscasting. Excellent speaking voice. Family and very stable. Don Reese, 8022 S. Clyde Avenue, Chicago, IL 60617. 312-721-2993.

Situations Wanted Announcers Continued

3rd Endorsed, with four years experience, willing to work, prefer MOR format, looking for a station small to medium market that can offer a future for me and my family. Tape, resume and references upon request. Dave Shrader, R.R. 4, Box 290, Bremen, IN 46506, phone 219-546-4649.

Detroit weekend First Phone, night relief/vacation. 8 year pro. Catch me at Box 212, Toledo, OH 43695.

Situations Wanted Technical

Engineer, 20 years experience. AM-DA, FM, stereo, and TV. Family man, prefer South. Box C-115, BROADCASTING.

Engineer: experienced as Chief 5Kw; DA 1 & 2. FM Stereo. Mature. On East Coast. Prefer Southeast. Box C-232, BROADCASTING.

Engineer-handyman; 5 days, own hours. Need: desk, workbench, isolated work area, clean moderate climate. 305-390-3161. Box C-239, BROADCASTING.

High Quality, Economy package. Programming and engineering. Two pros, one programmer, 25. One chief engineer, 28. 5 and 7 years experience respectively. Both 1st phones. Both cookin' Jocks with numbers. Both aware of Business Realities. Currently in So. California Market. Looking for small to medium market to take to the top. Lots more information 714-433-1350 or Box C-240, BROADCASTING.

Need a chief/engineer? Ready to move up. Will relocate. 3 years large market experience. Production, operation, construction, maintenance. Can do all! Resume, production spec. tape available. If you're interested, let's get together. Jack Linder, 1545 Hawthorne Street, Pittsburgh, PA or call 412-781-4997.

Engineer, currently C.E. at 10 kw station in Nome. Previously chief at stations in New Mexico and New York. Associate degree, first phone, 31 years old; airplane pilot; relocate wherever my plane will fly. Roy Wells, Box 988, Nome, AK 99762.

Situations Wanted News

I'm a solid, experienced news reporter, specializing in field work and digging. Credentials—over 10 yrs. in radio news, last 5 of them with large Ohio mkt.; went something bigger and challenging. Present salary exceeds \$10,000. College grad, Vietnam Vet, married. Box C-158, BROADCASTING.

Reporter/Interviewer with strong background in local coverage seeking good position involving field reporting in medium-to-large market. College graduate, references. Box C-214, BROADCASTING.

Need a new reporter? Young, resourceful and willing to work hard. Experienced researcher and field producer for major television newsroom. Box C-217, BROADCASTING.

First rate Big Ten play-by-play man has tape to prove he's as good as they come. Why not listen? Box C-218, BROADCASTING.

I'm through making others sound professional. O & O radio sports producer wants PBP. All offers welcome. I want a schedule. NFL, NHL, MLP, college exp., news, booth, too. Box C-243, BROADCASTING.

Newsman: recent graduate CSB school. First job. Good voice, presentation. Go anywhere. Michael Ward, 716-833-1806, 78 Brinton, Buffalo, N.Y. 14214.

Major league credentials. NBC, Westinghouse, Taft, Buffalo, Pittsburgh, Philadelphia. 14 years, 4 as ND. Paul Burke, 3 Raintree Island, Tonawanda, N.Y. 14150. 716-693-7573, mornings.

Broadcaster seeking p/d or action reporter opening. 6 yrs. bc experience. Write Boxholder, P.O. Box 152, Cudahy, W.I. 53110.

BA in radio/television, three years university experience in news-public affairs. Good technical knowledge, third phone endorsed. Tom Davis, 682 Wilson Creek Road, Lawrenceburg, IN 47025. 812-537-3500.

First phone, mature reporter with good voice and good news judgment willing to live radio news if you're willing to pay a living wage. Four years air experience. College degree, broadcast journalism. Minority, married. Allan Friedman, 1617 Keeney St., Evanston, IL 60202. 312-491-6466.

Knowledgeable and aggressive sports person only wants chance to prove it. College graduate, great voice, did baseball PBP for major NCAA divisional winner. Can write and dig, previously news director, can do boardshift, 3rd class endorsed. Available now! Co-hosted sports talk show. Resume and tape available. Marc Goldberg, 15900 SW 95 Ave., #305, Miami, FL 33157, 305-233-3328.

Situations Wanted Programing Production, Others

High Quality, Economy Package. Programing and Engineering. Two Pros, one programmer, 25. One chief engineer, 28. 5 and 7 years experience respectively. Both 1st phones. Both cookin' jocks with numbers. Both aware of business realities. Currently in So. California market. Looking for small to medium market to take to the top. Lots more information 714-433-1350 or Box C-240, BROADCASTING.

Motivated Motivator. Accepting position as Operations Manager, or Program Director if responsibility and authority accompany title; plus advancement for a job well done. Call the Ravin (58% listening in seven station mkt.) 1-301-722-3667.

Creative, contemporary personality. 6 years experience in medium markets; solid background in production and promotion. Looking to settle down as production-promotion director of secure station. Will consider programing small market rocker. Mid-atlantic or midwest preferred. Contact Jerry Kristofer 609-935-3649.

TELEVISION

Help Wanted Management

News Management: The requirements are stringent: TV news experience, Master's Degree, imagination, creativity, flair and intelligence. The demands will be intense. The reward: For the aggressive, an opportunity to grow and participate in broadcast news on a national level. Send photograph with resume to Box C-53, BROADCASTING.

Group owner looking for strong growth oriented TV Sales Manager ready to make the move to General Manager for upper middle size market. Equal opportunity employer. Send complete resume and letter selling yourself and your record of accomplishment to Box C-146, BROADCASTING.

Help Wanted Sales

TV Sales. Top 60 market. Midwest CBS affiliate needs professional local sales person with experience to handle established billing list. Group ownership offers right person excellent management opportunities. An Equal Opportunity Employer. Send resume to Box C-189, BROADCASTING.

Help Wanted Announcers

Staff announcer being selected for WCAX-TV Burlington, Vermont. Job requires professional for commercials, weather, sportscasts. Contact Mr. Hall 802-862-5761.

Help Wanted Technical

Midwest Independent with Radio affiliate seeks super chief engineer. Top facilities and pay to match. Box C-179, BROADCASTING.

Engineer with first phone for southwestern VHF. Experience not necessary but must have trade school or military training. Annual salary reviews, paid holidays, vacation, retirement plan plus other benefits. Send brief resume to Chief Engineer, KOAT-TV, P.O. Box 4156, Albuquerque, NM 87106.

VHF Transmitter Supervisor. Send resume to G. Dreger, KTVO, 211 East 2nd Street, Ottumwa, IA 52501.

TV Maintenance engineers with four years current TV broadcast experience. Must be capable of training local personnel. Thorough maintenance background with system design and installation experience desired. Two year contract with relocation, housing, and medical services furnished. Send resume to Chief Engineer KVZK-TV, Pago Pago, American Samoa 96799.

Wanted: Video Engineer with 1st class ticket—some VTR experience. Ideal living in the West. Skiing, fishing, hunting. Clean air. Salary open. Write Bill Walter, KYCU-TV, 2923 E. Lincolnway, Cheyenne, WY 82001. Equal Opportunity Employer. Fringe benefits.

Engineer, 1st class license required, for full color TV station. Contact Donald Newman, Chief Engineer, at 607-754-4777 or write WSKG-TV, P.O. Box 97, Endwell, NY 13760.

Radio engineer with solid background in AM and FM, sharp on solid state, must be self-starter. Now is the chance to move into TV. We are a triple outlet with a TV studio combined with our radio operation. We need a supervisor for this location. We offer excellent benefits and a fair salary. Only someone looking for permanence need apply. Send resume and salary requirements to George Hillier, WVEC-TV, 110 N. Third Street, Norfolk, VA.

Help Wanted Technical Continued

Assistant Chief Engineer for established ABC-UHF. Studio-transmitter maintenance experience required. Also need switcher with first ticket. Send resume, salary. Manager, WXLTV, Box 940, Sarasota, FL 33578. Equal Opportunity Employer.

Stable Boston Production house needs Senior Maintenance Engineer for long term employment. Relocation expenses paid. Equipment includes: 3 VTR-2000's, 2 PCP-70's, HS-100, Gates Audio Board, switcher. Call Mr. Purdy collect. 617-329-4080.

Help Wanted News

Assistant News Director for medium market Midwest TV. Must be a pro who can direct staff and co-anchor. Challenging and rewarding. Resume and salary requirements to: Box C-177, BROADCASTING.

TV Field Reporters into Eyewitness and Action News formats. San Diego's number one news operation is looking. Box C-241, BROADCASTING.

Wanted news director to take over news department for combined radio and television news operation. In addition to managing news department, would anchor early local and regional news program adjacent to Cronkite. Box C-249, BROADCASTING.

Help Wanted Programing, Production, Others

Writer/Reporter—Requiring six years minimum experience newspaper or broadcast journalism. Must be strong researcher—ability to produce under pressure—pleasant personality. Salary based on experience. Send resume to Box C-227, BROADCASTING.

Producer-Director. Southwest, public television and radio stations. Develop, produce and direct community affairs programs for general and bi-lingual audiences. Spanish fluency required. Color production, teaching experience and MA preferred. Faculty appointment possible. Twelve month position with good benefits program. \$11,500+. Resumes to Radio-TV-Film Bureau, University of Arizona, Tucson, AZ 85721, An equal opportunity employer.

Situations Wanted Management

Experienced, responsible broadcaster. Background includes management, programing, airwork, sales, news. Creative, stable. Fine record. Box C-201, BROADCASTING.

13 years in broadcast management—current TV facility shows record revenues with pre-1970 expenses and improved image. Full knowledge of FCC, etc. Looking for management of small, medium market V in Southeast. Reply Box C-236, BROADCASTING.

Strong sales and programing, group experience, major markets, all three networks, 40,000.00 plus to start. Write Box C-238, BROADCASTING.

2 yrs. WGR-TV sales, 3 yrs. WKBW AM sales, 2 yrs. WGR-FM sales, successful in all, ready for own sales team. Married, 33 yrs. old. Ed Mehoney, Buffalo, 716-648-4611.

Master in business. Recent MBA graduate. Engineering experience in top 10. Seeks position with quality organization. Mark Lucero, 1087 Woodlawn Dr., Coraopolis, PA 15108. Phone 412-264-2312.

Situations Wanted Sales

TV Sales—Nine years on street in news. Seeking good opportunity to stay on street in TV Sales. Prefer Southeast market. Box C-186, BROADCASTING.

Versatile, TVB Trained salesman/sales manager seeking challenge in major market. Will consider either position. 15 years broadcast experience. Sets high goals—achieves them. Box C-237, BROADCASTING.

Situations Wanted Technical

First Class FCC license, presently employed with N.Y. Telephone Co. working on nationwide video circuits, income \$13,000. Some experience in FM radio. Interested in radio or TV. Willing to relocate. Greg Crossman, 1320 Odell St., Bronx, NY 10462. 212-829-6201.

Situations Wanted News

Anchorman—Experienced in reporting, writing, performing. Preparing and delivering editorials. Interviews, talkshow moderator. Box B-177, BROADCASTING.

Journalist—News Director, Anchorman, Reporter with top credentials. Major markets only. Box C-20, BROADCASTING.

News Director—Highly motivated newsman in top 20 market, who has broken top state stories, seeks move up to news director. Good administrative background. Box C-27, BROADCASTING.

Situations Wanted News Continued

Photo Journalist. 26, extensive work experience with major market. O&O and networks. Will relocate. Phone 314-878-7198 or Box C-76, BROADCASTING.

News Director, midwest top 20 market, net affiliate. Corporate budgets cuts cause desire to move elsewhere. Seven years previous experience—all facets TV News with major New York (and network) news departments. Looking for news director, executive producer, producer slot in top 15 markets, but might consider other markets. Salary not important, but a challenge and firm station commitment to news is. Write Box C-98, BROADCASTING.

Give me a chance and I can write, report, research, or produce news. Communications graduate with strong radio and television experience. Will relocate anywhere. Box C-152, BROADCASTING.

For Sale: Ambitious, dedicated, investigative reporter. Commercial Radio and PTV experience. Communications degree. Will relocate. Immediately available. Box C-159, BROADCASTING.

Radio News Director Female, seeks challenging news position with medium or large market TV station. Experienced, energetic, excellent references. Box C-161, BROADCASTING.

Anchorman—First class credentials including NYC wants replies only from pros who want pro. Box C-203, BROADCASTING.

Reporter-researcher, young, good Bg., desires position as studio or field reporter in medium market. Resume, VTR available. Call 213-478-2328 before 10 AM Pacific or Box C-210, BROADCASTING.

Need a new reporter? Young, resourceful and willing to work hard. Experienced researcher and field producer for major television newsroom. Box C-217, BROADCASTING.

"Inside Man"—Excellent on assignment desk in Top 20 market, must have bigger challenge—offer newsroom organizational skills in return for anchoring news or hosting talk show. Box C-231, BROADCASTING.

Young woman, broadcast-journalism grad., ready for first break as reporter-producer. Have newspaper, radio and some TV experience. 513-434-2493.

Newsman: Recent graduate CSB school. First job. Good voice, presentation. Go anywhere. Michael Ward. 716-833-1806, 78 Brinton, Buffalo, NY, 14214.

Uniquely talented. Working for past year in N.Y. office of foreign television network as news writer/reporter and programing executive. Now desire employment with American news team. I can write with punch, wit and style. I'm a young, dedicated worker with a Bachelor's degree in Broadcast Journalism and a genuine talent. Will relocate. Salary open. Allen Reichelle, 2805, 2805 Pond Place, Bronx, NY. 10458. 212-367-1515.

Situations Wanted Programing, Production, Others

9 years experience in all areas of TV production—5 years Producer/Director—commercial and educational background—BA in TV—28, energetic, hard-working, determined company man with quality results—work well with anyone—available immediately. Box C-118, BROADCASTING.

Art Director: Total TV creative requirements. Local. Network. Films. Commercials Specialist. Presentations. Artist. Designer. Draftsman. Supervisor. New York/Hollywood. Architectural Degree. Box C-213, BROADCASTING.

Program Director/Operations Manager. A leader with excellent credentials in production and news is ready to move forward with you. Box C-228, BROADCASTING.

Programing/Operations. 25 years experience top 10 markets. Department supervision, film experience, community affairs. Will relocate. Reply to Box C-235, BROADCASTING.

Young woman, broadcast-journalism grad. wants to work on documentaries. Have newspaper, radio and some TV and film experience. 513-434-2493.

Television production work wanted. Will relocate. Harry M. Schrage, 1815 Catalpa Drive, Dayton, OH 45406. 513-278-4611.

Faculty/Staff/Administrative position in higher education, state agency, or industry sought by communications/educational profession. Possess Ph.D. in Administration of Higher Education, M.S. Mass Communication, B.S. Radio-TV-Film. Over 25 years experience and training in operations, production, engineering (1st phone), teaching, and administration of TV, ETV, ITV, CCTV, CATV, AM, FM, and related media. George Whitehouse; Southern Station, Box 5208, Hattiesburg, MS 39401. 601-582-7035.

CABLE

Help Wanted Management

CATV Marketing Manager for aggressive, young mid-west CATV system in top 100 market. Must be able to manage media, direct mail and door-to-door sales campaigns. Proven sales success a must. Excellent compensation and advancement possibilities. Send resume to Box C-206, BROADCASTING.

College graduates from the Midwest can move quickly into system management with expanding CATV company. Business experience in marketing and promotion helpful. Call Fred Harms, Management Consultant at 312-693-6171.

Help Wanted Programming, Production, Others

Large system of MSO needs program director. Good opportunity for experienced programmer. Must have television production experience and ability to sell and administrate. Send resume with salary requirements to: Continental Cablesystem of Ohio, Inc., 211 S. Main St., Findlay, OH 45840. 419-423-8515.

WANTED TO BUY EQUIPMENT

Used studio equipment. Donations needed for broadcasting program at high school. Contact Cecil Hobbs, Enloe High School, 226 Clarendon Crescent, Raleigh, N.C. 27607.

Used guyed tower over 600 feet. Greg Perdue, 205-262-2701, collect.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

For Sale: CATV local origination television equipment consisting of two Panasonic mini studio systems, three Panasonic WV-360P cameras, quick-set tripod assemblies, Panasonic 3130 and 3120 video tape recorders, Sony Porta-Pak tape recorder, Coloriran mino pro light kit, tapes, cables and misc. equipment. Call Bob Ingstad at KGFX Radio, 605-224-8686 or write KGFX Radio, Box 1197, Pierre SD 57501.

A matched stereo pair of Gates Solid Statesman FM limiters, Model 6631, for sale. In excellent condition. \$1100 for stereo pair. Contact: Jim Rogers, WSO M, 300 East State St., Salem, OH 44460. Phone 216-337-9544.

Used RCA 6AL Super Turnstile, price negotiable. WTAR-TV Norfolk, VA 23510.

Martel-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Used transmission line, 4 years old, 500' of 6 1/2" Universal line, 50 ohm; excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 188, Menomonee Falls, WI 53051. 414-353-9300.

Martel & Sparta new and used equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

RCA-FM transmitters. 10 kw mono model BTF-10 (1950), \$2,000, for California. Five 5 kw stereo model BTA-5B (1958), \$6,000, FOM Missouri. Sparta Electronic Corp., Sacramento, CA 916-383-5353.

I G M Automation System. Contains 3 Carousels, 1 spare, 1 Skully Time Announcer, Cart machine, Remote Control, Record Playback Cart. and spare parts. In good condition. Call Ben Kitchens. 205-574-2341.

Save Money—RCA Low Band Videoheads—\$300.00 each. For Trade-in on rebuilds. General Television Network. 313-548-2500.

Helix-styrofoam. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Jock shorts! Monthly Contemporary Comedy. Free edition. Library. 5804B Twineing, Dallas, TX 75227.

Laugh all the way to higher billings. Book of 101 Humorous Commercials in 32 categories, usable for many more. \$10.00. Brain Bag, P.O. Box 875, Lubbock, TX 79408.

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Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

Biographies on hundreds of rock groups. Free sample: Write Rock Bio's Unltd. Box 978, Beloit, WI 53511.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

TV Slides \$6. Program topics, news, weather, Quasi-computer style, send for list. Bob Lebar films, 240 E. 55, NYC 10022.

Contemporary Religious Broadcast service free. AM-FM, Small markets, Educational. Station letterhead. Starlight, Box 465, Warwick, NY 10990. Easter Sunrise Service Ready.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services. 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin April 29, June 10, July 15, August 26, REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 5620 N. Western.

Elkins in San Antonio**, 503 S. Main.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on April 15th, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

Instruction Continued

FCC License. Our course teaches you electronics the right way, through understanding, at a price you can afford. Home study. Free catalog. GTI, 5540 Hollywood Bv. 9, Hollywood, CA 90028.

RADIO

Help Wanted News

RADIO NEWS ANCHOR HEAVY.

Savvy, legit background; writing/delivering/gathering. Must know discipline of crisp writing, audio edits. Brass voice, authoritative, but human one-on-one communication.

Info-oriented 50 kw 1-A Clear. Facilities; fellow Pro's. Tape, resume.

Glen Bastin, Radio News Dir. WHAS 84, Box 1084, Louisville, Ky. 40201.

Situations Wanted Management

Accomplished G.M. presently top 5 market. Experienced—Union Negotiations, Budgets, EEO, FCC Renewals, Corporate Group Responsibilities. Great sales and profit record. Will consider top radio-TV opportunities only. Reply:

Box C-188, BROADCASTING

Situations Wanted Announcers

WHADDYE' THINK?

Dues, schmoos. Some got it, some ain't got it. I got it. I want to do an Imus type thing somewhere out there in radioland. Whaddye' think? 5 years experience.

Box C-215, BROADCASTING

Situations Wanted Programming, Production, Others

COMMUNITY SERVICES DIRECTOR

Uniquely qualified to help your station meet community needs. Experience in producing minority programs as well as total award-winning community service prime-time series. An asset to a progressive station. Interested in aiding you in making decisions. Willing to relocate.

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My 15 years will warm up your audience. Want northern climate, no matter how cold. I'll reach your customers and make you money.

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Situation Wanted Programing, Production, Others, Continued

The people I work for as an air personality, production director and assistant PD tell me that I should get myself a position in a larger market. They say that since I have a complete six year background in things like music formating, promotion, FCC regs, employee relations and audience research; I could do an excellent job as program director in a highly competitive area. They also tell me that my spots are most creative. Splicing blocks - equalizers - compressors - special effects; I keep hearing how well I know my way around the production studio. They say that with my youth, ambition and dedication to the total sound of a station, I would be a welcome addition in most any high quality operation. I agree. If you're top 40 or up MOR and looking for a program and/or production chief—Let's get together!
Box C-234, BROADCASTING

ATTENTION OWNERS AND MANAGERS

P.D. - G.M. . . . 12 years experience includes successful MAJOR MARKET PROGRAMMING track record . . . top ratings as on-air performer . . . national radio spot credits . . . 1st phone with intimate knowledge of FCC R & R . . . plus top sales experience . . . I've done it all . . . 28 . . . family man . . . 2 children . . . IMPECCABLE REFERENCES. Currently managing medium market station; seeking fresh challenge as P.D./OPS. MGR. of medium or major market contemporary outlet, or small chain. If you want the best and are willing to pay for results . . . call now 904-373-5053 for full particulars.

TELEVISION

Help Wanted Technical

TV STUDIO ENGINEER

First phone. Experienced in videotape, camera control and switching.

TV STUDIO MAINTENANCE ENGINEER

First phone. Experienced in tape and video.

Send resume to: WPEC
 Fairfield Drive
 West Palm Beach, Florida
 33407

An Equal Opportunity Employer

Situations Wanted News

WARMTH

If this is what you're looking for in a newsman to liven up your news programming, I'm your man: an award-winning Journalist
HIGH ENERGY
 with ten years newspaper experience before going into TV. Two years with own show and part of news operation small station, want to move on

GUTS

Write for tape to: **Box C-225, BROADCASTING**

TV ANCHOR—BLACK

You can search all over America and you won't find a TV anchorman who is black who has my credentials. I've spent five years as a network TV and Radio Anchorman. 18 years in the business. It's high time a broadcaster with guts decided to give a black man a shot at the weekly anchor scene. (I'll show you how beautiful black REALLY is.)

Reply to: **BRUCE BROWN**
 14815 Gotham Street
 Sepulveda, Calif. 91343

Miscellaneous

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Miscellaneous Continued

Radio Station Owners, Managers, Programmers: Would an all-news format work in your market? All news stations rank among the top in such markets as New York, Los Angeles, San Francisco, Chicago, Washington, Boston, and Philadelphia.

Many station operators would like to offer the all-news format, or variations, in their markets, but hesitate due to high expense factors.

One of the world's most respected communications groups is studying the feasibility of an All-News Radio Network, which would be designed for maximum formatting flexibility, no commercial clearance programs and reasonable local station operating expenses.

If you would be interested in bringing an all-news or news/talk format to your market, we'd like to consult closely and confidentially with you on your needs and desires. No commitments at this point. We want to explore the opportunities together.

Box C-250, BROADCASTING

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1. It's *unique* and *entertaining local* Public Affairs Programming
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Miscellaneous Continued

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"An ad we placed in BROADCASTING really paid off. We were swamped with applicants for a news position and finally chose a BROADCASTING applicant after having a pleasant selection from whom to choose."

"Thanks for providing such a public service . . . you may help a poor boy escape from the clutches of Kansas."

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

"BROADCASTING is really the only reliable source that a Broadcaster has in keeping his career moving along. We start with you, go off to other pubs and sheets, but somehow always seem to come back to the one and only. You've helped me before and I know I can place my faith in you again."

If you need help, the right job . . . or for any needs related to Broadcasting:

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

For Sale Stations

FOR SALE

49% Interest in well established 5000 Watt AM radio station in South Central Michigan. Sale will be held pursuant to Uniform Commercial Code and subject to all FCC regulations. Direct inquiries to

Box G-127, BROADCASTING

1 KW Daytimer
S.E. Top 50 Market.
\$310,000—for quick sale.
Approx. 2 times gross.
804-623-6262

SOUTHEAST VHF

Near top-100 market. Network affiliated VHF television station in two-station market! Land, buildings, an abundance of excellent color equipment. \$250,000 cash flow can be improved. Cash transaction preferred.

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

For Sale Stations Continued

EXCLUSIVE!

Yes, we're exclusive. Exclusively brokers, working only for your interests in buying or selling. We don't buy or sell for our own gain. And we profit only by profiting you, not by competing with you. Our exclusive kind of personal service has made us the country's fastest growing media brokerage firm. (This is where the action is!)



**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmsira, New York 14902
P.O. Box 948 • (607) 733-7138

**John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310**

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1953

Fulltime AM
Class C FM
Metro
\$1.975MM

Major
Market
FM
\$2.5MM



CHAPMAN ASSOCIATES®
business brokerage service

Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Katharine Graham: holding her own in the limelight

On Wednesday (March 27), at 8:30 p.m. London time, Katharine Graham, chairman of the Washington Post Co. and publisher of the *Washington Post*, will stand before a distinguished audience in London's historic Guildhall to deliver a lecture on press freedom. Granada Television Ltd.'s invitation to deliver the lecture is not an honor accorded many Americans. And as Mrs. Graham, tall and lean, speaks in her rich, cultivated voice about the freedom that enabled the *Post* to break and relentlessly pursue the Watergate story, she will probably appear, as she has often been called, the most powerful woman in America. But if those who know her best are correct, anyone sitting behind her will see her knees tremble.

To Kay Graham, talk of her being the most powerful woman in America is "ludicrous." She has said it makes her sound like a weightlifter. And when one talks of the "notoriety" she has gained through the *Post's* success with the Watergate story, she flinches. She hasn't sought the limelight; she is, according to Benjamin Bradlee, executive editor of the *Post*, "a private person."

This is not to suggest there is nothing to that most-powerful woman label. After all, in addition to the *Post*, now regarded as rivaling the *New York Times* in impact, her company's interests include *Newsweek* magazine, the Post-Newsweek stations—WTOP-AM-TV Washington, WPLG-TV Miami, WJXT(TV) Jacksonville, WKYC(AM) Cincinnati, and the latest acquisition, WFSB-TV (formerly WTIC-TV) Hartford, Conn.—and half ownership of the *Los Angeles Times-Washington Post* News Service and one-third ownership of the *International Herald Tribune*. And although her knees may tremble, she delivers a well-reasoned speech gracefully; although a President thunders, she tells Ben Bradlee, "Let's go," and the *Post* publishes the Pentagon papers.

How those seemingly contradictory traits come together in the person of Kay Graham is no mystery to those who've watched her over the years. Her father was Eugene Meyer who made millions on Wall Street, became a noted philanthropist, and in 1933 bought the *Post* at auction and began building it into a powerful and independent newspaper; her mother, Agnes Ernst Meyer, a brilliant and distinguished writer, dedicated to social welfare and a patron of the arts, was strong willed and intimidating. And her husband, Phil Graham, whom Kay married in 1940 and with whom she bought the *Post* in 1948, was by all accounts handsome, dashing, witty,



Katharine Meyer Graham—chairman of board and chief executive officer, Washington Post Co.; b. June 16, 1917, New York; Vassar College, 1935-36; AB, University of Chicago, 1938; reporter, *San Francisco News*, 1938-39; on staff, Sunday, editorial and circulation departments, *Washington Post*, 1939-45; president, Washington Post Co., 1963-73; m. Philip L. Graham, June 5, 1940 (deceased 1963); children—Elizabeth Weymouth, Donald E., William W. and Stephen M.; hobby—tennis.

brilliant—a man who outshone everyone around him, including his wife.

But something in that background of money and power and of associations with able people bred strength and confidence in her. She had been a successful Georgetown hostess, but when her husband died, a suicide, in 1963, the thought of selling the company and spending the rest of her life as a great lady of Washington society never occurred to her. "The vultures were flying around with offers," she recalls. But, she said recently, "from the time I was 17, I was involved in the development of the company. The paper had a circulation of 50,000 when my father got it. Then when Phil and I took over, we lived for seven years with the feeling that one of the papers in Washington [there were then four] would go under, and that it might be us. [It turned out to be the *Times-Herald*, which the *Post* purchased.] After that, I couldn't sell it."

So Mrs. Graham, who had spent six years in various departments of the *Post* but had not been on the payroll since 1945, became the head of a complex, multifaceted communications organization, and began learning the business—the financial and management side as well as the editorial. It was not easy; she was, she admits, terrified. But today, she is very much in charge, spending time every week in New York at *Newsweek*, checking in at the broadcast properties, and working at her desk in corporate headquarters in Washington. And the *Post* Co. is thriving. Last year it made more money than ever; its net income was

\$13.3 million, or \$2.80 per share, a 33.1% increase over 1972. Revenues in 1973 were \$246.9 million, up 13.4%.

Mrs. Graham's growth in the job has been affected by the "woman's issue," she says. "If you view yourself as a person, it changes your attitude in so many different ways." But she does not see herself as a financial or editorial or broadcasting wizard. Rather, she tries to hire such wizards to run the company's various divisions, and then she gives them considerable autonomy and support—although she retains final responsibility for major policy decisions.

"She's a hell of an owner," says Ben Bradlee. "All editors should have such owners."

Larry Israel, who moved up from operating head of the Post-Newsweek stations to president of the company in May, is equally delighted. When he was negotiating for the purchase of the Miami and Hartford stations, he said recently, "she urged us on; she was very enthusiastic." And he finds Mrs. Graham as excited about a success scored by the broadcast stations as she is about any marked up by the *Post* or *Newsweek*. "She cares," Mr. Israel said. "Everyone knows she cares."

This is probably truer at the *Post* than at the stations. She knows many of the employees—blue collar and white collar—at the newspaper, and calls out to them by name as she walks through the plant.

That kind of spirit and rapport are not so clearly in evidence at the stations, where Mrs. Graham is a more distant figure, at least as far as the working hands are concerned. But, nonetheless, she "cares" there, too. As Mr. Israel says, "she doesn't back off."

There is, for instance, that business about the challenges to the licenses of the Miami and Jacksonville stations. Mrs. Graham avoids, at least in public, imputing political motives to the challengers, although she does say it is "oddly coincidental that many of the challengers are administration friends and sympathizers." And apart from the money and effort that will be required to oppose the challenges, she seems unperturbed, confident that the stations' records will mandate renewal of the licenses. She also turns aside questions as to whether she thinks the challenges are the price she is paying for running aggressive news operations—not only at the *Post* but at the stations involved. Such questions, she says, seem to invite the kind of damn-the-torpedoes answer that make Wall Street people nervous about *Post* Co. stock. But, she says, damning the torpedoes anyway, "our obligation is not to avoid attacks; our obligation is to be first rate." That's the kind of attitude that would make even Agnes Ernst Meyer smile.

Editorials

Net gain

Despite the peculiarities of the event, broadcast journalists performed professionally last week at the President's news conference before the National Association of Broadcasters. It was a conference conducted on a stage before an auditorium audience of thousands, including many Nixon partisans who applauded frequently and some Nixon critics who occasionally booed.

It is hard to know what the television audience made of it. Among those who applauded were members of the NAB boards who were seated on the stage among the members of the Radio Television News Directors Association who did the questioning. Surely some viewers must have assumed that the board members were journalists who had given up their grip on impartiality. It would have been better if the company on stage had not been mixed.

On with it

Few unkind words were heard from political figures in Houston last week at the NAB convention. If only nice things were being said, why are broadcasters in so much trouble with Congress?

Maybe it is because 1974 is an election year for all seats in the House and a third of those in the Senate. The candidate finds it useful to have friends in the media, especially if they are broadcasting friends who can supply the vote-attracting exposure of radio and television.

While speaking of the Congress, let us raise a question of propriety about the Senate's inaction since last fall on the confirmation of James H. Quello to the FCC. The inaction has been induced by Chairman John O. Pastore (D-R.I.) of the Communications Subcommittee who wanted to know whom President Nixon would name to another Democratic vacancy on the FCC. Now Mr. Pastore knows. It is Luther Holcomb, and now it begins to look as though earlier reports were right and that Mr. Pastore intends to hold both Democratic appointees hostage until a Republican successor is named for Dean Burch.

Mr. Quello's hearing was held two months ago. By delaying action on that nomination, the Senate is delaying action at an FCC that is short three members. And, indeed, Senator Pastore has been saying the FCC ought to avoid major issues while under full strength.

Delays like this frustrate the system. The public interest is unserved by an agency that is helpless to act. The Senate should vote the Quello nomination up or down, proceed on the Holcomb nomination and take action on the Burch successor when that person is named.

New era?

The most popular person at last week's NAB convention was Richard E. Wiley, the new chairman of the FCC. Wherever he went he was applauded. His formal address evoked standing applause.

He was saying what the broadcasters wanted to hear when he pledged in his speech: "There will be no cheap shots, no grabbing at the sensational but essentially empty phrase and no subversion of our basic freedoms under the assumed guise of the public interest." He was taking sharp digs at former commissioners whose tenures left broadcasters with scars when he said: "I didn't come to Washington to make my reputation at your expense." If he added that broadcasters would be unwise to think that the FCC was

entering a regulatory phase of "benign neglect," his remark was interpreted to mean that he intended to sharpen the administration of the agency and break the paper jams.

And who in his audience could object to Mr. Wiley's declaration of a law and order policy? Would anyone defend the "fraudulent billing, rigged contests, hoax announcements, misrepresentations to the commission, unauthorized transfers of ownership or control" that Mr. Wiley vowed to prosecute?

It bore all the signs of the beginning of a less turbulent period of regulation after a decade or more of intensifying government control. Broadcasters wanted to believe that regulation would become even-handed and efficiently applied. Last week not all of them had stopped to think about the very real problems that must be resolved before Mr. Wiley's grand design can be put into execution.

The new chairman presides over a commission membership at only four-sevenths of its authorized strength and a commission staff that is riddled with vacancies (see "Man in the News," *Broadcasting*, March 18). Even assuming the vacancies can be expeditiously filled, it will take a while for new people to get the hang of their jobs. Beyond that, Mr. Wiley must overcome the natural sluggishness of large bureaucracies if he expects the FCC to meet the tighter deadlines he has in mind.

Maybe he can bring it off. If he succeeds, he will deserve the approbation he received last week in Houston.

No improvement with age

However practical the rest of his purposes, Chairman Wiley is off on a side trip of purest fantasy when he thinks that anything positive will be gained from the open forum he has planned in Atlanta. It is intended, he announced last week in his speech to the NAB convention, as an exchange of views among FCC representatives, licensees and "members of the listening and viewing public" in a five-state area.

Who does Mr. Wiley think will show up to represent the "public"? The same self-appointed speakers for special interests who are already on file a mile high at the FCC.

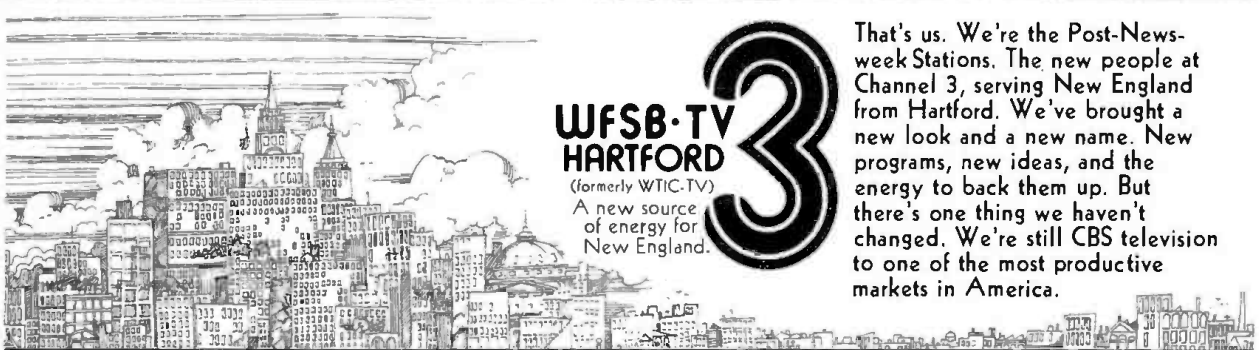
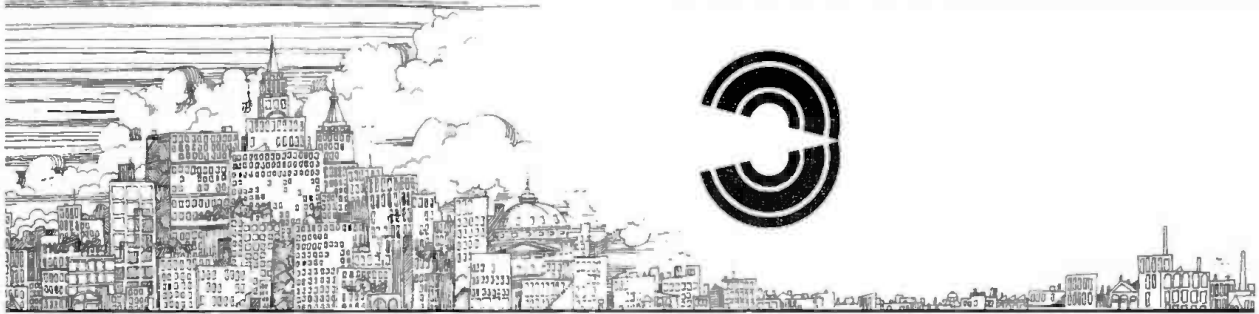
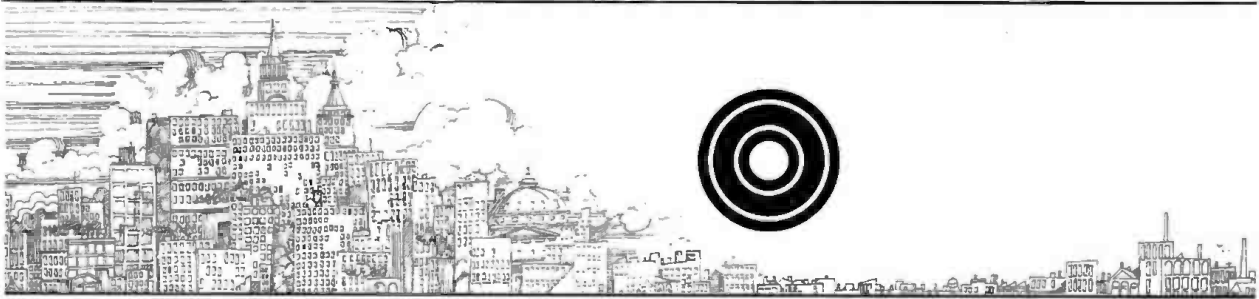
A decade ago the FCC went through something like this exercise with formal hearings on programming in Chicago and Omaha. The principal effect in both communities was antibroadcasting publicity in the local press. It's hard to think of a way to keep Atlanta from being a rerun.



Drawn for *Broadcasting* by Sid Hix

"Now there's a show they should put more politicians on."

On Friday, March 8, New England got a New Source of Energy



**WFSB-TV
HARTFORD**

(formerly WTIC-TV)

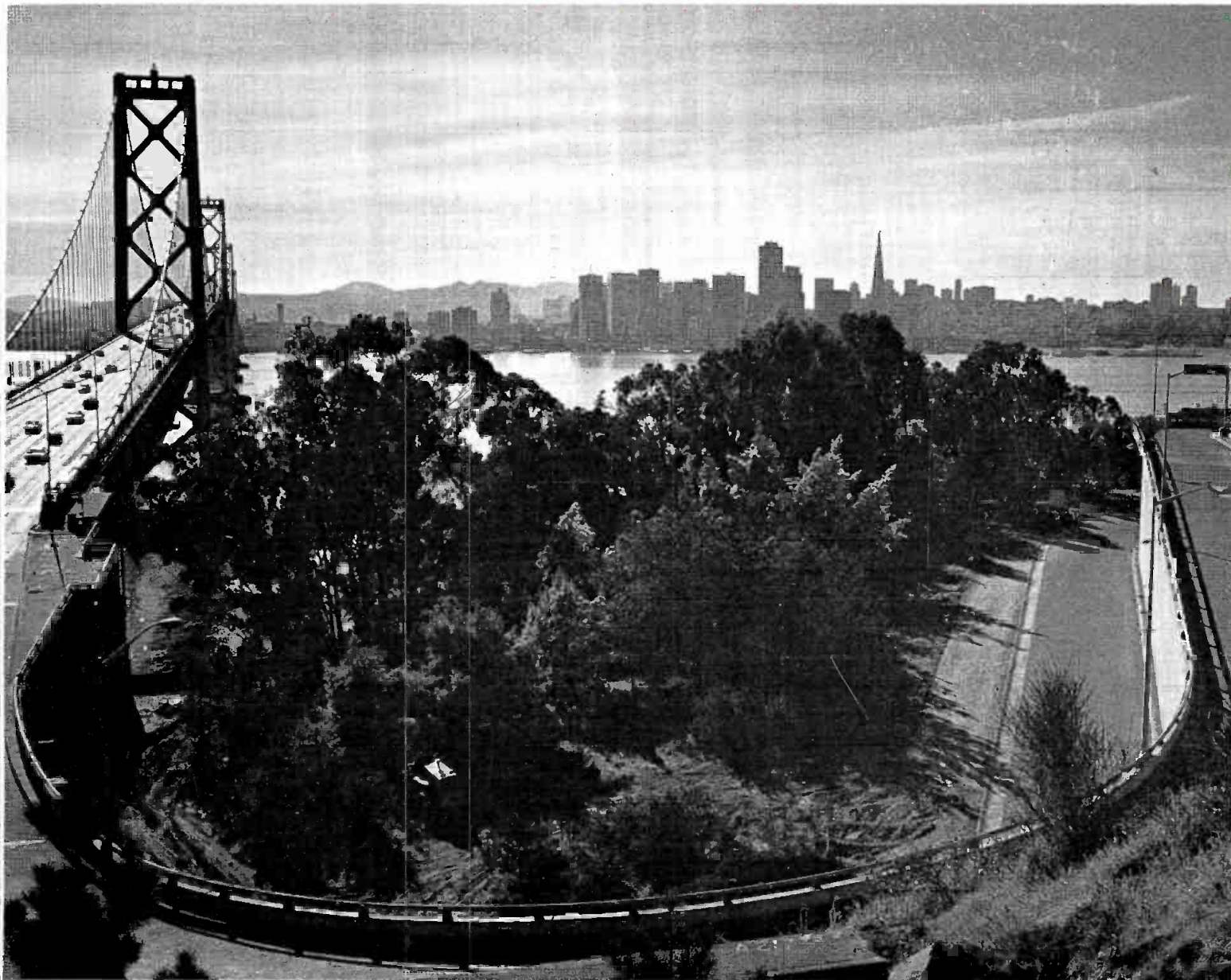
A new source
of energy for
New England.



That's us. We're the Post-News-week Stations. The new people at Channel 3, serving New England from Hartford. We've brought a new look and a new name. New programs, new ideas, and the energy to back them up. But there's one thing we haven't changed. We're still CBS television to one of the most productive markets in America.

If you lived in San Francisco...

you'd be sold on KRON-TV



Treasure Is and vista

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