

The news consultant: TV's controversial hired gun
Never-say-die Justice Dept. files against KSL

Broadcasting Sep 9

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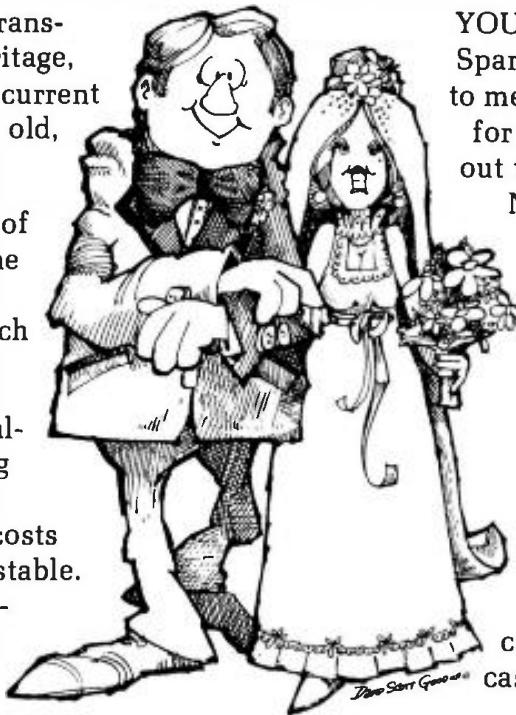
*Arbitron Radio & TV reports, April-May 1974, TSA, Persons 12+, 6:00 AM-Midnight, Monday-Sunday. **Arbitron Radio, April-May 1974, TSA, Persons 18+, 6:00-10:00 AM & 3:00-7:00 PM, Monday-Friday. ***Circulation Pulse 1971-72. All data subject to qualification which WCCO Radio will supply on request.

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Retreat from access? Growing source of irritation at FCC these days is prime-time access rule. Even commissioners who supported it are said to be annoyed at being obliged to consider waiver requests, and commissioners generally are disturbed at litigation generated by modification of rule. (Modification was compromise between those who wanted to retain rule and those who wanted to abolish it.) At moment, Chairman Richard E. Wiley, although he never liked rule, is said to be interested in salvaging it through compromise. But if commission, which is now reviewing rule, under court order, cannot devise "compromise that will not be litigated to death," as one official said, it may pull plug on it.

Commissioners' feelings surfaced Friday during discussion of proposed waiver policy to follow during one-year period that court has barred commission from changing rule. Commissioners were unhappy with staff's proposal, which suggested number of programs for which rule might be waived (*Broadcasting*, Sept. 2); they felt it too detailed, likely to raise as well as answer questions. Commission will consider matter again this week. Put over, too, until next week, was long-pending proposed notice of inquiry on re-runs.

Turnaround. Metromedia Inc., original and staunch supporter of prime-time access rule, is abandoning that position, its officials disillusioned with way things worked out since rule became effective in 1971. They see creation of access time, from which network programming is barred, as having created buyers' market in spot availabilities. Far more station minutes are available, and competition between network affiliates and independents is fiercer. Five of Metromedia's six television stations are independents.

In early stages of rule's application, Metromedia stations gained audience by stripping off-network series, denied affiliates in access time, against original syndication or local programming on affiliates. That advantage has been eroding. Metromedia defection from ranks of rule's supporters will be made known by Sept. 20, deadline for new round of comments FCC has invited in connection with court-ordered review of its modifications of rule.

Solid sample. Generally upbeat view of broadcast time sales is evident in membership survey just completed by Institute of Broadcasting Financial Management. Stations were asked how their sales of announcements in second quarter this year compared with same period last year. Of 107 TV's responding, representing markets of all sizes, 89 (83%) said their combined local and national/regional sales were up; rest said combined sales were down but not by much. Of 69 AM-FM combinations reporting, 32 (46%) said combined sales were up, but mostly thanks to local and regional categories; 42 (60%) said local was up, but 45 (65%) said national sales were down, with two out of three in that group reporting national off by more than 11%. In FM, picture was brighter. Though only 18 FM-only stations reported, 16 said combined local and national/regional sales were up — and 11 of that number said increases amounted to 25% or more.

Man from MIT. FCC Commissioner Glen O. Robinson is rounding out his office staff with addition of economist who will serve on consultancy basis. New man is Dr. Robert W. Crandall, associate professor of economics at Massachusetts Institute of Technology, who has written on economics of broadcasting, cable television and entertainment industry generally. He was early critic of commission's prime-time access rule, writing in 1971 that rule was product of commission's "failure to understand the economic rationale for the shift in network practices" and that rule could have "no beneficial effect upon program quality or diversity." Dr. Crandall will work in Commissioner Robinson's office part-time — probably one day a week — until end of year, almost full time after that.

Missed deadline. Arbitron TV's re-entry into metered overnight TV ratings in New York and Los Angeles, scheduled to start Sept. 16 (*Broadcasting*, Aug. 13, 1973), is off-target. Delay is blamed on technical problems: snag in development of one component, slowdown in phone-company installations and strike at Western Electric, which makes part of equipment. Instead of targeted 275 reporting households in each city by Sept. 16, Arbitron has about 180 equipped with data-access devices, 200 or so partially equipped, in each city.

No firm date yet for start of regular service, but officials say they're already getting tuning information from systems and around Oct. 1 will start putting together weekly summaries as samples. These will probably start with rough sets-in-use numbers and gradually add other data — day parts, ratings, etc. — as systems' capacity builds.

Hobby time. Nobody on FCC works harder than 40-year-old chairman, Richard Wiley. He's usually first in and last out at least five days (sometimes seven) a week and invariably carries one or two loaded briefcases to his nearby Virginia home. He reads while being driven (chairman's only fringe benefit) to and from his office, if he isn't using mobile phone.

But one side of hard-driving chairman isn't generally known. During Little League season, which ended fortnight ago, chairman coached championship baseball team on which son, Douglas, 12, was star slugger, pitcher and outfielder. For past two weeks chairman has been coaching Little League football, in which Doug also excels. Next: basketball.

Less insurance. Word last week was that section of House-passed license renewal bill protecting licensees from challenge on multimedia-ownership grounds, if they conform to FCC rules, is doomed in Senate Communications Subcommittee. That's section Senator Philip Hart (D-Mich.) has said his Antitrust Subcommittee wants to review. To avoid referral, and probable delay beyond chance for action in this Congress, Chairman John O. Pastore (D-R.I.) of Communications Subcommittee is said to be resigned to killing section but salvaging some protection by writing report leaving it to FCC to administer its ownership rules. There's still chance for recovery of ownership section on floor. Another feature of bill — longer license terms — seems more secure. House voted to extend present three-year term to five years.

Top of the Week

Boon or bane? *The influence of news consultants now reaches to the very foundation of broadcast journalism. Promising to lead their station clients' to news ratings prominence, they've succeeded in attracting a large following of admiring management types. But in process, they've also infuriated more than one rank-and-filer. Broadcasting takes an in-depth look at "the news doctors."* Page 21.

Seventh song sung. *Justice Department resumes station-by-station attack against media crossownership. With challenge to renewals of Salt Lake City's KSL facilities, department this time chooses Mormon Church for special treatment.* Page 30.

OT may be out. *Commerce Department's Office of Telecommunications was created, ostensibly, as back-up for White House's OTP. But, officials of latter are complaining that OT is not fulfilling its mission. Hence, it may soon be a thing of the past.* Page 34.

Ready. *Networks can handle inevitable changes to come this decade — say NBC's Howard, ABC's Neal — but not without making some of their own. Flexibility, they maintain, is key to stability.* Page 36.

Ultimatum. *NAB's decision to require code adherence of all TV members evokes ire of at least one group owner. Western Broadcasting threatens to pull out unless association relents.* Page 47.

Not playing. *Essentially, there are two reasons why game shows have become so dominant a TV programming commodity: They don't cost much, and, if they don't work, the producer is quick to find out. Many, however, work.* Page 48.

Parental consent. *American mothers' group reaffirms conviction that television is good for their offspring. But members divide over whether same can be said of TV commercials.* Page 50.

No bleeper blooper. *FCC says NBC was on safe ground when it cut one word from Johnny Carson's monologue — irrespective of fact that word was name of its biggest sponsor's product.* Page 56.

Passing puberty. *Local cable origination, NCTA study finds, is coming of age — albeit slowly. Probe finds 629 systems now carry own programming, reaching more than half of nation's subscribers. Production techniques seen growing in sophistication, advertiser interest on rise.* Page 62.

Curious. *Senator Hart's antitrust unit is becoming interested in pay cable dispute and its competitive implications. Subcommittee staff begins to gather data on broadcast-vs.-cable struggle for motion picture rights.* Page 63.

Ally. *OTP's controversial VHF drop-in proposal wins friendship of United Church of Christ. Citizen group presses FCC to release data necessary to foster public airing of issue.* Page 67.

Orderly transition. *Bill Sheehan's elevation to ABC News presidency isn't expected to make any waves — for time being. A long-expected heir apparent, Mr. Sheehan has been taking on the big job in small installments.* Page 81.

FCC sets ambitious meeting schedule to attack backlog of unfinished business

FCC has settled on tentative schedule under which it hopes by end of year to dispose of number of major items, including broadcast-newspaper crossownership, children's programming, pay cable and prime-time access rule. Schedule, which includes dates for oral arguments, will require two-and-one-half to three days of meetings each week. Chairman Richard E. Wiley, in proposing schedule to commission, is said to have urged it as means of demonstrating commission's seriousness about reducing growing backlogs.

First major item is scheduled for Tuesday (Sept. 10). Commission will consider proposed rule that would result in breakup of multimedia holdings in same market (Docket 18110). Chairman Wiley is known to hope that commissioners will be in position to instruct staff on drafting final report and order ("Closed Circuit," Sept. 2).

Whatever conclusion commission reaches on issue would be expected to affect outcome of its deliberations on question of existing crossownership of cable TV and television stations in same market. Commission, which is confronted with some 60 petitions for waiver of rule banning such crossownership, is to consider them on Sept. 25 and 26.

Other dates of interest include:

Sept. 11 — discussion of Office of Telecommunications Policy's proposed cable TV bill; **Sept. 17** — discussion of proposed National Environmental Policy Act regulations (Docket 19896); **Sept. 19** — discussion of "TV curves" (how to measure signal strength) (Docket 16004); **Sept. 24** — cable television technical standards (Docket 20018); **Sept. 26** — cable TV complaint procedures; **Oct. 2 and 8** — discussion of children's television programming (Docket 19142); **Oct. 8** — cable television mandatory program origination (Docket 19998); **Oct. 9 and 10** — cable TV-news-paper crossownership (Docket 18891); **Oct. 16, 17 and, if necessary, 21** — prime-time access rule; **Oct. 23, 24, 25** — oral argument on pay cable (Docket 19554).

Nov. 7 — pay cable discussion; **Nov. 13 and 14** — discussion of cable television importation of distant sports events; **Nov. 14** — discussion of ownership reporting by broadcasters, cable television systems and common carriers; **Nov. 20 and 21** — second report by commission's Federal State-Local Advisory Committee on how jurisdiction over cable television should be apportioned among federal and nonfederal governments; **Nov. 21** — discussion of requests for domestic communications satellite authorizations.

Dec. 4 — discussion of internal commission matters, including new delegations of authority to staff; **Dec. 5** — consideration of requests for waivers of rule requiring breakup of telephone company-cable television crossownership; **Dec. 11** — discussion of report requested by House and Senate Appropriations Committees on what commission is doing to "protect children" from "excessive violence" on television; **Dec. 17 and 18** — adoption of report on violence on television; **Dec. 19 and 20** — discussion of four cable TV items: cable TV franchise selection (Docket 20019); cable TV line extensions (Docket 20020); cable TV franchise expiration and cancellation (Docket 20022) and cable TV system transfers (Docket 20023). X

Schedule also provides for two FCC regional meetings, although location of only one — Chicago, on Oct. 30 and 31 — is set. Second, according to schedule, will be held on evening of Dec. 2 and on following day, but location is left open. Officials indicate it will probably be held in mid-Atlantic states area, possibly Washington.

As designed by Chairman Wiley, schedule contains number of designated special meetings. These are to provide

time for matters that become ripe for either oral argument or commission action. In addition, chairman told commission that some scheduled meetings may be pre-empted to consider new items that may arise.

Scott, Ervin head toward showdown on performer, record maker rights

Copyright revision bill (S. 1361) got off to shaky start on Senate floor last Friday. Introductory remarks by bill's sponsor, Senator John McClellan (D-Ark.), were stopped short when senators began talk of sending bill back to Judiciary Committee, where it originated. Stumbling block is Section 114, establishing performance royalty for recording artists and record manufacturers, supported by Senator Hugh Scott (R-Pa.). Senator Scott conceded that amendment by Senator Sam Ervin (D-N.C.) to delete performance royalty fees for broadcasters, juke box operators and other users of recorded works, will likely pass if voted on now, and he wants to avoid record vote on performance royalty, would rather section be removed in committee so it could not be said that Senate voted it down this year. Senator McClellan suggested that if bill is recommitted, Judiciary Committee is not likely to act on it until House passes its own copyright bill in future year.

It was agreed to schedule vote on Ervin amendment for today (Sept. 9). Senator Scott, however, is not precluded from calling for vote to recommit before Ervin amendment vote, move he is said to be considering. Senator Scott asked Senator Ervin to be "gracious winner" and agree that Section 114 merits further hearings next year. But Senator Ervin would not give inch. "If it's deleted, it's dead," he said. Senator Scott told members he has been working on performance royalty issue since 1944. "This is a good amendment," he said. "I don't want to lose it forever." Said Scott aide: "We're just going to have to be as stubborn as everyone else."

In introducing his amendment, Senator Ervin called performance royalty "tax" on broadcasters and juke box operators. Establishment of royalty would be "constitutionally unsound and economically unwise," he said. Constitution says Congress shall have power to secure for authors and inventors exclusive right to their writings and discoveries. Performance royalty goes against Constitution, Senator Ervin said, because performers and manufacturers cannot be considered "authors" of works they record.

CBS faults proposed premium ad ban

Federal Trade Commission's proposal to ban TV advertising of premium offers to children (*Broadcasting*, July 1, et seq.) "grossly" discriminates against television, raises serious constitutional and statutory questions, assumes premiums are harmful without demonstrating that they are, pretends they're new when they are not, is unnecessary, would not accomplish its avowed purpose anyway and, in fact, would result only in redistribution of premium-advertising money from TV to other media. Those are among faults CBS Inc. finds in FTC's proposal in brief being filed with FTC today (Sept. 9). CBS goes further to suggest that FTC staff issued premium-ban proposal in form of "guide" because, that way, it can "evoke industry compliance" without being obligated to produce "substantial evidence" needed to support a "rule." And toward end of 59-page array of legal and factual arguments against proposal, brief also offers personal suggestion: That FTC members and staff "consider whether, as children, they ever responded to (premium) offers, and if so, whether they believe that the premiums injured them or offended public policy."

Sept. 9 had been deadline for comments, but FTC staff is expected to ask commission for extension; approval is considered likely.

Reasoner, Moyers, Cronkite big winners among news Emmies

Harry Reasoner, *ABC Evening News* anchorman, and Bill Moyers, formerly of PBS' *Bill Moyers' Journal*, received "Emmy" awards as "outstanding TV news broadcasters" of 1973-74 from National Academy of TV Arts and Sciences. Mr. Moyers received award for Oct. 31, 1973 "Essay on Watergate," Mr. Reasoner for March 19, 1973-June 30, 1974 *ABC Evening News* contributions.

Winner of most news Emmies was Walter Cronkite, *CBS Evening News* anchorman, for participation in network's TV interview with exiled Russian novelist Alexandre Solzhenitsyn, documentary on Rockefeller family, *Evening News* report on resignation of Vice President Spiro Agnew, and *Watergate: The White House Transcripts* report.

CBS News won 12 awards, PBS won eight, ABC News won four, NBC News won three. Five non-ABC produced programs broadcast on that network won eight awards.

Elkhart UHF sold for \$3.2 million

WSJV(TV) Elkhart-South Bend, Ind., has been sold by Truth Publishing Co. to Quincy Newspapers Inc. for \$3.2 million, subject to FCC approval. Truth Publishing is owned by John F. Dille Jr. (53%) and Walter R. Beardsley (47%), and publishes daily *Elkhart Truth*. Principals also have similar interest in Truth Radio Corp., licensee of WTRC(AM) and WYEZ(FM) Elkhart. Mr. Dille Jr. with son, John Dille III, owns Pathfinder Communications Corp., licensee of WCUZ(AM) Grand Rapids, Mich., and WMEE(AM) and WMEF(FM) Fort Wayne, Ind. F.M. Lindsay Jr. is chairman and Thomas A. Oakley president of Quincy Newspapers, which publishes daily *Quincy* (Ill.) *Herald-Whig*, has 88% interest in WGEM-AM-TV Quincy and owns 100% of WGEM-FM. Ownership is in several family trusts; 50% is split among various members of F.M. Lindsay family, which also has interests in Lindsay-Schaub Newspapers Inc., owner of several Midwestern dailies, WSOY-AM-FM Decatur, Ill. and WLAP-AM-FM Lexington, Ky., and 20% interest in WCIA(TV) Champaign and WMBD-AM-FM Peoria, both Ill., and KFMB-AM-FM-TV San Diego.

WSJV is an ABC affiliate on channel 28 with 410 kw visual and 40.7 kw aural and antenna 1,086 feet above average terrain. Broker: Blackburn & Co.

In Brief

Summitting. Five media and agency chief executives are among leaders invited by President Ford to forthcoming summit conference on economy: Arthur Taylor, CBS president, who advocated summit on inflation in Washington speech delivered while Richard Nixon was President (*Broadcasting*, July 22); Robert Sarnoff, RCA chairman; Katharine Graham, chairman, Washington Post Co. (Post-Newsweek Stations); Andrew Heiskell, chairman, Time Inc., and Mary Wells Lawrence, president, Wells, Rich, Greene.

More muscle against pay TV. National Association of Broadcasters is about to beef up Special Committee on Pay TV in anticipation of extended fight to protect mass-audience attractions against raids by pay cable. Capital Cities' Willard E. Walbridge will stay on as chairman, but search is on for vice chairman to take active role in fund raising. Charles H. Tower of Corinthian stations has been asked to take assignment, and his decision is due this week. Richard Jencks, CBS Washington vice president, will be added to committee, as will be member or two from NAB television board. Project is baby of Wilson Wearn of Multimedia stations, chairman of NAB TV board. So far committee has



Hubbell Robinson, 68, one of leading figures in radio and TV programming for more than 30 years, 16 of them at CBS, died of lung cancer Wednesday night (Sept. 4) in New York, where he made his home. He was credited with introducing such durable CBS-TV shows as *I Love Lucy*,

Sergeant Bilko and *Gunsmoke* and was also creator and executive producer of acclaimed *Playhouse 90* during tenure as program chief that extended from 1947 to 1966 except for three years out as head of own company, Hubbell Robinson Productions. In 1966 he joined ABC-TV as executive in charge of production for *Stage '67*. William S. Paley, CBS board chairman, praised him as one whose "name was synonymous with quality entertainment in radio and television." Mr. Robinson was married three times: to writer Therese Lewis, to singer Margaret Whiting and to musical comedy star Vivienne Segal, from whom he was legally separated in 1962. His autobiography, "Wanderer in the Wasteland," is to be published next year by G.P. Putnam's Sons, New York.

raised \$480,000 for antipay campaign, has Hill & Knowlton PR firm on retainer. Mr. Wearn sees need for ongoing fund drive to keep campaign alive indefinitely.

Mixed bag. ABC-TV got jump on its rivals with new sitcom *That's My Mama* (Wednesday, Sept. 4, 8-8:30 p.m., NYT) and scored big 20.0 rating and 38 share in national Nielsen overnights, against rerun of *Cannon* on CBS (12.9 rating, 24 share) and against sitcom pilot that didn't make it on NBC (12.0 rating and 23 share). But critics' notices were almost uniformly unfavorable. "About the only good thing to be said for *That's My Mama* is that it provides employment opportunities for several talented black actors. The rest is stock sitcom formula. . .," wrote John J. O'Connor in *The New York Times*. And Val Adams, in *The New York Daily News*, said "It's all situation and no comedy."

Staying. White House has confirmed report ("Closed Circuit," Sept. 2) that former FCC Chairman Dean Burch will remain on President Ford's staff and will be concerned with coordinating President's political activities in connection with congressional election campaign. News Secretary Jerry F. terHorst also said Mr. Burch would serve as liaison with regulatory agencies, job he had under President Nixon. However, it is known that Mr. Burch will spend most of his time for next two months on political matters. And there is no certainty that he will remain with White House after election.

Double jeopardy. Will Lewis, general manager of Pacifica Foundation's KPFF(FM) Los Angeles, who has been battling demand that he give up original tape recording from Sybionese Liberation Army last May, seems to have walked into similar predicament in San Francisco where he is acting manager of Pacifica's KPFA(FM) there (see page 38). FBI has told Mr. Lewis it wants original communication

that station received from People's Forces New World Liberation Front taking credit for bombing of San Francisco brokerage office earlier last week. Mr. Lewis is bucking that demand too. He is fearful, he said last Friday, that he may have to go to jail again to uphold his contention that he is protected under First Amendment. Mr. Lewis spent 16 days in jail for SLA matter before Justice William O. Douglas granted stay pending appeal to U.S. Supreme Court.

Going private? Wells, Rich, Greene Inc., New York, reports board of directors has approved exchange offer whereby agency will buy from shareholders up to 1,405,000 shares of common stock on basis of \$3 in cash and \$8 principal amount of 10-year subordinated debentures bearing interest rate of 10% per year for each common share. WRG had 1,631,524 shares outstanding as of last Jan. 24. Company officials declined to comment on reports move is prelude to WRG's going private. Stock has been traded on New York Stock Exchange in \$5.50 range.

Late Fates. James P. Storer, VP-general manager of WJW-(AM) Cleveland, named VP-assistant to Chairman Bill Michaels of parent Storer Broadcasting Co. Cleveland duties are being assumed temporarily by Jay Watson, head of Storer radio division, who said permanent replacement is being sought both within and outside company. John W. Rhea, general sales manager, WMP(S)AM Memphis, named VP-general manager. Herb Mendelsohn, veteran broadcast station executive, most recently as VP-general manager of Metromedia's WDFH(FM) Chicago, named to new post of VP-marketing for ABC Record and Tape Sales Corp., New York, division of ABC Leisure Group. He will head new unit responsible for developing new national accounts and also supervise division's advertising, promotion and merchandising. Ed Milarsky, general sales manager, WABC(AM) New York, named sales manager, WXLO(FM) New York. Robert D. Wood, president of CBS-TV, and former Laura Drysdale of Pacific Palisades, Calif., were honeymooning in Hawaii last week after being married Aug. 27. Paul W. (Fritz) Morency, 74, retired president of WTIC-AM-FM-TV Hartford, Conn. (now WTIC-AM-FM and WFSB-TV under new ownerships), reported in serious condition late last week at Hartford hospital, following stroke Aug. 26. For earlier reports see "Fates & Fortunes," page 69.

Headliners

Doyle Dane Bernbach Inc., New York, has reorganized agency structure, merging domestic and international operations and reassigning top responsibilities. In changeover, James R. Heekin Jr., who had been president, domestic operations, and Edward T. Russell, who had been president of DDB-International, have resigned. Joseph R. Daly, board chairman (domestic operations), has taken on worldwide responsibilities for agency. Thomas A. Gallagher, managing director of DDB-London, has been named president of agency with worldwide responsibilities. William Bernbach continues as chief executive officer but assumes new title, chairman of executive committee (previously, he had been board chairman, worldwide). Mr. Bernbach plans to participate more in day-to-day creative output of agency.

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EDITOR: It is unfortunate that your article (Aug. 26) and editorial (Sept. 2) on the opposition to the license renewal legislation resort to character assassination rather than debating the merits (perhaps I should say demerits) of the legislation. The list of groups opposing the legislation — which includes minority, feminist, labor, consumer, political, citizen lobby, business, government officials and even some broadcasters, as well as groups whose primary activity is media reform—is enough to show the utter falsity of your charges, and I shall not attempt to dignify them with a response.

One matter does, however, warrant clarification. At no time since I became associated with the Citizens Information Project has it, nor have I, received any financial support or expended any funds from any person or entity with an economic interest in the outcome of any case at the FCC or in the courts. All of the activities of CIP since I became associated with it have been supported by persons or entities that have no financial stake in the passage or defeat of broad-

cast license renewal legislation.—*Albert H. Kramer, Citizens Information Project, Washington.*

(As both the article and editorial were explicit in stating, three clients of the Washington law firm of Welch & Morgan—all competing with incumbent licensees for existing television stations—supported the Citizens Information Project during the incumbency of Mr. Kramer's predecessor, Warren Graves.)

The local TV journalism report

EDITOR: Your coverage of television news [in the Aug. 19 issue] was most thorough and complete. There is a great kinship between local television news and the office of the congressman. We are both interested in matters concerning the nation and more especially those matters concerning our region and districts.

I am constantly impressed by the television operations covering my Sixth District in Iowa, by their diligence and objective sincerity as they produce their local news programming. Your television industry is great and powerful, and capable of doing untold good throughout the local areas as well as the nation.—*Representative Wiley Mayne (R-Iowa), Washington.*

EDITOR: Your magazine does, indeed, provide the reader with a comprehensive report on the problems and complexity of presenting the news through the medium of television. I found this issue of BROADCASTING to be both informative and interesting.—*Representative Charles W. Sandman Jr. (R-N.J.), Washington.*

EDITOR: I very much enjoyed the article.—*Representative J. Herbert Burke (R-Fla.), Washington.*

EDITOR: I have found much of interest in the magazine. I take a very active interest in the media, not solely from a political viewpoint, but also because my younger brother, Carl Stokes, has recently joined your honored profession.—*Representative Louis Stokes (D-Ohio), Washington.*

EDITOR: Perhaps we were slightly ahead of our time, but your comprehensive and concise special report in your Aug. 19 issue recalled a significant experiment in



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The Great American Birthday Party—the most remarkable and comprehensive musical-comedy package of program aids ever offered. Everything you and your sponsors need to celebrate America's Bicentennial... like no other station
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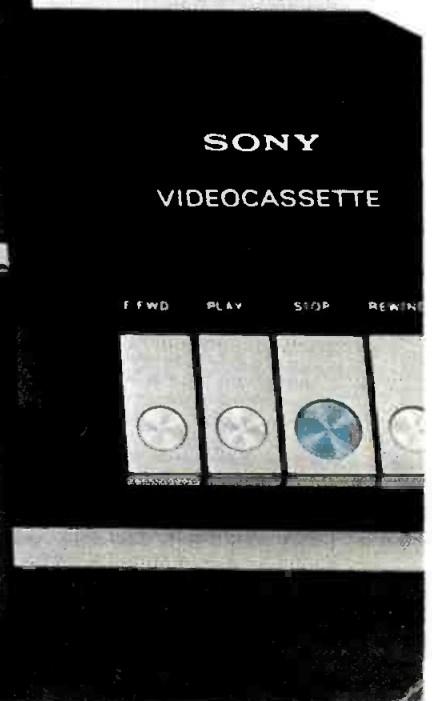
**Sony U-matic Color
Videocassette System**

*Educational & Industrial Television, February 1974
All TV reception simulated



IMPORTANT
Pull the EJECT LEVER towards you before attempting to insert the VIDEOCASSETTE.

SONY
U-matic COLOR
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WHAT IS A CONSULTANT?

There are as many answers to that key question as there are consultants. It is the very nature of competent consultants to be highly individualistic and to call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after there has been assembled all the possible facts that research can uncover in a given market.

As with other diagnostic professions, medicine or law, the client can only tell the consultants so much. The audience can only tell the consultants so much. Then, based on the consultants' experience, capacity and judgment, they must recommend a direction that will improve the client's position in the market or maintain it, if he is already in first place.

As the oldest company in our particular field, and as the most qualified, from the standpoint of the broadcast background of *all* members of our staff, we would give you a different answer to the question than many other companies. Some are larger in terms of total manpower and more diversified. Consulting, for example, is only one of the things most of them do—some own research companies, do product testing, are involved in political research, etc.

Our company consults only. We secure the finest research we can find, from the country's leading social scientists, to gather our background facts. But research is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

Our list of clients is not the largest in the field, but it is the most impressive, and no other company can claim to have consulted with so many clients *successfully* and continually for as long as twelve years.

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.



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Communications Consultants

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my decade of broadcast news reporting.

As news director of a one-man news department at KOTI(TV) Klamath Falls, Ore., the "mini-doc" became a welcomed way of life. Thanks largely to Dean Reeter, news director of our sister station, KRCR(TV) Redding, Calif., and his three-person staff, in-depth reporting was made possible even for a one-man department.

We covered such memorable items as *Whatever Happened to D. B. Cooper?* and *Sasquatch, Big Foot or Big Dream?* The last I heard, Dean Reeter was still at it. Truly a pioneering effort.—*Kurt Austermann, broadcast specialist, U.S. Forest Service, Portland, Ore.*

EDITOR: Your story on electronic journalism in the Aug. 19 issue is not totally factual. KREM-TV Spokane, Wash., leased an F&B Ceco Asaca ACC-5000 portable broadcast color minicamera from my company for use at the Spokane World's Fair. KREM-TV did not use an Ikegami camera at any time for its Expo reports.—*Phil Dewald, vice president of sales, F&B/Ceco of California Inc., Hollywood.*

(The incorrect identification was supplied by a station official.)

Other side

EDITOR: In his vitriolic denouncement of the broadcast media, Jerome Barr asks us to compromise the integrity of news broadcasts by suppressing stories that are unfavorable to an advertiser, and to abdicate our fundamental responsibility to the public by allowing advertisers unrestrained access to our facilities ["Monday Memo," Aug. 19].

He states our scrutiny should be limited to questionable program materials and commercials but not extend to an advertiser's business practices. However, it is a simple fact of life that unconscionable business practices by an advertiser inalterably damage our own credibility with the public. Kaufman Carpet was cited for "repeated, multiple, and deceptive practices" including sales contract violations by the New York City Department of Consumer Affairs. In the absence of any substantive assurances to the contrary from Kaufman Carpet, we could not accept their advertising.—*Ernest J. McDaniel, director, technical and broadcast operations, WCBS(AM) New York.*

Datebook

■ Indicates new or revised listing

This week

Sept. 8—Federal Communications Bar Association luncheon. FCC Commissioner James Ouello, guest speaker. Army-Navy Club, Washington.

Sept. 9-10—Hearings on role of foundations in public broadcasting before Senate Subcommittee on Foundations. 9:30 a.m. both days. Room 2227, Dirksen Senate Office Building.

Sept. 11-13—Radio Television News Directors Association 1974 annual convention. Speakers: Richard Wiley, FCC chairman; Elmer Lower, former ABC News president. Queen Elizabeth hotel, Montreal.

Sept. 13-14—South Dakota Broadcasters Association eighth annual broadcasters' day. South Dakota State University, Brookings.

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

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

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

Sept. 15-17—Louisiana Association of Broadcasters fall meeting. Guests: Senator Russell Long (D-La.), Senator J. Bennett Johnson Jr. (D-La.). Royal Sonesta hotel, New Orleans.

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

Also in September

■ **Sept. 16**—Station Representatives Association of Canada (Montreal chapter) "Television Day." Tickets through Advertising and Sales Executives Club of Montreal. Queen Elizabeth hotel.

Sept. 16—Deadline for entries, first annual *Uniroyal Journalism Safety Awards* contest. Categories are newspapers, radio, television, trade publications and general magazines. Nomination forms from Uniroyal, Box 723389, 1230 Avenue of the Americas, New York 10020.

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

■ **Sept. 18**—National Broadcasters Club reception honoring FCC Commissioners Robert E. Lee, Glen O. Robinson and Abbott Washburn. 1737 DeSales St., N.W., Washington.

■ **Sept. 18**—Radio Advertising Bureau large market

sales clinics. Sheraton Cadillac, Detroit, and Riviera Hyatt House, Atlanta.

Sept. 18—Inaugural newsmaker luncheon of *International Radio and Television Society*, with FCC Chairman Richard E. Wiley as speaker. Waldorf-Astoria hotel, New York.

Sept. 18—Association of Independent Television Stations Inc. (INTV) board of directors meeting. RKO General Television, New York.

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

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

■ **Sept. 20**—Radio Advertising Bureau large market sales clinics. Sheraton Inn-Airport (Corapolis), Pittsburgh, and Sheraton-Four Ambassadors, Miami.

Sept. 20—Deadline for comments to FCC in prime-time access rule proceeding (Docket 19622), extended from Aug. 26.

Sept. 20-21—Second Annual Midwest Seminar on Videotape & Film. Representative Barry M. Goldwater Jr. (R-Calif.), guest speaker. Marriott Motor hotel, Chicago.

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

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

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

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

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

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

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

Sept. 29-Oct. 2—Educational Media Producers Council 1974 conference. James W. Symington (D-Mo.), guest speaker. St. Louis Hilton hotel, St. Louis.

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

Sept. 28-Oct. 2—American Association of Advertising Agencies Western region meeting. Vancouver, B.C.

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

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

October

■ Oct. 1—*Radio Advertising Bureau* large market sales clinics. Arlington Park Towers, Chicago, and Prom-Sheraton Motor Inn, Kansas City, Mo.

Oct. 1-2—*National Association of Broadcasters television code review board* fall meeting. Hilton Palacio del Rio hotel, San Antonio, Tex.

Oct. 1-3—*Video Expo V*, featuring exhibits of 100-plus firms in cable-industrial-educational hardware and software. Madison Square Garden, New York.

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

Oct. 2-6—*Telecom 75*, second World Telecommunications Exhibition. Palais des Expositions, Geneva.

■ Oct. 3—*Radio Advertising Bureau* large market sales clinics. Sheraton-Renton Inn, Seattle, and Hyatt Regency hotel, Houston.

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

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

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

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

Oct. 7—Deadline for reply comments to FCC in prime-time access proceeding (Docket 19622), extended from Sept. 10.

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

Oct. 8—*Georgia Association of Broadcasters* Southeastern Broadcasting Day. Fairmont Colony Square hotel, Atlanta.

■ Oct. 8—*Radio Advertising Bureau* large market sales clinics. Jack Tar hotel, San Francisco, and Sheraton Inn-Northeast, Washington.

Major meeting dates in 1974-75

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

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

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

Oct. 21-23—*National Association of Broadcasters* fall conference. Waldorf-Astoria hotel, New York.

Oct. 27-29—*National Association of Broadcasters* fall conference. Hyatt Regency hotel, Atlanta.

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

Oct. 29-31—*National Association of Broadcasters* fall conference. Hyatt O'Hare hotel, Chicago.

Nov. 13-15—*National Association of Broadcasters* fall conference. Fairmont hotel, Dallas.

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

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

Nov. 17-19—*National Association of Broadcasters* fall conference. Brown Palace, Denver.

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

Nov. 19-21—*National Association of Broadcasters* fall conference. Sands hotel, Las Vegas.

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

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

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

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

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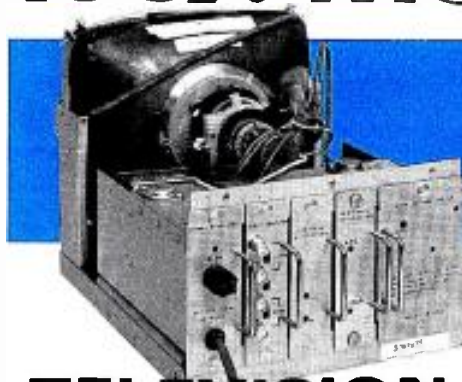
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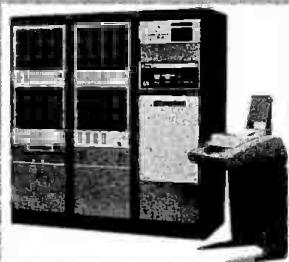


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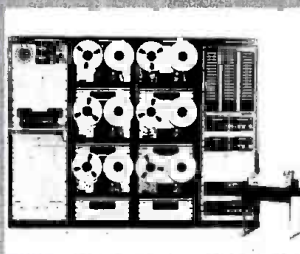
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Pictured is the Schafer 903 time-oriented MOS Memory system with 24 hour (or up to 7 days) advance programming capability. More features are standard equipment on the 903 than on any other comparably priced system. Automatic Memory loading and Verified Encoded Logging are available, too.

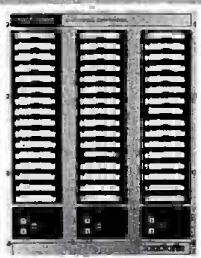
The Schafer 902 is the goof-proof system. 48 format sequence thumbwheels make the 902 the ultimate in simplicity. Add a Random Access 2000-step MOS cartridge programmer, and you have the most flexible low-cost automation system in the world.



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



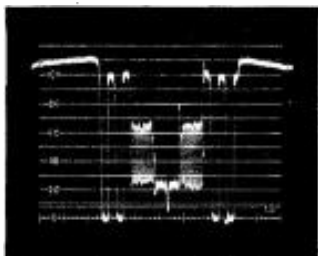
* Reg. U.S. Patent Office.
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Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

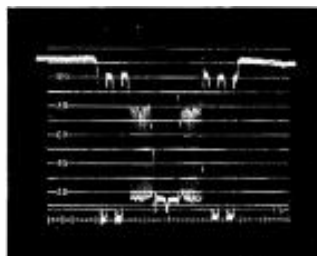
Amperex announces a new high resolution Plumbicon* tube that increases the modulation depth in your Green Channel by 50%[†]

In the ten years since we introduced the Plumbicon TV camera tube, we have worked continuously to "improve the breed." The first improvement was the development of the separate-mesh Plumbicon . . . then, the XQ1025R, an extended red response version that doubled red-channel sensitivity with color response paralleling that of the human eye.

Now we've made still another advance in Plumbicon technology: a green channel version of the XQ1025. With the new XQ1025G, you can expect an improvement in green channel performance that will be instantly apparent to your viewers . . . and to your advertisers.



Our standard XQ1020G offers 40% modulation depth in the green channel.



Modulation depth under same test conditions is 60% with the new XQ1025G, an improvement of 50%.

As the photographs show, the XQ1025G provides a 50% increase in green channel modulation depth as compared to the XQ1020G you're now using. This increase in modulation depth makes possible a significant improvement in resolution and also greatly reduces the need for electronic signal enhancement in the green channel. The resulting improvement in overall system signal-to-noise ratio now allows the camera to be operated at lower light levels.

The new XQ1025G is physically and electrically interchangeable with the standard XQ1020G. Since it is based on the same design and construction principles as the earlier Plumbicon tubes, it offers the equivalent reliability and long life as the standard versions.

We have prepared a short report on the characteristics of the new tube and on what it means insofar as improvements you can expect from it for your camera. For your free copy, contact: Amperex Electronic Corporation, Electro-Optical Devices Division, Slatersville, Rhode Island 02876. Telephone: 401-762-3800.

*Registered trademark N.V. Philips of the Netherlands.

†Typical measurement: 50%; Range: 40% to 70%



Amperex[®]

TOMORROW'S THINKING IN TODAY'S PRODUCTS

Sold through
North American Philips Electronic Component Corporation

Monday Memo®

A broadcast advertising commentary from W. Mayfield Marshall Jr., VP-public relations, Nissan Motor Corp. of U.S.A., Carson, Calif.

Such good friends: Datsun and broadcasting

Let me begin with a story—a true story.

The scene is a Datsun dealership in Oceanside, Calif. It's a Saturday morning during the summer of 1970. I was visiting this dealership to discuss business in general and our new advertising campaign in particular. The theme was "Datsun—The Imported Car with the Automatic Transmission from Muncie, Ind.," and the campaign was about to break for the first time on CBS Radio, where we had purchased exclusive sponsorship of the Apollo 13 coverage. We listened as the launch was about to begin. The announcer cut away, our commercial was aired for the first time anywhere, and the launch proceeded flawlessly.

Twenty-five minutes later, a man walked into the dealership asking to see "one of those cars with the automatic transmission from Muncie, Ind." I was tempted to ask, "What took you so long?"

This story illustrates quite well the relationship between Datsun and broadcasting which has developed over the past few years. For whenever we have a message of importance that we want people to hear and to talk about, we turn to broadcast. Let me explain by tracing our experience with broadcast over the years.

Datsun first entered the country late in 1960 with just 200 cars (some of which are still running, thank you). Sales generally increased between 45% and 60% annually in those early years, with sales more limited by supply than by demand.

From the outset, Datsun realized selling cars is a retail business. Our main job was to support our local dealers with appropriate advertising and sales promotion material. Our Datsun dealer co-operative advertising program was instituted, allowing all dealers to localize their promotions around every national promotion.

The Muncie transmission campaign was the first radio network buy ever made by Datsun. And that was only four years ago. The campaign was a 90-day promotion and included co-op TV, spot radio, newspapers and posters. Sales of trucks and cars nationally jumped 64.8% over the same period the previous year. Sales of sedans and wagons equipped with automatic transmissions increased a phenomenal 346.1% nationally.

And we learned another lesson from the Muncie campaign with its heavy reliance on local and national broadcast media—people were talking about it. We learned that through the use of broadcasting, advertising virtually becomes an art form, a part of our popular culture. How often do you hear people comment



For seven years, W. Mayfield Marshall Jr. was national advertising manager of Nissan Motor Corp. in U.S.A. (Datsun). During that time, the company climbed from some 50,000 sales per year to over 300,000 in 1973. Early this year he was promoted to the newly created position of VP-public relations. He joined Datsun in 1967; he formerly was in advertising with Meredith Publishing, Des Moines, Iowa, and Petersen Publishing, Los Angeles.

on the commercials currently running on television or airing on radio? Quite often, I suspect.

Our next major campaign was themed "Test Drive a Datsun—Plant a Tree." Working with the U.S. Forest Service, Datsun would pay to have a tree planted in the name of any licensed driver who took a Datsun test drive during the July 15-Oct. 15, 1972, promotion period. We knew the campaign was different, unusual and bound to receive much national attention. And we wanted people to talk about it. So again, we leaned heavily on broadcast.

"Drive a Datsun—Plant a Tree" was supported by our first buy in network television. And this buy was supported strongly by selective spot television buys. Network television was purchased to guarantee instant impact of our campaign. During six weeks, 87 commercials with a total of more than 650 million home television impressions told America of Datsun's Plant-a-Tree program. Of the \$2 million in factory support spent on this campaign, nearly 90% was in broadcast.

The public welcomed our campaign

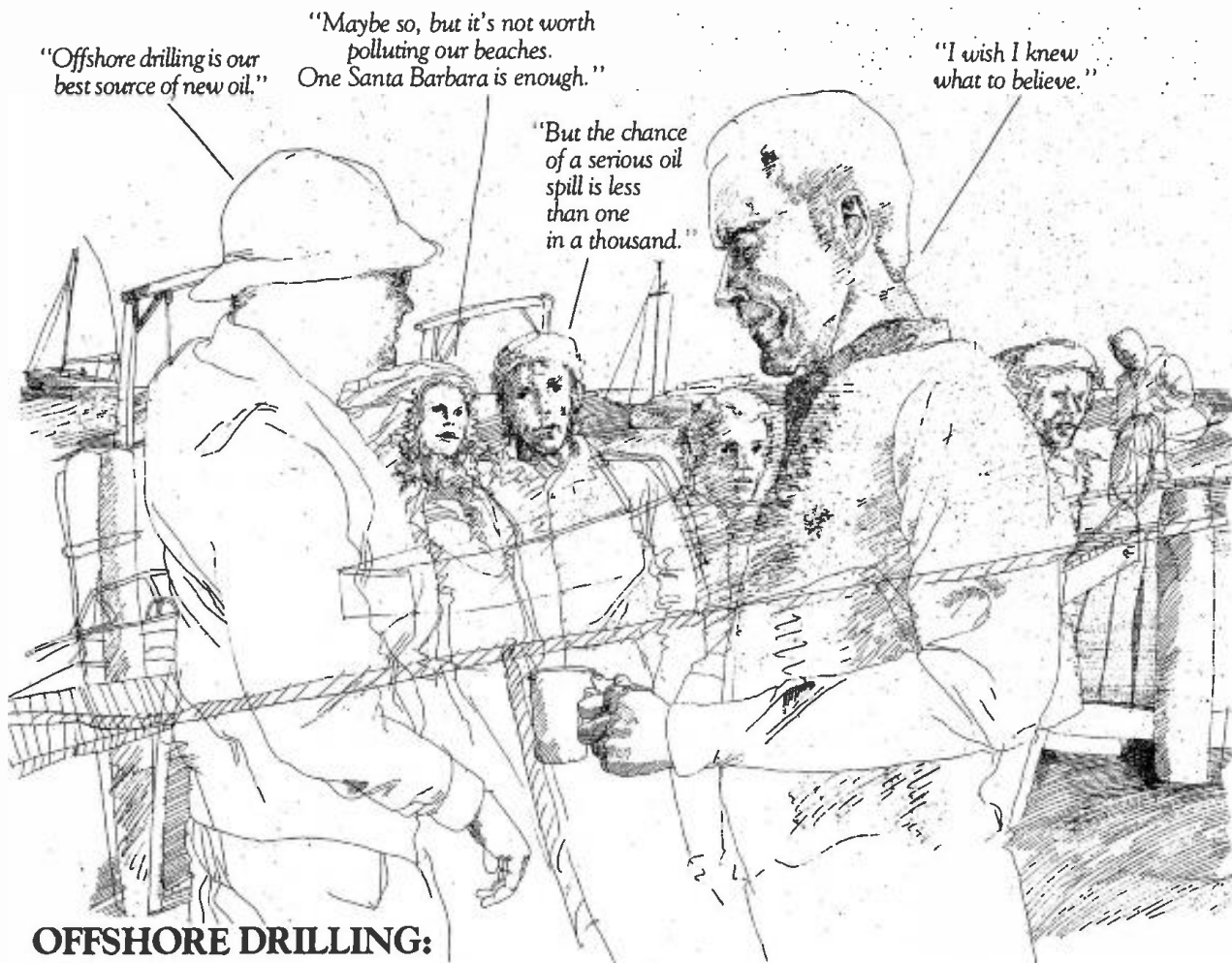
with open arms. Test drives were up significantly during a generally slumping period (summer, just before introduction of next year's models) in the automobile business. Sales of Datsun cars and trucks boomed impressively, in spite of a generally down year for car sales. Plus, more than a quarter of a million trees were planted in America's national parks as a result of the campaign.

Our next two major campaigns also relied heavily on broadcast. During last year's fuel shortage, our economically-themed "Datsun Saves" campaign used broadcast to tell quickly of an alternative to our competitors with hearty appetites for gasoline. Television and radio, network and local were the thrust of this campaign, with strong support in magazines and newspapers through our dealer groups. Sales increases showed and millions of Americans became aware of Datsun as a gasoline saver. Yet problems from other quarters were causing us some concern. The revaluation of the Japanese yen and the imposition of an increased surcharge, along with increasing production costs in Japan, virtually wiped out the competitive price edge long enjoyed by Datsun and other imports. We felt something fresh must be done through our advertising to again attract people to our dealerships. Our answer was a return to the great outdoors.

"Test Drive a Datsun—Send a Kid to Camp," was a two-month promotion this year (July-August) designed to send 5,000 needy children to YMCA camps throughout the nation, sponsored by persons test-driving Datsuns. While it's a little early to give concrete results, let me just say that it was an overwhelming success, both for Datsun and for the national YMCA. In early August, midway through the campaign, Datsun donated \$125,000 to the YMCA Campership Fund—a direct result of test drives up to that time.

"Send a Kid to Camp" is the largest campaign ever undertaken by Datsun. Nearly \$2.5 million was spent on national media, with almost 90% in network radio and television, and even more in local buys through Datsun dealer groups throughout the country.

No question. Broadcast advertising has taken Datsun a long way in a few short years—from Muncie to tree planting and now to YMCA camps. Broadcast has helped us tell a lot of people about our product, our ideas and even a lot about us. I believe our use of broadcast during the past several years has done much to establish our identity in this country; to build an awareness of Datsun as more than just another car maker. Through broadcast we've been able to demonstrate responsible marketing that is good for business—and good for the community.



OFFSHORE DRILLING: BLIGHT OR BONANZA?

Off our shores may be enough oil and gas to take care of an important part of America's petroleum needs for many years to come.

Conoco believes we should be developing that resource full speed.

But our governments—federal and state—are holding up exploration in some areas because of concern for the environment. And where governments are ready to move they are frequently stopped by lawsuits brought by environmental groups.

Here are the facts:

Of 18,000 wells drilled off our shores, only four resulted in oil spills of any consequence.

Technology has improved, and the risks of spills are less than ever.

Oil companies currently hold leases on about three percent of America's offshore continental shelf, much of it in the Gulf of Mexico. From these offshore areas we are now getting about 18 percent of domestic oil production.

It usually takes millions of dollars to explore one offshore site; and, if successful, from two to seven years to bring an established field into full production.

Conoco believes that the environmental risks are now so well in hand that the industry should be allowed to step up its search for offshore oil. This is one of the best ways we have to help reach America's goal of near self-sufficiency in energy.

If you'd like to be more informed on both the pros and the cons, write Conoco and we'll send you the following material: a booklet explaining and supporting offshore drilling published by the American Petroleum Institute; and a report of an offshore drilling conference debating both sides of the issue, sponsored by the New York Ocean Science Laboratory.

Write Conoco, Dept. B62, GPO Box 29, New York, New York 10001.

Continental Oil Company **CONOCO**

One story.

"Private Lives/Public Faces" by WGN radio newsman Frank Beaman. A timely and comprehensive investigation into the surveillance of private citizens by government agencies.

Five awards.

National Headliners Award – Outstanding Reporting.

Jacob Scher Award for Investigative Reporting.

*Associated Press Broadcasters of Illinois – First Place –
Enterprise Reporting.*

*Radio Television News Directors Association – Midwest
Regional Award – Investigative Reporting.*

*Radio Television News Directors Association – National
Award for Investigative Reporting.*

WGN has long believed that people have a right to know. To know what is happening. And to know what might happen. To themselves and others.

We also believe that intelligent and responsible reporting is a great part of our commitment to the public. And a great part of being the most respected call letters in broadcasting.



Broadcast Journalism

News doctors: taking over TV journalism?

Among station news directors, nobody's neutral about consultants whose role is to be laid bare at RTNDA convention this week

"A small band of terrorists brandishing statistics and calling themselves 'news consultants' today seized control of station WXXX-TV, overthrowing the news director, firing the news staff and holding hostage several on-air personalities who are being forced at gunpoint to utter jokes and banalities as part of the group's announced intention to turn the station into an exact replica of other broadcast operations it has already infiltrated."

That outlandish fiction is an exaggerated way of summing up the immense concern with which some broadcast journalists view the work of about 10 firms acting as full-time consultants to local TV and radio news departments. News consultants have distinguished themselves of late by simultaneously receiving the highest praise and the harshest criticism for their involvement in the state of the art of broadcast journalism—particularly television journalism.

Consultants—chiefly McHugh & Hoffman Inc., of McLean, Va., and Frank N. Magid Associates, of Marion, Iowa—have been credited with increasing visual sophistication and bettering reporting techniques on local newscasts. On the other hand, they have been blamed for carrying to extremes the so-called "happy talk" and "tabloid" news formats.

It is a controversy that has polarized broadcasters, although it only began to fulminate about a decade after the first broadcast news consultancy officially began.

When Phil McHugh and Pete Hoffman left the Campbell-Ewald ad agency in Detroit in 1962 to apply the techniques of audience research to local programming, it was considered a novelty of minor interest. Eight years later, when Mr. Magid, a former sociology professor at the University of Iowa, took his 12-year-old opinion research firm into the realm of broadcast news, many TV

journalists were still shrugging their shoulders at the idea.

Then, when both companies helped to take several TV news programs to huge and rapid ratings successes, the news-consultant fever struck. It is no coincidence that in the last four years at least nine more companies across the country have hung out a news consultant shingle. The newer ones: MAGI-C (Melvin A. Goldberg Inc. Communications), New York; Telcom Associates Inc., New York (a program-buying service which also turned to news consulting three years ago); The Mitchell Group, Los Angeles; Reymer Research Inc., Southfield, Mich.; Rierson Broadcast Consultants Inc., New York; M.A.R.C. (Marketing and Research Counselors), Dallas; Katz News Service (part of The Katz Agency), New York; Arbitron Newscasts Analysis (a division of the American Research Bureau), with offices in six major cities, and News Aid, a radio news consultancy in Marina del Rey, Calif.

"It's like the plague of the locusts," says one veteran news director who has worked with both Magid and McHugh & Hoffman.

But the obvious reason for the begetting of news consultants is the success records touted both by the consultants and their stations. Frank Magid says he has brought "better than 50%" of all TV-news clients he has served to the first rating position in their markets. Further, he says that of all clients he has served, 98% remain with him. Phil McHugh says that half the 75 TV clients he has worked with since 1962 have made it to first place in their markets and that another 40% of the longer-term clients have significantly increased their ratings position. Only one of his clients has been with him less than a year and 16 have been with him for more than four years. And other news consultants boast comparable successes—that is, if a 50-50 record for elevating stations to first place can be called definitive success.

At stations that have achieved high ratings while working with a consultant there is disagreement over who is responsible. "If a consultant is a giant, and really knows what he is doing, then the station news director and management take the credit," says Pat Polillo, news director at WAGA-TV Atlanta, "but if the news director and management are giants, then the consultants take the credit."

Most consultants insist, as one put it, that the "best station people want all the input they can get." That translates into: "You can't lose with a consultant."

That apparently, is in dispute; yet fewer and fewer stations wish to be left



WTVJ's Ralph Renick:

"Consultants are a little bit like the Soviet Army in World War II. They come in to liberate and end up like an army of occupation."



Consultant Frank Magid:

"[It's] very, very strange that broadcast journalists are in reality almost biting the hand that feeds them. . . . Some of them have turned on us and not recognized that we have created this prominence they now enjoy. Have we created a monster?"

in the cold without the kind of consultant input that has become fashionable. "A consultant catches lightning in a bottle in market X, and the news goes out overnight," says a large-market general manager. "Suddenly, a station is being told, 'Here's what we did in Exedelphia,' and the consultant sells 20 stations on that one format."

Frank Magid now claims to serve 100 TV stations (as well as 60 radio stations) which is almost half the TV markets in the country; he hopes one day to have a client in every market. It has been Phil McHugh's announced wish to maintain a ceiling of 30 station clients; he has 28 now. The newer consulting companies, two of which were formed in the last year, have among them some 40 more TV clients. Add these to the broadcasters who have terminated consulting contracts and there is the possibility that three of every four TV markets in the country have felt the impact of a consultant.

"Right now," says Mr. Polillo, "it's the only way to fly." But the question still in many a newscaster's mind is like the one movie earthlings ask one another when the suspect Martian space ship arrives: "Are they friendly?"

Ralph Renick, for one, thinks not. At WTVJ(TV) Miami, Mr. Renick reigns as vice president for news, news director and anchorman of the city's number-one-rated early evening newscast. He is also a member of the National News Council and a former president of the Radio Television News Directors Association. He thinks consultants are "an insidious influence, the greatest threat to news directors and to news broadcasting in America." WTVJ had hired Magid Associates three years ago. Then, early this year, the station commissioned three Florida attitudinal/opinion research professors to investigate some of the techniques used by Magid in preparing WTVJ's research projects. WTVJ will allow its third yearly contract with the Iowa firm to expire this month. "Consultants," declares Mr. Renick, "are a little bit like the Soviet army in World War II. They come in to liberate and end up like an army of occupation, and often, to remove the consultant's grip, a news director must wage a counter-attack, with the results all too likely to be similar to the Hungarian revolt of 1956."

On the other hand, Ray Miller of Houston's KPRC-TV, thinks "Frank Magid is the greatest thing that ever happened to broadcasting." Mr. Miller is vice president for news and public affairs at top-rated KPRC-TV. He is also chairman of the new RTNDA committee on consultants, which will recommend this week at the association's Montreal convention that news directors become more involved in a consultant's relationship with a station. Mr. Miller's station has used Magid research services only—with no consultancy contract—for five years. The station was also one of the first to use audience surveys when it worked with McHugh & Hoffman over 10 years ago.

Mr. Miller strongly admires both Mr. Magid and Mr. McHugh. "This thing



WNAC-TV's James Coppersmith:

"Consultants are not in there to improve journalistic ethics. They're there to get your audience up. And anybody who says he hires a consultant to help with First Amendment responsibilities . . . is pulling your garter."



Consultant Phil McHugh (at right, with partner Pete Hoffman):

"Yes, we do recommend sometimes dropping anchor-people. If you hire a plumber and he can't plumb, you're going to get rid of him. . . . Consulting is the only business I know of where you get paid for telling the absolute truth."

can be turned to the advantage of news directors if they are willing to see it that way," he says. "The consultants' business is adjunct to our business. They know many useful things and can do things for you—things you can't do for yourself."

Several consultants bill themselves as

"full service" advisers to TV (and sometimes radio) stations, which means they involve themselves in a station's sign-on to sign-off concerns: access programming, promotional campaigns, film buying, FCC regulations and scoring brownie points for license renewal time. Since a station's community image and rate card are generally conceded to be heavily influenced by the popularity of its newscasts, consultants seek to improve a station's news rating in every manner possible.

Says James Coppersmith, vice president and general manager of WNAC-TV Boston, which short-circuited its Magid contract: "News is the window of a station. It's the thing most station ownership is concerned with. It's what people call up and complain about. It's the major commitment that a network affiliate has and it's the closest thing to a sacred trust you can have in the communications business.

"Consultants are not in there to improve journalistic ethics. They're there to get your audience up. And anybody who says he hires a consultant to help with First Amendment responsibilities or for any other reason is pulling your garter."

What consultants do for a TV or radio news department can be broken down roughly into six categories: (1) They provide the station with detailed statistical research of viewing traits in its market after formulating a market questionnaire with direct input from the station. This is primary at Magid and at McHugh & Hoffman, secondary at some of the newer firms. (2) They analyze and summarize the research survey and may at this point make general recommendations. (3) They make specific recommendations regarding news format, packaging, presentation of stories and personnel changes. Some consultants also help a station find new on-air talent, improve existing talent or relocate a successful competitor's talent. (4) They spend time in the station newsroom checking for problems in personnel, training, equipment usage or management, and suggest changes. (5) They regularly monitor video tapes of the station's news program and deliver critiques. (6) Some firms make available to their stations tapes of what are considered exemplary newscasts throughout the country.

Categories (1), (2) and (6) are services most station personnel would find difficult to obtain on their own. Ray Miller says he and executives at other large station do occasionally make pilgrimages to view other stations' news product. But most broadcasters find it difficult to put in the travel time or to traffic in video tape, even though they are eager to keep up with the state of the art.

Market research is something a station can contract for itself, and some stations do. Magid and M.A.R.C. in Dallas specialize in conducting and compiling clients' research. MAGI-C and The Mitchell Group have partial research services but ordinarily deal, like the remaining consultants, in statistical

research from independent firms. In contract research services, a consultant is expected to pass it on at cost to the client. Stations that obtain research studies through a consultant are afforded the auxiliary attraction, prized by the consultant, of sitting down with the consultant and mapping out the audience questionnaire based upon the station's particular needs. Although the summary and analysis that are returned with the survey results may be cursory, they can be useful in washing down the dry hunks of coded computer statistics.

The services crucial to the consultant's reputation and to a news director's peace of mind are categories (3), (4) and (5) outlined above. These services may hover precariously over matters of news judgment, news director jurisdiction and the sensitive subject of dismissing personnel.

All consultants insist they do not interfere with "journalistic content" of newscasts—meaning, ostensibly, what goes into the stories on the air. And they all maintain they do not spy on the news staff or badger the news director to take their advice—or, as Mr. Renick puts it, "promise salvation if you will convert to their new-time religion." Practically all consultants do admit, however, to offering unequivocal advice regarding the firing of personnel. Most consultants estimate this happens in about half the cases they encounter. "It's the worst feeling in the world," sighs MAGI-C's Mel Goldberg, "when you go in to make recommendations and you know somebody's going to have problems." Phil McHugh explains: "Yes, we do recommend sometimes dropping anchorpeople. If you hire a plumber and he can't plumb, you're going to get rid of him."

Consulting, Mr. McHugh says, "is the only business I know of where you get paid for telling the absolute truth. If you don't, you've lost all your value. An outsider is totally objective. A newscast can sometimes be to its management like a child growing a little every day until one day they are surprised to discover the child needs a new suit of clothes. There are gradual changes you don't always see, and the station tends to be more forgiving, more accepting of faults such as a bad anchor or dull film." Consultants claim their clothes are tailor-made for each station.

The nature of consultant recommendations was the subject of a recent master's thesis by an Iowa State University journalism student, Candace Harr, who, under the supervision of Professor Jack Shelly, queried 22 stations that had worked with Mr. Magid, 10 stations that had worked with McHugh & Hoffman and 11 stations that had dealt with a variety of other consultants. Ms. Harr's findings include the following statistics:

- 65.1% of consultants gave advice on the number of films to be used in a news program, with half advising as much film as possible and half advocating 10 film pieces per half-hour program.

- 79% made recommendations on the length of film pieces in a news program.

- 72.1% gave advice on how to handle film interviews, with 38.7% recom-



Fan. Ray Miller, news director of KPRC-TV Houston, is chairman of the RTNDA committee that has been monitoring news consultants. His station has used them for years, including stints with both of the field's leading firms, and he concludes they have a rightful place in the broadcast journalism firmament. The committee's recommendation to fellow newsmen: Get the news director into the act early, and keep him there.

mending that the interview's "news value" determine the method of presentation.

- 88.8% made recommendations about the program's visuals, with 76% stressing this as "very important."

- 76.7% made recommendations on the length of nonfilm stories.

- 60.6% gave advice on the kinds of news to emphasize.

- 58.1% gave advice on the kinds of news to de-emphasize, with 40% advising cutting down on city hall and political news.

- 83.7% gave advice on feature stories, with 44.4% stressing their importance.

- 79% gave advice on investigative reports, with 55.8% stressing their importance.

- 100% gave advice on informal on-air conversation, with 71.4% stressing its importance.

- 62.8% made recommendations on the language to be used in writing news scripts, with some recommending sixth-grade level language, some recommending high-school level language, and others recommending "understandable" language.

- 72.1% gave advice on using reporters in film stories, with 61.3% stressing this.

- 70% made recommendations on using reporters live in the news studio.

- 83.7% gave advice on news sets with 41% stressing this.

- 51.2% gave advice on the use—hiring, firing switching or keeping—of news personnel.

That kind of advice can precipitate an allergic reaction, which is what happened at Boston's WNAC-TV, which terminated in midstream its contract with Magid in May 1973. "Frank Magid told us we spent too much time on politics," exclaims Mr. Coppersmith. "Hell, in Boston, politics is a spectator sport." Mr. Coppersmith feels this particular Magid survey was conducted during a very topsy-turvy political situation in Boston, and could not capture in frozen statistics the exact audience attitudes toward

what the station was doing. "Consultants are in the market once; we're here 365 days a year," says Mr. Coppersmith. "Magid had no real sense of the streets in Boston, a sense of the vagaries of the market that make it unique." In Mr. Coppersmith's opinion a strong news director and a news-oriented station manager can turn the ratings trick for their TV newscast.

WNAC-TV was number three in its market, the nation's fifth largest, when it dropped Magid's services. Nine months later, on its own, the station was first with its early newscast and second at 11 p.m. "In the news area, I just don't think you can abdicate news judgment to some guy in Iowa you send a show to once a month and get a grade on, like Journalism 101."

Just as plastic surgeons are suspected of giving every patient the same nose, consultants, particularly Mr. Magid because he handles so many clients, are suspected of giving everyone a similar newscast. Not everyone, however, thinks that is all bad.

One station manager, who had applied several of the more popular of Mr. Magid's so-called standard suggestions, with altogether pleasing ratings results, sees the "formula" accusation two ways: "Magid's great effect on the TV industry has involved a similarity in newscasts market to market, but what he's done in each one is instill a more professional look into local news that was missing before."

Ray Miller says the "one thing that upsets news directors is that consultants have tended to make newscasts very similar. So what? The same thing would have happened anyway. Whatever succeeds is going to be copied."

Some of Mr. Magid's suggestions do find their way into several stations. For example, an estimated one-third of all his TV clients use or have used the "newsreel," a regular feature that began at one of Mr. Magid's earliest clients, WKBW-TV Buffalo. The newsreel is a regular feature containing short film pieces strung together and set usually, to

various kinds of music. Mr. Magid counters arguments that this represents a cast-in-bronze formula recommendation by pointing out that the newsreel "is treated differently in every market." At KSL-TV Salt Lake City, the newsreel "reflects the lighter side of the news," he says, while the Buffalo version is "quite serious." Newsreel musical accompaniment varies and is sometimes phased out, he adds.

Another popular trait of newscasts receiving the Magid touch is the "friends and neighbors" sequence, in which a picturesque or remarkable member of the station community is profiled. Mr. Magid's radio clients receive a regular newsletter containing suggested jokes to be delivered on air—if the announcer cares to use them. Another Magid Associates pet feature, says Mr. Polillo, who worked with Mr. Magid for two years at WPVI-TV, is radar weather. "Frank Magid thinks radar weather is the greatest thing since canned beer."

Features such as these are compared to syndicated newspaper features by a Magid client of four years, Jerry Danziger of KOB-TV Albuquerque, N.M. "There is no question that Magid made us number one in the market; I attribute the success directly to him," Mr. Danziger says. After four years of working with the Iowa company, KOB-TV has changed all but one of its on-air personalities, accepted Mr. Magid's recommendations on "types of stories" to cover, installed the newsreel, temporarily tried the friends and neighbors feature, altered the news "style of writing and filming," added the chroma-key visuals, ("a Magid-type thing"), shortened the stories, became "more informal" on the

set, and "changed the basic method of putting our news together." And, instead of occupying third place among the market's stations, KOB-TV is first or tied for first with KOAT-TV—which employs the consulting services of The Mitchell Group.

"My opinion," says Mr. Danziger, "is if you hire someone to recommend something to you, you should take their advice or you'd better not hire them. It's like going to a doctor who says, 'Take pills,' and if you don't take pills, why bother to go to the doctor?" Mr. Magid takes the stand that "the stations that profited the most from using our services are the ones that worked most closely with us and took our recommendations."

One of the most gratifying associations between Frank Magid and a station was with WPVI-TV, a "lightning in a bottle" that bolted Mr. Magid into the consultancy foreground. Two years after hiring Mr. Magid in 1969, the station ran away with news ratings in Philadelphia.

"Much of what Magid recommends today came out of this station," said its news director, Mel Kampmann. "We show them what's happening, rather than telling them." WPVI-TV was an originator of the shorter-length stories now popular at Magid and non-Magid stations. WPVI on its own transports tapes of its "news product" to other TV stations several times a week. "It's nothing we can copyright, and we're proud that people have adopted our style," said Mr. Kampmann. "To some extent, there is a formula" to certain of Magid-linked station successes, he said, "but it's done to fit each market. They're just guidelines, not laws."

Mr. Magid's explicit recommendations to WPVI-TV included an 18-second musical and film opening, whose theme song, "Move Closer to Your World," has been marketed by WPVI-TV to some 50 other TV stations. "Magid does not get involved with journalistic content; he gets involved with the presentation of journalistic content," said the WPVI-TV news director. "The most important thing Magid taught the management here was that you promote or advertise your product consistently and year round." Mr. Kampmann attributes half his station's success to Magid input—one quarter to Mr. Magid, and one quarter to the market research.

The high polarization of broadcasters' views on consultancy diminishes drastically when one leaves the subject of Frank Magid Associates. Each consultant, however, sooner or later finds itself embroiled in controversy, and for the McHugh & Hoffman firm, seldom a target for the kind of bitterness characterizing a Magid critic, the battlefield is "happy talk." Where Mr. Magid is accused of "mass producing" news because of his reliance on statistics, Mr. McHugh, occasionally, is known for his social-class theory.

Since McHugh & Hoffman always subcontract a station's research survey to an independent research firm (frequently Social Research Institute of Chicago) its strong selling point is tested theory. Mr. McHugh encourages his clients to look at news programming in terms of their market's social and economic class structure, and to appeal to the lower middle class and upper lower class, for whom television is the "primary source

The growing popularity of news consultancy, a field long dominated by the McHugh-Hoffman and Magid firms, is reflected in a corresponding growth in competition.

Six of the newer entities are represented in this collection.



Melvin Goldberg of MAGI-C



Herb Jacobs, Jim Seiger and Howard Glassroth of Telcom Associates



Virgil Mitchell of The Mitchell Group




Bob Rierson and Barbara Reisenbach of Rierson Broadcast Consultants



Wells Bruen of M.A.R.C.



Arnold Reymer of Reymer Research



Twice a year KFI will ask you to listen.

Extra hard.

To its Leukemia Radio/Thon and its Toy Loan campaign.

Leukemia kills more children than any other disease. And it claims more adults than children. So in 1972 KFI originated the idea of a coast-to-coast network show to raise money for leukemia research. After recruiting 35 other stations and a host of name personalities, the Radio/Thon raised over \$200,000.

This year more than 80 radio stations participated with KFI, and total donations went over \$400,000.

KFI's audience also responds generously when it comes to the Toy Loan program. Toy Loan, a project of KFI for more than 22 years, is a lending library of toys for underprivileged children.

Toy Loan is promoted heavily during the pre-Christmas season, with both old and new toys requested. The old toys are then repaired and repainted by handicapped and retarded adults who might otherwise be unemployed.

Each year Toy Loan provides 6000 children with toys.

Because somebody listens.

Represented nationally by the Christal Company.

KFI 640 Radio



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

of information and entertainment." Since this class of people—the 70% bulge of the middle class—relies on television, they must be communicated in a "very human way," says Mr. McHugh.

It would appear that many of Mr. McHugh's ideas have been taken up by other consulting concerns, in that the intimacy of the medium is stressed, and an on-air personality is continually being described in a McHugh-like phrase, as being "invited into the viewer's home." To be invited in, the newscaster must be warm and friendly.

Walter Cronkite is Mr. McHugh's sterling example of a good mass communicator because of the relaxed way in which the *CBS Evening News* anchorman may interview an astronaut, or because of the "million dollar tears" he may shed during a moving news story. Applying the phrase "happy talk" to an informal newscast is "unfortunate," Mr. McHugh thinks, but it's part of the "tendency to exaggerate the consultant's role and to blame the consultants for everything."

KGO-TV San Francisco was the McHugh & Hoffman lightning rod. During its first two years with the consultants, KGO-TV stopped counting its rating points on the fingers of one hand, and took over San Francisco's number-one position

among 11 p.m. newscasts, eventually becoming what is claimed as the nation's highest-rated news program, KGO-TV at 11 p.m. wallows in a 55% share of the audience, but Mr. McHugh is adamant that "what makes a station successful is hard work."

"McHugh & Hoffman have a certain expertise," reflected KGO-TV's news director, Steve Skinner. "They can tell you their impression of what you're doing, but you don't have to agree with it. I listen to them, but I have never taken the position that I have to run right out and do what Phil McHugh says." Pat Polillo, who preceded Mr. Skinner as KGO-TV news director before repairing to another McHugh & Hoffman client station, WAGA-TV Atlanta, says that "if you think consultants do it all, then you're very naive."

When ABC-TV network news became a McHugh & Hoffman client in 1968, the consultant firm's reputation was considerably elevated. But Harvey Gersin, director of research for ABC News, deplors the "devil theory" that "a consultant comes in and tells you what to do." ABC News has used a number of independent research houses between McHugh & Hoffman projects.

"We think they are very useful instruments in helping us to see our audience,"

said Mr. Gersin. The consultants' input began to filter in around the period of transition for the *ABC Evening News*. Market surveys told ABC news executives that they would have to replace Frank Reynolds, then network anchorman. "McHugh & Hoffman didn't hire Harry Reasoner," says Mr. Gersin, and the idea of an anchor team preceded the consultant involvement. But when Mr. Reasoner left CBS and contacted ABC through his agent, "Phil McHugh called us on the phone and said: 'Congratulations!'"

Frank Magid Associates has a piece of ABC business too. ABC News, while continuing its probe of its "image" with McHugh & Hoffman, just this year arranged for a Magid research job dealing with the future shape and scope of network newscasts.

In addition to Mr. Magid's engagement with ABC News, the network is about to culminate a three-part national survey on viewer preferences for its new morning news/entertainment show, *A.M. America*, premiering in January 1975. Sy Amlin, director of research for the network, is "constantly in contact with Magid" about this "never ending" research. "I don't think of Mr. Magid as an alchemist," says Mr. Amlin. "He is a very good professional researcher who

The Montreal connection

An important segment of broadcast journalism will shift its base of operations north of the border this week as the Radio Television News Directors Association holds its annual convention in that city's Queen Elizabeth hotel. This is the agenda-in-brief.

Wednesday, Sept. 11—8-9 a.m. Early-bird workshops: ■ Radio equipment, "How Your Engineering Can Work for You," slide presentation by George Roach, director of engineering for CFRA(AM)-CFMO(FM) Ottawa, Ont.; ■ Television news formats, panel discussion with Walt Hawver, news director, KTRK-TV Houston; Earl Ubell, news director, KWWL-TV Waterloo, Iowa, and Phil Oakley (moderator), news director, WBRZ(TV) Baton Rouge; ■ Women in broadcasting, panel discussion with Sylvia Chase, correspondent, CBS News, New York; Karen Humphrey, reporter, KFSN-TV Fresno, Calif.; Ruth Anne Murray, education reporter, CFPL(AM) London, Ont.; Tom Houghton, New England producer, NBC News, Boston, and Pat Stevens (moderator), news director, KGUN-TV Tucson, Ariz. ■ Election reporting, discussion with Ernie Schultz, news director, WFHR(AM) Wisconsin Rapids, Wis., and Paul Thompson, KCRA-TV Sacramento.

9 a.m. First general session. Speakers: Francois Peladeau, Canadian president of RTNDA, and keynoter Elmer Lower, former president, ABC News, now corporate VP, ABC Inc. **11 a.m.-12 noon.** Panel, "View from the Other Side," with Bill Roberts, former RTNDA president, now on White House news staff, and former WINS(AM) New York News Director Stan Scott, who was former President Nixon's assistant for minority affairs. **12:30 p.m.** Luncheon hosted by prov-

ince of Quebec. **2:45-3:45 p.m.** Panel on kidnapping and extortion, with Reg Murphy, *Atlanta Constitution* editor who was kidnap victim; Marilyn Baker, KQED(TV) San Francisco, who covered the Hearst and SLA shootout stories, and Ron Handberg, WCCO-TV Minneapolis, who has reported several recent kidnapping and violence stories. **4-5 p.m.** Panel with consultants Phil McHugh and Frank Magid discussing their profession. **6-7:30 p.m.** RTNDA presidents' reception and buffet dinner.

Thursday, Sept. 12—8-9 a.m. Early-bird workshops. Repeats of Wednesday sessions plus: ■ Television equipment, discussion and exhibition with Casey Davidson, VP-operations, CBS News, New York; Hart Sweeney, director of sales development, TV markets, Eastman Kodak; Bill Connally, director of development, CBS-TV, New York, and Van Gordon Sauter (moderator), news director, WBBM-TV Chicago. ■ Radio formats, discussion with news directors John Salisbury, KXL-AM-FM Portland, Ore.; Bill Greenwood, Mutual Broadcasting System, Washington; Roger Downey, KTAR(AM) Phoenix, and Curtis Beckmann, WCCO-AM-FM Minneapolis. ■ Consumer reporting, discussion with Murray Creed, CBC producer, Ottawa; Jim Clark, reporter, WMAL-TV Washington; Russ Nichols, reporter, WJBK-TV Detroit; ■ Freedom of information in Canada, discussion with Roy J. Romanov, Q.C., attorney general of the province of Saskatchewan; Gerald Flaherty, assistant general counsel, CBC, and Frank Flegel (moderator), news director, CKCK(AM) Regina, Sask.

9 a.m.-noon. Elections.

12:30 p.m. Luncheon. Speaker: Attorney General William Saxbe.

2:30-3:30 p.m. Panel on management, with former FCC Commissioner Robert Wells, now station owner and manager; Stanley Mouse, general manager, WHIO-AM-FM-TV Dayton, Ohio; Chuck Whitehurst, general manager, WFMY-TV Greensboro, N.C., and Sol Taishoff, editor, *Broadcasting* magazine, Washington.

3:30-4:30 p.m. Panel on FCC regulation, with Bill Ray, RTNDA founding member and chief of FCC Complaints and Compliance Division, and Larry Scharff, RTNDA counsel from Pier-son, Ball & Dowd, Washington.

4:45-6 p.m. Reception hosted by mayor of Montreal at City Hall. Optional (by reservation) that evening: banquet, "Le Festin du Gouverneur."

Friday, Sept. 13—8-9 a.m. Repeat of Thursday's early-bird workshop offerings.

11 a.m. General session.

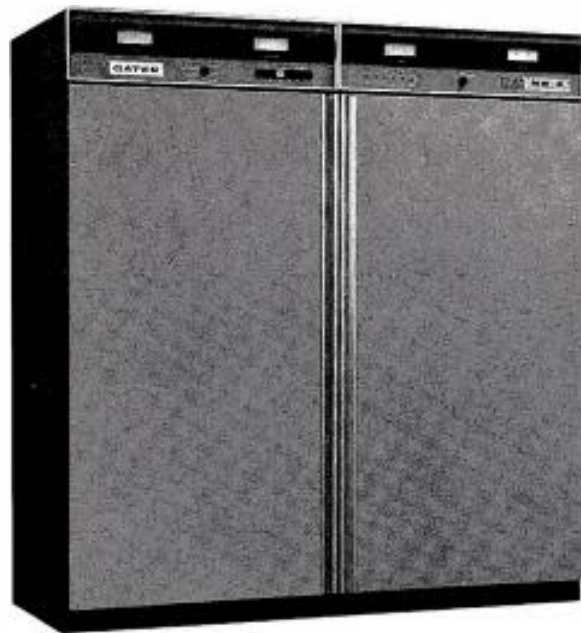
12:30 p.m. Luncheon. Speaker: FCC Chairman Richard E. Wiley. Presentation of awards.

2:45 p.m. Afternoon session. Speaker: Harry Boyle, vice chairman, Canadian Radio-Television Commission.

4-5 p.m. ABC, CBS and NBC hold individual meetings with delegates from affiliated stations.

6:30 p.m. Annual Paul White awards dinner. Speaker: William J. Small, senior VP and director of news, CBS News, New York.

Saturday, Sept. 14—9:30 a.m. Board of directors meeting.



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doesn't do anything any other professional researchers don't do." Begun last February, the survey encompasses a "comprehensive" tabulation of the availability of viewers for a new morning show, a rundown on the national audience's preferences for hosts on such a show, and the pre-testing this fall of on-air pilots for *A.M. America*.

Although sanctioned by ABC research mavens, Mr. Magid's research methods have been sharply criticized by the opinion research specialists commissioned by Mr. Renick's Miami station to investigate the entire Magid operation. It all began, says Mr. Magid, when one of his surveys suggested Mr. Renick accept, for the first time in 25 years, a co-anchor for *The Ralph Renick Report* at 6 p.m. Thus, insists Mr. Magid, "Ralph Renick has a substantial chip on his shoulder." But the opinion researchers turned in an extremely unfavorable report on their visit to Mr. Magid's Iowa "plant," as he calls it. David LeRoy, who is an associate professor of attitudinal research in the field of mass communications at Florida State University, Tallahassee, and director of its Communications Research Center, insists the Magid research techniques are "primitive," potentially misleading, "ambiguously worded," "biased" and "inadequately supervised."

"They collect a horrendous amount of data and present it very simple-mindedly," said Dr. LeRoy, "and it creates a great deal of redundancy. There are few internal methods for assessing the real viability of this kind of thing," he argues, "and one reason it is so effective is that there are practically no methodologically competent people allowed to see the reports." Dr. LeRoy freely asserts that the effect of a Magid Associates consultancy is to "bludgeon the poor news director with this data he's ill-equipped to understand, challenge or even interpret."

Mr. Magid dismisses this criticism as "amusing. Their research is so full of holes . . . it's like a plumber trying to critique the work of a neurosurgeon. How is it that we have been able to keep our clients and grow to be the largest firm in the industry if our research and advice are incorrect?"

Dr. LeRoy defines this kind of conflict as a shifting of the public trust invested in news programers. "In many ways the fights between the Magids and Renicks of this world may be perceived as a fight over professional ethics. Professionals control the intellectual core of their discipline. TV journalism and journalism in particular are having problems because some of those key elements of control—collecting, organizing, judging—are being taken over by management. A news consultant comes in and is aligned with the business end of journalism. And that means a great public trust that is the journalist's responsibility may be given over to management and to news consultants."

Mr. Magid "is very riled" by the accusation his operation is antagonistic to broadcast journalism. "Prior to businesses like ours coming on the scene, television journalism was just another de-

partment. Many managers did not even recognize the journalists' contribution and didn't realize news was so important. We began to show why news was so important in people's minds and how it permeated the entire broadcast day." Frank Magid finds it "very, very strange that broadcast journalists are in reality almost biting the hands that feed them" in attacking consultants. "Some of them have turned on us and not recognized that we have created this prominence they now enjoy. Have we created a monster?"

"One effect the consultants have had," offered Mr. McHugh, "is new input from totally outside, not based upon what the boss says. It's like waking up in the morning with a hangover, a beard and every defect in your face showing up in the mirror—that's what a consultant can show you, and unless you want to know that, you shouldn't start investigating; you shouldn't look in the mirror."

The RTNDA committee on consultants will make several recommendations this week at the convention, one of which will be to establish the committee as a permanent committee of the association. The committee members are: Pat Polillo, news director, WAGA-TV Atlanta; Ed Godfrey, news director, KGW-TV Portland, Ore., and Dick Yoakum, professor of radio and TV service at Indiana University, Bloomington. Mr. Miller, committee chairman, authored the following recommendations based upon a consensus by the committee:

- "That news directors make their employers and managers aware that news directors should be brought into any discussion with news consultants before any contracts are signed.

- "That news directors make it their business to check on the qualifications of consultants being considered for employment and keep in close touch with them after they are employed, and that news directors work with consultants in setting up questions for any surveys that are to be made as part of the service.

- "That news directors report any particularly good or particularly bad experiences they may have with any consultant to this committee.

- "That this committee be made a permanent committee with the responsibility for keeping whatever records it can acquire on the news consulting business to the end that it may be able to advise a member news director whether and how many complaints may have been reported against a consultant his station may be considering."

One day, consulting services may be as common as broadcast sales representatives. Perhaps research surveys will emerge from under lock and key in station vaults and be made available to all broadcast outlets in a market. Perhaps more network-based services such as ABC's counseling program will be instituted, establishing journalistic trade routes between large and small stations.

"Nobody ever dreamed the consulting thing would come as far as it has already," said Mr. Polillo. "What happens on the day that all three TV sta-

tions in a market have switched consultants, and everybody's got their rating book in front of them, and they each know everything about talent, attitudes, news, films, content, format, pacing? Then everybody will start thinking for themselves."

The preceding report on news consultants was researched and written by Leslie Fuller, staff writer, New York.

Schweiker pushes for lottery action

As Justice threatens crackdown, senators move toward freeing states from federal restraints in publicity

Senator Richard Schweiker (R-Pa.) last week made a plea for immediate Senate passage of legislation to exempt state-operated lotteries from federal anti-gambling laws. His own bill, S. 1186, pending in the Senate Judiciary Committee since May 1972, would permit broadcasting of any lottery information, currently forbidden by the U.S. Criminal Code.

Senator Schweiker's call was in response to a recent warning from Attorney General William Saxbe that the Justice Department is considering a permanent injunction against state lotteries.

"It simply does not make any sense to discourage states that choose to raise revenues through lotteries. While we cut the federal budget, and seek ways to economize, it is backward thinking to keep federal laws on the books that prevent states from doing the same thing at the state level through state-operated lotteries," the senator said.

Senator Schweiker's bill would specifically exempt state lotteries from the U.S. Code's ban on radio and television carriage of state lottery advertisements and information. It would also exempt state lotteries from restrictions on the mailing of lottery information as well as from a ban on the transportation of state lottery information and devices in interstate commerce.

Senator Schweiker has urged Senator John McClellan (D-Ark.), chairman of the Criminal Laws Subcommittee, which has jurisdiction over the Schweiker bill, and Senator James Eastland (D-Miss.), Judiciary Committee chairman, to take action on the matter. Because the Senate has tentative plans to adjourn in five weeks, Senator Schweiker is trying to expedite hearings with a suggestion that the 13 states which operate or have approved plans for state-run lotteries coordinate their testimony. The 13 states include Pennsylvania, as well as Connecticut, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, Rhode Island, New York, Illinois, Maine, Ohio and Delaware.

Those states account for one-fourth of the votes in the Senate, a fact which prompts the Pennsylvania senator to think his bill has a fighting chance for passage this year, a Schweiker aide said. He added that the attorney general's recent



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ultimatum may serve to prod Senate action.

Senator Schweiker's bill was the first of four offered in the Senate to exempt state-operated lotteries from federal anti-gambling laws. Of the other three, one is sponsored jointly by Senators Harrison Williams (D-N.J.) and Abraham Ribicoff (D-Conn.), a second is sponsored jointly by Senators Philip Hart (D-Mich.) and Robert Griffin (R-Mich.) and a third is sponsored by Senator Hugh Scott (R-Pa.). All three would permit broadcasting of state lottery information.

Douglas extends Lewis's stay

Will Lewis, general manager of KPFK-FM Los Angeles, was given an additional stay permitting him to remain out of jail while he filed an appeal with the U.S. Supreme Court against being forced to give federal authorities the original of a tape recording that was delivered to the station by the Symbionese Liberation Army.

The extension was granted by Associate Justice William O. Douglas who issued the initial stay pending a U.S. Court of Appeals ruling on Mr. Lewis's first appeal from a federal judge's contempt citation and jail sentence. Last July, the Ninth Circuit Court of Appeals upheld the contempt citation (BROADCASTING, July 29).

Mr. Lewis said his Supreme Court appeal is being aided by the Reporters Committee for Freedom of the Press and the American Civil Liberties Union. He also said that the office of Washington attorney Herbert J. Miller Jr., now ex-President Nixon's lawyer, had volunteered legal services.

Journalism Briefs

Both ways. Capitol Hill News Service, Washington print service, has expanded into broadcast news with TV news operation already functioning and plans to start radio audio feeds within month. TV news service offers stories of local interest to stations, acting as Washington bureau for stations not able to afford

one, according to Doug Terry, director of broadcast services. Service provides newsfilm stories from one to four minutes in length that focus on issues and personalities as well as sidebar-type features. Cost is on per-story basis, ranging from \$40 to \$100, with stations contracting to receive minimum of one story per week. Service currently has reporters assigned to cover West Virginia, Pennsylvania, Kansas, Montana, Indiana, North Carolina and Kentucky, with plans to expand to other states.

Added protection. California Assembly has passed bill extending state shield law for newsmen to include, among protected status, notes, recordings, film and other information not published or broadcast. Measure now goes to state Senate which previously passed similar legislation for conference on differences in two bills. Current shield law protects reporters who refuse to disclose sources from being subject to contempt citations by courts, administrative and legislative bodies.

WCVB-TV's position upheld

Former Massachusetts Governor Foster Furcolo's complaint that WCVB-TV Boston has discriminated against his son, Charles Mark Furcolo, Democratic candidate for state treasurer in the Sept. 10 primary election, by not covering the contest has been rejected by FCC Broadcast Bureau. Governor Furcolo said his son's opponent, the incumbent treasurer, had an advantage in media exposure because he is in charge of newspaper advertising for the state lottery.

WCVB-TV said that because of the number of state and national primaries in its coverage area, only Massachusetts primaries for governor, secretary of state, and attorney general would be given special coverage. The station said it would provide coverage of the lieutenant governor and treasurer races in regular news programs.

The FCC Broadcast Bureau upheld WCVB-TV's position. It pointed out that the commission has held that, although an informed electorate is important, "the public is entitled to other kinds of programming than political."

Justice sights seventh target: KSL stations

Department files with FCC to deny renewal of Mormon Church outlets week before commission deliberates new rule on media crossownerships

The Department of Justice's antitrust division has resumed its case-by-case campaign aimed at breaking up what it considers undue concentrations of control of mass media. This time, it is taking on the Church of Latter Day Saints.

And this time, its petition to deny renewal was filed only a week ahead of a meeting of the FCC at which the commission is scheduled to come to grips with a rulemaking proposal designed to deal with the kind of crossownership situation that is of concern to Justice.

However it seems doubtful that the crossownership situation Justice was attacking last week will be affected by the commission's action. The Mormon Church through subsidiaries owns KSL-AM-FM-TV Salt Lake City, the *Deseret News*, one of the city's two newspapers, and 50% of Newspaper Agency Corp., which runs the business functions of the *News* and the *Salt Lake City Tribune*, including the sale of all advertising.

All told, Justice estimated last week in a petition to deny the KSL renewal applications, KSL and NAC control about \$20.3 million, or 81%, of the local advertising that the city's broadcast stations and newspapers sell (66% by NAC, 15% by the stations). Besides the church's properties, there are two television and 17 radio stations in Salt Lake City.

Accordingly, Justice said, the commission must determine "whether the KSL licenses would not preserve in Salt Lake City a degree of media concentration repugnant to antitrust principles, inconsistent with the Communications Act's goal of providing for the expression of diverse views, and, therefore, inimical to rather than supportive of the public interest."

The department made a similar point in each of its previous six petitions to deny aimed at stations affiliated with newspapers. The case-by-case approach was begun in December and now includes as targets the renewal applications of WTMJ-AM-FM-TV Milwaukee; KRNT-AM-FM-TV Des Moines, Iowa; WCCO-AM-FM-TV Minneapolis; KSD-AM-TV and KTVI-TV, all St. Louis; and WIBW-AM-FM-TV Topeka, Kan.

The campaign was regarded as designed in part to prod the commission into concluding the rulemaking, pending since 1970, that would break up multimedia holdings in individual markets. To the extent it was a prod, the campaign was successful: fresh comments were filed and oral argument held. And tomorrow (Sept. 10), the commission will consider the matter. If Chairman Richard E. Wiley's hopes are realized, the commis-



Women's work. While the all-woman news team may be a way down the road for most TV stations, WRGB(TV) Schenectady, N.Y., can make claim to being one of the first to try the concept when its Aug. 23 11 p.m. news aired with an all-female cast. Feminists in the audience may have considered it a coup, but the female threesome owed more to circumstance than planning—a product of an August vacation schedule that left the station short of male on-air personnel. Sharon Smith (l), WRGB reporter, anchored the broadcast, Liz Bishop (c), weekend sportscaster, handled sports, and Mary Caroline Powers (r), weekday weather reporter, appeared in her usual role. Behind the cameras, a woman was active as well; directing the program was news producer Martha Ingerson.



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sioners will be prepared to instruct the staff on drafting a final report and order.

The commissioners have not yet arrived at a consensus as to the kind of approach to take. However, it is clear that the commission will not adopt a rule requiring across-the-board divestiture of co-located stations or newspapers. Other than a rule barring the creation of future crossownership situations, which is seen as a possibility, some observers feel the commission would not go much beyond a rule leading to the break-up of multimedia holdings in which a single owner controls all or virtually all of the media available to a community.

Justice, as it did in its earlier petitions to deny, recognized the pendency of the rulemaking proceeding and said it was aware of the commission's interest in an "orderly disposition of the crossownership and concentration problem." However, it said that it did not think that consideration of the KSL case would conflict with the rulemaking proceeding—and that even if it did, the public interest required holding a hearing on the renewal applications.

Justice said there are no close policy questions in the KSL case that might require detailed rules. "At least with respect to disseminating local news and advertising," it said, "the antitrust laws supply a clear test that the crossownership here cannot meet." It noted that the only newspapers in the city are commonly controlled not only with "the leading one of but three commercial television stations, the leading AM station (the only maximum power Class I station assigned to the area) [and] a commercial FM station," but with a cable television company as well. That company owns "the city's leading CATV system" and has 14 CATV franchises within KSL-TV's Grade A contour.

The church, through Bonneville International Corp., has substantial broadcast holdings outside Salt Lake. It has interests in or controls KIRO-AM-FM-TV Seattle; WCLR(FM) Skokie, Ill.; KMBZ-AM and KMBR(FM) Kansas City, Mo.; WRFM(FM) New York, and KBIG(AM) Avalon and KXTZ-FM Los Angeles, both California.

To Justice, moreover, KSL is not only a case but a sign the time for action has arrived. In February 1970, the U.S. Court of Appeals in Washington affirmed an FCC decision rejecting a petition to deny the renewal applications of the KSL stations. It had been filed by two Salt Lake City residents who claimed the Mormon Church enjoyed an undue concentration of control of mass media in the city.

The court cited with approval the commission's argument that it should deal with such crossownership situations only in a broad rulemaking proceeding. And in a concurring opinion, Judge Edward A. Tamm said he voted as he did "solely" because the commission was reviewing its multiple ownership rules. "Absent this single, crucial fact," he said, "I would have found serious obstacles to affirming the commission's action in this case."

At the time, the commission was considering a rule barring the owner of a full-time station from acquiring another

Three under fire. The deadline for filing petitions to deny against renewal applications of stations in the Rocky Mountain states passed on Tuesday (Sept. 3) almost, but not quite, unmarked by the filing of such petitions.

Three were filed, one by the Department of Justice's antitrust division, two by the Tucson Black Media Coalition.

The department's petition, a resumption of a campaign to break up newspaper-broadcast crossownerships, is aimed at the renewal applications of KSL-AM-FM-TV Salt Lake City (see page 30).

TBMC filed against the renewals of KTKT(AM) and KOLD-TV, both Tucson, Ariz. It charged them with inadequate community ascertainment efforts, with lack of present or proposed programming to deal with minority needs, and with having poor records in minority employment. TBMC said that only one black is working full time at KOLD-TV and that KTKT employs no blacks full time.

in the same market. The commission adopted that proposal the following month; at the same time it issued a new notice proposing a rule, suggested by Justice, to break up existing co-located media combinations.

"Now, four years later, the commission is still considering the same rulemaking inquiry," Justice said last week. "While we agree that rulemaking offers the better opportunity for the country as a whole, we do not think the public interest will be served by again deferring a substantive decision on the continued concentration of control of the media in Salt Lake City."

Theft follows format change

KYMS(FM) Santa Ana, Calif., was off the air for 24 hours when it found about \$12,000 worth of transmitter equipment, including an exciter crystal as well as other electronic assemblies, stolen from its transmitter building. The station was later informed through an anonymous letter, that the theft occurred because it had changed its format from free-form progressive rock to contemporary top 40. This change took place in mid-July. The station also dismissed six staff members at that time and brought in a new manager, Robert Wencel, from KFMR(FM) Fremont, Calif., and a new program manager, David Forman, from WBAB(AM) Babylon, N.Y.

The letter, signed "ECLA," warned the station to return to its original format or more trouble would be forthcoming. Mr. Wencel reported that the FBI and local police are investigating the thefts. Meanwhile, he said, the station has no intention of changing its current format. The station is part of the Southern Broadcasters Inc. group.

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All data based on Arbitron, May 74, Total Households. ¹ 7:30pm-8:00pm San Diego, Bakersfield: 6:30-7:00pm Indianapolis. ² 4:30pm-7:30pm San Diego and Bakersfield: 3:30pm-6:30pm Indianapolis. ³ 11:30pm-1am San Diego and Bakersfield: 10:30pm-12 Indianapolis. *National Press Photographers Association.

OTP wants to drop support division at Commerce Dept.

Failure of Office of Telecommunication to stick to original support mission charged by White House office which also says OT gives disproportionate amount of services to other agencies

When the Office of Telecommunications Policy was established in 1970 to advise the President on telecommunications matters, there was established at the same time in the Commerce Department an Office of Telecommunications, which was to provide OTP with technical and analytical support. Now it appears to officials at OTP and the Office of Management and Budget that the arrangement has not worked out as well as had been hoped; as a result, OT appears on its way out of existence.

"They've taken on a life of their own," an OTP official said last week of OT. "They had a lot of administrative overhead which we couldn't justify."

OT's mission, he said, was to provide OTP with spectrum-management and policy support, and it was to concentrate on pure research. But, he said, OT was taking on an increasing amount of technical work for other agencies on a reimbursable basis—work, he said, that could

have been farmed out to private contractors.

"OT," he said, "was trying to get into public relations and policy. We found ourselves competing for dollars and personnel with OT."

Until the present fiscal year, OT had been funded under a separate budget appropriation. This year, at the insistence of Congress, the White House included funds OT would spend on OTP work in the total request for OTP—\$6 million of about \$9.5 million. As a result of congressional cuts, however, OTP will receive \$8,450,000—\$5,450,000 for OTP support functions.

OT is to receive \$1,250,000 in direct appropriations. In addition, other government agencies will receive about \$5.2 million to reimburse OT for work done for them—an amount OTP officials feel is "disproportionate."

The changes in the form of budget requests for OT and OTP were not designed to solve the management problems now troubling OTP and OMB, and they did not. As a result, officials said, OMB conducted a study and, reportedly, concluded that OT should be abolished.

The study, which has not yet received final White House approval but in which OTP is expected to concur, would call for the reallocation of OT's technical programs and policy support and frequency management functions to the National Bureau of Standards.

Included would be OT's research

laboratory in Boulder, Colo., and its Institute for Telecommunication Services there. The present administrative structure would be eliminated.

OT's acting director, John Richardson, declined to comment, noting that the question of the office's future is under study within the government. "We want the freedom to look at it without publicity," he said.

However, he noted that OT's work for other agencies—Defense Department, Department of Transportation, Housing and Urban Development, National Aeronautics and Space Administration, among them—on a reimbursable basis was not of recent origin. A predecessor agency, which became part of OT, had been performing such services since 1946, he said.

Changing Hands

Announced

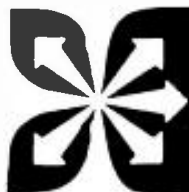
The following broadcast station sales were reported last week, subject to FCC approval:

▪ **KRLY(FM) Houston:** Sold by Zantanon Communications Corp. to Starr Broadcasting Group for \$1.5 million. Principals in seller are Robert S. Anderson Sr., president (20%), C. S. Wallace, director (22%) and M. P. Laurent Jr. and wife, Adele S. Laurent, directors (15%). Mr. Anderson will serve as vice president for buyer. Starr Broadcasting is publicly traded; William F. Buckley Jr. is chairman and Peter H. Starr, president. Starr owns three television stations, six AM stations including KYOK(AM) Houston and five FM's. KRLY(FM) operates on 93.7 mhz with 97 kw and antenna 790 feet above average terrain. Broker: Chapman Associates.

▪ **Wwog(FM) Boca Raton, Fla.:** Sold by Wwog Inc. (Homer Akers, Carole A. Akers and others) to Family Stations Inc. for \$1 million plus property valued at \$58,000. Directors of buyer, a nonprofit religious group, are Harold Camping, Scott L. Smith and Richard Van Dyck. Family Stations owns KEAR(FM) San Francisco, KEBR(FM) Sacramento and KECR(FM) El Cajon, all California; WFME(FM) Newark and WKDN-FM Camden, both New Jersey, and WFSI(FM) Annapolis, Md. Wwog(FM) operates on 99.9 mhz with 100 kw and antenna 280 feet above average terrain.

▪ **KMOR(AM) Murray, Utah:** Sold by Oral J. Wilkinson to Seagull Enterprises Inc. for \$250,000. Mr. Wilkinson plans to retire. Principals in buyer are Charles R. Sadler (77.5%) and Jay Gardner (20%). Mr. Sadler is professional boxing trainer and Mr. Gardner is general manager of KMOR. Station is on 1230 khz with 1 kw day and 250 w night.

▪ **KPWD(FM) Plentywood, Mont.:** Sold by Empire Broadcasting Co. to B.C.T. Broadcasting Co. for \$40,000. Principals in seller are Eldon Mengel, president (12.9%), and Gary Peterson, general manager (11%). Empire owns KBRV(AM) Soda Springs, Idaho; KFLN(AM) Baker, KXXL(AM) Bozeman and KWYS(AM) West Yellowstone, all Mon-



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74-44

tana. Principal in buyer is Bill E. Stalard, president. KPWD(FM) operates on 100.1 mhz with 880 w and antenna 34 feet above average terrain. Broker: Doubleday Media.

Approved:

The following transfers of station ownership were approved by the FCC:

▪ KDBC-TV El Paso, Tex.: Sold by Doubleday Broadcasting Co. to Portal Communications for \$5,039,000. David G. Scribner is president of Doubleday, which also owns KHOW-AM-FM Denver; KITE-AM Terrell Hills and KEXL(FM) San Antonio, both Texas; KDWB(AM) St. Paul and KRIZ(AM) Phoenix. Parent is Doubleday & Co., New York publishing house. Buyer is subsidiary of Evening Post Publishing Co., publisher of Charleston, S.C., *News & Courier* and *Post* and owner of cable TV franchise in Aiken, S.C. KDBC-TV is CBS affiliate on channel 4 with 61.7 kw visual, 6.8 kw aural and antenna height 1,150 feet above average terrain.

▪ Other sales approved last week: WLOW-AM-FM Aiken, S.C. See page 74.

CCMC seeks re-opening of KGO-TV renewal

Citizen group charges pattern of employment discrimination after ABC failed to report second firing of black employe

In successfully opposing a petition to deny its renewal application for KGO-TV San Francisco, one that had charged the station was guilty of discrimination in its employment practices, ABC noted that a black on-air personality who had been discharged had been replaced by another black. What ABC did not tell the FCC, a citizen group maintained, was that the replacement was himself fired and had later filed a formal discrimination charge against KGO-TV with the California Fair Employment Practices Commission. The Community Coalition for Media Change made the assertion in petitioning the FCC for reconsideration of its action renewing the station's license.

CCMC said that the action should be reconsidered in any event since CCMC had supplied the kind of factual allegations the commission in other cases said it would require before setting a renewal application for hearing on charges of discrimination in employment.

The coalition noted it had supplied affidavits relating that Walter Thompson, who is black, was hired during the 1969-71 license term as host of a public affairs program, *On the Spot*, that is addressed to the minority community. But, the affidavit said, he and his wife, Dorothy, who produced the program, were "subjected to unreasonable censorship, frequent pre-emptions of the program without warning, and constant personal harassment," and that he was eventually discharged "for decrying the lack of equal

employment opportunity in the communications media."

In discussing these complaints in its order, CCMC recalled, the commission relied on ABC's reply that Mr. Thompson's replacement, Roy Wills, is black. But 18 months after ABC's reply was filed with the commission, and a year before the commission issued its ruling last month, CCMC added, "this same Roy Wills was dismissed by ABC after complaining of similar discriminatory treatment on the basis of race" and later filed a still-pending discrimination charge with the state FEPC.

"The complaints of one black on-air personality and his co-station worker wife might conceivably have been rationalized by the commission as the unique hypothesis of a disgruntled employe," CCMC said. "But to have that precise pattern repeat itself with his replacement without raising at least a colorable inference of racial discrimination defies belief."

CCMC said that failure to inquire into the matter "would make a mockery of the commission's stated commitment to consider equal employment opportunity practices by its licensees as a *sine qua non* of renewal."

CCMC also saw in the Roy Wills episode a basis for a charge of lack of candor on ABC's part. It said that ABC "did not bring the critical facts of his [the replacement's] firing and formal complaint to the attention of the com-

mission or petitioner for the year following the discharge. And in its 1974 KGO-TV renewal application, filed on Aug. 1, CCMC said, ABC reported that a "Raymond E. Williams" had filed an FEPC discrimination complaint the previous August without disclosing that Raymond E. Williams was the real name of Roy Wills.

High Point challenger drops important stitch

Furniture City TV's failure to contact labor leaders in making ascertainment is key factor in FCC initial decision

Southern Broadcasting Co. has won the first round in the contest, now four years old, in which it is seeking to hold on to its license for WGHF-TV High Point, N.C., in the face of a challenge by a competing applicant for channel 8 there, Furniture City Television Co.

But it was what the administrative law judge considered a fatal failing on the part of Furniture City rather than any pluses ascribed to Southern on which the initial decision to grant Southern's application turned last week.

Judge Chester F. Naumowicz Jr. found Furniture City to be disqualified because it had failed to interview for its community leader survey a single labor leader, even though "industry is prominent" in the area "and the record shows that nu-

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merous workers' organizations are in existence."

Furniture City's demographic study had not indicated the presence of any labor organizations in the area, and the applicant's witness said labor organizations were weak and few in number. But Judge Naumowicz said the Furniture City's demographic studies were "superficial and inadequate," and led to the "fatal weakness" in the community leader survey.

"So glaring an oversight"—failure to interview labor leaders when labor organizations are important in the area—"requires disqualification, even where the survey has otherwise been extensive," Judge Naumowicz said.

Southern overcame an issue involving promise versus performance. Its over-all local programing averaged 19.5% of the total as compared to the 23.4% proposed, but Judge Naumowicz said the deviations were "not decisionally significant." He noted that several years had passed from the time the proposals were made in hearing until they were presented in practice, and added, "inevitably, with the passage of time, changes occur." The changes, he added, were neither substantial nor unexplained.

The hearing has been unusual if not unique for the number of judges who have succeeded one another in presiding. Judge Naumowicz is the fourth. The first judge assigned to the case, Charles J. Frederick, died after the initial stages were concluded. The next judge assigned, Isidore A. Honig, retired; so did his successor, Frederick W. Denniston.

Flexibility cited as networks' strong suit for future

NBC-TV's Howard, ABC Radio's Neal say broadcasting can adapt faster than other media to changes in economy and shifts in population

Network television and network radio were described last week as media that will cope successfully with the challenges of the next five years in terms of their value as advertising and communications vehicles.

These appraisals were given last Friday (Sept. 6) by Robert T. Howard, president of NBC-TV, and Harold L. Neal Jr., president of the ABC Radio Division, during a "Media Day" program in Detroit arranged by the Campbell-Ewald Co. and the Chevrolet Division of the General Motors Corp., both Detroit. Representatives of other media also spoke at the Campbell-Ewald/Chevrolet Motors forum.

Both Mr. Howard and Mr. Neal made common points in singling out developments that will affect advertising and communications over the next five years, such as rising costs, changing lifestyles, and continued movement from the central cities into the suburbs. And they maintained that their media are equipped to



NBC's Howard



ABC's Neal

deal effectively with these shifting patterns.

Mr. Howard underlined the adaptability of television over the years to meet constant change and to survive. As examples, he cited the ban on cigarette advertising, a hostile administration and the "youth revolution."

In the years ahead, he said, NBC will be shifting its stance in a number of ways to reduce the impact of higher costs while striving to enhance the value of its programing. He voiced these predictions:

"First, there will be some new approaches in technology. An accelerating shift from film to tape, particularly in indoor production, because tape is proving easier, cheaper and better to work with.

"Second, I foresee program innovations that will deliver more entertainment for less expenditure. The variety show format, for instance, needs to be more fully explored. If somebody comes up with a really different variety format, I'll be the first to snap at it.

"Third, in line with the more-bang-for-the-buck idea, my network is now aggressively seeking top-drawn talent, performers and creators and not just people working in the television industry. . . ."

Mr. Howard also prophesied there will be more made-for-TV movies: an accent on sophistication and imagination in both content and production of entertainment programs generally, and improvement and change in television news.

"I think we can look for a one-hour nightly news program starting on one of the networks before too long," he predicted. "News audiences have been growing, both local and network, and news-gathering procedures are becoming more effective and efficient, with large assists from the use of portable equipment, electronic cameras and—in the near future—a better space technology."

Scanning the horizon, Mr. Neal pointed to a number of trends that he said will redound to the benefit of the radio medium. Among those he cited were the diversity of people; the importance of instantaneity; rising inflation; the suburbanization of the population, and improved marketing-media data.

In the years ahead, according to Mr. Neal, people "aren't just going to fall into a relatively few taste or style groups any more . . . there will be subgroups of the population emerging continuously with

their own tastes." This is a trend that will be favorable to radio with stations and networks organized to serve different groups in many different ways, he pointed out.

The importance of "instantaneity" is pointed up by the need for continuous change and adjustment, Mr. Neal said. In media terms, he continued, radio has "the edge on other media in terms of offering flexibility and quick-change virtues to up-to-the-minute marketers."

He observed that inflation is expected to continue in the foreseeable future, but said that radio's costs will not rise as steeply as those of other media. He explained that radio's costs are not tied to raw material costs in any appreciable way, and said increments linked to people can be controlled because radio can operate with relatively fewer employees than other media.

He prognosticated that improved research material on radio promises to be available through the current ARMS II project. He said that through these studies the radio industry is developing measurements of radio, television and newspaper audiences in order to provide advertisers and agencies with comparisons of media and the effects of a media mix.

He envisioned a continued thrust toward mobility on the part of Americans and said they would be moving farther and farther away from large population centers. This trend toward suburbanization, he said, will mean an increasing reliance on their automobiles for transportation and a resultant expanded use of car radio listening.

IBFM, 500 strong, goes to St. Louis

Annual convention will be largest this year with 18 panel sessions in four days; Hooks to speak

A record attendance of some 500 registrants and guests is expected at the Institute of Broadcasting Financial Management's 14th annual conference to be held Sept. 29 through Oct. 2 at the Chase-Park Plaza in St. Louis.

Eighteen panel sessions featuring a total of 70 participants are scheduled on subjects ranging from media-payment

Our radio friends are suffering from growing pains.

Our friends, the other Twin Cities contemporary music stations, are experiencing growth problems. Ours. You see, we've suddenly become a real pain in the book. But instead of giving you reasons; such as programming changes, The New Sound and other fluff, we'll stick to the facts. The Book. According to the Jan/Feb - Apr/May ARB, the name of the game for KDWB was growth: *KDWB Audience Increase with Persons 12+ . . . 52.1%; *KDWB Audience Increase with Men 18-34 . . . 58.6%; *KDWB Audience Increase with

Ours.

Women 18-34 . . . 83.9%; *KDWB Audience Increase with Teens . . . 47.1%. Pretty darned significant. But, frankly, we can hardly wait to see the Oct/Nov ARB. Because you know what they say about radio? Once the market finds the hot button. . . Anyway. We're growing. And that's our story. If you'd like to hear more, call us. Or we'll call you. It couldn't hurt. Represented nationally by Radio Advertising Representatives, Inc. (RAR).

*Source Material: Jan/Feb - Apr/May ARB. Figure indicates movement for A.Q.H., 6 a.m. - Mid, Monday-Sunday, based on the T.S.A. (Audience measurement data are estimates only, subject to defects and limitations of source material and methods, hence may not be an accurate measure of true audience.)

KDWB 63
Minneapolis/St. Paul

db DOUBLEDAY BROADCASTING



liability to music licenses, workmen's compensation insurance, taxation, computers, fringe benefits and federal controls.

FCC Commissioner Benjamin L. Hooks will address the Sept. 30 luncheon. Charles Ashman, KPLR-TV St. Louis news anchorman and author, will speak at the one Oct. 1. No speaker is scheduled for the closing luncheon on Oct. 2, but it will be followed by an innovation that officials said was requested by members—one final panel session. This one will deal with labor unions and will have Don Schomburg of KSD-AM-TV St. Louis, a former IBFM president, as moderator.

The convention sessions will be opened at 9 a.m. Sept. 30 by IBFM President C. Mack Murphy, of WSOC-AM-FM-TV Charlotte, N.C., and Executive Director Robert E. McAuliffe, followed by a report on IBFM's subsidiary, the Broadcast Credit Association, by BCA President Ray Watsons.

The general membership business meeting is set for the afternoon of Sept. 30 with Paul W. Freas of WMAL-AM-FM-TV Washington, chairman of IBFM, presiding. The annual banquet will be held Oct. 1.

Eleven exhibitors, a record for IBFM, will have displays. Their booths and the conference registration center will open Sunday afternoon, Sept. 29. A reception is scheduled that evening with St. Louis broadcasters as hosts.

Arno W. Mueller of Storer Broadcasting Co. is IBFM vice president and conference chairman.

Maxwells try again

Losers of skirmish in Dallas-Ft. Worth now apply for Belo's AM-FM facilities

In the latest attempt to intervene in the license renewals of A. H. Belo Corp.'s WFAA(AM) and KZEW(FM) Dallas, the principals in Civic Telecasting Corp. (which had filed petitions to deny against those stations and others in June 1971), now under the name of Maxwell Broadcasting Corp., have filed competing applications at the FCC, seeking construction permits on the facilities of WFAA and KZEW.

The original petitions to deny (BROADCASTING, July 5, 1971) were filed against three newspaper-broadcast owners in the Dallas-Fort Worth area, including A. H. Belo, Times-Herald Printing Co. and Carter Publications, accusing the multiple owners of attempting to prevent the entrance of CATV into the market and to eliminate UHF competition by excluding UHF listings from the station logs published in their newspapers. Antitrust suits against the three companies also were filed later by the same principals, James T. Maxwell and Carroll H. Maxwell Jr., but were settled out of court (BROADCASTING, Feb. 18). Last May, the FCC renewed the licenses of the stations, including WFAA and KZEW, concluding that the charges against the companies lacked sufficient evidence. Though the companies had the exclusive rights to provide cable service in the area, the

FCC felt the unclear financial outlook for the medium at the time was reason enough for the companies to withhold large expenditures for cable development. The commission added that the newspapers had since included UHF with their VHF program listings (BROADCASTING, May 20).

The Maxwells are equal partners in Maxwell Electronics Corp., Dallas, and have no broadcast interests although they were former owners of a now dark UHF station in Dallas (KMEC-TV).

Behind-bars broadcasting attempts to give inmates a leg up in outside world

The maximum security prison in Canon City, Colo., houses a carrier-current inmate-run radio station, KCSP, which serves to inform and entertain the prison population and is a training ground for inmates looking toward broadcasting careers.

Advised by Frank Scott, general manager of KTLK(AM) Denver, the effort has extended beyond prison walls. One minimum-risk inmate commutes from Camp George West minimum security prison in Denver to KTLK where he covers assignments as a full-fledged newsman. Mr. Scott looks forward to his and other stations hosting more interns in the fall. He is awaiting a decision on the prison's application, filed in July, for a grant from the Law Enforcement Assistant Administration to overhaul KCSP's studio, equipped piecemeal by contributing stations.

Once they have operators' licenses, the trained inmates could move into a professional position with a station, Mr. Scott said. While the FCC has ruled against granting licenses to inmates, Representative Pat Schroeder (D-Colo.) is working to repeal that rule, according to Mr. Scott.

A flurry of strikes hits broadcasters

Noncommercial KQED-FM-TV San Francisco were struck by engineers and production workers last week. The workers were striking against management proposals to ease work rules that would permit more production by outside producers and the use of more part-time workers.

The picket lines, established by Local 51 of National Association of Broadcast Engineers and Technicians, were being honored by cameramen, members of NABET Local 532, and newsmen. The latter were said to be seeking hikes in basic salaries that now range from \$13,000 to \$24,000 annually.

The stations were continuing to broadcast, however, using administrative and management personnel, but its daily *Newsroom* program had been suspended.

Meanwhile, a strike of building engineers in Los Angeles against CBS continued last week, with no major problems—although taping of *All in the Family*

was postponed for the second week, principally because star Carroll O'Connor refused to cross the picket lines that were in front of the network's Television City and its owned stations in Los Angeles, KNX-AM-FM and KNXT(TV). Other CBS shows were either being taped by management personnel, or had moved to other studios to escape the labor pickets. The strike began three weeks ago when 17 air-conditioning and electrical workers, members of Local 51 of the International Brotherhood of Electrical Workers, walked out after their contract with CBS expired Aug. 20.

And in San Francisco, another kind of strike had KPFA(FM) off the air for almost three weeks. But this was ended and the station resumed broadcasting the end of August. The staff of the Pacifica-owned station had struck because of opposition to the manager's programming plans. Will Lewis, general manager of Pacifica's KPFA(FM) Los Angeles was sent to the scene, and he recommended the manager, Roger Pritchard, be dismissed. The move brought the workers back and the station resumed broadcasting Aug. 31.

In Lansing, Mich., the National Association of Broadcast Employees and Technicians has been on strike against Gross Telecasting's WJIM-AM-FM-TV since July 24. The union is charging unfair labor practices and asking for a \$30-a-week wage increase.

NABET claims 20 advertisers have withdrawn from the stations in response to union persuasion. Management asserts it has verified two cases of secondary boycotts of advertisers. The stations are being operated by management personnel and five nonstriking NABET members.

Ford asked to revise CPB nominations list with minorities in mind

Letters from NBMC, Lloyd, call for a second look at Nixon selections

President Ford, who is reviewing all nominations that were made by former President Nixon and are still pending before the Senate, is being urged to drop some of the Corporation for Public Broadcasting nominees and replace them with individuals who would provide "diversity of perspective"—particularly the perspective of minority and consumer groups.

The National Black Media Coalition and Frank W. Lloyd (who is director of Citizens Communications Center but who was acting as a private citizen), placed particular emphasis in messages to the President on what they feel is the need for a nominee reflecting the interests of the Spanish-surnamed in America.

Mr. Lloyd said "this large minority population, virtually ignored by commercial television, deserves input into the decision-making processes of public broadcasting to insure that that medium will meet its acknowledged goal of serving minority needs not met by mass-audience broadcasting." He submitted a list of 30 names of individuals represent-

ing various disciplines, racial and ethnic groups and consumer advocates that had been suggested to former President Nixon in February but that was rejected by the White House.

NBMC, in a telegram signed by its chairman, James McCuller, said that besides a "Latino," President Ford should appoint an "additional" black to the CPB board, and offered eight suggestions. The one current black member is Dr. Gloria Anderson, of Morris Brown College of Atlanta. And one of former President Nixon's eight nominees is also black—Lucius Gregg, a Chicago banker.

The NBMC suggestions are Allen Black, executive director, National Association for the Advancement of Colored People, Legal Defense Fund Western Division, San Francisco; Dr. Lovenger Bowden, acting dean, School of Communications, Howard University, Washington; Ofield Dukes, Ofield Dukes and Associates, public relations firm, Washington; Dr. Carlton Goodlett, president, National Newspaper Publishers Association, San Francisco; the Rev. Jesse Jackson, president, Operation PUSH, Chicago; Pluria W. Marshall, executive director, Operation Breadbasket of Texas and chairman, Black Citizens for Media Access, Houston; Charles Tate, executive director, Cablecommunications Resource Center, Washington, and James D. Williams, director of communications, National Urban League, New York.

However, it seemed doubtful last week that there would be any changes in the Nixon list of eight nominees, who would become a majority of the 15-member board. An administration spokesman said he did not anticipate any changes, and that he assumed the eight nominations would be resubmitted by President Ford.

Media Briefs

No proof. FCC has upheld April 10 assignment of license of KTRB-AM-FM Modesto, Calif., from KTRB Broadcasting Co. Inc. to Big Valley Broadcasting Inc. (BROADCASTING, April 22) over reconsideration petition filed by Jeco Inc., licensee of KTCY-FM Salinas, Calif. Jeco complaint concerned two pending mutually exclusive applications for construction permits filed by previous owners of each station to move respective antenna and transmitter sites of KTRB-AM-FM and KTCY-FM. Jeco alleged KTRB construction permit was "strike" application filed for sole purpose of impeding grant of KTCY's application. Jeco also alleged that KTRB purchase price of \$675,000 by Big Valley was excessive and based on anticipation of construction permit grant, thus raising question of trafficking. Commission rejected both allegations of Jeco because of lack of supporting evidence.

Another. American Civil Liberties Union has petitioned FCC to enlarge issues against license renewal of WJIM-AM-FM-TV Lansing, Mich. FCC first designated hearing for renewal April 9, stemming from charges of news distortion to advance political and economic objectives of Gross Telecasting, licensee (BROAD-

CASTING, April 15). New allegation by ACLU is that nighttime TV weathercast is misleading as it does not indicate show is taped several hours earlier.

Town and gown. Dartmouth College, Hanover, N.H., has received FCC authorization to add commercial but non-profit FM facility to broadcast plant it has operated since 1958. Call letters are expected to be WDCR-FM, complement to AM call, although programing will be virtually separate. Station will operate on 99.3 mhz with 3 kw.

How to. FCC has revised "The Public and Broadcasting—A Procedural Manual," pamphlet originally issued in September 1972. Manual explains respective roles of stations, the commission, and the public in broadcasting services. Practical advice on how to convey public complaints to FCC, take part in proceedings, and inspect public documents is provided. Copies available from FCC at 1919 M Street, N.W., Washington 20554.

One day school. At request of Kentucky Broadcasters Association FCC has agreed to hold one-day training course for third-class license with commission furnishing instructors and giving test on same day. School is scheduled for Sept. 27 at Galt House, Louisville, with nearly 150 broadcasters already registered. Impetus for course came because of high rate of non-passage since new test questions were prepared by FCC several months ago.

More than words. FCC has denied plea of WTRL(AM) Bradenton, Fla., to reconsider license renewal granted Jan. 3 conditional on the station's filing a list of minority organizations it contacted to fill job vacancies. WTRL contends condition was added to renewal because FCC erroneously looked at employment reports filed by previous owner. But commission said WTRL's employment record to date still shows no minorities have been hired despite staff increase. Though WTRL asserted it had made efforts to recruit minority personnel, FCC concluded, "licensees must do more than ensure employment practices neutral on their face: they must take affirmative action. . . ."

KBOP wins renewal

Atascosa Broadcasting Co., licensee of KBOP(AM) Pleasanton, Tex., has been granted a license renewal over the objections of competing applicant KASA Inc. KASA claimed that Ben L. Parker, a principal of Atascosa, had breached a contract for sale of KBOP to KASA Inc., licensee of KASA(AM) Phoenix, and cited allegations of payola, improper logging practices, faulty ascertainment procedures and incorrect financial reports, and questioned KBOP's past programing. The commission saw no proper basis for the charges, explaining that an allegation of breach of contract, a fact still to be determined by the courts, did not reflect on the applicant's character. The commission said no statistical survey is required as long as no segment of the community is excluded: therefore KBOP's ascertainment survey was appropriate.

Northwest group will leave NAB if code mandate sticks

Owner of four TV's and three radios will quit if subscribing is mandatory

The Western Broadcasting Co., headquartered in Missoula, Mont., has threatened to pull its television and radio stations out of the National Association of Broadcasters membership if the NAB implements its decision to make TV code subscription mandatory for all member television stations.

In a letter to Andrew Ockershausen (Evening Star stations), chairman of the NAB's joint board, Western said its cancellation would be effective Jan. 1, 1975. That is more than a year before the mandatory TV code subscription would become effective on April 1, 1976. The NAB TV board arrived at the mandatory subscription rule during a board meeting last January.

The code has historically been a voluntary device and should remain so," Earl Morgenroth, Western president wrote. "Mandatory code subscription feeds upon itself. It would serve only to create a second regulatory body within our industry to impose additional layer upon layer of rules and regulations. If it applied only to television today, it would inevitably apply to radio tomorrow."

It said further that mandatory subscription is "ill-conceived and would seriously weaken our industry trade organization at a time when unity and accord are so imperatively needed to combat the numerous problems confronting broadcasting."

Aside from its NAB memberships, Western said it would also cancel its memberships in the Television Information Office and in the Television Bureau of Advertising. "We would instead, place all of our resources behind RMBA (Rocky Mountain Broadcasters Association), since that organization recognizes the special problems of small market broadcasters."

Western's stations include radio stations KCAP(AM) Helena, Mont.; KGVO(AM) Missoula, Mont.; KSEI(AM) Pocatello, Idaho, and television stations KGVO-TV Missoula, Mont.; KTYM Butte, Mont.; KCFW-TV Kalispell, Mont. and KMVT Twin Falls, Idaho.

Western's is the only formal threat of cancellation NAB has received since the decision to require subscription to the code, according to Mr. Ockershausen. He thought it "a little bit incongruous" for Western to threaten cancellation of its radio memberships since NAB's January decision applies solely to television stations.

Mr. Ockershausen said further that NAB will do everything it can to keep Western's stations in the fold short of changing the mandatory subscription decision, which, he said, will result in more television stations joining NAB. "You win some, you lose some," he added.

How well the games play on television

Low in cost, quick in getting or not getting an audience, these shows crowd daytime and prime access slots

Television programming tends to move in cycles, and right now syndication time slots and network daytime schedules are bloated—some may say to the bursting point—with game shows. But the incidence of games may increase before it declines.

Merrill Heatter, the co-executive producer (with Robert Quigley) of *Hollywood Squares* and *Gambit*, envisions a scenario returning the game show to network prime time. "If the economy continues in this recession," he said, "if unemployment keeps on rising and stock prices keep on going down, then I could see where the networks would be forced to lower their rates to advertisers. That would make game shows very desirable nighttime properties because the production cost of a game show is only about half of what it costs to do an average episode of, say, *The Mary Tyler Moore Show*."

Low cost is, in fact, a prime factor in the recent resurgence of the game show. For one thing, a whole week's worth of game shows is usually shot in one day. "It was in the midsixties when we started taping five game shows a day," said Giraud Chester, executive vice president of Goodson-Todman Productions (*Match Game*, *The Price Is Right*). "Before that, we did the shows one-a-day because the quality control on color tape wasn't all that good and, besides, you wanted the

immediacy and spontaneity of a live broadcast."

But now, he said, studio facilities in New York and particularly in Hollywood are so overcrowded that it would be almost impossible to go back to the old daily schedule. "And, of course, there is a huge saving in not having to strike the set after every show," he added. "Plus the fact that it's easier to get bigger-game celebrities when you're only taking one day out of their schedules, rather than five."

The result of these economies is that, compared to the \$75,000 price of five episodes of a typical soap opera, a week's supply of game shows costs as little as \$35,000 and seldom more than \$60,000. The \$60,000 category includes game shows that use many celebrities (*Hollywood Squares*, *Match Game*) or that go in for fairly elaborate staging (*Let's Make a Deal*, *The Price Is Right*). Even more expensive is the once-a-week game show geared for prime-access time slots. *Masquerade Party*, which the distributor and owner, 20th Century-Fox Television, farms out to Hatos-Hall Productions (*Let's Make a Deal*) to put on tape, costs about \$25,000 for each show, according to Monty Hall, because of the batch of celebrities required and the budget for the costuming and make-up essential to the masquerade. Hatos-Hall has completed the taping of all of the first season's 32 episodes. They were taped three-a-day on weekends (when celebrities were more likely to be available) and each guest panelist pocketed from \$750 to \$1,000 for that day's work.

The current three-network daytime schedule registers 19 game shows (seven on NBC and six each on ABC and CBS) compared to 14 serial dramas and one off-network situation comedy, *The Brady Bunch*, the last a form of programming that has just about expired on network daytime, mainly because of a consistent demographic skew in the unwanted di-

rection of children and old people. One industry estimate puts gross sales revenues from these daytime network games at upwards of \$300 million a year, and conventional wisdom, still to be refuted, is that, in terms of the ratio of profit to investment, the game show is the most lucrative format in television, although Mr. Heatter said, tongue-in-cheek, that before adding his own certification to the conventional wisdom, "I'd like to get a look at Norman Lear's books." (Mr. Lear's Tandem Productions, of course, is responsible for *All in the Family*, *Sanford and Son*, *Good Times* and *Maude*, all of which are taped before a live audience using the method of three cameras running simultaneously so that the action doesn't have to be stopped for each new setup—a method cheaper than film.)

But the huge return on investment is not the only reason that game shows are eclipsing soap operas on the networks' daytime schedules. "You have to stick with a soap for a year or even two years before you know whether the show is going to be a success or not," said Jack Barry, the producer-host of *The Joker's Wild* on CBS. "A game show can get you big numbers in a hurry. Or, if it's a flop, you can get out fast or go on to something else."

Giraud Chester agreed. "You get a much earlier reading on audience appeal with a game show," he said. "But a serial is the reverse. CBS poured a fortune into *Love Is a Many-Splendored Thing* trying to make it go. Changing casts. Changing writers. Changing story lines. The audience just didn't respond, and CBS finally gave up." He mentioned ABC's *The Best of Everything* and NBC's *Return to Peyton Place* as further examples of enormous soap-opera investments over an extended period of time that were wiped out when the shows' ratings started at the bottom and pretty much stayed there.

Another reason for the ascendancy of game shows is that their principal ingredient—the prizes—come at little expense. Most prizes are paid for in free air time. The game shows that dole out merchandise or merchandise-and-cash as prizes for their contestants commonly work within two basic categories. The first category is the straight trade-out, or, in legal jargon, the nonfee-connected prize. Under this category, the manufacturer supplies its product free to the show in exchange for an eight-second minicommercial. This category usually covers items in the \$200-to-\$500 range, such as refrigerators and washing machines, and these trade-outs are not considered as commercials by the National Association of Broadcasters television code.

The second category—fee-connected prizes—covers small consolation-prize items (pen-and-pencil set, wrist watch, blender), which the manufacturer is eager to pay the game-show producer to use because the rate for an eight-second plug comes to only a fraction of that for a conventional 30-second spot. Because the network and the producer are paid by the prize supplier, all plugs in the second category are counted as part of the show's commercial time.

There's a third category of prizes



Hosts with the most. Game-show emcees are a durable, if rare, breed and an integral part of the success of a show. Clockwise from top left: Dennis James of Viacom's syndicated *The Price Is Right*, Monte Hall of ABC's *Let's Make a Deal*, Jack Barry of CBS's *The Joker Is Wild* and Bill Cullen of NBC's *Winning Streak*. Messrs. Cullen, Barry and James began their game-show careers in the fifties; Monte Hall is a relative newcomer with 11 years behind him with *Let's Make a Deal*.

What did these famous people all have in common?



Bernard Baruch



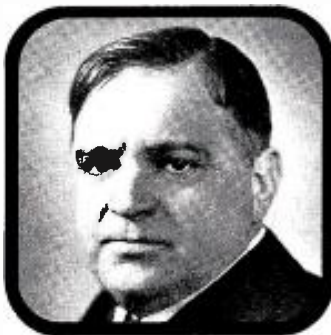
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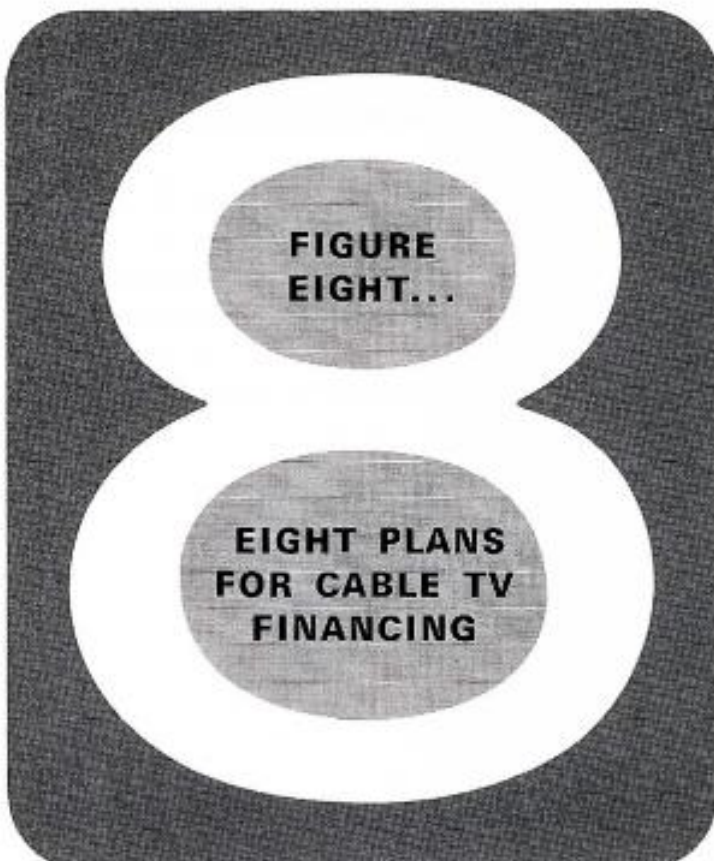
(yachts, mobile homes, all-expenses-paid trips) that have to be purchased by the networks (through intermediaries, or prize procurers, who have a number of advertisers as clients and work on a commission basis). These prizes come with a big discount because they're being given away to contestants within the matrix of an eight-second plug, but they're not counted as commercials. Like the non-fee-connected plugs, these under the NAB code's general exemption of "reasonable and limited identification of prizes and donor's names where the presentation of contest awards or prizes is a necessary part of program content."

So, only a portion of the seeming deluge of plugs on most game shows is counted as commercial time—i.e., the so-called fee-connected prizes. This system allows the networks to officially stay within the NAB guidelines of no more than eight minutes of commercials in a daytime half-hour—six minutes of regular network commercials, one minute for station breaks, and the last minute given over to the minicommercials for fee-connected prizes.

If at least some of the game shows are stretching the code's plugola criterion, they're being watched closely by the networks to avoid even a hint of rigging or fraud. The quiz-show scandals of the late 1950's led Congress to enact Section 509 of Title 47 of the U.S. Code, which makes any tampering with a game show a federal crime. In line with this governmental stricture, all of the networks now make it a practice to assign at least one member of their standards-and-compliance departments to monitor the taping of every episode of every game show.

Although, in general, the packagers think the networks overreact in some of their rulings, "it's better to have that kind of close, rigorous scrutiny than face the danger of one unscrupulous producer's giving us all a black eye," said Bob Stewart, the producer of *Jackpot* and *The \$10,000 Pyramid*. He gets agreement from Monty Hall and Jack Barry, who are hosts as well as producers of game shows for the networks. Mr. Barry has some experience to draw on. He was host on *Twenty-One*, the NBC-TV prime-time game on which Charles Van Doren won \$129,000 with answers supplied by the producers.

As game-show hosts, they're also in agreement that a personality who starts his career in show business as host of a game show and demonstrates any aptitude for the job is almost guaranteed a lifetime of all the steady work he wants. Ralph Edwards Productions tapped the 56-year-old veteran, Dennis James, for *Name That Tune* on NBC. Bill Cullen is back on another new NBC show (from Bob Stewart Productions) called *Winning Streak*, and Gene Rayburn, who was the host of *Match Game* during its run on NBC in the 1960's, was summoned again by Goodson-Todman when it resuscitated the show last year on CBS. Monty Hall, now in his 11th year as host of *Let's Make a Deal*, calls the game-show host "the most difficult person to cast in all of show business, which is why the old



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timers continue to turn up year after year."

As Mr. Hall sees it, the successful host "must be glib and be able to establish that warm, sympatico, person-to-person contact with the contestant so that there's a giving feeling between the two of you. But he must also be a good traffic cop because the right pacing is crucial to a game show."

To Jack Barry, the best master of ceremonies is one who's "quick, aggressive, can grasp the essence of the game and then execute it, make it work."

And Merrill Heatter is convinced that the host "doesn't have to be pretty—if George C. Scott told me he'd like to MC a game show. I'd put him on the air tomorrow." Mr. Heatter added that the host must have strong appeal to women, and Jack Barry said that may be the key reason why there's never been a woman MC: "The network executives say women don't want to watch other women."

"The theory at the networks is that the managerial qualities needed in a host would tend to make women come off as shrill," said Giraud Chester.

Despite these stated drawbacks, most of the game-show packagers say that within a few years there will be a hostess on a network game show. Bob Stewart even has three candidates: Betty White, Betsy Palmer and Sheila MacRae. "These women could project the take-charge quality that's needed to keep a game show running smoothly," he said.

Mr. Stewart is less sanguine about the chances of a black host's making it in the near future because "the MC has to be a pretty stern organizer to keep the show moving along, but he can't let that sternness show. He has to be both affirmative and inoffensive." Under this theory, a black man might be perceived as stern by enough people to give a potential sponsor the willies. But Mr. Hall disagreed. "Blacks and other ethnic groups are turning up regularly in commercials these days, and the sponsors seem to be selling more boxes of soap than ever," he said.

Mr. Heatter said he's also optimistic about blacks as hosts because the current game-show cycle is likely to continue for a while, and more new games mean more potential employment opportunities.

"The soap operas are continuing to suffer erosion in the ratings," he said, "because they're having a tougher time trying to shock people these days." With X-rated movies and best-selling books like Alex Comfort's "The Joy of Sex" easily within reach of the average person, he continued, the daytime serials are bound to seem tame.

As a matter of fact, game shows are being caught up in the permissive atmosphere, so much so that, according to industry sources, CBS's editors had to tone down some of the more suggestive missing-blank statements on *Match Game*. (That show's host, Gene Rayburn, reads a sentence with a key word missing—"The dentist was so eager with his first woman patient he filled the wrong"—and the contestants try to match their answers with those of a

group of celebrities.) Some of the questions and answers on *Hollywood Squares* are definitely designed to titillate. (Sample from a recent show: "What did young men traditionally put around their girl friends' necks in the 1950's?" Answered Lily Tomlin: "A ring of hickeys.")

"Chuck Barris started this whole trend with *Newlywed Game*," said Monty Hall. "When you ask two newlyweds: 'What's the first thing you do when you climb into bed, or what's the first part of your body that you wash when you step into the shower, then you know the questions are being deliberately framed to embarrass the couple.'"

Mr. Barris's recent cheerful assumption of the title "king of slob culture" also doesn't sit well with Monty Hall. "He's fouling his own nest when he makes statements like that," Mr. Hall said. "I resented it because I regard a show like *Let's Make a Deal* as perfectly valid light entertainment, no better or worse than a prime-time action show like *Kojak*. And I know judges and doctors and professors who get some laughs out of my show. Would they be considered members of the slob culture?"

These professional people probably look at the twice-a-week nighttime version of *Let's Make a Deal*. ABC lured the show away from NBC in the late 1960's, and as part of the deal gave Mr. Hall the right to do a nighttime version of it. But Mr. Hall does not have that right with his other ABC game show, *Split Second*, now in its third year, and he's tearing his hair. "*Split Second* would be perfect as a prime-time access show in syndication, and the stations are clamoring for it," he said. "But ABC claims a nighttime version would overexpose it and hurt the daytime ratings. They claim *Hollywood Squares* has lost some daytime points since it went twice-a-week at nights. To that argument I say, 'Au contraire.' But a contract's a contract."

Mr. Heatter said he has the same problem with his show, *Gambit*. "CBS just won't release it for nighttime syndication," he said. CBS also refuses to let Goodson-Todman put *Match Game* simultaneously into access time, according to Mr. Chester, who said that the refusal is "torturing" his company. "*Match Game* is the highest rated game show on all three networks right now," he moaned. "And with its celebrity format, we think it could be a smash at night. But CBS argues overexposure, and that's where we're at."

But Monty Hall is worried. "There are far too many game shows on the air right now," he said. "We've reached a saturation point that could end up hurting all of us in the ratings."

Mr. Hall thinks the solution to this problem is for the networks to get busy working up new formats. "Maybe a magazine-type show," he suggested. "Or a regular series of drama specials. Or let's get some personalities back into daytime, along the lines of an Arthur Godfrey or a Garry Moore, who were very successful when they had their own daily shows."

But Bob Stewart, for one, doesn't hold

out much hope for that kind of innovation." In 25 years of daytime programming," he said, "with all that network money and all those network brains, they've managed to come up with only games, soaps and talk shows." And he frowns, and shakes his head.

A hand-me-down classical station?

Starr set to change WNCN New York to pop and promises to donate record library to station that promises to go noncommercial

Last week brought good news for New York classical music addicts. The staff and record library (and maybe even the call letters) of the Starr Broadcasting Group's WNCN(FM) there may end up on another existing FM station in the city when WNCN goes to a pop-music format as WQIV(FM) on Oct. 1.

On-air appeals for money by William F. Buckley Jr., the chairman of Starr, to keep WNCN's 24-hour-a-day classical-music format going brought in \$150,000 in the first week alone, according to sources at WNCN.

Peter Starr, the president of the company, said Wednesday (Sept. 4) that he will make a deal soon with one of three FM stations in New York: a low-kilowatt station that would absorb the staff, the library and the call letters; a station al-

ready playing some classical music that would commit itself to going classical 24 hours a day; or a major classical station that would expand its service with the addition of the record library (valued at \$750,000) and some of WNCN's ex-staffers.

Mr. Starr refused to reveal the identities of the three stations but pointed out that whichever station is chosen as the recipient of the record library (free of charge) will, as part of the agreement, have to become noncommercial (if it's not noncommercial already). "Then," he said, "all monies collected as a result of our fund-raising drive will be turned over to that station to pay its costs of operation for the first couple of years."

He added that WNCN's revenue losses over the past 18 months (Starr bought the station in June 1973) dictated the change in format. He cited statistics from a recent study: a full 13% of the time on commercial radio stations in New York is given over to classical music, but only 4% of total broadcast revenues accrue to these stations. And WNCN is pocketing only 1/2 of 1% of the total broadcast revenues, although it needs at least 2% of them just to break even, according to Mr. Starr. "It's sad to say," he continues, "but New York can support only one commercial classical-music station, and that one is WQXR, which has a powerful signal on both AM and FM."

He thinks the Starr group will make money out of the new pop format be-

Record haul. More than \$16.1 million in pledges was raised by the Jerry Lewis Labor Day telethon against muscular dystrophy, eclipsing the previous record of \$12.4 million set in 1973. The 20-hour program was carried on 174 television stations interconnected by the Hughes Television Network for the benefit of Muscular Dystrophy Associations of America. The telethon, which originated in Las Vegas, ended last Monday (Sept. 2) at 6:30 p.m. In New York where the program was presented on WNEW-TV, pledges of almost \$1.6 million were received, compared with almost \$1.4 million in 1973. (First Lewis MD telethon, in 1966, netted only \$1 million nationally.) Mr. Lewis served as host of the national telethon with NBC-TV personality Ed McMahon co-host. There were live pick-ups during the telethon from New York and Nashville.

cause "the universe of potential pop-music listeners in New York is around 18 million people. With classical music, you've got a base of only about 1.2 million."

One classical buff who'll be driven away by the new format is Chairman Buckley himself. As he said the other day, "I have no intention whatever of listening to it ever under the new format."

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Tax credits for films simplified in new bill

**Alternatives in reform legislation:
film-by-film assessment or percent
of total production costs of all shows**

The tax reform bill, currently on the House Ways and Means Committee's drawing board, will contain a section clarifying the procedures for computing investment tax credits which can be claimed by financial backers of movie and television films.

Motion pictures and television films are treated as tangible personal property, eligible for the investment credit, in the 1971 Revenue Act. The purpose of the provision in the pending tax reform bill is to establish guidelines for some previously unsettled issues, such as how to determine a film's useful life, the basis on which the credit is computed and how to determine whether use of the film is predominantly within the U.S. These guidelines have been sketched in a report of tentative decisions by the Ways and Means Committee.

According to the report, taxpayers could choose either of two alternatives for determining whether they are eligible for the credit for past years. The first eligibility test would assess each film individually, based on its useful life and on whether it was shown predominantly in the United States. The useful life of each film would be considered ended at the finish of the first year in which it is estimated that 90% or more of the cost would be recovered by depreciation. The film's use would be considered predominantly domestic if more than 50% of its gross was derived in the U.S.

The second test for past years' credit would lump all the taxpayer's films together, taking an investment credit on the basis of 40% of the total cost of production of all the films without regard for estimated useful life or foreign use. "Transitory films" such as news features as well as films produced and shown exclusively in foreign countries would not be eligible for the credit under this alternative.

For future years, taxpayers could elect to determine their credit on a film-by-film basis using the 90% method outlined above, or they could take a credit on the basis of two-thirds of the total production cost of their collective films without regard for estimated useful life. In this case a film would not have to be used predominantly within the U.S. to be eligible for the credit. Instead the amount of credit would depend on where the film was produced rather than on where receipts come from. Again films such as news features would be ineligible for inclusion in the base on which the two-thirds credit is computed because they are considered transitory.

Sierra Club at odds with MCA

A new TV program has become involved in a dispute between conservationists and MCA Inc., one of whose subsidiaries

has the concession for services in Yosemite National Park in California.

The program is *Sierra*, an adventure series about a park ranger, being made by Mark VII and Universal TV for NBC (Thursdays, 8-9 p.m.). Universal TV is also a division of MCA.

Sierra Club officials in San Francisco have charged that MCA was seeking to develop Yosemite at the expense of its natural preservation. One claim was that the *Sierra* TV crew was disturbing the flora and fauna; that rocks were painted, and that the Park Service's rescue helicopter was tied up in filming. Yosemite Superintendent Leslie Arnberger said the meadow tramping was not harmful; that some rocks had been coated with a water-based paint to make them stand out better on film but there was a guarantee it would be removed. He also said that the use of the helicopter was with the strict understanding that it would be released immediately in an emergency.

Basically, the dispute centers on MCA-proposed changes in operating hotel and concession facilities in the park as against conservationists' campaigns to retain the park's naturalness.

Producers offered ally in dealing with networks

Advanswers Media/Programing Inc. has set up a new service for producers of TV programs to give them leverage in dealing with network officials who determine the fate of their shows.

The service ranges from interpretation of ratings to conducting in-depth audience and other studies, research and advice on time periods, target demographics, program types, scheduling and other factors to give a producer insights into network decision-making and help him avoid some problems and solve others.

Advanswers is a four-year-old operation of Gardner Advertising, St. Louis, itself a subsidiary of Wells Rich Greene, New York. Its conventional services cover a broad range, including spot buying, network buying, monitoring, sectional and regional feeds, on-air tests and production.

Paul Schulman, senior vice president and director of TV programs for the New York-based Advanswers, said last week he has discussed the new service with producers of 12 programs on this fall's network schedules and expects to sign all 12.

Program Briefs

And all that Jazz. WGSO(AM) New Orleans has acquired broadcast rights for coming season to all 89 games of New Orleans Jazz, expansion team in National Basketball Association. Station, which plans to set up multistate regional network for Jazz games, also announced Hot Rod Hundley, former all-American and all-pro, will handle play-by-play.

Covering Dixie like the dew. WSB-TV Atlanta for third year will cover selected Atlanta Flames road game with 15 of

planned 20 telecasts scheduled for prime time. Jiggs McDonald will return to do play-by-play with wsb-TV's Bob Neal on color. Back as sponsors for National Hockey League club's TV: Carling Brewing (Tuborg beer), Coca-Cola and Eastern Airlines.

More TV for Celts. WBZ-TV Boston will expand its coverage of Boston Celtics 1974-75 schedule to minimum of 16 games. Dick Stockton will again do play-by-play for National Basketball Association champions with Bob Cousy newly signed for color.

Emphasis on music on TV. New production center whose purpose is "to build audiences for music on television" is now putting together five half-hour films for showing on Public Broadcasting Service beginning in January 1975. Called The Music Project for Television Inc., the center, based in New York, is headed by Allan Miller, who won Academy Award for his short film, "The Bolero," (Zubin Mehta conducting Los Angeles Philharmonic). Center has received grants from the National Endowment for the Arts, the Corporation for Public Broadcasting, Kansas City Philharmonic, Maryland Arts Council and Pyramid Films.

New in Carolina. Cinema House, Jamestown, N.C., film production company, has been formed by Jeff Clarke, former special assignment editor for WGHP-TV High Point, N.C. Cinema House will specialize in documentary production with emphasis on educational, informational and historical films, and will also offer commercial production facilities. *Cinema House, 3326 Colony Drive, Jamestown, N.C. 27282. (919) 454-3852.*

Snow biz. TV Sports Scene Inc., 5001 West 80th Street, Minneapolis, has signed in 44 markets and awaits confirmation from seven others, for 13-episode, half-hour series on skiing. *The American Ski Scene*, with host Billy Kidd, was filmed at country's top slopes with guest appearances by ski pros, stunt skiers, celebrities and late Chet Huntley at his Montana resort.

Signs writer-producer. Columbia Pictures Television, Los Angeles, has signed Oscar- and Emmy-winning writer-producer Abby Mann (*Marcus-Nelson Murders*) to develop and produce long-form television projects. First one is to be two-hour TV feature, "Medical Story," realistic look at medicine that will also serve as pilot for projected hour-long anthology series. Mr. Mann also was signed by



Bill Beutel, Stephanie Edwards, Bob Kennedy. They're the on-camera team who will lead ABC-TV's foray into early-morning television on *A.M. America*, starting Jan. 6 (7-9 a.m. NYT). Selection of the trio, all currently key figures in news or talk shows at ABC-owned stations, was announced last Thursday (Sept. 5) by ABC officials who said they were chosen from some 200 prospects over the past six months.

Bill Beutel, who is co-anchor of WABC-TV New York's highly rated *Eyewitness News* and anchor of the Sunday-night edition of *Weekend News* on ABC-TV, will be host of *A.M. America* and Miss Edwards and Mr. Kennedy will be co-hosts. Miss Edwards, a TV and motion-picture actress who since early 1971 has been co-host of *Ralph Story's A.M.* on KABC-TV Los Angeles, will work with Mr. Beutel in New York, the program's home base. Mr. Kennedy, of the 90-minute *Kennedy & Co.* morning show and 60-minute *Kennedy at Night* on WLS-TV Chicago, will be a traveling host for segments originating in cities other than New York. Most of the time, officials say, the entertainment/information program will originate in at least two cities: New York and one other.

Its newscasts will be anchored in Washington by an ABC newsman (or news-woman) to be selected, officials say, within the next couple of months. The senior program producer is to be selected by about mid-September, and officials hope the *A.M. America* staff will be functioning by the end of October, more than two months before air time. Eventually the program is expected to occupy some 30 ABC News people plus 25 to 30 programming people in New York.

Dennis Doty, director of morning program development, said the new on-air trio form "a solid, balanced team" offering "credibility, likeability and wearability." "They're not national names yet," he said, "but they have tremendous potential to build."

Although Miss Edwards and Mr. Kennedy presumably will have to give up their local shows, Mr. Beutel may retain his co-anchor role on the early-evening *Eyewitness News* in New York. ABC sources said that decision would be made by WABC-TV officials.

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CPT's parent Columbia Pictures to develop and produce theatrical motion pictures.

Games people play. Merv Griffin Productions, Los Angeles, is producing new game show, *The Wheel of Fortune*, as pilot for NBC-TV, with Edd Byrnes, star of *77 Sunset Strip*, as host and Susan Stafford as hostess. Producer is John Rhinehart; director, Marty Pasetta.

Sooners around world. University of Oklahoma football will have more than regional audience as American Forces Radio Network takes broadcasts to some 350 stations outside of U.S. for third straight year. Broadcasts, produced by Oklahoma News Network, will also be on 40 ONN affiliates in Oklahoma and on stations in Arkansas, Kansas, Missouri, New Mexico, Louisiana, Colorado, Texas and California.

Said says. Fouad Said, founder of Cinemobile, forerunner of Fouad Said Productions that was merged with Taft Broadcasting Co. in 1968, has filed breach of contract suit in Los Angeles Superior Court against Taft Broadcasting asking \$105,288. He is also seeking to void contract provision that prohibits him for three years from performing services in Los Angeles area using same type of mobile filming equipment he pioneered at Cinemobile.

Club fights. Solar Productions Inc., Bellevue, Wash., announces syndication of *Western Fight of the Week*, weekly

one-hour barter video tape of boxing in West, primarily from San Diego, with Mickey Davies announcer and interviewer. Solar has signed Homelite Chain Saws and First National Bank of Seattle as sponsors of four of eight commercial minutes in show (other four are for station sale itself), but only for state of Washington. Show has been sold in 10 markets.

Happy birthday, America. Tony Visk Creative Broadcasting, Atlanta, has developed U.S. bicentennial promotion package for use by radio stations and advertisers. Labeled *America '76*, package includes 30- and 60-second profiles of American patriots, salutes great events of nation's past. Package also features scripts for personalized delivery, musical introductions, programing and promotion ideas and audience participation contest. Programs are offered on exclusive market-by-market basis. *Suite 114, 2971 Flowers Road South, Atlanta 30341.*

Kirschner steps up activity

Merrill Grant, the president of Don Kirschner Productions, has reported that the company has gone into production of two 90-minute late-night mysteries for the *ABC Wide World of Entertainment* series, has secured a commitment from CBS-TV for an annual 90-minute special featuring various rock performers, and has signed with NBC for a made-

for-TV movie called "The Bobby Darin Story."

In addition, Mr. Grant said, Kirschner Productions is putting together a daytime game-show pilot for CBS-TV called *Musical Chairs* and is working on "two series-development projects" for NBC-TV.

No cavities in NBC bleep

FCC finds network acted responsibly in deleting possibly defamatory reference to toothpaste on 'Tonight'

When NBC deleted the word "Crest" from a Johnny Carson *Tonight* show joke about excessive lead content in toothpaste tubes, it was not being arbitrary or capricious or following a policy of protecting its private commercial interests, the FCC said last week. Rather, it said, the network, which had expressed concern about airing possibly "defamatory" material, had acted responsibly and in good faith.

The commission issued the ruling in rejecting a complaint filed in behalf of the National Citizens Committee for Broadcasting and several individual "television viewers" as a result of NBC's action in editing the joke, which occurred on July 4, 1972. The complaint was filed the following November. The delay in the commission's response, according to one official, was that the item was given a "low priority."

However, the commission used the opportunity to state again its reluctance to involve itself in matters dealing with specific program content—a reluctance usually stated in connection with news programing. The commission said that unless there was "extrinsic evidence" of a policy inconsistent with the public interest, it would not seek to establish the "true" motives by inference or credibility findings. The "inference" of self-serving action would not be sufficient basis for its intervention in programing, the commission said.

The complaint said that in deleting "Crest" from the joke, NBC had engaged in censorship that violated the First Amendment and the Communications Act. The complaint asked the commission to rule that broadcasters may not, with certain limited exceptions, delete or censor comments in the course of normal programing. And it raised the question of whether NBC had acted to protect its private commercial interests, since Procter and Gamble, Crest's manufacturer, is a heavy television advertiser.

NBC indicated in its reply that it had been guided by legal considerations. It said its attorneys had advised it that the reference to Crest in the context of the joke was "very possibly defamatory in that no hard evidence was at hand to back up the contention that Crest contained lead at the time the decision was made."

NBC added that officials who reviewed the Carson program had to make a quick

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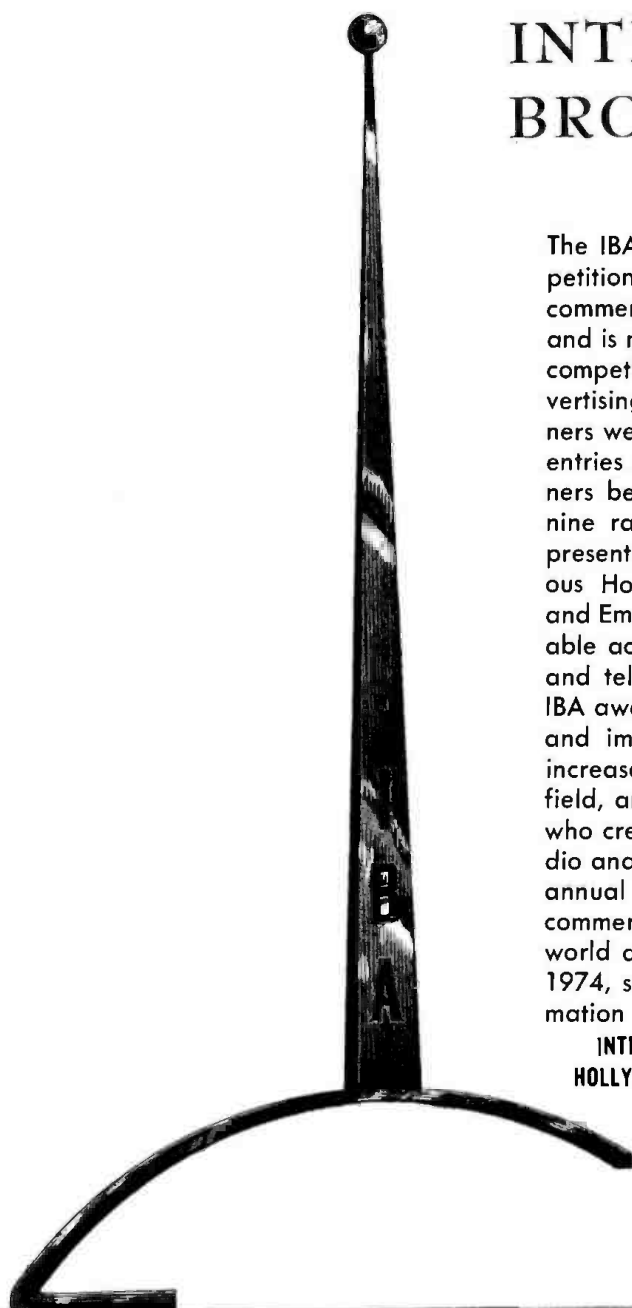
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decision as to the accuracy of the statement without benefit of access to possible substantiation. Under the circumstances, the network said, it believed its actions were responsible.

The commission agreed with that assessment. It also said that broadcast licensees are not obliged to accept all program matter offered, as are common carriers. Rather, it added, they could establish standards governing the acceptability of broadcast material and were free to delete portions of programs that did not meet those standards.

For itself, the commission said, it is barred by the Communications Act from exercising the power of censorship over broadcast matter and, with limited exceptions, did not direct broadcasters in selecting program material.



Other side of the camera. Two of the biggest names in pro sports, Oscar Robertson of the National Basketball Association, and Johnny Unitas of the National Football League, signed last week as sports broadcasters with CBS-TV. The Milwaukee Bucks basketball star, retiring after 14 years in the NBA, will serve as analyst on CBS-TV's NBA coverage, which starts Oct. 27. The Baltimore Colts' long-time quarterback, who retired earlier this year, will do analysis on NFL broadcasts, with yesterday's (Sept. 8) preseason Atlanta-Denver game as his first assignment. Above (l to r): Mr. Robertson; NFL Commissioner Pete Rozelle, NBA Commissioner Walter Kennedy and Mr. Unitas.

Broadcast Advertising

Three years later: mothers remain split over TV commercials

However, ANA study finds majority see benefits to young in programing

Mothers of America have reaffirmed their belief, by better than eight to one, that television has been good for their children. They're still divided on whether this is also true of TV commercials.

These conclusions are drawn from results of a special study made public last week, along with its 1971 counterpart, by the Association of National Advertisers. Both studies were conducted by the A.C. Nielsen Co. ANA filed the results with the Federal Trade Commission in connection with FTC's proposed ban on TV advertising of premiums to children (BROADCASTING, July 1, et seq.).

The new study, conducted March 30-April 1 this year among a sample of U.S. mothers of children between the ages of 2 and 20, largely confirmed the 1971 findings—which themselves had been filed with the FTC at that time in conjunction with FTC's hearings on modern advertising practices.

In the new study 82% of the mothers felt that, over-all, TV's effects on children are "good." This represented a gain from 80% in 1971. Those taking the opposite view, that TV's effects are "bad," increased from 6% to 9%.

In the "good" column, mothers were more enthusiastic this year about TV's educational benefits to their children (cited by 49%, up from 42% in 1971), entertainment values (38% vs. 34%) and its ability to expand the child's awareness of the world (36% vs. 31%). On the negative side, "too much violence," other programs that "children shouldn't see" and a tendency of children to "watch too much" were the principal offenders.

As to the effects of TV advertising, the product awareness that commercials create was seen as having good implications by 41% of the mothers but bad implications by 43%. Both figures repre-

sent a decline of a couple of percentage points in commercials' esteem. Those who found beneficial entertainment values in commercials increased from 19% to 24%, while those offering negative social comments remained unchanged at 21%.

The ANA considered it "significant in view of current FTC actions against premium advertising to children that the mothers interviewed in the 1974 survey did not in fact mention 'premiums' at all."

ARF unveils revamped plan for market research audits

A new program for extensive and continuous auditing of advertising research was announced last week by the non-profit Advertising Research Foundation, which said its first client would be W. R. Simmons, for an analysis of Simmons's 1974-75 Study of Selective Markets and the Media Reaching Them.

The new program, called Total Audit Plan, supplements ARF's Open Audit Plan, initiated several years ago as a spot auditing activity financed by a number of companies that use advertising research services. TAP will be more extensive than OAP, and will be done at the expense of the service being audited, for the benefit of that service and of advertising generally.

The Simmons service's 1972-73 research went through the open audit plan, which officials said turned up some problems. Since then the company has been reorganized and its new management asked ARF to take a deeper look at its new research through the TAP.

The Simmons service reports on magazine and newspaper reading, TV viewing and radio listening habits of a cross-section of adults not only in terms of demographics but of their ownership, purchase and use of a variety of products. In the published reports, TV viewing is shown in terms of network and syndicated shows; newspaper reading and radio listening are general, without identification of specific stations or papers.

Burger King ups radio-TV ante

Burger King Corp., Miami, plans to beef up its broadcast advertising campaign for the year beginning this month with an additional \$2 million in television and radio for a combined investment of more than \$11 million.

Starting this week, Burger King will continue its "Have It Your Way" campaign for a second year. The company's advertising outlay of about \$13 million will cover about \$10.5 million in television, \$500,000 in radio and the remainder in print. Approximately \$8 million will be spent in spot television.

"'Have It Your Way' is the most successful advertising campaign we've ever had," said J. Jeffrey Campbell, Burger King's director of marketing management.

The new "Have It Your Way" commercials focus on various Burger King products (Whopper and Whopper Jr.) and services (food prepared to order, clean stores, friendly personnel). BBDO, New York, created the campaign.

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Business Briefs

Rep appointment. WLFI-TV Lafayette-Kokomo, Ind.: Dwyer Broadcast Sales and Services, Beverly Hills, Calif. (for West). ■ WHYI(AM) Fort Lauderdale, Fla.: H-R/Stone, New York.

Returning. Edward A. Roncarelli, president of NCK International, has moved his headquarters from London back to New York, in home offices of Norman, Craig & Kummel and parent NCK Organization Ltd. at 919 Third Avenue, 10022. Mr. Roncarelli moved to London three years ago to supervise agency's European expansion, which increased European billings to reported \$110 million last year. While he returns to New York, NCK Europe, which reports to him, will remain based in London.

Eight buck FTC. Within one week of Federal Trade Commission announcement of its mailing of line-of-business questionnaire to 345 of nation's largest businesses, eight U.S. corporations filed class action suit challenging FTC's right to require LOB reporting. In initial round, FTC is requiring companies to detail costs for advertising, total sales, direct costs, direct research and development expenditures and direct assets for each product line; second round of questionnaires will ask data on net profits by line of business. U.S. Chamber of Commerce, which announced suit, last month, said it feels data collected would constitute invasion of confidentiality of companies' records, that data may find its way into competitor's hands. Suit charges that LOB requirements exceed FTC authority. Companies in suit include Aluminum Co. of America, duPont, General Electric, General Motors, B. F. Goodrich, International Paper, Owens-Illinois and Union Carbide.

Selling for Olympic. Sports Media Sales, Beverly Hills, Calif., has been selected as exclusive national sales representative for Olympic Broadcasting Service, subsidiary of Olympic Savings and Loan, Berwyn, Ill. Olympic Broadcasting owns TV broadcast rights to National Basketball's Chicago Bulls and World Hockey League's Chicago Cougars. Olympic Broadcasting will produce regional Notre Dame basketball telecasts in coming season.

Anti-Gallo spots sought. United Farm Workers of America (AFL-CIO), which has been leading national boycott of all Gallo Wine Co. products, has sent letters to television broadcasters (three networks plus TV stations in California and those carrying Gallo commercials in top-10 markets) asking them to run free UFW spots asking viewers not to buy Gallo products. UFW attorney Sanford N. Nathan said stations are abetting Gallo by carrying advertising aimed at getting people to buy Gallo products. Therefore, Mr. Nathan said, as matter of fairness stations ought to carry UFW commercials seeking to persuade viewers not to buy Gallo products. Labor conflict between UFW and Gallo, Mr. Nathan noted, is

BAR reports television-network sales as of Aug. 25

ABC \$402,981,500 (30.3%), CBS \$485,775,400 (36.6%), NBC \$440,105,600 (33.1%)

| Day parts | Total minutes week ended Aug. 25 | Total dollars week ended Aug. 25 | 1974 total minutes | 1974 total dollars | 1973 total dollars |
|-------------------|----------------------------------|----------------------------------|--------------------|------------------------|------------------------|
| Monday-Friday | | | | | |
| Sign-on-10 a.m. | 68 | \$ 445,600 | 2,229 | \$ 15,093,200 | \$ 15,739,100 |
| Monday-Friday | | | | | |
| 10 a.m.-6 p.m. | 990 | 7,848,900 | 33,659 | 289,738,700 | 249,547,500 |
| Saturday-Sunday | | | | | |
| Sign-on-6 p.m. | 238 | 1,852,400 | 9,358 | 125,055,100 | 114,785,100 |
| Monday-Saturday | | | | | |
| 6 p.m.-7:30 p.m. | 99 | 1,513,200 | 3,326 | 68,787,800 | 61,342,400 |
| Sunday | | | | | |
| 6 p.m.-7:30 p.m. | 9 | 79,200 | 461 | 727,133,200 | 668,699,200 |
| Monday-Sunday | | | | | |
| 7:30 p.m.-11 p.m. | 414 | 17,989,100 | 13,278 | 727,133,200 | 668,699,200 |
| Monday-Sunday | | | | | |
| 11 p.m.-Sign-off | 178 | 3,250,000 | 5,822 | 93,204,100 | 80,762,700 |
| Total | 1,996 | \$32,978,400 | 68,133 | \$1,328,862,500 | \$1,201,005,100 |

Hot July. Advertisers spent \$136 million in network TV in July, beating their July 1973 mark by 13.1% and lifting their total for the year to \$1.2 billion, up 10.8% from the same period last year, according to estimates released by the Television Bureau of Advertising and compiled by Broadcast Advertisers Reports. Weekday daytime spending increased 31.3% to \$35.8 million in July, helped substantially by the absence of the Senate Watergate hearings, whose coverage cut heavily into daytime network revenues last summer. For the first seven months, weekday daytime was up 15.2%. Nighttime spending gained 9.3% in July and by virtually the same percentage—9.5% in the first seven months. Saturday-Sunday daytime was down 8% in July but up 9.4% for the seven-month period.

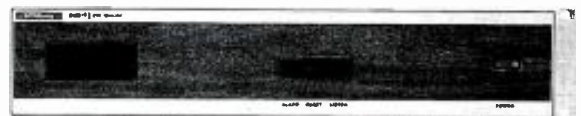
| | July | | | January-July | | |
|--------------|--------------------|--------------------|--------------|----------------------|----------------------|--------------|
| | 1973 | 1974 | % chg. | 1973 | 1974 | % chg. |
| Daytime | \$ 35,852.4 | \$ 43,679.7 | +21.8 | \$ 346,725.3 | \$ 393,231.6 | +13.4 |
| Mon.-Fri. | 27,232.8 | 35,752.0 | +31.3 | 240,313.3 | 276,812.3 | +15.2 |
| Sat.-Sun. | 8,619.6 | 7,927.7 | -8.0 | 106,412.0 | 116,418.7 | +9.4 |
| Nighttime | 84,412.5 | 92,298.2 | +9.3 | 752,136.8 | 823,912.2 | +9.5 |
| Total | \$120,264.9 | \$135,977.0 | +13.1 | \$1,098,862.1 | \$1,217,143.8 | +10.8 |

| | ABC | CBS | NBC | Total |
|--------------|-------------|-------------|-------------|---------------|
| January | \$ 56,380.6 | \$ 63,864.7 | \$ 63,512.4 | \$ 183,757.7 |
| February | 54,457.0 | 61,603.6 | 55,467.2 | 171,527.8 |
| March | 61,139.3 | 69,823.0 | 62,730.2 | 193,692.5 |
| April | 55,507.8 | 72,311.2 | 64,340.8 | 192,159.8 |
| May | 51,540.8 | 69,349.7 | 60,576.4 | 181,466.9 |
| June | 47,736.0 | 58,912.9 | 51,912.3 | 158,561.2 |
| July | 41,226.9 | 49,458.2 | 45,292.8 | 135,977.9 |
| Year to date | \$367,988.4 | \$445,323.3 | \$403,832.1 | \$1,217,143.8 |

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matter of public controversy.

Equal time. Hearings on modern advertising practices conducted by Federal Trade Commission in 1971, form basis for book, "Advertising, Management and Society—A Business Point of View," by Francesco M. Nicosia, professor in consumer research program of Graduate School of Business Administration, University of California at Berkeley. Book is in two parts. First examines advertising practices, management, and execution; second takes broader look at role of advertising in socioeconomic system. Among topics treated are advertising theory, its impact on and relationship to consumers, and governmental regulation and self-regulation of advertising. Chapters include excerpts of testimony presented in 18 days of hearings as well as accompanying analysis of current theory and academic thought. Book is published by McGraw-Hill, New York.

How to. RKO General Radio is offering "Breakthrough Course of Radio Selling," consisting of 400-page book plus 12 cassettes. Course is principally aimed at training of radio broadcast salesmen, but also contains chapters on history of broadcasting, programing, research, etc. Price is \$250 per copy.

New agency. Hartel, Catalano & Gornick Inc., New York, has been formed with billings of almost \$4 million from accounts including C&C Cola, Monroe Calculator Co. and Better Vision Institute. Officers of new agency are Michael Hartel, chairman; Joseph Gornick, president, and Vito Catalano, executive vice president and creative director. 18 East 48th Street, New York 10017.

Advice for entrepreneurs. Phoenix Mutual Life Insurance Co., Hartford, Conn., begins two-month spot radio campaign in mid-October aimed at nation's small business owners and giving advice on inflation and other problems.

Books

Cavett, by Dick Cavett and Christopher Porterfield. Harcourt Brace Jovanovich, Inc., New York. 373 pp. \$8.95.

The talk show host and his Yale roommate offer an insight to the personality and background of the late-night intellectual imp. From Nebraska boyhood to *Tonight Show* writer for Jack Paar, to pointers from Groucho and network troubles, the writers' humor is wry and anecdotes often inflated. For viewers who watch some 165 ABC affiliates carrying the Cavett show it offers some behind-the-scenes gossip; for industry veterans it's nothing new.

"British Broadcasting," by Anthony Smith. David and Charles Ltd., North Pomfret, Vt. 271 pp. \$15.

Mr. Smith's text explains the historical underpinnings of the British broadcast system and its role in today's society. Specific issues and events in broadcasting are examined through official government documents and special reports released since the industry's early growth.

Music

Breaking In

Honey Honey—Abba (Atlantic) and **Honey Honey—Sweet Dreams** (ABC/Dunhill) ■ There is a fairly active cover battle between these two versions of a song written by the Abba team of Benny Andersson, Stig Anderson and Bjorn Ulvaeus.

Abba, a group from Sweden, presently has a hit single, *Waterloo*, on the "Playlist" at 43, down from 35 last week. Abba's version of *Honey Honey* was culled from its album, also titled *Waterloo*, after the cover version by Sweet Dreams began to make some movement several weeks ago.

Abba's strength is its exposure by the *Waterloo* single. But Sweet Dream's strength comes from an early release—mid-July.

The Sweet Dreams treatment of the song is not as soft and lush as Abba's. Both songs bear a distinct resemblance to a hit of several years ago, *Sugar Sugar*, by the Archies.

Stations reported on the Abba *Honey Honey*: WSAX(AM) Huntington, W. Va.; WJDX(AM) Jackson, Miss.; WINX(AM) Rockville, Md.; KEYS(AM) Corpus Christi, Tex., and WCOS(AM) Columbia, S.C.

Those on the Sweet Dreams version: KOIL(AM) Omaha, WIXY(AM) Cleveland, WEAM(AM) Arlington, Va., WMEX(AM) Boston, WBRQ(AM) Augusta, Ga., and KCPX(AM) Salt Lake City.

Give It To The People—Righteous Brothers (Capitol) ■ These nonsibling "brothers" were riding high on top-40 radio in the mid-sixties when they each decided to go the solo route. Neither, however, got very far as an individual act, and now they are back together again. They have an album out, a hit single, *Rock and Roll Heaven* (now 65 on the "Playlist") and a new release, the title cut from their album, *Give It To the People*, which comes on the "Playlist" this week at 72 and should re-establish these two practitioners of "blue-eyed soul" as automatic hit-makers.

Bill Medley and Bobby Hatfield's careers and feelings about music are the subject matter of this single. They deliver it in a style that hasn't let up since their biggest hit, *You've Lost That Lovin' Feeling*.

Give It To the People broke out of the Southeast, long the Righteous Brothers' stronghold, but quickly spread nationally. Stations reporting last week on their new single included: WHHY(AM) Montgomery, Ala.; WSGA(AM) Savannah, Ga.; WFOM(AM) Marietta, Ga.; WMP5(AM) Memphis, WIXY(AM) Cleveland, KIMN(AM) Denver and WMEX(AM) Boston.

Life Is a Rock But the Radio Rolled Me—Reunion (RCA). Three musicians who worked a brief top-40 craze in the sixties known as bubblegum music now are back together again with their first chartmaker since their days as the Ohio Express and

Chewy, Chewy and Yummy, Yummy, Yummy, I've Got Love in My Tummy. Joey Levine, the lead singer, wrote and produced this new single with former partners Paul DiFranco and Mark Bellaac. It's their first recording together in more than 10 years.

The song is a litany of pop artists, singers, musicians, groups, labels, record companies, music houses and music-industry names famous and not-so-famous.

The novelty of this item is boosting it onto playlists. Stations reported on *Life Is a Rock* last week included several important "breaking" stations: KJR(AM) Seattle, KIMN(AM) Denver, KJOY(AM) Stockton, Calif., and WCOL(AM) Columbus, Ohio.

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

- AMERICA, David Essex (Columbia).
- EARLY MORNING LOVE, Sammy Johns (GRC).
- GIVE ME A REASON TO BE GONE, Maureen McGovern (20th Century).
- HIGHER PLANE, Kool & the Gang (De-lite).
- HONEY HONEY, ABBA (Atlantic).
- HONEY HONEY, Sweet Dreams (ABC/Dunhill).
- JAMES DEAN, Eagles (Asylum).
- PEOPLE GOTTA MOVE, Gino Vanelli (A&M).
- SECOND AVENUE, Art Garfunkel (Columbia).
- SECOND AVENUE, Tim Moore (Asylum).
- SURFIN' U.S.A., Beach Boys (Capitol).
- SUZIE GIRL, Redbone (Epic).
- TELL HER LOVE HAS FELT THE NEED, Eddie Kendricks (Tamla).
- WALK ON, Neil Young (Reprise).
- WATCH OUT FOR LUCY, Dobie Gray (MCA).

Tracking the 'Playlist.' Heading the action on this week's chart is a fast-rising R&B crossover, *Skin Tight*, by the Ohio Players, that entered the "Playlist" last week at 49 and now stands at 24. Bolted in its third week is Blue Swede's second U.S. hit, *Never My Love*, now at 33. Right behind is a single by a new British group, Bad Company, titled *Can't Get Enough*, which is bolted at 34. Other records with bolts: Carole King's *Jazzman*, breaking the top 40 at 38; Mac Davis's country tune, *Stop and Smell the Roses* (42); the Miracles' *Do It Baby* (44); the Osmonds' *Love Me for a Reason* (45); a two-month-old single by America that is now beginning to move, *Tin Man* (54); Bachman-Turner Overdrive's new release, *You Ain't Seen Nothin' Yet*, which breaks the "Playlist" at 54; the Souther Hillman Furay Band's *Falling in Love*, which moves after several weeks at the tail end of the chart up to 58, and Gordon Lightfoot's new single, *Carefree Highway*, which comes on at 64.

The Broadcasting Playlist™ Sep 9

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

| Over-all rank | Last week | This week | Title (length) Artist—label | Rank by day parts | | | |
|---------------|-----------|-----------|--|-------------------|--------|------|-------|
| | | | | 6-10a | 10a-3p | 3-7p | 7-12p |
| 2 | 1 | 1 | (You're) Having My Baby (2:32) Paul Anka—United Artists | 1 | 1 | 1 | 2 |
| 1 | 2 | 2 | The Night Chicago Died (3:30) Paper Lace—Mercury | 2 | 2 | 2 | 1 |
| 4 | 3 | 3 | I Shot the Sheriff (3:19) Eric Clapton—Allantic | 3 | 4 | 3 | 3 |
| 10 | 4 | 4 | Can't Get Enough of Your Love (3:15) Barry White—20th Century | 4 | 3 | 6 | 4 |
| 3 | 5 | 5 | Feel Like Makin' Love (2:55) Roberta Flack—Allantic | 6 | 5 | 5 | 5 |
| 9 | 6 | 6 | Then Came You (3:53) Dionne Warwick & the Spinners—Allantic | 5 | 6 | 7 | 6 |
| 5 | 7 | 7 | Tell Me Something Good (3:30) Rufus—ABC/Dunhill | 7 | 7 | 4 | 7 |
| 8 | 8 | 8 | Rock Me Gently (3:28) Andy Kim—Capitol | 9 | 8 | 8 | 8 |
| 6 | 9 | 9 | Don't Let the Sun Go Down on Me (5:33) Elton John—MCA | 8 | 9 | 9 | 9 |
| 7 | 10 | 10 | I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM | 10 | 10 | 10 | 10 |
| 20 | 11 | 11 | I Honestly Love You (3:35) Olivia Newton-John—MCA | 11 | 12 | 13 | 15 |
| 13 | 12 | 12 | Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury | 13 | 13 | 12 | 13 |
| 11 | 13 | 13 | Please Come to Boston (3:57) Dave Loggins—Epic | 16 | 11 | 17 | 12 |
| 16 | 14 | 14 | Nothing from Nothing (2:40) Billy Preston—A&M | 12 | 15 | 14 | 16 |
| 19 | 15 | 15 | Hang On in There Baby (3:23) Johnnie Bristol—MGM | 19 | 17 | 11 | 11 |
| 24 | 16 | 16 | Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill | 14 | 14 | 15 | 14 |
| 14 | 17 | 17 | Annie's Song (2:58) John Denver—RCA | 17 | 16 | 19 | 17 |
| 12 | 18 | 18 | Rock Your Baby (3:14) George McCrae—T.K. Records | 15 | 22 | 16 | 18 |
| 17 | 19 | 19 | Another Saturday Night (2:28) Cat Stevens—A&M | 18 | 18 | 18 | 19 |
| 15 | 20 | 20 | Sideshow (3:25) Blue Magic—Atco | 20 | 21 | 23 | 24 |
| 22 | 21 | 21 | You Haven't Done Nothin' (3:20) Stevie Wonder—Tamlia | 22 | 23 | 27 | 25 |
| 18 | 22 | 22 | Rock the Boat (3:05) Hues Corp.—RCA | 24 | 25 | 20 | 26 |
| 25 | 23 | 23 | You & Me Against the World (3:08) Helen Reddy—Capitol | 21 | 19 | 29 | 29 |
| 49 | 24 | 24 | Skin Tight (2:05) Ohio Players—Mercury | 23 | 24 | 26 | 27 |
| 23 | 25 | 25 | Wildwood Weed (2:40) Jim Stafford—MGM | 25 | 26 | 24 | 23 |
| 26 | 26 | 26 | Sweet Home Alabama (3:20) Lynard Skynryd—MCA | 26 | 27 | 25 | 30 |
| 30 | 27 | 27 | Let's Put It All Together (2:55) Stylistics—Avco | 27 | 20 | 28 | 28 |
| 34 | 28 | 28 | Beach Baby (3:02) First Class—U. K. Records | 28 | 28 | 22 | 22 |
| 21 | 29 | 29 | Wild Thing (2:56) Fancy—Big Tree | 31 | 29 | 21 | 20 |
| 37 | 30 | 30 | Clap for the Wolfman (3:29) Guess Who—RCA | 29 | 30 | 30 | 32 |
| 28 | 31 | 31 | It's Only Rock 'n Roll (4:46) Rolling Stones—Rolling Stones | 30 | 31 | 31 | 31 |
| 40 | 32 | 32 | Earache My Eye (5:17) Cheech & Chong—A&M | 37 | 35 | 32 | 21 |
| 45 | 33 | 33 | Never My Love (2:27) Blue Swede—EMI | 33 | 32 | 33 | 35 |
| 48 | 34 | 34 | Can't Get Enough (3:20) Bad Company—Allantic | 39 | 34 | 34 | 33 |
| 31 | 35 | 35 | Radar Love (2:53) Golden Earrings—MCA | 38 | 36 | 35 | 34 |
| 33 | 36 | 36 | The Air that I Breathe (3:33) Hollies—Epic | 34 | 39 | 36 | 36 |
| 41 | 37 | 37 | Free Man in Paris (2:56) Joni Mitchell—Allantic | 32 | 33 | 38 | 37 |
| 65 | 38 | 38 | Jazzman (3:43) Carole King—Ode | 35 | 38 | 37 | 39 |
| 32 | 39 | 39 | Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell | 36 | 40 | 39 | 40 |
| 43 | 40 | 40 | You Little Trustmaker (2:49) Tymes—RCA | 42 | 44 | 40 | 42 |
| 29 | 41 | 41 | Keep on Smiling (3:25) Wet Willie—Capricorn | 41 | 41 | 41 | 43 |
| 52 | 42 | 42 | Stop & Smell the Roses (2:55) Mac Davis—Columbia | 40 | 43 | 42 | 44 |

| Over-all rank | Last week | This week | Title (length) Artist—label | Rank by day parts | | | |
|---------------|-----------|-----------|--|-------------------|--------|------|-------|
| | | | | 6-10a | 10a-3p | 3-7p | 7-12p |
| 35 | 43 | 43 | Waterloo (2:46) ABBA—Atlantic | 48 | 37 | 47 | 38 |
| 56 | 44 | 44 | Do It Baby (2:55) Miracles—Tamlia | 46 | 42 | 46 | 41 |
| 55 | 45 | 45 | Love Me for a Reason (3:45) Osmonds—MGM | 43 | 48 | 43 | 47 |
| 47 | 46 | 46 | Sugar Baby Love (3:33) Rubettes—Polydor | 44 | 45 | 44 | 51 |
| 50 | 47 | 47 | I Love My Friend (2:24) Charlie Rich—Epic | 45 | 46 | 49 | 52 |
| 38 | 48 | 48 | Rub It In (2:12) Billy "Crash" Craddock—ABC/Dunhill | 47 | 51 | 45 | 48 |
| 51 | 49 | 49 | Kings of the Party (3:20) Brownsville Station—Big Tree | 49 | 52 | 51 | 49 |
| 57 | 50 | 50 | I Saw a Man and He Danced with His Wife (3:13) Cher—MCA | 50 | 50 | 52 | 56 |
| 60 | 51 | 51 | The Bitch Is Back (3:50) Elton John—MCA | 51 | 57 | 48 | 54 |
| 44 | 52 | 52 | Kung Fu (3:47) Curtis Mayfield—Curtom | 55 | 47 | 55 | 50 |
| 39 | 53 | 53 | Call on Me (4:00) Chicago—Columbia | 57 | 54 | 53 | 46 |
| 64 | 54 | 54 | Tin Man (3:25) America—Warner Brothers | 52 | 53 | 58 | 58 |
| 27 | 55 | 55 | Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill | 66 | 49 | 69 | 45 |
| 62 | 56 | 56 | Moonlight Special (3:47) Ray Stevens—Barnaby | 59 | 58 | 54 | 59 |
| — | 57 | 57 | You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury | 67 | 61 | 50 | 55 |
| 71 | 58 | 58 | Falling in Love (3:30) Souther, Hillman, Furay Band—Asylum | 61 | 59 | 56 | 57 |
| 42 | 59 | 59 | Sure as I'm Sitting Here (2:55) Three Dog Night—ABC/Dunhill | 54 | 60 | 57 | 65 |
| 54 | 60 | 60 | Eyes of Silver (2:47) Doobie Brothers—Warner Brothers | 55 | 55 | 63 | 61 |
| 66 | 61 | 61 | It Could Have Been Me (3:17) Sami Jo—MGM South | 62 | 62 | 61 | 66 |
| 70 | 62 | 62 | You Can Have Her (3:00) Sam Neely—A&M | 58 | 65 | 64 | 70 |
| 69 | 63 | 63 | Boogie Bands & One Night Stands (3:25) Kathy Dalton—Discreet | 63 | 63 | 66 | 63 |
| — | 64 | 64 | Carefree Highway (3:45) Gordon Lightfoot—Reprise | 60 | 72 | 59 | 68 |
| 58 | 65 | 65 | Rock & Roll Heaven (3:23) Righteous Brothers—Haven | 53 | 68 | 67 | 77 |
| — | 66 | 66 | Ballad of Eval Knievel (3:21) John Mahoney—Amherst | 65 | 78 | 60 | 64 |
| 53 | 67 | 67 | Shinin' On (3:23) Grand Funk—Capitol | 71 | 64 | 70 | 67 |
| 46 | 68 | 68 | Sundown (3:37) Gordon Lightfoot—Reprise | 104 | 56 | 103 | 53 |
| — | 69 | 69 | Straight Shootin' Woman (2:57) Steppenwolf—Mums | 78 | 82 | 65 | 60 |
| — | 70 | 70 | Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA | 69 | 74 | 68 | 71 |
| — | 71 | 71 | I've Got Music in Me (3:40) Kiki Dee—MCA | 73 | 69 | 73 | 69 |
| — | 72 | 72 | Give It to the People (3:18) Righteous Brothers—ABC/Dunhill | 70 | 71 | 74 | 74 |
| 74 | 73 | 73 | Travelin' Prayer (3:03) Billy Joel—Columbia | 77 | 70 | 80 | 62 |
| — | 74 | 74 | Sick City (5:22) Elton John—MCA | 80 | 66 | 71 | 72 |
| — | 75 | 75 | You Can't Be a Beacon (If Your Light Don't Shine) (3:18) Donna Fargo—Dot | 64 | 76 | 83 | 83 |

Alphabetical list (with this week's over-all rank): The Air that I Breathe (36), Annie's Song (17), Another Saturday Night (19), Ballad of Eval Knievel (66), Beach Baby (28), The Bitch Is Back (51), Boogie Bands & One Night Stands (63), Call on Me (53), Can't Get Enough (34), Can't Get Enough of Your Love (4), Carefree Highway (64), Clap for the Wolfman (30), Do It Baby (44), Don't Let the Sun Go Down on Me (9), Earache My Eye (32), Eyes of Silver (60), Falling in Love (58), Feel Like Makin' Love (5), Free Man in Paris (37), Give It to the People (72), (You're) Having My Baby (1), Hang On in There Baby (15), I Honestly Love You (11), I Love My Friend (47), I Saw a Man and He Danced with His Wife (50), I Shot the Sheriff (3), It Could Have Been Me (61), I'm Leaving It (All) Up to You (10), I've Got Music in Me (71), It's Only Rock 'n Roll (31), Jazz Man (38), Keep on Smiling (41), Kings of the Party (49), Kung Fu (52), Let's Put It All Together (27), Life Is a Rock (70), Love Me for a Reason (45), Moonlight Special (56), Never My Love (33), The Night Chicago Died (2), Nothing from Nothing (14), Please Come to Boston (13), Radar Love (35), Rikki Don't Lose that Number (55), Rock Me Gently (8), Rock Your Baby (18), Rock the Boat (22), Rock & Roll Heaven (65), Rub It In (48), Shinin' On (67), Sick City (74), Sideshow (20), Skin Tight (24), Steppin' Out (Gonna Boogie Tonight) (39), Stop & Smell the Roses (42), Straight Shootin' Woman (69), Sugar Baby Love (46), Sundown (68), Sure as I'm Sitting Here (59), Sweet Home Alabama (26), Taking Care of Business (12), Tell Me Something Good (7), Then Came You (6), Tin Man (54), Travelin' Prayer (73), Waterloo (43), Who Do You Think You Are (16), Wildwood Weed (25), Wild Thing (29), You Can Have Her (62), You Little Trustmaker (40), You Ain't Seen Nothin' Yet (57), You Can't Be a Beacon (If Your Light Don't Shine) (75), You Haven't Done Nothin' (21), You & Me Against the World (23).

More local programs with better quality going over cable

NCTA's annual survey pinpoints increase in number and improvement in equipment being utilized

Locally originated programming is a business that cable systems take seriously, according to a study released last week by the National Cable Television Association. The number of systems with ongoing origination efforts has jumped 14% over year-ago figures, and the number of subscribers those systems serve rose more dramatically, from approximately 3.8 to 4.7 million, a 24% increase. And, as local origination efforts expand, and systems adopt increasingly sophisticated equipment to improve cablecast program quality, advertisers are finding such programming is an increasingly attractive buy, the study found.

This year's survey, based on responses by some 1,300 systems and summarized in the second annual *NCTA Local Origination Directory*, shows that 629 cable TV systems operating in 1,533 communities in the 50 states and Guam originate local programming. Those systems reach 4,684,785 subscribers, but pass a total subscriber potential of 10,892,559 homes. Individual originating systems range from 115 subscribers (York Cablevision, York, S.C.) to 89,000 subscribers (Mission Cable TV, El Cajon, Calif.). And California turned up at the top of the list in other categories: it is the state with the most cable TV systems engaged in local origination (68), the most communities served by originating operations (182) and the most subscribers (839,332).

That CATV origination now reaches almost a million more subscribers than it did a year ago can be partly attributed to the growth of CATV in urban areas, according to the study. The fastest growing group was originating systems serving 7,000-9,999 subscribers; there were 22 more systems in that category than last year, for a total of 74. The highest total

number of CATV systems originating programming was in the 5,000-6,999 subscriber category—a total of 107 systems or a gain of 19 over the previous year. The number of CATV systems originating programming dropped in three categories, 0-1,000 subscribers, 2,000-3,499 subscribers and 3,500-4,999 subscribers.

Other significant changes in the last year came in the area of equipment. The study found a 43% increase in the number of systems using color cameras and a 72% jump in those with three-quarter-inch video-cassette machines. There was a corresponding increase in time-base correctors—used in conjunction with videotape machines to produce a broadcast-quality signal. The study reported a 16% increase in the number of systems using one-inch video machines as well as an increase in those employing super-eight mm film with synchronized sound.

Originated programming appeared to be a more lucrative prospect for cable systems. Advertising revenues were up 40% over last year's figures. The median ad revenue figure was approximately \$7,500, although the highest figure reported for a single system was \$225,000. Sports programming was the most popular ad buy, according to 54% of the systems, followed by news (13%). The top-10 advertisers in descending order were Macdonald's, Pepsi Cola, Coca-Cola, Ford Motor Dealers, Kentucky Fried Chicken, Goodyear Tire Co., Woolco Department Stores, Grant's Department Stores, Hardee's Hamburgers, and Holiday Inns. Advertising is accepted on two-thirds of the origination channels, according to the study.

With sports and news as the most popular ad buys, it isn't surprising to find they are also the most popular viewer programs, and were ranked in the one-two positions by 38% and 15%, respectively, of those responding to the questionnaire. Those programs were followed by community affairs (7.3%), movies (5.3%), education (4.2%), religion, city council meetings and entertainment (all tied at 3.8%), and 23 other program categories.

One growing trend pinpointed by the study was the use of multiple local origination channels by individual systems. The most extensive application of that

concept is seen at the newly constructed Tulsa (Okla.) Cable TV system that programs an estimated 360 hours weekly of locally originated fare on 10 channels including a public affairs channel, movie channel, children's channel, sports channel, tourist/convention channel, public access channel, and three channels for education/government.

Public access channels remained accessible, but largely unused, according to the report. A total of 175 systems offered public access, but only 36% said it was used more than one hour a week—and 22% said it was not used at all.

Among other highlights of the study was an indication of the substantial use of locally originated programming to convey political information—130 U.S. representatives appeared on those local CATV programs. The study also indicated that local origination channels are heavily used by educational institutions: 328 CATV systems reported that public and private schools were contributing local programming, including 268 universities, colleges, community colleges and junior colleges (representing a 300% increase over a figure obtained by NCTA last year in its *Cable Television and Education* publication).

The *Local Origination Directory* is \$2 to NCTA members; \$4 to nonmembers. A companion publication, *Over the Cable*, a compilation of transcripts of the origination, access and education panels at NCTA's 1974 convention, is also available at \$1.50 (members) and \$3 (nonmembers).

N.Y. city official wary of MDS effect on pay cable

Morris Tarshis, director of franchises for New York City, said last week that the over-the-air microwave transmission of a pay-TV signal to 1,000 subscribers in Queens could "seriously undercut" the possibility of a future pay-cable system in that borough.

And since the microwave signal goes out over Multipoint Distribution Service, whose program content is not regulated by the FCC, Mr. Tarshis continued, the people of Queens could be denied the public-access and government channels that must be set aside by the CATV entrepreneur as part of his cable-franchise agreement with the city.

But Al Simon, president, of Ortho-Vision Inc., the master-antenna program service that maintains the microwave dishes on top of Parker Towers, Birchwood Towers and other apartment complexes in Queens, says he has applied for the cable-TV franchise in Queens. "I regard the income we're getting from the 1,000 subscribers we have now on the MDS as up-front money to be eventually used for the construction of a cable system," Mr. Simon said. "Over-the-air MDS is too limited and too expensive—even an apartment building with 60 families would be impractical. With the expense of installing the system, the microwave dish, the wiring, the convert-

EUROPEAN REPRESENTATIVE

coming to New York City to discuss participation by substantial organizations interested in investing up to thirty million (\$30,000,000) dollars for commercial television facility concession being established overseas. Available for appointment September 15 through September 22, 1974. Write Dartford International Agencies Ltd., Suite 1505, 475 Fifth Avenue, New York, N.Y. 10017 or call Mr. Slote at 212-683-8880.

ers on each set, you'd have to charge a fortune to subscribe in any building other than a high rise."

Mr. Simon's current high-rise subscribers pay \$7 a month for the Home Box Office schedule of movies like "Paper Moon" and "Magnum Force," Madison Square Garden sports events and other attractions.

When Home Box Office brings its schedule into New York later this fall, Sterling Manhattan Co. subscribers who sign up for the pay service will have that monthly fee (which hasn't been decided on yet, although it is expected to be about \$7) tacked on to the \$9 a month they already pay for receiving the basic cable service.

Hart staff asking TV, pay cable about movie tug-of-war

Broadcaster pressures, warehousing among allegations being studied, with possibility of issue being referred to Justice, FCC or dropped

The staff of Senator Philip Hart's (D-Mich.) Antitrust Subcommittee is in the preliminary stages of an investigation into the competitive practices of television broadcasters and pay-cable operators with regard to rights to show motion pictures.

The subcommittee has heard allegations, presumably from pay-cable interests, that television networks and stations pressure movie producers against selling movies to pay cable systems by threatening to take their program business elsewhere. It has also heard complaints that telecasters "warehouse" films, that is, store movies without airing them to deny pay cable access to them.

The subcommittee has so far interviewed representatives of the pay-cable industry, some networks, the National Association of Broadcasters and some movie distributors.

An NAB spokesman said no specific allegations were discussed in the NAB interview with the subcommittee, that NAB voiced its general fears that pay-cable systems might siphon quality films away from telecasters, doing a disservice to free TV viewers. The NAB spokesman said allegations of warehousing are unproved.

The Senate Antitrust Subcommittee's investigation will continue for several months, carrying it into the next Congress, a subcommittee staffer said. At this stage the subcommittee staff is concentrating on educating itself about industry practices.

When it gets ready to make recommendations to the subcommittee, the staff can take one of several options. Depending on what it learns in its investigation, it can recommend hearings to study possible anticompetitive practices, it can propose antitrust legislation, it can recommend placing the issue before the Justice Department or the FCC, or it can recommend no action at all.

What made Sam run?

N.Y. mail authorities track elusive con man who tried to dupe public with phony 'Telephaser' cable TV device

Nobody seems to know where Samuel L. Sabal is or, indeed, if he even exists, but New York postal authorities and area cable operators have an interest in finding out. The elusive Mr. Sabal is accused of attempting to defraud a large number of people by selling through the mails a device reputed to be capable of receiving all cable TV signals without burdening the purchaser with "having to pay any connection or monthly fees."

"Nobody seems to know where he is or who he is; we don't even know if he exists," said Jane Moje of the Better Business Bureau of Bergen, Passaic and Rockland counties (N.J.). The bureau has taken more than a passing interest in Mr. Sabal, as have the New York postal inspector's office, the New Jersey Office of Cable Television and several area cable officials.

Mr. Sabal is the reputed president of the Sentrex Co., a Spring Valley, N.Y., firm that doesn't exist. The company is the reputed manufacturer of the "Sentrex Telephaser," which doesn't exist either. Last month, Mr. Sabal—or somebody using that name—placed ads in several New York-area newspapers promoting the mail order purchase of the device, which was billed as "an ingenious new product that allows you to receive all cable TV and closed circuit TV programs (as long as you live within 65 miles of New York City)." The device, which as illustrated in the ad resembles the converters installed in the home receivers of pay-cable subscribers, was promoted as "easily" attachable to the TV set in one minute. The ad also promised "crystal-clear reception on all regular channels." Prospective customers were instructed to send a check for \$25 to a New York post office box and allow four weeks for delivery.

A BBB check with postal authorities (who launched a separate investigation) and cable technical officials revealed that the Spring Valley address given the New York post office as the headquarters of

the Sentrex Co. was nonexistent, and that the "Telephaser" is technologically unfeasible (and totally illegal).

Apparently, however, hundreds of area residents lacking that knowledge felt the Sentrex pitch attractive. While postal officials have not released any specific figures, Mrs. Moje said it was understood that a "very large number" of checks had poured into the New York post office box. "Thousands of dollars are involved," she said. Postal officials are holding all the mail replies, which eventually will be returned to the senders. Mr. Sabal, who never showed up at the post office to pick up the money, is being sought.

Cable Briefs

Acquired. Adams-Russell Co. is acquiring ECM coaxial-cable manufacturing facility of Cerro Wire and Cable division, Cerro Corp. Existing Adams-Russell antenna and microwave division in Amesbury, Mass., is being enlarged to house acquired facility. Adams-Russell was major customer for ECM cable and will continue to supply cable to Cerro's other customers.

Cable barter. Continental Communications Inc., St. Davids, Pa., has put together series of five one-hour sports video tapes for barter to cable systems. Targeted air date for package, *All Sports/All Day*, is March 1, 1975.

Added. Storer Cable Communications, subsidiary of Storer Broadcasting, has purchased system serving Cordele-Vienna, Ga., from Communications Properties Inc. Price wasn't disclosed.

Waco at the movies

Telemation Program Services, New York, has acquired 312 feature films for Daniels & Associates for showing on Daniels's CATV system in Waco, Tex. Among the titles are some features released theatrically only eight years ago, according to Robert Weisberg, president of TPS, film-buying service for CATV and pay television companies. Among them: "The Pink Panther," "A Hard Day's Night," "Toys in the Attic," "Khartoum," "The Misfits," and "The Train." The Waco system has over 13,000 subscribers.

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|--|-------|----------------------|----------------------|--------------------|------------------|-----------|--------|-----------|--------------------------|-----------------------------------|-----------|
| Broadcasting | | | | | | | | | | | |
| ABC | ARC | N | 14 5/8 | 18 | - 3 3/8 | - 18.75 | 28 3/8 | 14 5/8 | 5 | 16,582 | 242,511 |
| CAPITAL CITIES | CCB | N | 25 | 27 | - 2 | - 7.40 | 39 1/4 | 22 3/4 | 9 | 7,164 | 179,100 |
| CBS | CBS | N | 32 5/8 | 31 3/4 | + 7/8 | + 2.75 | 40 | 25 | 9 | 28,092 | 916,501 |
| CONCERT NETWORK* | O | | 1 1/4 | 1 1/4 | | .00 | 7/8 | 1/4 | | 2,200 | 550 |
| CDX | CDX | N | 10 5/8 | 12 1/8 | - 1 1/2 | - 12.37 | 19 3/8 | 10 5/8 | 5 | 5,831 | 61,954 |
| GROSS TELECASTING | GGG | A | 7 1/2 | 7 1/2 | | .00 | 13 5/8 | 7 1/2 | 5 | 800 | 6,000 |
| LIN | LINB | O | 2 1/8 | 2 1/8 | | .00 | 5 3/4 | 2 1/8 | 2 | 2,297 | 4,881 |
| MOONEY* | MOON | O | 2 1/4 | 2 3/8 | - 1/8 | - 5.26 | 3 5/8 | 2 1/4 | 6 | 385 | 866 |
| PACIFIC & SOUTHERN | PSDU | D | 4 3/4 | 4 1/2 | + 1/4 | + 5.55 | 6 1/4 | 3 1/8 | 1 | 1,750 | 8,312 |
| RAHALL | RAHL | O | 2 1/2 | 2 3/4 | - 1/4 | - 9.09 | 6 | 2 1/2 | 5 | 1,297 | 3,242 |
| SCRIPPS-HOWARD | SCRIP | O | 14 | 14 | | .00 | 17 1/2 | 14 | 6 | 2,589 | 36,246 |
| STARR | SBG | M | 4 5/8 | 4 1/8 | + 1/2 | + 12.12 | 9 | 4 1/8 | 4 | 1,069 | 4,944 |
| STORER | SBK | N | 12 1/8 | 13 1/8 | - 1 | - 7.61 | 17 3/8 | 11 1/4 | 5 | 4,751 | 57,605 |
| TAFT | TFB | N | 13 1/2 | 14 7/8 | - 1 3/8 | - 9.24 | 23 3/8 | 14 7/8 | 5 | 4,011 | 54,148 |
| WOODS COMM.* | D | | 5/8 | 5/8 | | .00 | 1 | 1/4 | 5 | 292 | 182 |
| TOTAL | | | | | | | | | 79,110 | 1,577,042 | |
| Broadcasting with other major interests | | | | | | | | | | | |
| ADAMS-RUSSELL | AAR | A | 1 5/8 | 1 3/4 | - 1/8 | - 7.14 | 2 1/2 | 1 3/8 | 5 | 1,259 | 2,045 |
| AVCO | AV | N | 3 7/8 | 4 1/8 | - 1/4 | - 6.06 | 8 7/8 | 3 7/8 | 4 | 11,481 | 44,488 |
| BARTELL MEDIA | BMC | A | 7/8 | 1 | - 1/8 | - 12.50 | 2 3/8 | 7/8 | 2 | 2,257 | 1,974 |
| JOHN BLAIR | BJ | N | 4 5/8 | 5 | - 3/8 | - 7.50 | 7 1/2 | 4 5/8 | 4 | 2,403 | 11,113 |
| CAMPTOWN INDUSTRIES* | O | | 1/4 | 1/4 | | .00 | 7/8 | 1/4 | 3 | 1,138 | 284 |
| CHRIS-CRAFT | CCN | N | 1 7/8 | 2 1/8 | - 1/4 | - 11.76 | 4 1/4 | 1 7/8 | 7 | 4,162 | 7,803 |
| COMBINED COMM. | CCA | A | 7 7/8 | 7 3/4 | + 1/8 | + 1.61 | 13 | 7 3/4 | 5 | 3,280 | 25,830 |
| COWLES | CWL | N | 4 7/8 | 5 1/4 | - 3/8 | - 7.14 | 7 1/8 | 4 7/8 | 9 | 3,969 | 19,348 |
| DUN & BRADSTREET | DNB | N | 18 7/8 | 19 7/8 | - 1 | - 5.03 | 36 | 18 7/8 | 12 | 26,555 | 501,225 |
| FAIRCHILD IND. | FEN | N | 4 5/8 | 5 | - 3/8 | - 7.50 | 6 3/4 | 4 1/8 | 6 | 4,550 | 21,043 |
| FUQUA | FQA | N | 5 3/4 | 6 | - 1/4 | - 4.16 | 10 3/4 | 5 3/4 | 3 | 7,273 | 41,819 |
| GENERAL TIRE | GY | N | 12 1/2 | 12 5/8 | - 1/8 | - .99 | 18 1/4 | 12 1/2 | 3 | 21,515 | 268,937 |
| GLDBETROTTER | GLBTA | O | 1 3/4 | 1 3/4 | | .00 | 4 3/4 | 1 3/4 | 2 | 2,731 | 4,779 |
| GRAY COMMUN.* | D | | 5 5/8 | 6 | - 3/8 | - 6.25 | 8 1/2 | 5 5/8 | 4 | 475 | 2,671 |
| HARTE-HANKS | HHN | N | 7 1/2 | 7 3/4 | - 1/4 | - 3.22 | 14 1/4 | 7 1/2 | 6 | 4,330 | 32,475 |
| JEFFERSON-PILOT | JP | N | 21 1/2 | 23 | - 1 1/2 | - 6.52 | 38 1/4 | 21 1/2 | 10 | 24,126 | 518,709 |
| KAISER INDUSTRIES* | KI | A | 5 1/8 | 6 | - 7/8 | - 14.58 | 8 1/2 | 5 1/8 | 3 | 27,487 | 140,870 |
| KANSAS STATE NET.* | KSN | O | 3 1/2 | 3 1/2 | | .00 | 3 7/8 | 3 1/4 | 6 | 1,741 | 6,093 |
| KINGSTIP | KTP | A | 2 1/2 | 2 5/8 | - 1/8 | - 4.76 | 6 3/4 | 2 1/2 | 4 | 1,154 | 2,885 |
| LAMB COMMUN.*** | P | | 1 1/4 | 1 1/4 | | .00 | 1 1/4 | 1 1/8 | 25 | 475 | 593 |
| LEE ENTERPRISES | LNT | A | 14 5/8 | 14 1/2 | + 1/8 | + .86 | 16 1/4 | 10 3/4 | 9 | 3,352 | 49,023 |
| LIBERTY | LC | N | 8 7/8 | 8 3/4 | + 1/8 | + 1.42 | 15 5/8 | 8 3/4 | 4 | 6,632 | 58,859 |
| MCGRAW-HILL | MHP | N | 6 3/8 | 7 1/4 | - 7/8 | - 12.06 | 9 | 6 | 5 | 23,426 | 149,340 |
| MEDIA GENERAL | MEG | A | 20 1/4 | 20 3/4 | - 1/2 | - 2.40 | 26 1/2 | 20 | 9 | 3,552 | 71,928 |
| MEREDITH | MOP | N | 8 5/8 | 8 5/8 | | .00 | 11 3/8 | 8 1/4 | 4 | 2,908 | 25,081 |
| METROMEDIA | MET | N | 5 1/4 | 5 3/4 | - 1/2 | - 8.69 | 10 5/8 | 5 1/4 | 5 | 6,447 | 33,846 |
| MULTIMEDIA | MMED | O | 9 7/8 | 10 1/2 | - 5/8 | - 5.95 | 14 1/4 | 9 7/8 | 7 | 4,388 | 43,331 |
| NEW YORK TIMES CO. | NYKA | A | 9 | 9 1/8 | - 1/8 | - 1.36 | 13 3/4 | 9 | 5 | 10,231 | 92,079 |
| OUTLET CO. | OTU | N | 7 | 7 1/2 | - 1/2 | - 6.66 | 9 3/4 | 7 | 3 | 1,379 | 9,653 |
| POST CORP. | POST | O | 6 | 6 1/2 | - 1/2 | - 7.69 | 10 3/4 | 6 | 4 | 882 | 5,292 |
| PSA | PSA | N | 5 | 5 1/4 | - 1/4 | - 4.76 | 10 | 5 | 6 | 3,181 | 15,905 |
| REEVES TELECOM | RBT | A | 1 1/8 | 1 1/4 | - 1/8 | - 10.00 | 1 3/4 | 1 1/8 | 13 | 2,376 | 2,673 |
| RIDDER PUBLICATIONS | RPI | N | 13 | 14 1/2 | - 1 1/2 | - 10.34 | 16 5/8 | 11 | 8 | 8,305 | 107,965 |
| ROLLINS | RDL | N | 6 1/2 | 7 | - 1/2 | - 7.14 | 19 3/4 | 6 1/2 | 6 | 12,705 | 82,582 |
| RUST CRAFT | RUS | A | 5 7/8 | 6 1/2 | - 5/8 | - 9.61 | 10 1/4 | 5 7/8 | 5 | 2,366 | 13,900 |
| SAN JUAN RACING | SJR | N | 8 | 8 3/8 | - 3/8 | - 4.47 | 13 3/8 | 8 | 6 | 2,367 | 18,936 |
| SCHERING-PLOUGH | SGP | N | 49 3/4 | 50 | - 1/4 | - .50 | 74 3/8 | 46 1/2 | 23 | 53,823 | 2,677,694 |
| SONDERLING | SDB | A | 4 1/4 | 5 | - 3/4 | - 15.00 | 10 | 4 1/4 | 2 | 788 | 3,349 |
| TECHNICAL OPERATIONS | TO | A | 3 1/2 | 3 3/4 | - 1/4 | - 6.66 | 6 3/4 | 3 1/2 | 3 | 1,344 | 4,704 |
| TIMES MIRROR CO. | TMC | N | 9 3/4 | 10 3/4 | - 1 | - 9.30 | 17 5/8 | 9 3/4 | 6 | 31,385 | 306,003 |
| TURNER COMM.*** | O | | 3 3/8 | 3 3/8 | | .00 | 4 | 3 | 6 | 1,373 | 4,633 |
| WASHINGTON POST CO. | WPO | A | 17 | 17 1/4 | - 1/4 | - 1.44 | 24 3/8 | 14 3/4 | 6 | 4,749 | 80,733 |
| WOMETCO | WOM | N | 7 1/4 | 7 1/2 | - 1/4 | - 3.33 | 10 1/4 | 7 1/4 | 5 | 6,034 | 43,746 |
| TOTAL | | | | | | | | | 346,354 | 5,556,239 | |
| Cablecasting | | | | | | | | | | | |
| AMECO** | ACO | O | 7/8 | 1/8 | + 3/4 | + 600.00 | 1 7/8 | 1/8 | | 1,200 | 1,050 |
| AMER. ELECT. LABS | AELBA | O | 1 | 1 1/8 | - 1/8 | - 11.11 | 2 1/8 | 3/4 | 3 | 1,673 | 1,673 |
| AMERICAN TV & COMM. | AMTV | O | 6 3/4 | 7 1/4 | - 1/2 | - 6.89 | 19 1/4 | 6 3/4 | 16 | 3,181 | 21,471 |
| ATHENA COMM.** | O | | 1/4 | 1/4 | | .00 | 3/4 | 1/4 | | 2,374 | 593 |
| BURNUP & SIMS | BSIM | O | 4 5/8 | 4 5/8 | | .00 | 24 1/8 | 4 5/8 | 5 | 7,907 | 36,569 |
| CABLECOM-GENERAL | CCG | A | 2 | 2 | | .00 | 4 1/2 | 1 3/4 | 11 | 2,560 | 5,120 |
| CABLE FUNDING* | CFUN | O | 4 1/2 | 4 1/2 | | .00 | 7 3/8 | 4 1/2 | 20 | 1,121 | 5,044 |
| CABLE INFO. | O | | 1/4 | 1/4 | | .00 | 3/4 | 1/4 | 1 | 663 | 165 |

Books for Broadcasters

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| CITIZENS FIN.** | CPN | A | 1 5/8 | 1 3/8 | + 1/4 | + 18.18 | 4 1/4 | 1 3/8 | 8 | 2,697 | 4,382 |
| COMCAST* | COMU | O | 2 1/2 | 2 1/2 | | .00 | 2 1/2 | 1 1/2 | 10 | 1,705 | 4,262 |
| COMMUNICATIONS PROP. | COMU | O | 1 1/2 | 1 1/2 | | .00 | 3 3/8 | 1 3/8 | 17 | 4,761 | 7,141 |
| COX CABLE | CXC | A | 4 | 3 7/8 | + 1/8 | + 3.22 | 15 1/4 | 3 7/8 | 7 | 3,560 | 14,240 |
| ENTRON* | ENT | O | 5/8 | 5/8 | | .00 | 7/8 | 1/2 | 4 | 1,358 | 848 |
| GENERAL INSTRUMENT | GRL | N | 6 3/4 | 7 3/4 | - 1 | - 12.90 | 17 1/8 | 6 3/4 | 4 | 7,060 | 47,655 |
| GENERAL TV* | O | | 1 1/4 | 1 1/4 | | .00 | 1 1/2 | 3/4 | 63 | 1,000 | 1,250 |
| SCIENTIFIC-ATLANTA | SFA | A | 5 1/2 | 5 3/8 | + 1/8 | + 2.32 | 9 1/2 | 5 3/8 | 6 | 917 | 5,043 |
| TELE-COMMUNICATION** | TCOM | O | 1 1/4 | 1 3/8 | - 1/8 | - 9.09 | 5 3/4 | 1 1/4 | | 5,181 | 6,476 |
| TELEPROMPTER** | TP | N | 1 7/8 | 2 5/8 | - 3/4 | - 28.57 | 8 1/4 | 1 7/8 | | 16,013 | 30,024 |
| TIME INC. | TL | N | 33 3/4 | 30 3/4 | + 3 | + 9.75 | 40 1/4 | 30 3/4 | 7 | 9,986 | 337,027 |
| TOCOM* | TOCM | O | 3 | 3 | | .00 | 4 7/8 | 2 1/2 | 7 | 634 | 1,902 |
| UA-COLUMBIA CABLE | UACC | O | 4 3/8 | 4 3/8 | | .00 | 6 | 3 3/4 | 10 | 1,795 | 7,853 |
| UNITED CABLE TV CORP | UCTV | O | 2 | 2 1/8 | - 1/8 | - 5.88 | 4 5/8 | 2 | 40 | 1,879 | 3,758 |
| VIACOM | VIA | N | 3 1/2 | 3 5/8 | - 1/8 | - 3.44 | 7 1/2 | 3 1/2 | 5 | 3,850 | 13,475 |
| VIKOA** | VIK | A | 1 1/2 | 1 5/8 | - 1/8 | - 7.69 | 4 | 1 1/2 | 6 | 2,534 | 3,801 |
| TOTAL | | | | | | | | | 85,609 | 560,822 | |

Programming

| | | | | | | | | | | | |
|---------------------|------|---|--------|--------|---------|---------|--------|--------|---------|-----------|---------|
| COLUMBIA PICTURES** | CPS | N | 1 7/8 | 1 5/8 | + 1/4 | + 15.38 | 4 3/4 | 1 5/8 | | 6,748 | 12,652 |
| DISNEY | DIS | N | 31 | 33 1/2 | - 2 1/2 | - 7.46 | 54 1/2 | 31 | 19 | 29,155 | 903,805 |
| FILMWAYS | FWY | A | 2 1/2 | 2 3/4 | - 1/4 | - 9.09 | 6 | 2 1/2 | 4 | 1,791 | 4,477 |
| FOUR STAR | | | 3/4 | 3/4 | | .00 | 1 3/8 | 5/8 | 1 | 665,950 | 499,462 |
| GULF + WESTERN | GW | N | 19 1/8 | 19 1/2 | - 3/8 | - 1.92 | 29 1/8 | 18 3/8 | 4 | 14,088 | 269,433 |
| MCA | MCA | N | 20 1/4 | 20 1/2 | - 1/4 | - 1.21 | 26 1/2 | 19 1/4 | 6 | 8,386 | 169,816 |
| MGM | MGM | N | 13 1/4 | 13 3/8 | - 1/8 | - .93 | 16 3/8 | 9 1/4 | 13 | 5,918 | 78,413 |
| TELE-TAPE*** | O | | 1/2 | 1/2 | | .00 | 3/4 | 1/8 | | 2,190 | 1,095 |
| TELETRONICS INTL.* | O | | 2 1/8 | 2 1/4 | - 1/8 | - 5.55 | 4 1/8 | 2 1/8 | 4 | 943 | 2,003 |
| TRANSAMERICA | TA | N | 5 1/2 | 5 7/8 | - 3/8 | - 6.38 | 10 3/8 | 5 1/2 | 4 | 65,115 | 358,132 |
| 20TH CENTURY-FOX | TF | N | 5 7/8 | 5 3/4 | + 1/8 | + 2.17 | 9 1/8 | 4 3/4 | 9 | 8,280 | 48,645 |
| WALTER READE** | WALT | O | 1/4 | 1/4 | | .00 | 1/2 | 1/8 | | 4,467 | 1,116 |
| WARNER | WCI | N | 7 3/4 | 8 1/4 | - 1/2 | - 6.06 | 18 1/2 | 7 3/4 | 3 | 16,317 | 126,456 |
| WRATHER | WCO | A | 4 1/2 | 4 1/2 | | .00 | 8 1/8 | 4 1/8 | 50 | 2,229 | 10,030 |
| TOTAL | | | | | | | | | 831,577 | 2,485,535 | |

Service

| | | | | | | | | | | | |
|----------------------|-------|---|--------|--------|---------|---------|--------|--------|--------|---------|---------|
| BADO INC. | O | | 11 1/2 | 11 3/8 | + 1/8 | + 1.09 | 14 1/4 | 10 | 5 | 2,513 | 28,899 |
| COMSAT | CO | N | 24 | 24 7/8 | - 7/8 | - 3.51 | 40 3/8 | 24 | 6 | 10,000 | 240,000 |
| CREATIVE MANAGEMENT | CMA | A | 3 3/8 | 3 | + 3/8 | + 12.50 | 6 5/8 | 3 | 4 | 1,016 | 3,429 |
| DOYLE DANE BERNBACH | DOYL | O | 6 1/2 | 6 3/4 | - 1/4 | - 3.70 | 11 1/2 | 6 1/2 | 3 | 1,796 | 11,674 |
| ELKINS INSTITUTE*** | ELKN | O | 3/8 | 3/8 | | .00 | 5/8 | 1/4 | | 1,897 | 711 |
| FOOTE CONE & BELDING | FCB | N | 6 | 7 | - 1 | - 14.28 | 11 1/4 | 6 | 4 | 2,065 | 12,390 |
| GREY ADVERTISING | GREY | O | 6 1/2 | 6 1/2 | | .00 | 8 3/8 | 6 1/2 | 3 | 1,255 | 8,157 |
| INTERPUBLIC GROUP | IPG | N | 8 1/2 | 9 1/8 | - 5/8 | - 6.84 | 13 | 8 1/2 | 3 | 2,319 | 19,711 |
| MARVIN JOSEPHSON*** | MRVN | O | 3 1/4 | 4 1/2 | - 1 1/4 | - 27.77 | 8 1/2 | 3 1/4 | 2 | 802 | 2,606 |
| MCI COMMUNICATIONS+ | MCIC | O | 1 3/4 | 1 7/8 | - 1/8 | - 6.66 | 6 1/2 | 1 5/8 | | 12,912 | 22,596 |
| MOVIELAB | MOV | A | 3/4 | 3/4 | | .00 | 1 5/8 | 5/8 | 4 | 1,407 | 1,055 |
| MPO VIDEOTRONICS** | MPO | A | 1 1/4 | 1 3/8 | - 1/8 | - 9.09 | 2 5/8 | 1 1/8 | | 539 | 673 |
| NEEDHAM, HARPER | NHMA | O | 4 1/4 | 4 1/4 | | .00 | 7 1/2 | 4 | 2 | 918 | 3,901 |
| A. C. NIELSEN | NIELB | O | 10 | 11 1/8 | - 1 1/8 | - 10.11 | 28 | 9 7/8 | 9 | 10,598 | 105,980 |
| OGILVY & MATHER | OGIL | O | 12 1/2 | 12 3/4 | - 1/4 | - 1.96 | 17 1/4 | 12 1/2 | 5 | 1,807 | 22,587 |
| PKL CO.*** | PKL | O | 1 | 1 | | .00 | 1 3/4 | 1/4 | 6 | 818 | 818 |
| J. WALTER THOMPSON | JWT | N | 6 7/8 | 7 | - 1/8 | - 1.78 | 12 | 6 7/8 | 16 | 2,624 | 18,040 |
| UNIVERSAL COMM.*** | O | | 5/8 | 5/8 | | .00 | 3/4 | 1/2 | 1 | 715 | 446 |
| WELLS, RICH, GREENE | WRG | N | 5 1/2 | 5 5/8 | - 1/8 | - 2.22 | 9 5/8 | 5 1/2 | 3 | 1,632 | 8,976 |
| TOTAL | | | | | | | | | 57,633 | 512,649 | |

Electronics

| | | | | | | | | | | | |
|---------------------|------|---|--------|--------|---------|---------|--------|--------|----|---------|-----------|
| AMPEX | APX | N | 3 1/8 | 3 5/8 | - 1/2 | - 13.79 | 4 7/8 | 2 7/8 | 8 | 10,878 | 33,993 |
| CCA ELECTRONICS* | CCAE | O | 1 1/8 | 1 1/8 | | .00 | 1 1/8 | 5/8 | 2 | 881 | 991 |
| COHU, INC. | COH | A | 2 1/4 | 2 | + 1/4 | + 12.50 | 3 7/8 | 2 | 6 | 1,542 | 3,469 |
| COMPUTER EQUIPMENT | CEC | A | 1 3/8 | 1 3/8 | | .00 | 2 1/8 | 1 1/4 | 8 | 2,333 | 3,207 |
| CONRAC | CAX | N | 12 1/8 | 12 1/8 | | .00 | 21 | 12 1/8 | 5 | 1,261 | 15,289 |
| GENERAL ELECTRIC | GE | N | 35 1/8 | 35 5/8 | - 1/2 | - 1.40 | 65 | 7 1/2 | 11 | 182,114 | 6,396,754 |
| HARRIS CORP. | HRS | N | 14 3/4 | 15 3/8 | - 5/8 | - 4.06 | 33 1/2 | 14 3/4 | 5 | 6,229 | 91,877 |
| INTERNATIONAL VIDEO | IVCP | O | 2 1/2 | 2 3/4 | - 1/4 | - 9.09 | 7 1/2 | 2 1/2 | 8 | 2,728 | 6,820 |
| MAGNAVOX | MAG | N | 8 | 6 1/8 | + 1 7/8 | + 30.61 | 9 7/8 | 4 | 44 | 17,799 | 142,392 |
| 3M | MMM | N | 55 1/4 | 58 | - 2 3/4 | - 4.74 | 80 1/2 | 55 1/4 | 20 | 113,401 | 6,265,405 |
| MOTOROLA | MOT | N | 44 1/2 | 47 1/8 | - 2 5/8 | - 5.57 | 61 7/8 | 40 1/2 | 14 | 27,968 | 1,244,576 |
| OAK INDUSTRIES | OEN | N | 8 7/8 | 10 | - 1 1/8 | - 11.25 | 12 7/8 | 8 7/8 | 4 | 1,639 | 14,546 |
| RCA | RCA | N | 11 3/4 | 12 7/8 | - 1 1/8 | - 8.73 | 21 1/2 | 11 3/4 | 5 | 74,457 | 874,869 |
| ROCKWELL INTL. | ROK | N | 21 1/4 | 20 3/8 | + 7/8 | + 4.29 | 28 3/8 | 20 3/8 | 5 | 30,315 | 644,193 |
| RSC INDUSTRIES | RSC | A | 1 1/8 | 1 | + 1/8 | + 12.50 | 2 1/8 | 1 | 7 | 3,458 | 3,890 |
| SONY CORP | SNE | N | 5 7/8 | 5 7/8 | | .00 | 29 7/8 | 5 7/8 | 11 | 165,625 | 973,046 |
| TEKTRONIX | TEK | N | 24 1/4 | 24 5/8 | - 3/8 | - 1.52 | 47 3/4 | 24 1/4 | 10 | 8,651 | 209,786 |
| TELEMATION | TMT | O | 1 3/4 | 1 3/4 | | .00 | 2 3/4 | 1 5/8 | 10 | 1,050 | 1,837 |
| TELEPRO IND.*** | O | | 7 | 7 | | .00 | 8 | 2 1/2 | 44 | 475 | 3,325 |

| Stock symbol | Exch. | Closing Wed. Sept. 4 | Closing Tues. Aug. 28 | Net change in week | % change in week | 1973-1974 | | P/E ratio | Approx. shares out (000) | Total market capitalization (000) | |
|-------------------|-------|----------------------|-----------------------|--------------------|------------------|-----------|--------|-----------|--------------------------|-----------------------------------|------------|
| | | | | | | High | Low | | | | |
| VARIAN ASSOCIATES | VAR | N | 7 | 7 3/8 | - 3/8 | - 5.08 | 13 1/4 | 6 5/8 | 6 | 6,617 | 46,319 |
| WESTINGHOUSE | WX | N | 9 1/2 | 10 1/2 | - 1 | - 9.52 | 26 | 9 1/2 | 7 | 87,876 | 834,822 |
| ZENITH | ZE | N | 15 5/8 | 16 1/4 | - 5/8 | - 3.84 | 31 5/8 | 15 5/8 | 7 | 18,797 | 293,703 |
| TOTAL | | | | | | | | | | 766,094 | 18,105,109 |
| GRAND TOTAL | | | | | | | | | | 2,166,377 | 28,797,396 |

Standard & Poor's Industrial Average 77.3 79.6 -2.3

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. Earnings figures are exclusive of extraordinary gains or losses.
†††Stock split.

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

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 |
| Burnup & Sims | 3 mo. 7/31 | 28,496,400 | + 0.4% | 1,380,100 | - 22.2% | .17 | 28,375,800 | 1,687,900 | .20 |
| Heritage Communications | 6 mo. 6/30 | 433,699 | + 81.4% | (139,823) | - 17.4% | (.48) | 239,081 | (119,094) | (.34) |
| Scientific-Atlanta | year 6/30 | 26,351,000 | + 30.3% | 935,000 | + 37.5% | 1.02 | 20,214,000 | 680,000 | .74 |

Equipment & Engineering

OTP's drop-in pitch gets another boost from Church of Christ

FCC is asked for more details of computer runs on interference

Attorneys for the Office of Communication of the United Church of Christ and its allies—in support of the Office of Telecommunications Policy's VHF drop-in proposal—are pressing the FCC for the release of information that would be useful, the attorneys say, in a public dialogue on the issue.

The commission two weeks ago, in a partial response to a request pending since April, released some information. This included summaries of two sets of computer runs made by its Office of Chief Engineer that produced various allocations tables based on shorter mileage separations than those now in effect.

But the attorneys, Earle K. Moore of New York, and Geoffrey Cowan, director of the communications law program of the UCLA School of Law in Los Angeles, are not satisfied. They had requested all information related to the question of what channels could be added to the table of allocations without causing undue interference to existing stations. The computer runs, they say in their most recent letter to the commission, "are essentially no more than mathematical computations."

"The material released contains no engineering evaluation of the interference and other technical effects of the assumed changes in commission requirements," they add. "Thus it withholds facts which are essential to the public to evaluate

the effects of the proposed drop-ins on the public interest," the letter read.

The drop-in discussion began in earnest last October, when OTP submitted a report indicating that 62 channels could be dropped into the top-100 markets without adversely affecting existing service. However, studies done by the commission staff and by the Association of Maximum Service Telecasters found the OTP report to be riddled with errors.

In May, using the commission's data base of VHF assignments and a computer program provided by the commission's staff, OTP engineers did another study, this one employing three different sets of criteria that produced allocations tables containing up to 69 new channels in 47 markets, 49 channels in 34 markets and 33 channels in 25 markets. Even more stations could be added, according to the study, if 14 existing assignments for which broadcast authorizations have not been issued were not fed into the computations.

In the meantime, last March, the Office of Communication and four individuals, including Mr. Cowan, petitioned the commission to adopt the OTP drop-in proposal as a means of fostering the commission's goals of program diversity and public access to divergent viewpoints.

Messrs. Moore and Cowan, in their letter, express the view that the computer runs carried out by the Office of Chief Engineer "demonstrate that modest reduction in separation requirements . . . would permit a significant number of new VHF channel assignments." The first set of runs, done last Dec. 27, calculated the spacing of the potential drop-ins specified in the original OTP study, and indicated that a 20% reduction in spacing requirements would permit 12 to 29 new channel assignments. The second, done last Feb. 13, assumed the same re-

ductions in mileage separations employed in the second OTP study and indicated that 54 new assignments could be made in the top-100 markets, 236 in the U.S. markets.

The attorneys are interested in economic as well as technical data and analyses. They "assume" commission files contain material such as staff studies on the number and location of new VHF noncommercial and commercial stations that might be authorized, on whether an even greater number of additional channels might be feasible if changes were required in the location of existing stations, on the effect of additional VHF assignments on the feasibility of a fourth network and on the development of independent program production and distribution organizations.

One man's boxing is another's hopscotch

Complex array of relays utilizing U.S., Russian satellites set up for Havana amateur championships

Two satellites, one Soviet and one American, were used to provide international live color TV coverage of the first world's amateur boxing championships in Havana (Aug. 28-30). Authorities said the two-satellite arrangement was without precedent.

ABC Sports had U.S. rights to the events, while Worldvision Enterprises had rights outside the U.S. and sold the coverage for live showings in the Soviet Union, Eastern Europe and parts of Latin America, among other regions, and on a delayed basis in France, Japan and Canada, among others.

The coverage transmission was a com-

plex pattern of relays, retransmissions and separate routings for audio and visual.

The video portion of the coverage was fed from Havana via the Soviet Molyna Atlantic satellite to ground stations in Moscow and Prague. In Moscow, the standard U.S. NTSC 525-line signal was converted to the SECAM 625-line standard for distribution via land lines to portions of the eastern European nations; in Prague, the signal was fed in its 525-line form to the satellite ground station at Raisting, West Germany and in addition was converted to 625 SECAM for land-line distribution to other eastern European countries.

At the Raisting ground station the 525-line signal was (1) converted to 625 for land-line transmission to Yugoslavia and (2) fed in its original 525-line form to the Intelsat 4F3 Atlantic satellite and thence to ground stations at Andover, Me., or Edam, Md. From there it went by land line to New York and was video-taped for later broadcast on ABC's *Wide World of Sports*. The down transmission from the satellite was also picked up in Venezuela for live broadcasting there.

Meanwhile, the audio portion, which apparently could not be handled with the video on the Soviet satellite, went by cable from Havana to Miami, by land line from Miami to New York, by trans-Atlantic cable and land line to Frankfurt and Raisting and thence up to the Intelsat satellite to join the U.S.-bound pictures

and, also from Raisting, by land line to Prague and Moscow for matching with the video at those points.

ABC Sports officials said they had assigned 19 production and engineering people to Cuba to work with five Cuban TV technicians to produce the coverage at Havana's Sports Coliseum. For ABC Sports, Ned Steckel was producer, Lou Volpicelli director, Keith Jackson sportscaster and Rooney Arledge, president of ABC Sports, executive producer.

NHK speeds up prospect of satellite-to-home

Japanese engineers have developed a TV receiving system that they say could bring about satellite-to-home transmission within five years.

The NHK Technical Research Laboratories, a government-funded research organization, plans to put the system in limited use some time in 1977. NHK, in conjunction with General Electric Corp., is now constructing an experimental 12 ghz broadcast satellite designed to send signals to the home terminals.

Technically, the satellite-to-receiver signal would be transmitted within the FM band. An AM-FM converter attached to a standard receiver would transform the image into a standard television signal. A four-and-one-half-foot receiving antenna would complete the home system.

Having already established that satellite-to-home transmissions are technically feasible, the engineers are now working to bring the cost of the home unit down to a range within the means of the consumer. It is estimated that an experimental receiving system would cost \$5,000 as a single unit. Mass produced in quantities of 1,000, the total cost would decrease to \$3,000. But in quantities of more than 10,000, it is reported, the total cost of the converter and antenna would be less than \$1,000—and on the consumer market could be reduced to between \$300 and \$800.

The emerging experimental satellite is tentatively scheduled for launching in early 1977. Initially, cost factors are expected to cause the forthcoming satellite transmissions to be limited to local distribution, with direct-to-home service envisioned at a later date.

The NHK system has attracted world-wide interest, and was recently reported in detail in the journal of the International Telecommunications Union. Staffers at the Office of Telecommunications Policy are observing the project's developments closely.

15 field trip to Corporation for Public Broadcasting will feature live demonstration of TV reception from experimental ATS-6 satellite. Featured speakers include Ray Spence, FCC chief engineer, and James Barrett of National Public Radio.

Spotmaster. Broadcast Electronics Inc., Silver Spring, Md., has introduced Spotmaster turntable preamplifier model BE TMS providing complete mono, stereo and dual-channel capabilities. Included is phase reversal switch on one channel allowing five modes of operation. Price: \$120 and \$148.50 (with transformer output option).

Growing. RCA said South Carolina Educational Television Commission has ordered more than \$1 million worth of RCA transmitting equipment, including two complete TV transmitting systems and an FM radio system, to expand its statewide network coverage. New educational TV stations are planned at Beaufort and Sumter, S.C., to join five already operated by state network, and new educational FM station is set for Sumter in addition to one now at Columbia.

CPB committee. Corporation for Public Broadcasting has established Committee on New Technology to apply technological advances to communication services. Dr. James Killian, chairman of board, named Neal B. Freeman, vice president of King Features Syndicate, New York, and member of CPB board, as chairman of new committee, and Michael A. Gemmino, chairman of board and president, Columbus National Bank, Providence, R.I., and CPB board member, as committee member.

Split. FCC has denied applications of John A. Johnson and Jerome W. Breslow, officers of Comsat General Corp. for authority to continue as officers of Communications Satellite Corp. as contrary to Jan. 9 order dividing two as separate corporate entities. Mr. Johnson is senior vice president of Comsat and president of Comsat General. Mr. Breslow is secretary of Comsat General and assistant secretary and general attorney for Comsat.

New prices, new product. Tapecaster TCM Inc., Rockville, Md., has announced across-board price increase of approximately 15% effective Sept. 1. Firm also announced that U.S. Patent Office has granted it patents covering new audio cartridge, which company hopes to have in full production in December.

New from API. Automated Processes Inc. announces low-cost modular equalizer model 553 suitable for applications in broadcasting, recording, film mixing, and sound reinforcement installations. High, mid, and low frequency controls are continuously variable with up to 15 dBm of boost or cut. Price is \$105. 80 Marcus Drive, Melville, N.Y. 11746.

For December delivery. Otari Corp. announces compact tape recorder, MX-5050 Mini-Pro, featuring synchronous reproduce, front-panel edit control, ad-



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Technical Briefs

IEEE's workshop. Institute of Electrical and Electronics Engineers annual broadcast symposium will be held Oct. 14-15 at Washington hotel, Washington. Symposium includes two television sessions and one for radio where 15 papers will be presented on topics ranging from digital TV recording to remote control operations and tape-noise reduction. Oct.

justable cueing control, IC digital control and separate line and mike-input level controls for each channel. Price: \$1,345; available December 1974. 981 Industrial Road, San Carlos, Calif. 94070.

Booster. Cinema Products Corp. has introduced pre-amplifier accessory to accommodate Sennheiser 804/805 condenser microphones for reflex and non-reflex cameras. Price: \$175. 2037 Granville Avenue, Los Angeles 90025.

Versatile. Hewlett-Packard has introduced model 3312A function generator which generates number of different waveforms useful in amplifier, receiver, filter, and logic circuit testing applications. Generator can provide sweep, AM, FM or tone bursts. Price is \$900 with delivery available in 30 days. Hewlett-Packard Co., 1501 Page Mill Road, Palo Alto, Calif. 94304.

FM monitor. Sequerra Co. Inc. has introduced model 1 BR FM station monitor featuring IHF sensitivity, stereo quieting, harmonic distortion stereo mode, and panoramic adaptor with minimum display range of 90 db and provisions for 25 microsecond Dolby. Price: \$2,650. Se-

querra Co., 71-07 Woodside Avenue, Woodside, N.Y. 11377.

Mix and match. Schafer Electronics Corp. has available audiofile modular cartridge playback machine for both automated and manually operated radio and TV operations. Audiofile in 16, 32, and 48 cartridge models can be used with any automation system with proper interface. Manual, random-access remote control system for studio "live" operations is available, as is C/MOS memory unit for pre-programming sequence of up to nine 48-tray audiofiles. Expandable 16-tray unit is priced at \$1,700. 75 Castilian Drive, Goleta, Calif. 93017.

Sounding board. Fairchild Sound Equipment Corp., subsidiary of Robins Industries Corp., announces 16-input TV audio console, model 1632, with three sub-master mixing channels and two program mixing output channels. Unit is usable in AM and FM monaural broadcasting. Design permits future add-on units to provide as many as 24 or 32 input channels, handling up to 128 sources. Base price is \$9,995, from Robins/Fairchild, 75 Austin Boulevard, Commack, N.Y. 11725.

Fates & Fortunes®

Media



Krelstein

Harold R. Krelstein, president of Plough Broadcasting Co., Memphis, elected chairman of board. **H. Wayne Hudson**, senior VP and general manager, Plough's WMPS(AM) Memphis, succeeds Mr. Krelstein as president.

Roy I. Cordell, general manager, KPNW-AM-FM Eugene, Ore., elected executive VP of parent company, Pacific Northwest Broadcasting Corp.

Jack Clifford, president and general manager, KTAR-TV Phoenix, named general manager, WXIA-TV Atlanta. He succeeds **John S. Tyler**, who relinquished that post and presidency of Pacific & Southern Broadcasting with merger of P&S into Combined Communications Corp., licensee of KTAR-TV, among others (BROADCASTING, Sept. 2).

Harvey B. Levin, regional manager, San Francisco, for McGavren Guild representatives, elected VP-general manager, KNEW(AM) Oakland-San Francisco.

Lonnie M. Stetz, sales service director, KPX(TV) San Francisco, named operations manager.

Maynard Grossman, sales executive, WRC(AM)-WKYS(FM) Washington, named general manager, WSID(AM)-WLPL-FM Baltimore.

Robert A. Manning, general manager,

WCHS(AM)-WBES(FM) Charleston, W. Va., named to same post, KXLR(AM) North Little Rock, Ark.

Si Willing, onetime owner of KMAR-AM-FM Winnsboro, La., named general manager, new KPAL(AM) Pineville, La.

Rod Caszatt, advertising and promotion manager, WZZM-TV Grand Rapids, Mich., named administrator of on-air promotion, WMAQ-TV Chicago.

Laurence Frank, supervisor of broadcast publicity, ABC-TV, New York, appointed manager of special projects, public relations, ABC-TV, Los Angeles.

Gene Wetzel, billing coordinator, CBS Television, New York, named broadcast services manager, CBS-owned KMOX-TV St. Louis.

Cathy Patricia, freelance graphic designer in Boston, joins WPOC(FM) Baltimore as promotion director.

Dan Kossoff, director of community involvement, noncommercial WJCT(TV) Jacksonville, Fla., named to newly created position of director of special projects.

Broadcast Advertising

Harold F. Stephenson, senior VP and chief financial officer, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., elected executive VP.

Marston Myers, executive vice president, Chalek and Dryer Inc., New York agency, appointed staff vice president, advertising and sales promotion, for RCA Corp.

Donald F. Thompson, director of marketing, Chesebrough Ponds Co., London, ap-

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pointed chairman and chief executive officer of J. Walter Thompson, France, with headquarters in Paris.

Richard Hanley, copy group head, J. Walter Thompson, New York, elected VP.

Richard B. Criswell, managing director, Leo Burnett-Novas S.A.C. of Argentina, elected president, Leo Burnett-Novas S.A. de C.V. of Mexico, Latin America regional headquarters. He replaces **Joe Novas**, who becomes chairman, Burnett's operations in Spain and Portugal.

Grace E. Fortune, media buyer, Grey Advertising, Detroit, joins Morton, Kerns & Osborne, Chicago agency, as media director.

Ronald M. Miller, account executive, WGAY-AM-FM Washington, named general sales manager, WAYV(FM) Atlantic City, N.J.

Harold Graves, sales manager, Nassau Broadcasting Inc., Princeton, N.J., joins WPOC(FM) Baltimore as general sales manager.

Ann Kettering, account executive, Marsteller Inc., Chicago, joins Doran Stein Grey Inc., Atlanta, in client services.

Mark Whelan, account executive, WSPD-TV Toledo, Ohio, named local sales manager.

David McGahey, general sales manager, WMMR(FM) Philadelphia, named general sales manager, KNEW(AM) San Francisco-Oakland. Both are Metromedia stations.

Richard J. Alegria, TV sales representative, KHQ-TV Spokane, Wash., named local sales manager, KHQ-AM-FM-TV.

Programing

Pat Martin, music and production director, WXLW(AM) Indianapolis, named program director, WDXR(AM) Paducah, Ky.

Ray Stevens, announcer and sports assistant, wow-TV Omaha, named sports director.

Gene Osborn, sportscaster, WWJ-TV Detroit and Detroit Tigers broadcaster, joins KMBA-TV Kansas City, Mo., as sports director.

Bernie Alan, operations manager, KROQ-AM-FM Los Angeles, named operations manager, More Music Enterprises Inc., Los Angeles-based radio program syndication service.

Pete Porter, publicity director, Baltimore Banners tennis team, and formerly with WMAR-TV Baltimore, joins WPOC(FM) Baltimore as program director.

Joseph Shaffer, on the staff of KTVU(TV) Oakland-San Francisco, joins KMPH-TV Visalia, Calif., as program director.

Dick Ebersol, director of program development and administrative assistant to president, ABC Sports, named to newly created position of director, weekend late night programing, NBC-TV, New York.

Michael G. Anderson, operations manager, WSJM-AM-FM St. Joseph-Benton Harbor, Mich., named program director, WOSH(AM) Oshkosh, Wis. **Michael Berlak**, production manager, WSJM-AM-FM, named program director there. All are

Mid-West Family stations.

Clifford B. Alsborg, VP-business affairs and general manager, Fred Calvert Productions, animation supplier, joins ABC Entertainment as manager, dramatic programs.

Phyllis Ackerman, Indianapolis housewife, named sportscaster-commentator for Indiana Pacers games on WTTV(TV) Indianapolis.

Terry Fisher, attorney, 20th Century-Fox Television, Los Angeles, named associate director, business affairs, MGM Television, same city.

Tim Ward, producer-director, Kentucky Educational Television, joins Connecticut Public Television in same capacity.

Jim Rigby, in newspaper display advertising, joins CPTV as promotion associate for programing.

Sandee Andersen, administrative assistant, WMAL(AM) Washington, named program services manager.

Broadcast Journalism

Herb Humphries, news director, KFWB(AM) Los Angeles, named director of news, KMOX-TV St. Louis.

Sam C. Stewart, radio and television newsman, most recently with film production firm, Tulsa, Okla., named news director, KTVH(TV) Wichita, Kan. **Richard L. Tillery**, public affairs director, non-commercial KEDT(TV) Corpus Christi, Tex., named assistant news director, KTVH.

Robert Feldman, manager of broadcasting, WNEP-TV Scranton-Wilkes-Barre, Pa., joins WSFB-TV Hartford, Conn., as executive news producer.

Kenneth L. McDowell, director of minority affairs, WLW(AM)-WLWT(TV) Cincinnati, named co-anchor, WLWT.

Stan Carmack, news anchor, WXIA-TV Atlanta, named to same post, KMBC-TV Kansas City, Mo.

Tom Cheche, newsman and sportscaster, WBRW(AM) Somerville, N.J., named news director, WPOC(FM) Baltimore. **Bill Jackson**, with WEBB(AM) Baltimore, joins WPOC(FM) as newsman.

Clifford Evans, director of Washington news bureau, RKO General Broadcasting, elected VP.

E. Tyler Tucker, investigative reporter and assignment editor, WFTV(TV) Orlando, Fla., named public affairs director, WMFE-TV Orlando.

Mike Lozano, newscaster, KKYX(AM) San Antonio, Tex., joins KTRK-TV Houston as news reporter.

John E. Gamel, reporter and assignment editor, WSMW-TV Worcester, Mass., named news anchor. He replaces **Mike McCarty**, anchor and news director, who will devote full time to responsibilities as news director.

Necia Wakefield, on staff of WDAI(FM) Chicago, joins WITI-TV Milwaukee as general assignment reporter.

Freddie Davis, newsman, WJRT-TV Flint, Mich., named director of public affairs and documentaries. **Jerry Taff** joins WJRT-TV as co-anchor.

Marilyn Hill, reporter, WWVA-AM-FM Wheeling, W. Va., named general assignment reporter, WTRF-TV Wheeling.

Lawrence Cohen, on staff, WBCB(AM) Levittown, Pa., named news director, WCFR-AM-FM Springfield, Vt.

Bill Brown, staff producer of CBS News's *CBS Reports* documentary series, named ABC News correspondent, New York.

Tyler Cox, reporter with WVLK-AM-FM Lexington, Ky., joins WAVE(AM) Louisville, Ky., in same position.

Rick C. Peters, newsman, KRKC(AM) King City, Calif., joins KDIG(FM) San Diego, as director of news and public affairs.

Cable

Howard Herman, counsel at Bank of America, New York, named assistant general counsel, Teleprompter Corp., New York.

John C. Borgelt, producer-director, Continental Cablevision of Ohio, Findlay, named program director.

Equipment & Engineering

Steve Crook, engineer, WBFF(TV) Baltimore, named chief engineer, WPOC(FM) Baltimore.

Joseph E. Blake, chief engineer, WCVB-TV Boston, joins WTAE-TV Pittsburgh, as assistant chief engineer.

Bob Tria, assistant manager, KGMI(AM)-KISM(FM) Bellingham, Wash., joins marketing department of International Tape-tronics Corp., Bloomington, Ill., as sales engineer.

W. Dale Costello, director of development and venture product manager, Illinois Tool Works Inc., Chicago, joins Oak Industries Inc. as director, new product development.

Ted Shibazaki, on marketing staff, TDK Electronics Corp., Garden City, N.Y., elected to newly created position, VP marketing-advertising.

Robert O. Royster, engineer with KDEO(AM) San Diego, joins KDIG(FM) same city, as chief engineer.

Allied Fields

Leavitt J. Pope, WPIX(TV) New York, elected to board of Association of Independent Television Stations (INTV). Four members re-elected: **Gene Adelstein**, KZAZ(TV) Nogales-Tucson, Ariz.; **Herman L. Pease**, WUTV(TV) Buffalo, N.Y.; **John T. Reynolds**, KTLA(TV) Los Angeles, and **James R. Terrell**, KTVT(TV) Fort Worth. Board, including six current members, meets Sept. 18 to elect new chairman and other officers.



Stewart



Evans
Orlando.

James D. Lyons, VP-product manager, Nielsen Television Index, A. C. Nielsen Co., Northbrook, Ill., named VP-manager, Nielsen's media research division. He succeeds **Henry Rahmel**, who continues as a director of company and consultant to that division.



Rahmel

Harold F. Weinberg, president and chairman, HFW Associates Ins., management consulting firm, named to Office of Telecommunications Policy government communications staff, Washington.

David Randall Wilson, Midwest broadcaster and former chief of radio and TV at headquarters, Strategic Air Command, named public affairs officer for U.S. Department of Health, Education and Welfare, New York, to work with radio and TV stations in New York, New Jersey, Puerto Rico and Virgin Islands.

Clair R. Tetterer, assistant dean, University Library for Media Service, Wright State University, named acting director of telecommunications, Miami University, Oxford, Ohio, and interim director, University Regional Broadcasting Inc., for Miami, Wright State and Central State Universities.

Kyle Ermoian, account executive, KROQ (AM) Burbank, Calif., joins Bill Wade School of Radio and Television, Hollywood, as director of sales. **Phil Edwards**, on staff, KPOI-AM-FM Honolulu, named administrative director, Wade School.

Richard Weinstein, senior associate media director and director of media research, Dancer-Fitzgerald-Sample, New York, joins Arbitron, New York, as VP, agency-advertiser sales, and marketing VP.

Hazen J. Schumacher Jr., acting director of broadcasting, University of Michigan, in charge of its television center and non-commercial WUOM (FM) Ann Arbor and WVGR (FM) Grand Rapids, named director.

Tom Cossie, director, national promotion,

RCA Records, New York, appointed division VP, promotion.

Michael F. Fisher, office manager, Kingston Cablevision, Port Ewen, N.Y., named director of noncommercial WNTI-FM and chairman of radio-television, Centenary College for Women, Hackettstown, N.J.

Deaths

Wallace A. Ross, 52, executive director of International Advertising Association in New York, died Sept. 2 in Norwalk, Conn., hospital after brief illness. Mr. Ross was founder and for 12 years executive director of American Television Commercials Festival, which presents Clio awards each year. He also had been executive secretary of Film Producers Association of New York and publisher of *Ross Reports on Television*. Survivors include his wife, Jill, and two children.

Harold Hornbeck, 56, television and film engineer with U.S. Information Agency, died of cancer Aug. 27 at Sibley Memorial hospital, Washington. Survivors include wife, Annie, and three daughters.

For the Record®

As compiled by BROADCASTING, Aug. 26 through Aug. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. 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. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: KGIN-TV Grand Island, Neb., Cornhusker Television Corp.—To Feb. 19, 1975 (BMPCT-7548); *KENW Portales, N.M., Regents of Eastern New Mexico University—To Feb. 19, 1975 (BMPET-827).

AM applications

■ Marshall, Ark.—Ozark Mountains Broadcasting Co. seeks 1600 khz, 1 kw-D. P.O. address: Box 178, Marshall 72650. Estimated construction cost \$33,800; first-year operating cost \$42,000; revenue \$50,000. Format: C&W/Gosp. Principals: Rex and Fern Elliott, and Coy L. and Sue Horton (25% each). Mr. and Mrs. Elliott are respectively owner of trucking company and owner of beauty shop. Mr. and Mrs. Horton are respectively general manager and office manager of flooring company. Ann. Aug. 29.

■ Penuelas, Puerto Rico—Penuelas Broadcasting Corp. seeks 1570 khz, 1 kw-D. P.O. address: T 56 Las Delicias, Ponce, Puerto Rico 00731. Estimated construction cost \$24,625; first-year operating cost \$19,450; revenue \$27,500. Format: Diversifd. Principals: Gilbert Santiago, engineering consultant; Vicente Pierantoni, circulation director of newspaper; and Lucas Valdivieso, president of corporate farm (33⅓% each). Ann. Aug. 29.

■ Newport, Tenn.—Newport Broadcasting Co. seeks 1060 khz, 1 kw-D. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost \$31,560; first-year operating cost \$32,600; revenue \$40,000. Format: Easy listing/MOR/C&W. Principals: Millard V. Oakley (51%) and Edward M. Johnson (49%) own WCSV (AM) Crossville, Tenn. Ann. Aug. 29.

FM actions

■ *Huntsville, Ala.—FCC denied petition by Taft Broadcasting Co. to deny application of Library Board of Huntsville Public Library for CP for new noncommercial FM on 89.3 mhz in Huntsville. Taft, licensee of WBRC-TV Birmingham, Ala., alleged that Library Board operation would cause objectionable interference to reception of its signal. Commission said when FM causes interference to reception of TV signal it is responsibility of FM licensee to take corrective measures to eliminate problem; and even if interference should occur, very few viewers would be affected. Action Aug. 28.

■ *Hanover, N.H.—Broadcast Bureau approved joint petition by Trustees of Dartmouth College

and Robert P. Powell for dismissal agreement. Application of Robert P. Powell for new FM in Hanover (BPH-8737) was dismissed in return for payment of its expenses, not to exceed \$2,012, and Trustees application for new FM on 99.3 mhz, 3 kw, HAAT 300 ft. was granted. P.O. address: P.O. Box 31, Hanover 03755. Estimated construction cost \$94,545; first year operating cost \$9,610. Format: Ed. Principal: John G. Kemeny, president and trustee (BPH-7889). Action Aug. 15.

■ Marion, Ohio—Scantland Broadcasting Co. Broadcast Bureau granted 94.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 385, Marion 43302. Estimated construction cost \$44,557; first-year operating cost \$57,380; revenue \$45,000. Principals: George F. Scantland 3rd (55%), George F., Jr. (25%) and Janice M. Scantland (20%). Scantlands have land development business in Marion (BPH-8966). Action Aug. 21.

■ Mitchell, S.D.—BMA Broadcasting. Broadcast Bureau granted 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 506 East 15th Avenue, Mitchell 57301. Estimated construction cost \$50,513; first-year operating cost \$35,820; revenue \$144,000. Principals:

**NOTE
NEW
ADDRESS**

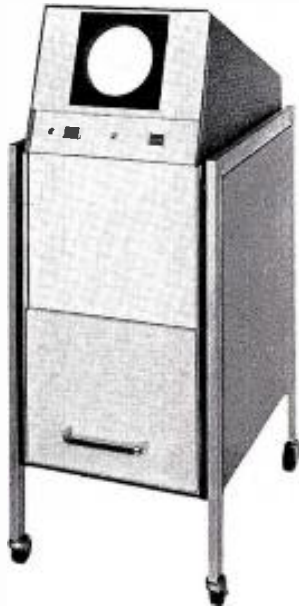
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Bruce Lee (40%), Duane Moke (39%), et al. Mr. Lee is former program director at KORN(AM) Mitchell; Mr. Moke is photographer in Mitchell (BPH-9039). Action Aug. 22.

FM start

■ **KQLH** San Bernardino, Calif.—Authorized program operation on 95.1 mhz, ERP 15 kw, HAAT 320 ft. Action Aug. 16.

FM license

Broadcast Bureau granted following license covering new station:

■ ***WPFL** Winter Park, Fla., Winter Park High School (BLED-1276). Action Aug. 23.

Ownership changes

Applications

■ **KCYN(AM)** Williams, Ariz. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hancock Broadcast House to Bruce D. Owens for \$6,000. Sellers: Charles D. and Janet K. Langerveld, et al. Mr. and Mrs. Langerveld have interest in KAAA(AM) Kingman, Ariz. Buyer: Mr. Owens (100%) is station manager at KCYN. Ann. Aug. 28.

■ **KATA(AM)** Arcata, Calif. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Arcata Broadcasting Co. to Martin Broadcasting Corp. for \$300,000. Seller: Western Communications, publisher of four Oregon newspapers and owner of KGAL(AM) Lebanon, Ore. Buyers: John P. Martin (50%) and C. Lucille Martin (50%), his wife. Mr. Martin is executive vice president of Telecon Productions, Chicago. Ann. Aug. 28.

■ **WWOG(FM)** Boca Raton, Fla. (99.9 mhz, 100 kw)—Seeks transfer of control of WWOG Inc. from Homer Akers, Carole A. Akers, et al. (100% before; none after) to Family Stations (none before; 100% after). Consideration: \$1,000,000 and \$58,000 for property. Principals: Harold Camping, Scott L. Smith and Richard Van Dyk, non-stock members of Family Stations, own many stations including KEAR(FM) San Francisco, KEBR(FM) Sacramento, Calif. and WFME(FM) Newark, N.J. Ann. Aug. 28.

■ **WQXM(FM)** Clearwater, Fla. (97.9 mhz, 100 kw)—Seeks assignment of license from FM Enterprises to Plough Broadcasting Co. for \$1,220,000. Sellers: John T. Rutledge, Joseph S. Field, et al. Mr. Rutledge owns WQHI(FM) Jeffersonville, Ind., Mr. Field owns WIRK-AM-FM West Palm Beach, Fla. Buyer: Plough is subsidiary of Schering-Plough Corp., Bluefield, N.J. It owns WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta, WJJD-AM-FM Chicago, WMTS-AM-FM Memphis and WSUN(AM) St. Petersburg, Fla. Ann. Aug. 28.

■ **WCOA(AM)-WJLQ(FM)** Pensacola, Fla. (AM: 1370 khz, 5 kw-DA-N; FM: 100.7 mhz, 25.5 kw)—Seeks assignment of license from WCOA Radio Inc. to Triangle Broadcasting Corp. for \$1,900,000. Sellers: J. McCarthy Miller (51%), Boris Mitchell (21.5%), et al. Messrs. Miller and Mitchell have interest in several southern stations including WTRL(AM) Bradenton, Fla. and WBIA(AM) Augusta, Ga. Buyers: Gordon C. Gray (52%) and sons Gordon Jr., Burton C., C. Boyden and Bernard (48% jointly). Triangle owns WSJS(AM)-WTQR(FM) Winston-Salem, N.C. Ann. Aug. 28.

■ **WIXI(AM)** Lancaster, Ky. (AM: 1280 khz, 1 kw-D)—Seeks assignment of license from Lancaster Broadcasters to Lancaster Broadcasters Inc. for \$70,000. Seller: South C. Bevins (100%) owns WANO(AM) Pineville, Ky. Buyers: Charles E. Phillips, sales manager at WYSH(AM) Clinton, Tenn.; James F. Stair, general manager at WYSH(AM)-WCFA(FM) Clinton; and George R. Guertin, stockholder in several Tennessee stations including WYSH(AM)-WCFA(FM) (33 1/3% each). Ann. Aug. 28.

■ **WBLG(AM)** Lexington, Ky. (1300 khz, 1 kw, DA-N)—Seeks assignment of license from Roy B. White Jr. to Village Broadcasting Co. for \$225,000. Seller: Mr. White (100%) formerly owned 50% of WBLG-TV Lexington and is now retiring from broadcasting. Buyers: James A. Heavner (67%) and Roland P. McClamroch Jr. (33%), North Carolina businessmen, own WCHL(AM) Chapel Hill, N.C. Ann. Aug. 28.

■ **WLEX(FM)** Lexington, Ky. (98.1 mhz, 50 kw)—Seeks assignment of license from WLEX-TV Inc. to Village Broadcasting Co. for \$250,000. Seller: Gay-Bell Stations, parent company, also owns WLEX-TV and WCOV-AM-TV Montgomery, Ala. Gay-Bell is owned by Douglas Gay Jr. (41.9%), et al. Buyers: James A. Heavner and Roland P. McClamroch Jr. (see above). Ann. Aug. 28.

■ **KJOE(AM)** Shreveport, La. (AM: 1480 khz, 1 kw-D)—Seeks assignment of license from Dynamic Broadcasting Corp. to Coastal Broadcasting Corp. for \$185,000. Sellers: C. Ronald Rogers, Neal Space, R. Miller Hicks and J. Sam Winters own KTRM Beaumont, Tex. Buyers: John Mitchell (40%), Interstate Venture Capital Corp. (35%) and O. L. Kimbrough (25%). Mr. Mitchell is general

Call letters

Applications

| Call | Sought by |
|---------|--|
| | New TV's |
| *KOZK | Springfield Community Television, Springfield, Mo. |
| KVEO-TV | Delta Rio Broadcasting Co., McAllen, Tex. |
| | New AM |
| WPSC | Pageland Broadcasting Corp., Pageland, S.C. |
| | Existing TV |
| KAMR-TV | KGNC-TV Amarillo, Tex. |
| | Existing AM |
| KBOM | KWVB Bismarck-Mandan, N.D. |
| | Existing FM's |
| KEZU | KELD-FM El Dorado, Ark. |
| WRUL | WROY-FM Carmi, Ill. |
| WYSL-FM | WPHD Buffalo, N.Y. |
| KSKR | KENA-FM Mena, Ark. |
| WUFM | WLBR-FM Lebanon, Pa. |
| WBPM | WGHQ-FM Kingston, N.Y. |

Grants

| Call | Assigned to |
|---------|---|
| | New TV's |
| *KAKM | Alaska Public Television, Anchorage, Alaska |
| *WAPB | Maryland Public Broadcasting Commission, Annapolis, Md. |
| | New AM |
| KAZM | Tabback Broadcasting Co., Sedona, Ariz. |
| | New FM's |
| *KSLU | Southeastern Louisiana University, Hammond, La. |
| *WFAC | Columbus Community Educational Broadcasting, Columbus, Ohio |
| WFWA | Spencer and Freeland Broadcasting, Sullivan, Ill. |
| WEAA | Morgan State College, Baltimore |
| KYEZ | Salina Broadcasting, Salina, Kan. |
| KFRA-FM | KFRA Inc., Franklin, La. |
| | Existing AM |
| WADC | WCEF Parkersburg, W.Va. |
| | Existing FM's |
| WIBZ | WCEF-FM Parkersburg, W.Va. |
| KKTU | UKI-FM Ukiah, Calif. |

manager at KTEO(AM) San Angelo, Tex. Mr. Kimbrough owns KEES(AM) Gladewater, Tex. Lamar E. Ozley Jr. is chairman of board of Interstate Venture. Ann. Aug. 28.

■ **WKYE-FM** Bristol, Tenn. (96.9 mhz, 10 kw)—Seeks assignment of license from Highland Development Corp. of Bristol to Bristol Broadcasting Co. for \$100,000. Sellers: William J. Tilley Jr. and James K. Daniel own WKYE(AM) Bristol. Buyers: W. L. Nininger (41.7%), general manager at WFHG(AM) Bristol; C. Edward Wright (16.3%), lumber companies owner; W. K. Vance Jr. (16.3%), retired; et al. Ann. Aug. 28.

■ **KMOR(AM)** Murray, Utah (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Oral J. Wilkinson to Seagull Enterprises Inc. for \$250,000. Seller: Mr. Wilkinson (100%) plans to retire. Buyers: Charles R. Sadler (77 1/2%), professional boxing trainer; Jay Gardner (20%), general manager at KMOR, et al. Ann. Aug. 28.

Actions

■ **KTRB-AM-FM** Modesto, Calif.—Commission affirmed its April 10 order granting assignment of licenses of KTRB-AM-FM from KTRB Broadcasting Co. to Big Valley Broadcasting. Petition filed by JECO Inc., licensee of KCTY-FM Salinas, Calif., seeking reconsideration of assignment, was denied. Commission said JECO failed to raise questions of fact indicating that KTRB-FM CP application was strike application and added that it could not find that sole purpose for filing application was to delay grant of KCTY-FM application. Commission rejected JECO's conclusion that because purchase price exceeded true value of stations, agreement to file accommodation application resulted in substantially inflated price for KTRB-FM. Action Aug. 28.

■ **WHLT-AM-FM** Huntington, Ind., **WBNO-AM-**

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Summary of broadcasting

FCC tabulations as of July 31, 1974

| | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|--------------------|--------------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM | 4,390 | 2 | 21 | 4,413 | 58 | 4,471 |
| Commercial FM | 2,510 | 0 | 57 | 2,567 | 154 | 2,721 |
| Educational FM | 670 | 0 | 17 | 687 | 84 | 771 |
| Total radio | 7,570 | 2 | 95 | 7,667 | 296 | 7,963 |
| Commercial TV | 695 | 1 | 11 | 707 | 38 | 759 |
| VHF | 505 | 1 | 8 | 514 | 5 | 521 |
| UHF | 190 | 0 | 3 | 193 | 33 | 238 |
| Educational TV | 219 | 0 | 15 | 234 | 13 | 251 |
| VHF | 88 | 0 | 3 | 91 | 6 | 98 |
| UHF | 131 | 0 | 12 | 143 | 7 | 153 |
| Total TV | 914 | 1 | 26 | 941 | 45 | 1,010 |

* Special temporary authorization

** Includes off-air licenses

FM Bryan, Ohio and WLKM(AM) Three Rivers, Mich.—Applications granted by Broadcast Bureau on March 27, 1973 for voluntary relinquishment of negative control of Williams County Broadcasting Systems by Carl L. Shipley (50%) and J. William and Isabelle P. Middendorf (50% jointly) through issuance of additional stock to general public, not consummated (BTC-7079-81). Ann. Aug. 29.

■ KOGA(AM) Ogallala, Neb.—Broadcast Bureau returned application for voluntary acquisition of positive control of Ogallala Broadcasting Co. by Ray H. Lockhart through purchase of stock from Marvin Romig, because application was filed on wrong form. Ann. Aug. 29.

■ WKRZ(AM)-WDJR(FM) Oil City, Pa.—Broadcast Bureau dismissed assignment applications from WKRZ Inc. to Progressive Publishing Co., at request of attorney (BAL-8025). Ann. Aug. 29.

■ WTIE-TV State College, Pa.—Broadcast Bureau dismissed application for voluntary assignment of CP from TV Networks to Federated Communications (BAPCT-508). Ann. Aug. 27.

■ WLOW-AM-FM Aiken, S.C. (AM: 1300 khz, 500 w-D; FM: 95.9, 3 kw)—Broadcast Bureau granted assignment of license from Carousel Radio to Briar Creek Broadcasting for \$186,000. Seller: W. Randall Davidson (34%), president, retiring from broadcasting, et al. Buyers: A. Mills Fitzner (50½%), David De Frchn (38½%), et al. Mr. Davidson is retaining 10%. Messrs. Fitzner and De Frchn hold management positions at WROM-AM-FM Rome, Ga. (BAL-8162). Action Aug. 21.

■ KDBC-TV El Paso, Tex.—Broadcast Bureau granted assignment of license from Doubleday Broadcasting Co. to Portal Communications for \$5,039,000. Seller: Doubleday & Company Inc. (100%), which also owns KHOW-AM-FM Denver, KITE(AM) Terrell Hills and KEXL(FM) San Antonio, both Texas; KDWB(AM) St. Paul and KRIZ(AM) Phoenix. Buyer: Evening Post Publishing Co. (100%). Edward Manigault, chairman of board (30% share) (BALCT-545). Action Aug. 30.

■ KGAF-AM-FM Gainesville, Tex.—Broadcast Bureau dismissed assignment application from White Fuel Corp. to First IV Media at request of attorney (BAL-8088). Ann. Aug. 29.

for interim operating authority of WMRE(AM), upon request of Monroe Broadcasting, applicant. Ann. Aug. 29.

■ WALL-AM-FM Middletown, N.Y.—Broadcast Bureau granted mod. of licenses covering change in corporate name from Oroco Communications to Castle Communications Corp. (BML-2526). Action Aug. 22.

■ KACO Belleville, Tex.—Broadcast Bureau returned, as unnecessary, mod. for extension of time to construct. Ann. Aug. 29.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KBYE Oklahoma City (BP-19,502), Aug. 19.

FM actions

■ *WMCU Miami—Broadcast Bureau granted mod. of license to change name of licensee from Miami Christian University to Miami Christian College (BMLED-86). Action Aug. 21.

■ KLFM Ames, Iowa—Broadcast Bureau granted remote control (BRCII-1208). Action Aug. 6.

■ WBBC Jackson, Mich.—Broadcast Bureau granted CP to install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 50 kw; ant. height 320 ft. (BPH-8955). Action Aug. 21.

■ KTMO Kennett, Mo.—Broadcast Bureau granted CP to operate by remote control from trans. studio site: Highway 25, south, ¼ mile south of Kennett; install new trans. and ant.; change ERP to 100 kw; ant. height 370 ft. (BPH-9003). Action Aug. 21.

■ WWOL-FM Buffalo, N.Y.—Broadcast Bureau granted CP to install new trans. and ant.; change ERP to 50 kw; ant. height 225 ft., remote control permitted (BPH-8981). Action Aug. 21.

■ WXRY Columbia, S.C.—Broadcast Bureau granted remote control; change studio location outside city limits to WZLD(FM) studio site: 1303 State St., Cayce, S.C. (BRCH-1214). Action July 15.

■ WWDM Sumter, S.C.—Broadcast Bureau granted change of studio location to 2.5 miles east of Sumter on U.S. Highway 76; remote control permitted (BRCH-1215). Action July 25.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KFJL Oklahoma City (BPH-8573), Aug. 16; WAID Memphis (BPH-8425), Aug. 16; WSIV-FM Pekin, Ill. (BPH-8746), Aug. 15.

Facilities changes

TV applications

■ KLOC-TV Modesto, Calif.—Seeks CP to change ERP to 3520 kw maximum lobe, antenna input power 20 kw. Ann. Aug. 27.

■ KGOJ Brownsville, Tex.—Seeks to change ERP to vis. 5000 kw, aur. 1000 kw; trans. location to northwest of Brownsville, 2.3 miles northeast of Santa Maria, Tex.; and HAAT 1,432 ft. Ann. Aug. 27.

AM applications

■ WKTZ Arlington, Fla.—Seeks CP to change station location to Jacksonville, Fla., increase power to 5 kw and add DA. Ann. Aug. 26.

■ WOCB West Yarmouth, Mass.—Seeks CP to make changes in ant. system and to operate by remote control. Ann. Aug. 26.

■ WTCH Shawano, Wis.—Seeks CP to add MEOV's to nighttime radiation pattern. Ann. Aug. 29.

AM actions

■ KIIIX Fort Collins, Colo.—Broadcast Bureau returned application for CP to add nighttime operation with 1 kw and add DA-2, because of incomplete application. Ann. Aug. 29.

■ WINZ Miami—Broadcast Bureau returned application for CP to move trans. house for aux.-alt. trans., because of incomplete application. Ann. Aug. 29.

■ Monroe, Ga.—Broadcast Bureau dismissed request

(Docs. 20133-4)—Designated ALJ Chester F. Naumowicz Jr. to serve as presiding judge; scheduled hearing for Nov. 18. Action Aug. 22.

Procedural rulings

■ Arab, Ala., FM proceeding: Brindlee Broadcasting Corp. and Marshall County Broadcasting Co. (WRAB[AM] Arab), competing for 92.7 mhz (Docs. 19849-51)—Commission denied application by Marshall County Broadcasting Co. for review of review board memorandum opinion and order released May 1. In that action, among other things, review board denied Marshall's request to add cross-ownership issue against Brindlee Broadcasting Corp. Action Aug. 28.

■ Santa Paula and Fillmore, both California, FM proceeding: William F. and Anne K. Wallace, at Santa Paula, and Class A Broadcasters and Clark Ortone Inc., at Fillmore, competing for 96.7 mhz (Docs. 19865-8)—Review board on request of William F. and Anne K. Wallace, added issues against Class A Broadcasters. Board enlarged issues to determine whether Class A's proposal would provide realistic transmission service to Fillmore: whether Class A had sufficient funds to construct and operate its proposal; and whether it had failed to keep its application accurate by failing to report significant changes in its financial qualifications. Board denied Wallace's request for cost estimates issue, finding it unsubstantiated. Action Aug. 27.

■ South Lake Tahoe, Calif., FM proceeding: KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises, competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—ALJ Chester F. Naumowicz Jr. continued hearing now scheduled for Sept. 16 pending further order. Action Aug. 22.

■ Jacksonville, Fla., FM proceeding: Diamond T. Coal and Realty Co., Bold City Broadcasting Co., Mark L. Wodliger and Mel-Lin, competing for 107.3 mhz at Jacksonville (Docs. 20076-9)—Review board denied motion by Bold City Broadcasting Co. to add financial and ascertainment issues against Mel-Lin. Review board concluded that Mel-Lin would have sufficient funds for construction and first-year operating costs. Board found request for ascertainment issue was without merit, pointing out that applicants are not required to specify races of leaders interviewed. Action Aug. 26.

■ Monroe, Ga., AM proceeding: Community Broadcasting Co. (WKUN[AM] Monroe, 1580 khz); Monroe Broadcasting; James N. Williamson and Raymond Dehler, competing for 1490 khz (Docs. 20069-2)—Review board added trans. site availability issue against Williamson and Dehler. Action was in response to petition by Community Broadcasting Co. Community's request for issue to determine whether Williamson and Dehler had updated their application as required by rules was denied. Action Aug. 27.

■ KTVO(TV) Kirksville, Mo., TV proceeding: KTVO Inc., applying for changes (Doc. 20100)—ALJ Herbert Sharfman on request of KTVO rescheduled hearing from Nov. 25 to Nov. 21. Action Aug. 23.

■ Amsterdam, N.Y., FM proceeding: Community Service Broadcasting Corp. of Amsterdam and WKOL Inc., competing for 97.7 mhz (Docs. 20105-6)—ALJ Byron E. Harrison scheduled hearing for Nov. 12. Action Aug. 23.

■ New York, TV proceeding: RKO General (WORTV) and Multi-State Communications, competing for ch. 9 (Docs. 19991-2)—ALJ Chester F. Naumowicz Jr. postponed hearing in Washington from Nov. 7 to Dec. 18, and in New York from Nov. 19 to Jan. 7, 1975. Action Aug. 21.

■ WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, renewal proceeding: Friendly Broadcasting Co. (Doc. 19412)—ALJ John H. Conlin reopened record and continued further proceedings without date. Action Aug. 22.

■ Puerto Rico, AM proceeding: Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figueroa and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—Review board, in response to request by Cavallaro Broadcasting Corp., added community ascertainment, legal qualification and failure to give proper public notice of proposed frequency change issues against Vieques Radio Corp. Action Aug. 27.

■ Neenah-Menasha, Wis., FM proceeding: Total Radio and Evangel Ministries, competing for new FM (Docs. 20103-4)—ALJ Byron E. Harrison scheduled hearing for Dec. 9. Action Aug. 26.

Dismissed

■ Santa Paula and Fillmore, both California, FM proceeding: Jerry Lawrence and William F. and Anne K. Wallace, at Santa Paula, and Class A Broadcasters and Clark Ortone Inc., at Fillmore, competing for 96.7 mhz (Docs. 19865-8)—ALJ John Conlin granted petition by Jerry Lawrence and dismissed his application; scheduled hearing for Dec. 10. Actions Aug. 23.

Joint agreement

■ Bayamon, Puerto Rico, FM proceeding: RAAD Broadcasting Corp. and Andres R. and Francisco J. Nevares, competing for 100.7 mhz at Bayamon

In contest

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

■ Arkadelphia, Ark., FM proceeding: Arkadelphia Broadcasting Co. and Great Southwest Media Corp., competing for 100.9 mhz (Docs. 19892, 4)—Reassigned proceeding to ALJ John H. Conlin. Action Aug. 27.

■ KTXL(TV) Sacramento, Calif., TV proceeding: Camellia City Telecasters, seeking facilities changes (Doc. 20125)—Designated ALJ Reuben Lozner as presiding judge, and scheduled hearing for Nov. 11. Action Aug. 21.

■ Perry, Fla., AM proceeding: H. S. Hagan Jr. and His World, competing for 1400 khz (Docs. 20131-2)—Designated ALJ Reuben Lozner as presiding judge, and scheduled hearing for Nov. 18. Action Aug. 21.

■ Fitzgerald and Ocilla, Ga., FM proceeding: Ben Hill Broadcasting Corp. at Fitzgerald and Oliva Broadcasting Co. at Ocilla, competing for 95.3 mhz

(Docs. 19932-33)—ALJ Byron E. Harrison approved joint agreement by applicants subject to reduction in total consideration to \$12,665.41; dismissed application of Bayamon Broadcasters; granted application of RAAD Broadcasting Corp.; and terminated proceeding. RAAD granted 100.7 mhz, 50 kw, HAAT minus 45 ft. P.O. address: Bamboo Drive K-8 Urb. Torrimar, Guaynabo, Puerto Rico 00657. Estimated construction cost: \$85,745; first-year operating cost: \$33,200; revenue: \$60,000. Principals: Ramon Rios Roure (51%), Roberto Davila Rodriguez (39%), et al. Mr. Roure has real estate interests in Puerto Rico. Mr. Rodriguez has resort and retail sales interests there. Action Aug. 28.

Complaints

- **KNX(AM)** Los Angeles—Commission denied request of Lilian Baker for review of April 22 Broadcast Bureau ruling that denied her fairness doctrine complaint against KNX. Commission agreed with Broadcast Bureau's ruling, that Mrs. Baker failed to show that licensee did not afford reasonable opportunity in its overall programming for presentation of contrasting viewpoints on issues surrounding placement or wording on commemorative plaque at site of World War II "refocation center" for Japanese-Americans. Action Aug. 28.
- **WMTW-TV** Poland Spring, Me.—Commission denied request of Peter C. Herbst and Michael and Janet Cooper seeking review of March 16, 1973 Broadcast Bureau ruling that denied their complaint that WMTW-TV failed to fulfill its fairness doctrine obligations. Mr. Herbst and Coopers claimed that WMTW-TV broadcast numerous advertisements for snowmobiles but failed to broadcast contrasting viewpoints on environmental and safety hazards of snowmobile operation. Commission said it will not extend fairness doctrine to "general product advertisements such as those making claims regarding product's efficacy or social utility." Action Aug. 28.
- **WCBS(AM)** New York—Commission denied petition by John Cervase for reconsideration of Jan. 7 Broadcast Bureau ruling denying his request for declaratory ruling on his fairness doctrine complaint against WCBS. Cervase stated that after he and incumbent mayor of Newark, N.J. announced intentions to seek that office, but before either had become legally qualified candidates, WCBS selected incumbent as spokesman to discuss controversial issues of public importance. Cervase said he was denied opportunity to present his views. Action Aug. 28.
- **WRGB(TV)** Schenectady, N.Y.—FCC denied request of Hudson-Mohawk Group of Sierra Club and Michael Dew for review of March 16, 1973 Broadcast Bureau ruling that denied their contention that WRGB(TV) failed to fulfill its fairness doctrine obligations. Hudson-Mohawk Group contended that General Electric Broadcasting Co., licensee of WRGB(TV), in broadcasting advertisements for snowmobiles, failed to present contrasting views on social and environmental problems created by use of snowmobiles. FCC said that while hazardous operation, adverse environmental effects and interference with private property rights by snowmobiles may constitute controversial issues of public importance in Schenectady area, it cannot be said that advertisements in question "are devoted in obvious and meaningful way to discussion" of those issues. Action Aug. 28.

Fines

- **KSLY(AM)** San Luis Obispo, Calif.—FCC denied KSLY Broadcasting Co., licensee of KSLY, reconsideration of Nov. 14, 1973 commission action assessing \$1,000 forfeiture against station for failing to notify individual of personal attack and failing to afford reasonable opportunity to respond to political editorial. In seeking reconsideration, KSLY stated that reaffirming forfeiture would relegate public affairs programming to bland and inoffensive presentations. Action Aug. 28.
- **KBHS-AM-FM** Hutchinson, Kan.—Broadcast Bureau, by letter, notified KBHS Broadcasting Co., licensee, that it incurred forfeiture of \$500 for making corrections in program logs which were not made by striking out erroneous portion of logs or by making corrective explanation on logs in March. Action Aug. 21.
- **KMIN(AM)** Grants, N.M.—FCC ordered KMIN Inc., licensee of KMIN, to forfeit \$800 for operating and logging violations, and failure to file its 1972 financial report. Commission earlier issued notice of apparent liability for \$1,000. Commission said it would accept KMIN's explanation as to loss of 1971 report and would reduce fine by \$200. Action Aug. 28.
- **WTTT(AM)** Towanda, Pa.—Broadcast Bureau, by letter, notified Twin Tier Broadcasting, licensee, that it incurred forfeiture of \$1,500 for failing to have licensed operator with proper class of license on duty at trans., failure of operator to sign on and off duty on log, and violation of sign-on time during November and December 1973. Action Aug. 21.
- **KVNU(AM)** Logan, Utah—Broadcast Bureau, by letter, notified Cache Valley Broadcasting Co., li-

ensee, that it incurred forfeiture of \$500 for failing to make equipment performance measurements and failing to make tower light inspection entries in maintenance logs. Action Aug. 21.

Other actions

- **WTRL(AM)** Bradenton, Fla.—FCC denied WTRL Broadcasting reconsideration of conditions placed on Jan. 3 commission grant of license renewal of WTRL. Commission granted WTRL's license renewal subject to submittal of list of local minority and women's organizations with which it would communicate for positions at WTRL; and submit with its 1974 and 1975 annual employment reports, detailed statement of its affirmative action. Action Aug. 28.
- **KOKA(AM)** Shreveport, La.—FCC granted application of KOKA Broadcasting Co. for renewal of license of KOKA. Petition to deny application, filed by Bossier Broadcasting Corp., was denied. Bossier Broadcasting alleged that KOKA application was defective since it lacked service statement. Commission said it followed policy of not requiring filing of that information for licensee that operated station for less than six months. Since KOKA operated station for only two-and-a-half months, it was entitled to rely on FCC policy. Action Aug. 28.
- **KOLS(AM)-KKMA-FM** Pryor, Okla.—FCC granted applications of Lakes Area Broadcasting Co. for renewal of licenses of KOLS and KKMA-FM. Petition to deny applications, filed by Vinita Broadcasting Co., former licensee of KVIN(AM) Vinita, Okla., was denied. Vinita alleged that Lakes Area failed to maintain all public file documents; violated operating log requirements; misidentified KKMA-FM with Vinita, and misrepresented its power. Commission investigated KOLS and KKMA-FM and found several violations of its rules, assessing Lakes Area \$2,000 forfeiture. Commission said forfeiture was adequate method of dealing with those rule violations. Action Aug. 28.

Allocations

Actions

- FCC took following actions on FM allocations:
 - **Victorville, Calif.**—FCC substituted ch. 276A for ch. 252A to correct error in table of assignments (Doc. 19860). Action Aug. 28.
 - **Texas**—Broadcast Bureau proposed amendment of table of assignments to exchange ch. 277 for ch. 271 at Midland, ch. 271 for ch. 277 at Monahans, ch. 280A for ch. 292A at Brownfield, and ch. 292A for ch. 280A at Seminole (RM-2341). Action was in response to petition by Midland Broadcasting Co. seeking to remove short-spacing problem between ch. 271 assigned to Midland, and ch. 217, occupied by KOCV-FM Odessa. Action Aug. 21.

Rulemaking

Action

- FCC denied Horace P. Rowley III reconsideration of Feb. 1 Broadcast Bureau ruling denying his motion for declaratory ruling to allocate procedural burdens in fairness doctrine cases between public and broadcasters, pending conclusion of fairness inquiry. FCC said its fairness doctrine inquiry was reexamining policies in this area so that bureau's decision that ruling prior to issuance of report was unwarranted had been correct. Action Aug. 28.

Translator

Action

- **W13AL** Roanoke Rapids, N.C.—VHF TV translator broadcast authorization canceled and call letters deleted on request of licensee. Ann. Aug. 30.

Cable

Certification actions

- **CATV** granted following operators of cable TV systems certificates of compliance: Jefferson TV Cable Co., Reynoldsville, Pa. (CAC-2401) and Skyesville, Pa. (CAC-2474); Ultra Com of Nowata, Nowata, Okla. (CAC-2692); Mountain Cablevision, Franklin, N.C. (CAC-2840), Ela, N.C. (CAC-2841), Bryson City, N.C. (CAC-2483) and Webster, N.C. (CAC-2847); Garberville Cable TV, McKinleyville, Calif. (CAC-3240); General Television of Minnesota, St. Cloud, Minn. (CAC-3466), Waite Park, Minn. (CAC-3467), Sauk Rapids, Minn. (CAC-3468) and St. Cloud township, Minn. (CAC-3469); Kearsh Inc., Mountain Home AFB, Idaho (CAC-3484); Feather River TV Cable Systems, Graeagle, Calif. (CAC-3571); Feather River TV Cable Systems, Portola, Calif. (CAC-3572) and Loyalton, Calif. (CAC-3573); La Salle Cable T.V., Olla, La. (CAC-

3847), Urania, La. (CAC-3848) and Tullos, La. (CAC-3849); Cable TV of Pearsall, Pearsall, Tex. (CAC-3856); WGN Electronic Systems Co., Houghton (CAC-3866), Hancock (CAC-3867), Adams township (CAC-3868), Chassell township (CAC-3869), Osceola township (CAC-3870), Portage township (CAC-3871) and Franklin township (CAC-3872), all Michigan; Claremore Cable Television, Claremore, Okla. (CAC-3884); Teleprompter Gulf Coast CATV Corp., St. Petersburg, Fla. (CAC-3928), South Pasadena, Fla. (CAC-3929), Treasure Island, Fla. (CAC-3930) and Gulfport, Fla. (CAC-3931); Teleprompter of Florida, New Port Richey (CAC-3935), Pasco county (CAC-3936), St. Petersburg (CAC-3937), Plant City (CAC-3938) and Oakland (CAC-3939), all Florida; Storer Cable Communications, Bainbridge, Ga. (CAC-2835); Kamiah Cable TV Co., Kamiah, Idaho (CAC-3019); Phenix City CATV, Phenix City, Ala. (CAC-3315); TeleCable of Statesville, Statesville, N.C. (CAC-3488); Blue Ridge Cable Television, Meshoppen borough, Pa. (CAC-3574); Seminole Cablevision, Longwood, Fla. (CAC-3626); Master Television Distribution System, Thousand Palms, Calif. (CAC-3775); Alden CATV, Blissfield, Mich. (CAC-3822); Tuskegee Cablevision Co., Tuskegee, Ala. (CAC-3823); Hardin Cable TV, Hardin, Mont. (CAC-3902); Mid-Content Cable Systems, Marceline, Mo. (CAC-3926); Teleprompter Gulf Coast CATV Corp., Largo (CAC-3947), Belleair Bluffs (CAC-3948), Belleair Beach (CAC-3949), Indian Rocks Beach (CAC-3950), Seminole (CAC-3951), Safety Harbor (CAC-3952), Indian Rocks Beach-south shore (CAC-3953) and Belleair Shores (CAC-3954), all Florida; Wash Cablevision, Mt. Carmel, Ill. (CAC-3955); Seasha Community Cablevision Co., Tuskegee, Ala. (CAC-4034).

- **Franklin township, Ohio**—FCC granted Community TCI of Ohio certificate of compliance for new cable system at Franklin township, located in Cincinnati-Newport, Ky. and Dayton-Keitering, Ohio major TV markets (CAC-3621). Community proposes to carry WLWD, WHIO-TV, WKEF Dayton, Ohio; WCPO-TV, WKRC-TV, WLWT, *WCET Cincinnati; *WMUB-TV Oxford, Ohio; WUAB Lorain, Ohio; WTTV Bloomington, Ind., and WXIX-TV Newport, Ky. Action Aug. 28.

- **Ardmore, Okla.**—FCC granted application by Cablecom-General for certificate of compliance to add signal of *KERA-TV Dallas to its system at Ardmore, Okla. (CAC-3762). Cable system presently carries KXII Ardmore; KTEB Ada; KOCO-TV, WKY-TV, KWTV and *KETA Oklahoma City, all Oklahoma; WFAA-TV, KXTX-TV Dallas; KTVT Fort Worth; KFDX-TV and KAUF-TV Wichita Falls, Tex. Action Aug. 28.

Other actions

- **Livermore Falls, Livermore, and Jay, Me.**—Commission granted petition by Diversified Communications, operator of cable systems at Livermore Falls, Livermore and Jay, for reconsideration of April 17 commission ruling (CAC-1642-3, 1652). Earlier FCC action denied Oxford Cable TV Corp. certificates of compliance to add signal of WSBK-TV Boston to its cable systems at Livermore Falls and Jay, because it did not propose to provide public access channels for each system as required by rules. Diversified purchased cable systems from Oxford on March 25. Diversified urged reconsideration on basis of accompanying request for partial waiver of rules to permit communities involved to share single public access channel. Action Aug. 28.
- **Dalton, Mass.**—FCC denied Springfield Television Broadcasting Corp., licensee of WWLP(TV) Springfield, Mass., reconsideration of commission denial of Springfield's request for network program exclusivity protection against signals of WRGB Schenectady, N.Y., on cable system at Dalton. Network program exclusivity rules were designed, in part, commission said, to maintain competitive relationship among TV stations and to not unduly disturb natural competitive conditions. Action Aug. 28.

- **Oil City, Pa.**—FCC directed Oil City Cable TV Co., operator of cable system at Oil City, to amend its application for certificate of compliance to comply with franchise fee standards (CAC-2903). Commission found that franchise enacted by Oil City on Aug. 28, 1972, which provided for annual fee of 4% of all gross annual receipts, did not meet requirements of FCC rules. Action Aug. 28.

In contest

- **Manchester, N.H.**—Commission rescinded part of its Aug. 9 order requiring United Cable Co. of New Hampshire to discontinue service to subscribers in Manchester, who were connected to CATV system after June 7. Commission concluded that its requirement that United withdraw service from certain subscribers would be unnecessarily disruptive to public in Manchester and is inconsistent with public interest (Doc. 20029). Action Aug. 28.

Rulemaking

- **Chief, Cable Television Bureau**, in response to request by National Association of Broadcasters, extended from Aug. 27 to Oct. 1 time for filing reply comments in matter of amendment of rules with respect to network program exclusivity protection by CATV systems (Doc. 19995). Action Aug. 23.

Classified Advertising

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

RADIO

Help Wanted Management

GM with sales management experience needed for station #1 in sales and audience. Salary commensurate with ability. Good benefits. All replies confidential. Send resume, other important information. Box H-177, BROADCASTING.

Group-owned AM/FM in top ten market needs experienced local sales manager. Prior management experience necessary as well as heavy emphasis on retail sales. \$35 to \$40K is realistic first-year income figure. Send resume to Box J-65, BROADCASTING.

Help Wanted Sales

Major market Florida radio station. Contemporary format with top numbers. \$15K guaranteed with opportunity to earn \$25K first year. Rush resume to Sales Manager, Box J-6, BROADCASTING.

Combination announcer salesperson wanted for small market in Midwest. We will train in sales. Great opportunity for an announcer ready to advance into sales. Send resume and recent picture to Box J-70, BROADCASTING.

Southern California top-rated medium market AM-FM looking for a top-notch salesperson. A great opportunity in a fast growing market, guarantee, commission, profit sharing, company insurance, etc. Do not apply unless you have a proven track record and at least three years experience, equal opportunity employer. Send complete resume to Larry Thomas, Sales Manager, KUDE Box K-1320, Oceanside, CA 92054.

Creative, aggressive, young account executive wanted for excellent sales/management training position with growing station group. Number one salesmen retiring, ready to share top account list. Send resume, references to Ken Coe, General Manager, WJOR, South Haven, MI. Excellent growth potential for the right person.

WQXI-AM/FM for the first time in 7 years is looking for an Account Executive for Sales. Must be a self-starter, account opener, direct account specialist. Commissioned sales. For appointment, please call Mr. Bill Hippen, General Sales Manager, 404-261-2970, WQXI Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. EOE.

Top station in Central Illinois market has expanded its professional sales staff. Excellent opportunity. Radio sales background preferred, successful sales background necessary. Excellent salary plus commission with room for advancement. Excellent benefits. Send complete resume to sales manager, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Growing Illinois, Tennessee chain needs experienced account executives. Good salary, fringe benefits. Will earn \$10,000-15,000 first year. On-air experience desirable but not necessary. Send resume to Community Service Broadcasting, Inc. Box 1209, Mt. Vernon, IL 62864.

Metro AM Station needs top flight individual for sales and management responsibility. A piece of the action is available if you have cash to invest or you can earn it with performance. Send complete resume to: METRO AM, 2615 Taylorsville Rd., Louisville, KY 40205.

Help Wanted Announcers

Top 50 market—Immediate opening. Top 40 format. Must sound mature and bright. Box H-125, BROADCASTING.

Small market Maryland station. Immediate opening for first ticket announcer. Send resume. No replies answered without resume. Box H-197, BROADCASTING.

Central Pennsylvania Contemporary is looking for a strong daytime Personality. We would like someone with a proven record. Time and temp job need not apply. Come join our team in this very competitive market. Resume, references and requirements first package. Box J-22, BROADCASTING.

Wanted: Experienced country announcer to work for Midwest medium market AM-FM. Chance to move up in growing organization. Box J-44, BROADCASTING.

Northeast, Top 5 market Beautiful Music station needs mature-voiced pro with 3rd. Send resume to Box J-57, BROADCASTING.

Help Wanted Announcers Continued

Wanted—Mature morning person with proven track record in competitive market. Production ability and knowledge of country music required. Excellent fringe benefits. Tape, resume, and recent photo to: Perry St. John; KSO Radio, Des Moines, IA 50317.

Mature announcer — ABC MOR station in beautiful Virginia university market. Must have 1st class license. Rush resume, aircheck tape, references, requirements and snapshot to Ed. Owens, WCHV P. O. Box 5387, Charlottesville, VA 22903.

WDAK needs a worker who is excited about radio and can get involved with his audience, on and off the air Heavy on production abilities. WDAK is adult contemporary, ARB and Pulse rated No. 1 in Georgia's Second Market. Send telescoped, unedited aircheck, resume, references, and photo if available to Alan Boyd, Post Office Box 1640, Columbus, GA 31902.

Good opportunity for creative contemporary jock strong on writing and producing spots. Tapes and resumes to Bill Davis, WDEW, Westfield MA.

Immediate opening: Production minded announcer needed for 5000 watt modern country station. Future growth in traffic or sales. Send resume and tape to Ken Riggle, WKCY P.O. Box 1107, Harrisonburg, VA 22801.

Need Soul Jock for up-tempo "Gospel" format. Send resume and tape to Ray Iglehart, Jr., WPFB, 4505 Central, Middletown, OH 45042.

Florida station with country programming needs mature announcer interested in production. Stable position, good future. Send tape, resume and salary requirements. WPXE, Starke, FL 32091. 904-964-5401.

WQXI-AM has a position open for full time contemporary announcer with proven capacity in competitive situations. Send tapes and resumes only, immediately to: Bill Sherard, WQXI AM Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. EOE.

WQXI-FM has a position open for full time contemporary announcer with proven capacity in competitive situations. Send tapes and resumes only, immediately to: Tom Krimser, WQXI FM Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. EOE.

DJ/Salespersons needed for growing chain with Illinois, Tennessee stations. Must have on-air experience. We will train for sales, if necessary. Superb salary, fringe benefits. Will earn \$10,000-15,000 first year. Send resume, air tape to Community Service Broadcasting, Inc. Box 1209, Mt. Vernon, IL 62864.

Wanted Announcer that likes production. Excellent station with advancement. \$115.00 to \$125.00 start, near St. Louis. 314-586-8577.

Eastern medium market AM station—stable operation—immediate opening for talented morning individual. Send tape and resume to: Radio, 2711 Magnolia Rd., Vineland, NJ 08360.

Help Wanted Technical

New England daytime needs chief engineer. Some board work. \$150. Box J-58, BROADCASTING.

Engineer to take charge. Responsible for maintenance of all equipment in Kentucky fulltime AM Station, must have at least 3 years experience. Excellent pay and fringes. Resume, references and salary requirements to Box J-77, BROADCASTING.

Chief Engineer, suburban major market AM directional with sophisticated studio installation. Construction, maintenance and ability to work closely with talent important. Reply Box J-78, BROADCASTING.

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

Good opportunity at 5 kilowatt for enthusiastic chief engineer with some experience. Send letter and resume to KLMR, P.O. Box 890, Lamar, CO 81052. No calls, please! E.O.E.

Help Wanted Technical Continued

Chief Engineer wanted currently 2 AM suburban stations company expanding. Excellent opportunity, good money, fine benefits. Contact Mr. Vaughan or Mr. Roberts, Radio Station WARE, Ware, MA. 413-967-6231.

Florida coastal station seeks first class engineer capable of maintaining AM-FM, can assist with construction 100 kw, new towers, change of AM-FM site. Prefer person experienced in automation. Delightful living by the sea, opportunity for advancement. Good pay. Send Resume: Hudson Millar, WIRA, Fort Pierce. Equal Opportunity Employer.

Alaska's largest radio-TV facility is looking for qualified engineers including a chief who has administrative qualities. Chief must have radio and TV background. Second opening is for radio or radio-TV background. Send resume, references, and photo airmail to Ron Moore, Vice President, Box 2200, Anchorage, AK 99510 or phone 907-272-3456.

If you hold a First and can handle an FM, non-directional AM, automation and recording studio as Chief Engineer in New Hampshire, give me a call. Chris Dante. 603-542-7735.

Chief for outstanding New Jersey AM-FM stereo operation. Career opportunity for right person. Immediate opening. Call Bob Locke, 609-924-3600.

Help Wanted News

Top 10 market station needs News Director who can do it all. Must be able to effectively administer large news staff and budget. If you live news, you may be the one for the job. Income \$30-35K first year. Box H-186, BROADCASTING.

Immediate opening for News person to report, write, edit, air strong local news for South Carolina small medium-market AM-FM. Prefer recent college graduate with some experience. Fringe benefits including company funded retirement plan; near major university; surrounded by lakes and mountains; new studio; equal opportunity employer. Send photo, resume to Box J-30, BROADCASTING.

Field reporter for top rated eastern news department. Solid feature ability and creative films directions a must. Send resume, pic, and script samples. Equal-opportunity Employer. Box J-63, BROADCASTING.

News-Sports Director. Prefer college grad. 5 KW Denver-area station. Box J-67, BROADCASTING.

News Person Wanted: Prefer talented female, but all will get equal consideration. Someone who knows how to dig for news in small market radio. Start at \$500 per month and work your way up in this three small market chain in the southwest. Send tape and resume to Mike Troy, KGRO radio, Box 1779, Pampa, TX 79065.

Newsperson with good delivery and writing ability. Tapes and resumes to Bill Davis, WDEW, Westfield, MA.

WOBM, Toms River, N.J. has a full time news opening. Accent on local. Prefer newspaper person presently working in N.J. Call Paul Most, 201-269-0927. E.O.E.

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

Only Black programed radio station in Connecticut enlarging news team. Experience a necessity. Salary negotiable. Liberal benefits. Send tape and resume to Hank Williams, P.O. Box 1480, Windsor, CT 06095.

Help Wanted Programing Production, Others

Program director. Small/medium market, 50,000 watt contemporary FM. Production qualities a must. Only experienced, ambitious and motivated people need apply. Excellent opportunity and growth potential. Write Box J-36, BROADCASTING.

Christian radio and TV production center preparing to activate station seeks qualified producer and engineering personnel immediately. Send resume and salary requirements to Box J-43, BROADCASTING.

Help Wanted Programming, Production, Others Continued

Number 1 operation in major northeast market seeks aggressive, imaginative news producer/writer. Great opportunity for strong journalist quickly outgrowing medium market. Rush writing and production samples. An Equal Opportunity Employer. Box J-62, BROADCASTING.

News photographers who can't hustle, innovate, sniff out the essence of the story or capture excitement and emotion on film need not apply to this large market station. Others may send clips. An Equal Opportunity Employer. Box J-64, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Art Brooks, KPOW, Box 968, Powell, WY 82435.

Commercial production genius—must have mature voice capable of creating, scripting, voicing, and producing imaginative radio campaigns. Send demo tape of produced spots to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405.

Immediate opening for CW program director that can take charge and increase present strong market position. Need individual with good on air presentation, strong production and can motivate people. Send resume and audition tape to: WROZ, P.O. 139, Evansville, IN.

Program director with leadership qualities, good voice, strong on production. Opportunity to train for management. Write General Manager, WTOO, Box 338, Bellefontaine, OH 43311.

Situations Wanted Management

New England, GM, SM, PD, all in one, currently running contemporary AM and background FM sees ownership change as cue to return home to New England for right offer. Veteran broadcaster with solid reputation in industry and business community. Box J-29, BROADCASTING.

Hard-driving medium market general manager ready for the right move up. Heavy sales orientation; increased profits by 32% last year. 33, family, degree. Must have \$20-\$25K to talk. Box J-49, BROADCASTING.

Exceptionally strong top-50 market sales manager desires move upward with aggressive company. Hired, trained, and am leading the 5-person sales force, responsible for 109% increase in gross billings since I arrived 3 years ago. Current income \$27,000. Box J-50, BROADCASTING.

Young, aggressive general manager with an outstanding record of community involvement, ratings and sales success. In current position five years. Station is #1 in its market with good numbers in nearby major. Thorough knowledge of FCC rules and regulations. Can handle complete renewal process. Prefer Northeast but will consider all. Box J-51, BROADCASTING.

Creative, responsible, intelligent. Seeking GM position, small market. News (newspaper), Sports (magazine editor), Television (technical); Business (finance), experience. Box J-53, BROADCASTING.

Manager with extraordinarily successful background. Last station eight years, medium competitive market. A decision maker with knowledge of all phases, finances, programming, personnel, sales. Call 307-237-9619 or write Box J-81, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Announcer, first phone, experienced, wants to shift to classical music format. Will relocate. Box J-11, BROADCASTING.

7 years experience 1 small market station. Much sales, pbp, copywriting, morning air time, some mgmt. Will relocate most anywhere east of Rockies. Mtd., 4 children. Resume, tape, on request. Box J-56, BROADCASTING.

Personality Pro-PD. Humorous, creative, contemporary, stable, majors, mediums, lucrative. Small markets considered. Box J-76, BROADCASTING.

Top ten market FM personality with first phone looking for good progressive or hit album station. Affordable. Box J-79, BROADCASTING.

Young announcer with two years experience. Small midwest market with rock or uptempo MOR preferred. Gary Phillip, 923 W. 10 Ave, Oshkosh, WI 54901. 414-235-6323.

Situations Wanted Announcers Continued

Female, first phone announcer, radio or TV. Tape available. Ready now! Patricia. 507-724-2271.

Looking for pro with mature approach contemporary MOR, midnight-six or housewife, western U.S.? Bass voice, 30, unique one to one, pleasant, hold audience, smooth. Call me, 702-359-5350.

Billboard award winner!! Personality of the year, crazier than Imus, huge ratings!! Seeks morning or personality shift, medium or major market. 608-274-4317.

Led 100,000 watt FM to Number One in Tampa-St. Pete. Jason, Route One, Box 200, Suttons Bay, MI 49682. 616-271-3349.

Experienced Top 40/contemporary MOR man seeks air slot with solid station (majors only). First phone. Impeccable references. Currently PD in Midwest major. Call before noon (CDT), 316-225-0802.

Announcer, experienced, 24, 3rd endorsed, creative, dedicated. More than time and temp. Prefer Midwest. Steve, 312-639-7882.

Remember trying to find that first break? If you do, and are looking for someone to run an air-shift, who is young, creative, with an endorsed third, broadcast degree, will sell part-time, and will relocate, call Jeff Howard, 305-621-9919 after 6 p.m., or write Jeff Howard, 5450 N.W. 159th Street, #205E, Hialeah, FL 33014.

Situations Wanted Technical

Experienced engineer would like to invest in and manage small AM-FM operation in the South. Box J-31, BROADCASTING.

First phone. Experienced directionals and FM. Studio, transmitter operation and maintenance. Seeks full time job. Box J-80, BROADCASTING.

Single male, first phone engineer/combo. Major market experience. Seeking middle/small market, West Coast only. 415-922-6648.

Situations Wanted News

7 year pro. Heavy news, sales and production background. Wanting ND or PD position. Box J-2, BROADCASTING.

Aggressive female news reporter. Major market experience, solid credentials, Susan McNett, 14306 Lowe, Riverdale, IL. 312-849-2303.

First year Journalism grad. student. Desires part-time job in broadcast media. Experience and exposure to broadcast journalism main goal. Will consider any position. Must be in DC, Md., Va. area. R. Shupe, 1836 Metzert Rd., Apt. 1115, Adelphi, Md.

Sportscaster: 3 years PBP experience football, basketball, hockey, baseball. College grad, will relocate, available now. Contact immediately: Peter Cooney, 36 Tanager Rd., Attleboro, MA 02703 or call 617-222-4796 promptly today!

Sports Director. 4 years experience, all play by play. News. Call 305-666-3615.

Situations Wanted Programming, Production, Others

Stable, mature broadcasting veteran, highly skilled in announcing, news, production, music, and public affairs seeks P.D. or announcing position with professional medium or major market MOR or Mod. Country Station. Box J-55, BROADCASTING.

Black Professional B.G.S.-station management. Experience: PD, ND, C.A.D., MD, POP. Box J-59, BROADCASTING.

TELEVISION

Help Wanted Sales

Immediate opening for experienced TV or radio account executive with top 40 market network affiliated television station. We are part of a group and can offer advancement potential. First year income approximately \$20,000. Send resume to Box J-4, BROADCASTING.

Account executive. Large Midwest market. List earned \$24,000 in 1973. Management possibilities with growing company for right college graduate. Submit resume to Box J-5, BROADCASTING.

Aggressive, experienced account executive for Indy in New York State. \$18,000-\$25,000 potential. Equal Opportunity Employer. Box J-28, BROADCASTING.

Help Wanted Technical

Television technician: Major market, minimum three years experience required. Valid 1st Class Radio Telephone license required. Recent experience with Ampex AVR-1s desired but not required. Send complete resume with salary requirements to: Box J-48, BROADCASTING.

Two positions open in large midwestern commercial videotape production company for qualified technicians. Must have strong background in videotape and video operation, with some maintenance ability preferred. Send complete resume—in strict confidence to Box J-52, BROADCASTING.

Wanted: Engineer for special job offer. \$15,000 plus for one year guaranteed work plus bonus and fringe benefits. Liberal working conditions. Located in upper mid-west. Must be prepared to oversee maintenance of television, studio and transmitter. Some solid state microwave. This is an unique offer, open to all qualified applicants. Excellent opportunity for C.E. experience. Box J-71, BROADCASTING.

Large Midwest color medical television facility needs experienced television technician knowledgeable in operating all types broadcast television equipment. Maintenance ability preferred. An equal opportunity employer. Excellent fringe and retirement benefits. Salary: \$8,944.00. Box J-72, BROADCASTING.

Television engineers wanted: operations engineer: will consider recent tech school graduate with first class license. Also need maintenance engineer. Will consider holder of first class license with TV operational experience. Contact Al Scheer, chief engineer, WLEX-TV, P.O. Box 1457, Lexington, KY 40501 or phone 606-255-4404. An equal opportunity employer.

Studio Engineer. First phone required. Experienced in videotape, camera control and switching. WPEC, Fairfield Drive, West Palm Beach, FL 33407. 305-848-7211.

Studio maintenance engineer. First phone required. Experienced in tape and video. WPEC, Fairfield Drive, West Palm Beach, FL 33407. 305-848-7211.

Television engineers needed. Openings for licensed and unlicensed engineers having television broadcast experience. All-color operation. For more information, contact: University of Missouri Personnel Services, 309 Hitt Street, Columbia, MO 65201. Phone: 314-822-4221. Equal opportunity employer.

Studio Technician-Experience preferred. 1st. Class License required. Box 2775, Harrisburg, PA 17105.

Help Wanted News

Photographer/editor who is also capable of writing and has solid TV news experience and journalism background needed for Florida hard news operation. Equal Opportunity Employer. Send resume and references to Box J-24, BROADCASTING.

Reporters and photographers needed for top 40 mid-west station. Must have strong background in people-oriented news and film production. Absolutely no beginners. Send tape, resume and salary requirements to: News, WLWC, Box 4, Columbus, OH 43216. No phone calls, please. An Equal Opportunity Employer M/F.

Experienced investigative reporter able to handle general assignment and air work as necessary. Contact Tom Crane, News Director, WNEM-TV, 5700 Becker Road, Saginaw MI 48606.

Help Wanted Programming, Production, Others

TV promo writer-producer. Major California network station. Write and produce promos, print ads, presentations. We need a super copywriter who knows everything about film and VTR production. Send complete resume and salary requirements. Box J-14, BROADCASTING.

Wanted: Transmitter supervisor for Public Television Station WNPB-TV. 2-3 years TV transmitter experience; proven supervisory skill; B.S. in electronics; FCC first class radio telephone license. Excellent fringe benefits. Send resume and salary requirements to: Personnel Department, John D. Pierce, Room 119, Northern Michigan University, Marquette, MI 49855. Telephone: 906-227-2330. An Equal Opportunity Employer.

Film buyer/program director. TPS (TeleMarketing Program Services) expansion requires an experienced, bright, aggressive TV film buyer. Bob Weisberg, TPS (TeleMarketing Program Services), 50 East 42nd Street, New York, NY.

Director of programming needed for Northeast Non-Commercial Community Television station. Looking for programming and production experience. Salary negotiable. Send resume to P.O. Box 958, Lewiston, ME 04240 or call 207-783-9101.

Help Wanted Programing, Production, Others Continued

Producer/Director for Springfield, Mass. public television station. Three to five years professional film, studio, and remote experience. Immediate opening. Salary negotiable. Contact Daniel Kain, 413-781-2801. An equal opportunity employer.

Situations Wanted Management

I'm looking for a job as an Assistant Program Manager/Executive Producer or Production/Operations Manager. I have over 10 years experience, all in the top 10 markets. I'm currently employed. I have an MA degree. I'm good at what I do. Box J-74, BROADCASTING.

Situations Wanted Announcers

Experienced medium market TV sports director with excellent interview technique. Looking for major market opportunity. Box J-69, BROADCASTING.

Situations Wanted News

News/Wx/MC, TV/Radio, well qualified, 28 years broadcasting, top references, currently with TV O&O major. Prefer Southern California, will relocate. Replies confidential. Box J-19, BROADCASTING.

Sportscaster for all seasons. Experienced pro seeking major market affiliation. Top references. Box J-25, BROADCASTING.

Sports professional in Top 50 seeks solid opportunity. Excellent credentials. Box J-54, BROADCASTING.

Aggressive writer/reporter, seeks return to West Coast. Only solid news operations in Bay Area considered. Extensive film, VTR and on-camera background at Top Ten market U. Box J-73, BROADCASTING.

Street Reporter. Left TV news for government, 1972. Now want press credentials back. 7 years experience, some anchor, includes top 50 markets. Strong documentary. Box J-82, BROADCASTING.

Top-20-Market reporter anchorman seeking relocation to major market. Contemporary look. Salary negotiable. 612-560-9373.

Situations Wanted Programing, Production, Others Continued

Program director. Thoroughly experienced and knowledgeable in top market operation with proven record of programming for top ratings, profits and license renewal. Outstanding references and reputation. Box J-27, BROADCASTING.

Experienced at all levels of TV production with commercial and some educational background. Seeks position in TV production or news. Salary open. Box J-68, BROADCASTING.

WTOP-AM-TV in Washington, D.C. has available competent Assistant Directors, Writers and Reporters who have completed our year-long minority training program. Resumes may be obtained by writing Training Program, WTOP, 4001 Brandywine St., N.W., Washington, DC 20016.

CABLE

Help Wanted Sales

Aggressive young salesperson wanted to sell TV air time in top suburban market—self starters only! Box J-75, BROADCASTING.

WANTED TO BUY EQUIPMENT

Need a used 1 kw. AM transmitter near 1380 khz. Write or call Tom Farber, WBEL, Beloit, WI 53511. 608-365-6641.

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.

RCA TR3 or 4 Lo Band Color VTR. Must have ATC. Call MAZE 205-591-4800.

FOR SALE EQUIPMENT

Nems-Clark 112 Phase Monitor. Gates M5693 Modulation Monitor with Remote Panel. RCA BW-66F Modulation Monitor with Remote Panel. Moseley SCG-4 SCA Generator. Wilkinson TRF-1A AM RF amplifier. Moseley 1077-2 Frequency and Modulation Meter Panel. Collins 37M-6 Fm Antenna. Moseley MMA Modulation Monitor Adaptor. Moseley CSA-3 DC Amplifier. Schaefer Remote Control System. Gates M6393 Beacon Flashers. 420 Feet of Andrew H-7-50 Heliax Transmission Line. Write or call Ron Simpson, WCHR, Yardley, PA. Phone 215-493-3314.

For Sale Equipment Continued

Four-Tower Directional Antenna to be dismantled following a station transmitter move to a new site that is now in operation. Included are four (4) 350 foot, base-insulated, Truscon Steel triangular, self-supporting towers, with complete lighting system including Austin transformers, flashers, etc.; many phasing system components rated at 40 RF amperes including E. F. Johnson RF contractors and antenna switches, tube type coils, coaxial transmission lines, meters, etc. will be taken out of service. Everything is first class merchandise in good condition—no junk. Antenna was operated with 5 kw on 570 kc. Contact W. P. Williamson, Jr., WKBN Broadcasting Corp., Youngstown, OH 44501. Phone: 216-782-1144.

Marti-Used. Remote pickups/studio transmitter links. Immediately delivery from inventory. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Like-new TIM 400 Teletestor (animated-TV-graphics-over unit), \$8,000. Only 2 years old, and never used except to test another system. Mr. Zanetti, Scott-Engineering Sciences, Pompano Beach, FL 305-946-4470.

COMEDY

Jokes! One-liners! Topical humor! Exclusively for jocks. Free sample. "Funnies", Box 11-511, Newington, CT.

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

New radio talk service! Ten page issues! Comedy, features, music notes. Sample issue, 50c. Hotline, Box 62, Hattiesburg, MS 39402.

Jock Shorts! Twice-monthly Contemporary comedy for top deejays. Free issue. Library. 5804-B Twineing, Dallas, TX 75227.

Political One-Liners 40 Carson-type originals every ten days. 3 month trial \$10. Jack Posner, 220 Madison Ave., New York, NY 10016.

MISCELLANEOUS

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.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

Sportscasters! Broadcast designed play-by-play forms: Football, Basketball, Hockey stat and spotting materials and accessory items. Plus redesigned for 1974—Sports Christmas Greeting Cards. Free brochures. Superstat, Box 7, Conklin, NY 13748.

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 result! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., licensed and V.A. benefits.

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.

Instruction Continued

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 Sept. 30, Nov. 11, July 15 and Aug. 26. REI, 61 N. Pineapple Ave., Sarasota, Fla. 33577. Phone (813) 955-6922. REI, 2402 Tidewater Trail, Fredericksburg, Va. 22401. Phone: 703-373-1441.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236 8105 or 414-445-3090.

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 September 23, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

FCC license. Don't memorize. Prepare the right way, through understanding. Free catalog. Home study. GTI, 5540 Hollywood Bv., Hollywood, CA 90028.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

RADIO

Help Wanted Announcers

I AM ALMOST HUMAN

From midnight to 5:30 I am zany, humorous and a bit off-beat. From 5:30 to 10:00 I'm adult, worldly, gutsy and funny. From 10:00 to 3:00 I'm warm, casual, friendly . . . even lovable! But part of my personality is missing . . . next to my heart in afternoon drive. Perhaps your personality could fill my emptiness. I am bright MOR mostly music but I do like to talk with occasional celebrities and interesting people who pass thru my market of 300,000! My pay is very good, but even though I am an equal-opportunity employer, Rock Jocks need not apply. Send me a tape. John Dombek, CD, WQUA Radio, 1801 Sixth Avenue, Moline, Illinois 61265.

Help Wanted News

Major chain's number one outlet needs drive-time newsperson. Includes street reporting. Good working conditions—good benefits. Salary commensurate with ability and experience.

Send resume and tape to: P.O. Box 963, Toledo, Ohio 43696. Only trained, experienced broadcast journalists need apply. An equal opportunity employer.

Situations Wanted Announcers

Morning jock in medium/metro mkt, ARB #1 in women, desires move up. Top 40 or MOR; Top 50 mkts only; \$15,000 minimum; open to any air shift. Not just time and temp-personality!

Box J-61, BROADCASTING

You belong in

Broadcasting

The newsweekly of broadcasting and allied arts

**Situations Wanted Production,
Programing, Others**

AUTOMATION/PD

Young, bottom-line oriented PD looking for a challenge. Currently MD/programer with a leading automated operation. Top credentials and references. Let's get together and program a winner.
Box J-21, BROADCASTING

**TELEVISION
Help Wanted Sales**

**SALES
ENGINEER**

International Video Corporation is expanding its broadcast products sales force. There is an immediate opening for an aggressive, experienced sales engineer to serve New England and New York areas, selling IVC's new state-of-the-art broadcast products. This is an outstanding opportunity to grow with a proven industry leader.

We offer excellent salary, the industry's most dynamic incentive plan, a company car, and company-paid fringe benefits.

Write to Mr. R. N. Henson, Eastern Region Manager, outlining your experience and salary history. We are an equal opportunity employer M/F.

IVC

5 Corporate Drive
White Plains, NY 10604

Would you enjoy solving management problems for corporate officers of broadcasting companies? Unique opportunity for account executive with one to three years sales experience or recent R/TV grad for management consultant trainee position. We want candidates with roots in the Midwest who are interested in a career opportunity with substantial income potential. Northwest suburban Chicago offices, only 25 minutes from downtown area. Limited travel. Send resume to Mike Walker, Ron Curtis & Company, O'Hara Plaza, 5725 East River Road, Chicago, Illinois 60631.

Help Wanted Announcers

Weatherperson-Personality: Major group-owned Midwest station is auditioning for up-tempo personality for weather and host on local productions. We need a dynamic, experienced communicator. This network station is aggressive and is committed to outstanding local programs of all kinds. AFTRA. Send Resume and recent photo. Applicants from all races desired.
Box J-8, BROADCASTING

**Help Wanted Programing,
Production, Others**

**TV ARTIST
San Francisco**

Design, produce and occasionally illustrate print ads for network television station. Participate in planning for on-air promotion. Send resume and salary requirements to J-83, BROADCASTING.

An equal opportunity employer

**Situations Wanted Programing,
Production, Others**

AWARD WINNING PRODUCER . . .

Now looking for new, creative opportunities. Experienced in film, tape and live production of programs of all types.

Box J-66, BROADCASTING

Miscellaneous

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Automation stations looking for a good country music service.

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Buy Our Banana.



40-ft. wood banana. Sleeps two, carpeted, air-cond.
For the Promotion Director who has everything.

Contact: Linda Arnold, W.H.E.N. Radio, Syracuse, NY (315) 474-8511

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Then Subscribe to:



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\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues)
Remit Cash With Order, Please!

Wanted To Buy Stations

**Major Chain Seeking Small
Fla. or Southern Calif. Station.**

Box J-34, BROADCASTING

For Sale Stations

SOUTHEAST: 1½ X Gross on terms.

Fulltime AM station in medium market. Competitive ratings. \$600,000 including transmitter site real estate. Good terms to qualified buyer.

Box J-46, BROADCASTING

**EAST COAST: Single Station market
20,000 population**

Fulltime AM/Class A FM priced at less than 2½ X gross. Growth area. Asking \$600,000 cash including studio/transmitter site.

Box J-47, BROADCASTING

**Midwest metro-market
Class A FM**

with real estate. Billing \$140,000

Price: \$260,000 cash

Reply Box J-60, Broadcasting

Ralph E. Meador

Media Broker

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Lexington, Missouri 64067

Phone 816-259-2544

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| S | 1500 pot. | CATV | 355M | Terms |
| MW | Small | FM | 200M | 29% |
| W | Metro | AM/FM | 1.2MM | 29% |
| NE | Metro | Daytime | 825M | Cash |



Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco

Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

**For Sale Stations
Continued**

RADIO STATION FOR SALE

Ridder Publications, Inc. hereby announces the proposed sale of WDSM-AM, a radio station located in Superior-Duluth, the properties of which are owned by Northwest Publications, Inc., a wholly-owned subsidiary of Ridder.

Ridder has received from one of its affiliates a firm offer to buy WDSM-AM for \$350,000 cash; however, before accepting said offer, Ridder intends to consider other offers which may be forthcoming from the general public.

Any person who wishes to submit for consideration an offer at a price and on terms more favorable to Ridder than the above-noted offer may do so by submitting such offer in writing to:

R. C. Crisler & Co., Inc.
36 East Fourth Street, Cincinnati, Ohio
on or before September 17, 1974

Further information may be obtained by contacting R. C. Crisler & Co., Inc. at the above address or by calling (513) 381-7775.

**For Sale Stations
Continued**



SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

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for
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- 305. **BROADCAST JOURNALISM**, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professionals. 160 pages, 6 1/4" x 9 1/4". \$6.95
- 306. **BROADCAST MANAGEMENT**, Radio and Television by Ward L. Quaal and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/8" x 9 1/4", charts, index. \$8.95
- 308. **COLOR FILM FOR COLOR TELEVISION** by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
- 309. **COLOR TELEVISION: The Business of Color-casting** edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.85
- 310. **DOCUMENTARY FILM** by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$12.50
- 311. **DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method** by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
- 312. **FACTUAL TELEVISION** by Norman Swallow. The role of television in public affairs, the arts, education, examined by a distinguished British producer. 216 pages, 5 1/2" x 8 1/4", index. \$7.50
- 313. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. \$37.50
- 314. **THE WORK OF THE MOTION PICTURE CAMERAMAN** by Freddie Young and Paul Petzold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossary. \$15.00

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____ . Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____



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**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of 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

The comfortable fit of Bill Sheehan's new job

Bill Sheehan is the first network news correspondent to work up through the ranks to president of the news division, a record that became official last Thursday (Sept. 5) when he succeeded Elmer W. Lower in the ABC News presidency.

Characteristically, he doesn't make much fuss over this first. "I guess it's true," he said when asked. He was much more enthusiastic when he added: "But I'm pretty sure I'm the first one whose wife is a mayor—she's the mayor of Demarest, N.J., and she's running for reelection in November. Every little mention counts." He admitted, straight-faced, that his job would keep him from campaigning for her return to the unpaid post but added, "I'm for her, though."

To hear them tell it, the people who work for Bill Sheehan are for him, too. And they won't need to wait to find out what having "one of us" in the top job will mean to them. He has been increasingly in charge of running the department under Mr. Lower, and the assumption has been that, whenever a new president was called for, he would get the call. So there was little surprise and little reason to expect any marked changes when the announcement came that Mr. Lower, after 11 years in the job, was moving up—to corporate affairs vice president of ABC Inc.—and Mr. Sheehan was moving in.

Colleagues present and past give Bill Sheehan high marks as a newsman, as an executive and as a human being. A theme that is repeatedly applied to all three incarnations is that, as one associate put it, "he's a nice guy but he can be tough when he has to," or, as another said of his relationship with employees, "he treats us well as long as we do right, but if we don't do right—well, he's fired people before, too."

"He's a gutsy guy," says Elmer Lower, who's given him more and more authority over the years and who recommended him for the top post when he sought a change of pace for himself. "He doesn't hesitate to make decisions. He keeps his cool. He's a good broadcaster. He writes well and he writes fast. And he has the complete confidence of management."

Bill Sheehan, now 49, started earning this reputation 32 years ago in Springfield, Mass. Born in Boston, he grew up in Springfield and went to work for WMAS(AM) there in 1942, while he was still in high school. "The war was going on and they were scurrying around for warm bodies to do things on the air," he recalls.

News was only one of his warm-bodied assignments but it was enough to get him hooked, because when he returned from



William Edward Sheehan Jr.—president, ABC News; b. May 20, 1925, Boston; U.S. Air Force, Europe, 1943-45; WDRG(AM) Hartford, Conn., 1945-52, and University of Hartford, 1949-51; WJR(AM) Detroit as news editor, 1952-57, and news director, 1957-61; with ABC News since 1961, as correspondent based in New York, 1961-62, London bureau chief 1962-66, VP in charge of TV news 1966-73, senior VP and chief operating officer, 1973-74 and, since Sept. 5, president; m. Rosemary Mansworth, June 1947; five children—(Mrs.) Kathleen Umemoto and (Mrs.) Joanne Branham, both of Denver; Linda, 23; Mark, 21, and David, 19.

two and a half years' wartime service as a bombardier and navigator with the Air Force he had decided "I wanted to stay in the business." So he looked for and found a job as newscaster and announcer at WDRG(AM) Hartford, Conn., which he held onto later while attending the University of Hartford.

Next stop was WJR(AM) Detroit, where he was a news editor and then for four years news director and also did early-morning newscasts that are still favorably remembered in that market.

Colleagues say his work has always been distinguished by a professional quality consciously and conscientiously developed from the beginning days of his career. "Bill Sheehan was striving to be a professional radio journalist at a time when there were few of these," a former colleague at WDRG has recalled. Even when rip-and-read was standard local newscast procedure, he went to the "extraordinary" lengths of "rewriting where he saw the need, editing for style and cohesiveness and injecting something of himself into the sometimes sterile reportage."

ABC News hired him away from WJR in 1961 to be a TV and radio correspondent, based in New York, and a year later sent him to London as bureau chief there. In four years in that post he

traveled extensively, covering two British elections, Soviet Premier Nikita Khrushchev's swing through the Scandinavian countries, the Nassau meeting between President Kennedy and British Prime Minister Harold MacMillan, the death of Pope John and the election of Pope Paul, Pope Paul's tour of the Holy Land, the 1965 India-Pakistan war, the death of Sir Winston Churchill and several assignments in Africa, where he also wrote and produced three TV documentaries.

Travel is still his lot. As vice president in charge of TV news from 1966 to 1973 and senior vice president and chief operating officer after that, he made at least one trip a year to Vietnam "when that story was the most important thing we were reporting," and has made six round-the-world trips to coordinate coverage from ABC News's foreign bureaus, which with the recent addition of Nairobi now number 10. He was one of the newsmen who accompanied President Nixon to China in 1972, coordinating ABC's coverage from Peking, and last week he returned from a quick inspection of new and larger bureau quarters in both Paris and London.

As president of ABC News, Mr. Sheehan is in charge of a department that encompassed 653 employees at last count.

With Watergate out of the way, he sees opportunities for "a much greater diversity of stories," especially stories occurring outside of Washington, that necessarily got short shrift or none at all when Watergate developments dominated time and attention.

Like most broadcast news executives, he would like to have another half-hour of news time at night, but he would prefer it later in the evening, say around 11 p.m., rather than as an extension of the early-evening Smith-Reasoner report. "I think we could do something that would be different, and would add a dimension to our normal news coverage," he says. "We could do it in a more relaxed atmosphere, have more time to prepare background on what's happened and have a completely different feel to the newscast." But as a realist he adds with some emphasis that "I don't see this as a thing that's going to happen very fast, however."

He has no plan to shake things up as president, or for that matter to make any fundamental changes. "Obviously the company wanted someone who was in tune with Elmer," he says.

"If shaking up the organization were in order, I wouldn't have been the one they asked to do it. But we do want to make changes in the sense of becoming number one. Everything we're doing is aimed toward that. We're going to continue on the track that we've been on—just try to do things more and better."

Editorials

Doctors in the house

News consulting is a craft in much demand these days even though, ironically, newsmen often disagree bitterly as to whether it is good or bad or in between. The importance of the subject is suggested by the decision of the Radio Television News Directors Association to devote a panel to it at the RTNDA's annual meeting this week at Montreal.

Elsewhere in these pages we examine the phenomenon at considerable length: who the consultants are, what they do and the principal arguments advanced for and against their work. It is a fascinating subject. We have no desire to get into the pros and cons here, but it does not seem out of line to suggest that when a station hires a consultant in news, no less than in any other field, it must be careful to retain the final say-so on the acceptability of the consultant's ultimate recommendations. Within those limits, it makes sense that a station will seek help, if it needs help, wherever it thinks the best help may be found.

There's nothing wrong with news consultation unless it turns into news management.

Light that failed

Awkward precedents may have been set in the federal Consumer Product Safety Commission's case against a Brooklyn, N.Y., manufacturer of a defective "trouble light" that was said to have electrocuted a user. The news media, including all three television network news departments, were manipulated by the government.

As everyone in the country must know by now, the safety commission asked a federal court in Washington to order A.K. Electronics, the manufacturer of some 180,000 lights now in distribution, and a number of large retail chains that stocked the item to buy national advertising warning of the danger. The judge worked out a compromise, arranging a news conference which the Washington bureaus of the networks, as well as other media, agreed to cover (*Broadcasting*, Sept. 2). Last week the judge denied the request for mandatory advertising on the grounds that the "magnificent response" of the news media had provided all the warning that was needed.

"Magnificent" may not turn out to be quite the right adjective. Granted that a safety problem existed and that national publicity was needed, there lingers a disquieting memory of all three networks rising unanimously to the judgment that this was worthy of display on their evening news programs. True, it was a slow news day. True, judgments of news values often coincide. Somehow, however, we wish that at least one editor had questioned whether the trouble light story, which has been going on for weeks, had already been adequately covered.

Not for the fun of it

As any "Datebook" department of this magazine attests, there are too many organizations holding too many meetings in broadcasting and related businesses. A selective paring could probably cut the time and travel by half without the loss of any more substantial event than a golf game or a cocktail party.

We make no departure from that statement when we note that the forthcoming fall conferences of the National Association of Broadcasters promise to be substantial events worth attending. The agenda was described here last week: how-to sessions on engineering, commercial production,

sales and television programing in addition to management sessions on legal problems and government relations.

The one concession to frivolity seems to be in the choice of luncheon speaker at all six conferences — Herb True, an evangelistic psychologist who wears funny suits and tells jokes. But perhaps a lighter interlude is suitable in an otherwise serious day and a half.

Like many meetings of lesser consequences, these are listed weekly in our "Datebook."

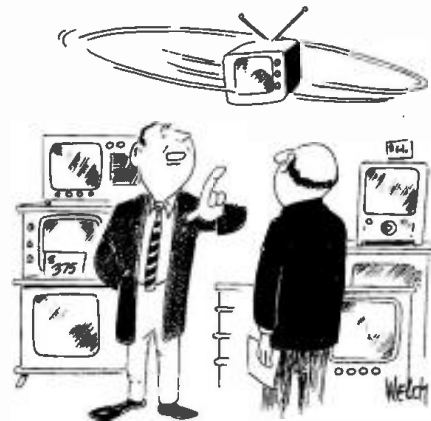
Prudent policy

In his effort to cut government spending, President Ford could make a token beginning by pruning a White House appendage he inherited — the Office of Telecommunications Policy. OTP is earmarked this year for a budget of \$8.45 million.

President Nixon created OTP soon after assuming office in 1968 presumably to oversee vital communications allocations without reliance upon the bipartisan FCC's spectrum control. The new OTP sprouted from the Office of Telecommunications Management, a purely technical advisory unit that had existed for years for management of government frequency allocations — to the military and other agencies. The FCC's jurisdiction over all other communications was unquestioned prior to OTP.

Whereas OTM kept out of controversy, OTP, headed from its outset by Clay T. Whitehead, constantly has bounced around the Washington regulatory and legislative landscape with no well-defined mission in life. The record shows a number of attempts at developing projects but with no fulfillments, several flops, and a genius for controversy with other agencies of government, Congress and licensees.

In the quest for more economies and tidier government, appropriate committees of Congress are bound to dig into duplication of functions at OTP, the Commerce Department's Bureau of Standards laboratories at Boulder, Colo., and the FCC's field and monitoring operations. Indeed, a government committee under auspices of the Office of Management and Budget, at the White House, is already engaged in a study. OMB doesn't have far to go to find out all about OTP because both occupy space at the Executive Office Building across from the White House.



Drawn for *Broadcasting* by Guy Welch

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