


**Whitehead deals himself in on pay cable
The rush to DST has daytimers in a squeeze**

Broadcasting Nov 19

The newsweekly of broadcasting and allied arts

Our 43d Year 1973



These broadcasters observe, judge and act...

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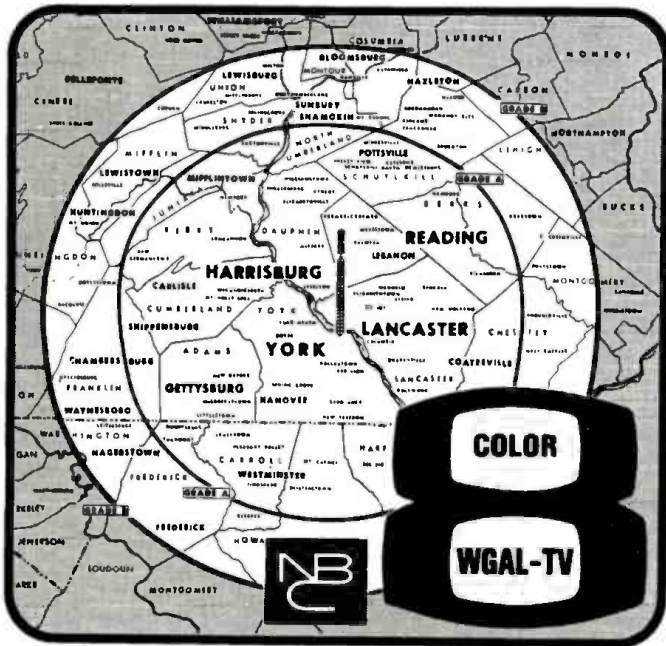
Viacom Features!
They draw crowds.

Source: (Network) NFI, Oct. 1964-Sept. 1973; (Local) NSI and ARS, various 1972 and 1973 reports. Audience estimates are subject to qualifications available on request.



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quite
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The distinctive coloring of its tail provides easy identification for Pennsylvania's State Animal, the Whitetail Deer.



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Closed Circuit

Drop-ins, drop-outs. That Office of Telecommunications Policy study purporting to show that 66 VHF stations could be dropped into top-100 markets without interference (*Broadcasting*, Oct. 29) is about to be shot at with heavy artillery. Association of Maximum Service Telecasters, which maintains data base of all TV allocations and assignments, has played OTP's own criteria through computer and concluded that no more than handful of V's could be dropped in, probably fewer than 10. Beyond that, AMST will argue that OTP criteria are too loose and that interference would be significant at reductions OTP proposed in current separations. AMST report may be out this week.

FCC's Broadcast Bureau has done its own analysis of OTP study, and found it riddled with mistakes — though not to same extent that AMST found. Proceeding from assumptions stated in study, bureau engineers calculated only some 30 V's could be dropped in. Bureau's study indicates OTP engineers overlooked such matters as existence of unused VHF assignments, used and unused noncommercial VHF assignments, and treaty-imposed obligations to maintain specified distances between U. S. and Canadian VHF stations. Still to be heard from is FCC's chief engineer's office, which is also doing study. Incidentally OTP itself has issued corrections reducing to 62 number of drop-ins it thinks feasible.

Only the beginning. Though Weicker-Ribicoff bill to abolish Office of Telecommunications Policy is attracting little support (see page 23), it may spark other legislation to change OTP role. Among members of Commerce Committees in both Senate and House there's view that OTP ought to be removed from direct White House influence — which has given office strong political overtones. There's some talk of establishing OTP functions in semiautonomous status, almost like independent agency. And there's support for notion office ought to return to its original role which was essentially technical.

Tougher EEO enforcement. FCC's procedures for administering equal-employment-opportunity rules — which are regarded as sketchy and unsatisfactory by commission as well as minority groups — are due for major overhaul, possibly before end of year. Staff hopes to have package of proposals before commission at Dec. 12 meeting. And though details remain to be worked out, package is expected to include guidelines for broadcaster compliance with rules barring discrimination and requiring affirmative-action employment program, including goals and timetables for meeting them (but "not quotas," official maintained last week); detailed information on how complaints are handled and on how information from employment forms is used. Questions to be resolved are whether staff will follow Internal Revenue Service procedure and do in-depth examination of selected employment reports instead of processing all of them, as at present, and how jurisdiction for administering program is to be divided among general counsel's office, renewal branch, complaints and compliance division and equal-employment-opportunity office.

In developing recommendations for new EEO procedures

FCC staff has had more advice from minority groups than from broadcasters. Knowing that, some officials feel policy ought to be put out for comment, through notice of inquiry or rulemaking, so broadcasters can be heard.

No panic. Broadcast-advertising executives profess to see little reason for immediate concern in energy crisis and attendant talk of economic downturns. Oil billings in TV were already affected by earlier changes in ad campaigns to emphasize conservation (down \$6.5 million in spot and \$10 million in network for third quarter, compared with same period of 1972). Radio sources track 10% decline in oil business in past six months. On both TV and radio, airlines have been cutting back.

But for near future, network and rep sales executives see compensating factors. There's prospect of more institutional advertising that argues need to develop new energy sources. General feeling is that although there'll be temporary dislocations caused by changes in ad strategy to meet changing market conditions, general ad volume ought to hold up. Unless economy goes bust, it's said, advertisers will keep advertising to maintain or gain competitive positions. All these assurances would go down drain, of course, if provision of energy bill that passed Senate last Friday — giving President power to ban ads that could lead to added use of energy — became law (see "Top of the Week").

On their own. Last week's National Association of Educational Broadcasters convention (see page 26) made it clear that noncommercial broadcasters regard outlook for federal funding as so iffy they must learn to live on other money. Among self-help plans batted around at gathering: organized development programs at both CPB and PBS with special staffs to seek out corporate underwriting; national public-television week, in which special programming will be fed over PBS interconnection for 10 days in February with corresponding nationwide pitch for audience contributions; beefed-up PR efforts at station level to promote national programming (national sources have no money for promotion); "trial balloon" proposals in which stations, in effect, would be asked to "buy" some national programming.

Last scheme, advanced individually by PBS Chairman Ralph Rogers and President Hartford Gunn, involves creation of national trust fund with \$40 million committed by Ford Foundation. Stations would match specific amounts in fund with money solicited from local sources; they'd get contribution plus profit back from fund in time, and PBS would use interest earned by trust to develop programs.

Children's hour. FCC, which missed late-October date it had set for itself to take up children's television-programming issue, may get to that subject by next month. Commission will face raft of options. Should advertising be barred from programming aimed at preschoolers and cut back to maximum of nine and a half minutes per hour (conventional prime-time limit that National Association of Broadcasters specifies in its code) in all other children's programming? (There is also possibility that FCC will follow NAB's lead and adopt rule to ban host selling.) Should rules be adopted to require certain amount of programming aimed at specific age groups, and on weekday afternoons as well as weekends?

Top of the Week

Full Commerce Committee will get new license-renewal bill, absent Van Deerlin amendment, with Macdonald's blessing

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) will "informally" poll members of subcommittee in attempt to come to consensus on license-renewal bill. Factoring in Van Deerlin-National Association of Broadcasters compromise (*Broadcasting*, Nov. 12), bill is expected to include four-year license term, directive excluding consideration of media crossownership in renewal process, appeals of FCC decisions removed to court in district of licensee and timely filing requirements. "If a general consensus among the subcommittee members can be reached," Mr. Macdonald said, "we would present the full [Commerce] committee with a new bill. I have no feelings about changes that should be made. I'd just like a consensus that everything is there."

Mr. Macdonald said turnabout for reconsideration was product of his desire not to present bill to full committee "with just a bare majority" behind it. Representative Lionel Van Deerlin (D-Calif.), for his part, says compromise of two weeks ago "makes good sense." NAB had enough votes to kill his amendment in full committee, he was told and believed.

Standing between compromise and full committee could be Representative Clarence Brown (R-Ohio). He wants bill to make sure that FCC won't institute program percentages (which Chairman Burch said FCC already has power to do), at very least, and may even go further and ask for provisions that allow for automatic renewal if licensee has satisfied "public need, views and interest."

Business as usual. In midst of widespread criticism of his policy deliberations and even call from Congress for dismantling of his office, OTP Director Tom Whitehead continues to press forward with new programs that can't help but draw attention to beleaguered office. Latest episode finds OTP spending \$58,000 for Standard Research Institute study of pay-cable marketplace — effort that could lead to new administrative policy. Public broadcasting is also occupying some of his time these days, Whitehead says. And contrary to thoughts of those who would like to make OTP nonexistent, he maintains there's still a place for office in government. Page 23. But, Congressman Torbert Macdonald seems to have other ideas about OTP. In National Press Club address, he contends office was instituted to place damper on ambitious reportage, promises Congressional protection of media from White House adversaries. Page 24.

Court hoists uniqueness standard on format-change hearings

Divided three-judge panel of U. S. Court of Appeals in Washington has held that FCC hearings in station sales involving format changes are needed only when format to be dropped "is apparently unique to the area served." Chief Judge David Bazelon, writing for himself and Judge Roger Robb, expressed view in opinion upholding FCC's approval, without hearing, of sale of Zenith Radio Corp.'s WEFM-(FM) Chicago to GCC Communications of Chicago. Two citizen groups opposed sale because of GCC's proposal to abandon station's classical music format for one featuring rock. Judge Bazelon held WEFM's format not unique, said WFMT (FM) Chicago provides substantially similar service. Thus, he said, there is no issue of fact requiring hearing on question of diversity.

Citizens groups had also argued that hearing was neces-

sary on seller's allegation that financial losses justified sale. "Even assuming such an issue would require a hearing in the absence of a substantial diversity issue," Judge Bazelon wrote, commission had sufficient evidence to support its finding that WEFM had incurred substantial losses. Dissenting judge, Charles Fahy, said hearing was required on factual question of Zenith's alleged operating losses.

Judge Bazelon, writing for himself, raised First Amendment issue, but did not resolve it. He said holding of commission and of court that hearing in such cases must be held when format becomes unavailable "must be evaluated in light of the First Amendment." But, he said, "we simply do not know how to ideally resolve the conflict between diversity and freedom from regulation." Awareness that conflicting values are at stake, he added, "is our best protection against falling into the abyss of dogmatism."

More negatives on News Council

National News Council received lively criticism last week from ABC anchorman Harry Reasoner, CBS News President Richard Salant and NBC *Today* host Frank McGee at luncheon of International Radio and Television Society in New York. During panel discussion moderated by Bill Moyers of *Bill Moyer's Journal* on PBS, Mr. Reasoner called council ". . . an unnecessary thing. . . one of the pleasant boondoggles of American academic life. . . but if it gets on my neck I'll resent it."

Mr. Salant, who helped found news council, said "CBS has not decided whether it will oppose or support" it and called its investigation of presidential attacks on media "a mistake. . . It smacks to me to be a bit of self-publicity to let people know it exists." He said CBS will give specified news-program transcripts to council for its inquiry but added: "I've read the transcripts backwards and forwards and I can't figure out what he [President Nixon] is talking about." Mr. McGee answered affirmatively when Mr. Moyers asked whether council "represents a potential pressure source to networks." Mr. McGee said he was "very suspicious" of council and added he "would rather not have it."

Also discussed were network editorial policies concerning presidential impeachment/resignation. Mr. Reasoner said ABC's Oct. 31 Howard K. Smith pro-resignation commentary "was not a statement by the management; ABC reporters do commentaries, not editorials." Mr. McGee countered, "when I did editorials, mostly on the Vietnam war, immediately afterward there was a statement that what I said was the opinion of the management." Mr. Salant said CBS "has no editorial position. . . it has no moral right." The three agreed individual stations, not networks, should initiate editorial stances. "If the networks were all that powerful, we'd be wondering what President McGovern was doing today," Mr. Salant said. Later, in response to *Broadcasting's* request for clarification, he said: "I guess my meaning didn't get across. What I was trying to say was that if the networks are so biased and so anti-Nixon, how come Mr. Nixon is in the White House and not Mr. McGovern?"

Take your pick. Flood of energy-associated legislation before Congress last week included S. 2589 (Emergency Energy Act) that on one hand would allow President to put "ban on all advertising encouraging increased energy consumption," on other direct President to mount advertising campaigns to discourage energy consumption. Another measure (S. 2176) would require auto and electrical-appliance manufacturers to disclose operating costs and energy consumption on price tags and in advertising.

Trying to be helpful. House Commerce Committee has reported out its version of daylight savings time bill, including directive to FCC to allow daytime-only AM stations without pre-sunrise authority to start up no more than one-hour earlier on case-by-case basis. But rule changes must be consistent with existing treaties, offering no relief to those stations broadcasting on Canadian and Bahamian clear channels. Committee report states legislation can help only those 125 stations operating on American clears. Senate version of bill does not include any relief measures, but Commerce Committee report, accompanying bill, does offer softer guidelines to FCC in same direction as House bill (earlier story page 26).

Generation two. *National Association of Educational Broadcasters New Orleans convention looks to new era in public broadcasting, but emphasizes old problems are still on surface. Money crisis dominates proceedings. Page 28. H. Rex Lee urges medium to get off its haunches, scores White House interference. Page 29. PBS finds little dissent to its new organizational thrust. Page 30. Public radio men find APRS a symbol to rally around. Page 30. But blacks, fed up with "indifference" of white leaders, throw in towel. Page 31.*

FCC views four court setbacks in Orlando case as one too many, vows to fight ruling. It claims decision would force it to rewrite policy. Page 31.

AFTRA's practice of blacklisting employers finds itself on another agency's blacklist - that of National Labor Relations Board. Page 37.

Yes, but, for Carolina station renewals

Conditions designed to assure increased number of minority-group members and women among their employes were attached to license renewals FCC granted seven radio and television stations in North and South Carolina. Three other stations in those states whose renewals remained deferred for other reasons were directed to take same steps to deal with what commission considers their equal-employment-opportunity problem.

Stations are among 49 that commission asked in December 1972 to explain how their equal-employment opportunity programs squared with commission rules (*Broadcasting*, Dec. 11, 1972). Their annual employment records showed no women on staff or decline in their number, or no blacks or fewer in 1972 than in 1971.

After reviewing responses, commission staff recommended renewing all but three applications but said greater effort at hiring minority group members and women should be made by WGUS (AM) North Augusta, S. C., and North Carolina stations WIST (AM) Charlotte, WJRI (AM) Lenoir, WPTF (AM) and WQDR (FM) Raleigh, WSKY (AM) and WECT (TV) Wilmington. As condition of renewal, they are to file with commission within 30 days list of local minority and women's organizations and other institutions and individuals they contact when seeking employes, and to submit with annual employment reports steps they have taken to encourage minority and women applicants to apply for jobs that were filled in preceding 12 months.

Three other stations directed to follow same procedures, but whose license renewals are being deferred for other reasons as well as EEO problems, are WAME (AM) Charlotte, WCOG (AM) Greensboro and WWAY (TV) Wilmington, all North Carolina.

Court rules media not responsible for enforcing campaign-spending limits

Provision of new Federal Election Campaign Act requiring broadcast stations and other media to serve as enforcers of act's spending limitations has been declared unconstitutional. Special three-judge federal court in Washington last week held that it violated First Amendment rights of persons wishing to air views on matters of national interest. Decision was issued in connection with suit brought by American Civil Liberties Union and New York Civil Liberties Union, after *New York Times* last year refused to run their advertisement opposing Nixon administration-backed antibusing legislation.

Ad praised by name 102 congressmen who had voted against antibusing bill. ACLU said FECA required it to obtain certification that ad's cost would not cause them to exceed statutory spending limits and to obtain statement from President Nixon's opponents that they had not authorized ad.

Judge Barrington D. Parker, writing for unanimous court, said provision "establishes impermissible prior restraints, discourages free and open discussion of matters of public concern and as such must be declared an unconstitutional means of effectuating legislative goals."

SDX cites insulated presidency

Sigma Delta Chi's freedom of information committee last week leveled broad blast at Nixon administration's use of executive privilege, warning that if allowed to go unchecked it could spell "the end of our open government and the rights of a free press." Report presented to professional journalism society's national convention in Buffalo, N.Y. quoted study commissioned by National Press Club asserting that "Watergate scandals grew and flourished in an unhealthy atmosphere of secrecy, official lies and attempted manipulation of newspapers, radio and television." Study charged that only administration "so insulated from the press and so contemptuous of its reporting function" could have ignored media's disclosures of Watergate scandal and attempted cover-ups.

Sticking to clock in Milwaukee

FCC has rejected Department of Justice's request for extension of time in which to file petition to deny against Journal Company's WTMJ-AM-FM-TV Milwaukee. Justice's antitrust division had requested month's delay, through Dec. 1, to enable it to determine whether it should participate in proceeding it says might raise substantial problems of competition and concentration of control of media (*Broadcasting*, Nov. 12). But commission, apparently determined to make good on its oft-stated position that interested parties - usually citizen groups - should observe its filing deadlines, said sister agency had not presented sufficient reasons to justify extension. However, if department does file petition, it would be considered as informal complaint.

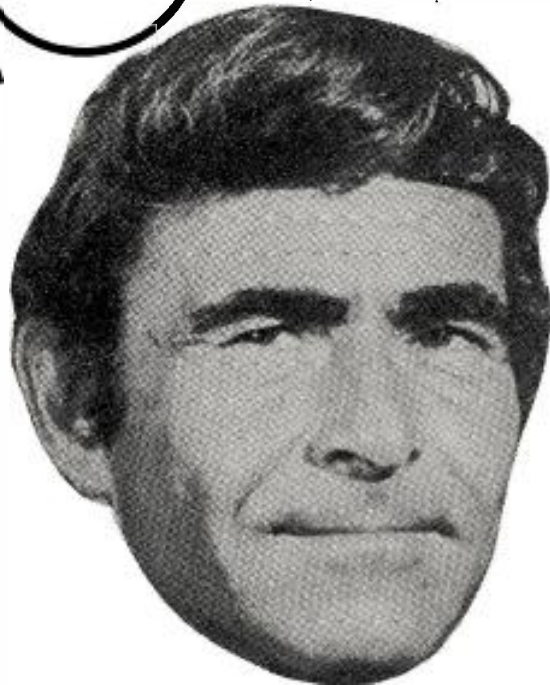
NCTA adds nonduplication issue to its list of causes worth fighting for, asks FCC to loosen reins now, cut them later. Page 38.

Jim Croce's tragic death last month brings out feeling in industry and with public that never materialized during his life - that he was artist of first order. Page 41.

CBS says "fair trial" has gone on long enough, re-institutes "instant analyses." Page 45.

THE HOUR

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TO NETWORK RADIO
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In Brief

Powerful support. Professor Edward C. Lambert of University of Missouri, one of several candidates to succeed FCC Chairman Dean Burch as member of commission ("Closed Circuit," Oct. 8), is said to have support of Senator Barry Goldwater (R-Ariz.) in that ambition. Professor Lambert, who is chairman of broadcasting department and teaches journalism at Missouri, said on Friday that mutual friend had written Senator Goldwater about him. Mutual friend, he added, received reply last week stating that senator had heard "great deal" about Professor Lambert, had discussed him with Chairman Burch, and thinks he is "in the lead." Senator also said in his letter, Professor Lambert reported, "I will do all that I can to help him."

Bear market. Teleprompter stock closed at 4½ last Friday (Nov. 16) at end of first week of trading after Securities and Exchange Commission suspension order issued two months ago. On Monday, first day of trading after suspension, closing price was 5¼ as 648,400 shares changed hands. For week, 1,375,000 shares were sold. Teleprompter was trading at 9 5/8 on Sept. 7, day SEC imposed suspension in response to company reports of substantial cutbacks in cable construction.

Getting closer. FCC is set to come to grips with — if not to vote on— prime-time-access rule Nov. 27. Commission last week scheduled special meeting that day to discuss proposals for repealing, retaining or modifying controversial rule.

Done and done. President Nixon has signed Alaska pipeline bill, giving nod to one provision reducing red tape in FCC and Federal Trade Commission information-gathering forms and another strengthening FTC's powers to fight unfair and deceptive business practices (see page 32).

Systems go. Board of directors of Broadcast Credit Association, subsidiary of Institute of Broadcasting Financial Management, voted unanimously to continue BCA and appointed committee to hire full-time credit executive for organization (*Broadcasting*, Nov. 12). Although BCA has not yet achieved \$90,000 it needs for first year funding, BCA Executive Vice President Robert McAuliffe said board felt organization was "far enough down the road" in terms of membership. He added that BCA's "agency aging summary" (showing agencies' records in paying accounts receivable) for November will be out in early January.

Marketplace. LVO Cable Corp., Tulsa, Okla., which announced two months ago plans to merge into Communications Properties Inc. (*Broadcasting*, Sept. 17), announced last week that it has agreed to sell its 85%-owned microwave arm, United Video Corp., to Southern Pacific Corp. Price fixed at \$10.8 million, of which \$250,000 will go to United Video's minority stockholders. LVO would receive \$4 million for its equity in United, which is not included in CPI deal, and \$6.5 million in repayment of funds it had advanced to subsidiary. FCC approval is required. In other cable-transfer activity, Heritage Communications Inc. said it has acquired 100% control of its subsidiary, Hawkeye Cablevision, which is constructing cable system in Des Moines, Iowa. Hawkeye also owns operating system in Ur-

bandale, Iowa, and is building in three other Iowa cities. Company wouldn't disclose value of transactions, in which Heritage acquired 20% of Hawkeye from both Cox Cable Communications and Athena Communications. It already owned 60%. Spokesman said Heritage paid cash for Cox interest, stock for Athena holding, both "book value."

Mansfield says stop. Senate majority leader Mike Mansfield (D-Mont.) has embargoed all nominations on way to floor, effectively bottlenecking appointment of Elizabeth Hanford to Federal Trade Commission. Mr. Mansfield does not like looks of Helmut Sonnenfeldt, nominated to be Undersecretary of Treasury with foreign responsibilities, and wants Mr. Nixon to recall him. Nomination of James Quello to FCC is still awaiting committee hearings; Mansfield order is no encouragement.

Late Fates. Broadcasters Promotion Association installed new board at Cleveland convention last week: President *John Furman* of Cox Broadcasting, President-Elect *Ken Mills* of Katz Agency, VP *Tom Cousins* of WCCO-TV Minneapolis, Secretary *Richard Newton* of Westinghouse Broadcasting (West Coast), Treasurer *Lynn Grasz* of KOLN-TV Lincoln, Neb. *Cal Druxman*, general sales manager, KJIM(AM) Fort Worth, appointed general manager. *Kent Replogle*, VP-sales, Metromedia Television, New York, named executive VP, sales and marketing. *Bryan Putman*, director of advertising and public relations, Hallmark Cards Inc., Kansas City, elected VP. *Dennis Doty*, former director of program administration and executive assistant to president, ABC Entertainment, named director of morning program development. (For earlier "Fates & Fortunes," see page 54.)

Headliners



Wheeler



DeGroot



Katleman

Edwin K. Wheeler, executive VP, Evening News Association in Detroit, with responsibilities for broadcast and news properties, resigns as of Dec. 31. **Don F. DeGroot**, VP-general manager, Evening News's WWJ-AM-FM-TV, named to head broadcasting division, also including KOLD-TV Tucson, Ariz., and WALA-TV Mobile, Ala.

Harris L. Katleman, VP, MGM-Television, Hollywood, named president. He joined division last year after executive posts with MCA, Goodson-Todman, Four Star and Cinemation Industries.

Bernard Strassburg, chief of FCC's Common Carrier Bureau for past 10 years and commission employe for 31, is retiring before end of year. Mr. Strassburg, 55, has no plans for future, expects to remain in communications field.

Index to Departments	Changing Hands	33	Fates & Fortunes	53	Music	40
Broadcast Advertising	Closed Circuit	5	Finance	48	Open Mike	12
Broadcast Journalism	Datebook	14	For the Record	56	Playlist	42
Cablecasting	Editorials	68	Media	23	Profile	67
	Equip. & Engineering	52	Monday Memo	21	Programing	37



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Fitting the shoe

EDITOR: Perhaps the best approach to dealing with Mr. Nixon's charge that television newsmen are responsible for his predicament is to take his indictment literally and apply it to the facts of Watergate.

Did Walter Cronkite do a series on his nightly news about the bad effects of White House leaks, ending with a mandate to the President: "If you're bothered by leaks, Mr. President, hire some plumbers!"?

Did John Chancellor send Gordon Liddy to the White House with a letter of recommendation?

Did Howard K. Smith, during a break while taping a fireside chat with the President, abuse Mr. Nixon's confidence in him by assuring him that Howard Hunt, Gordon Liddy and James McCord were "the three smoothest operatives in the world—their operations cannot possibly be detected!"?

Did Douglas Kiker drop a memo off to the President urging him to place John Dean in charge of the White House cover-up "because Dean can keep a secret"?

Did Eric Sevareid, in an eyes-only tape made especially for the White House, solemnly assure Mr. Nixon that Archibald Cox was the man who, as special prosecutor, could be trusted not to press his investigation too far?

Did it all start back in 1968 when Mr. Cronkite persuaded Mr. Nixon to put Mr. Agnew on the ticket, explaining: "Spiro understands news media and can help you get along with the press. Besides, he's honest!"?

But was it Sally Quinn who originated the idea of bombing the Brookings Institution, passing it along to the White House "for what it's worth"?

Was it Marvin Kalb who gave Mr. Nixon tips on how to spruce up his properties at taxpayer's expense?

Did young Tom Brokaw, anxious to make a mark for himself as NBC's new White House correspondent, inveigle Elliot Richardson and William Ruckelshaus to quit the Nixon administration in feigned huffs just to blow the insignificant matter of Cox's firing all out of proportion?

If television newsmen were not doing these things, who was?

If the people who did these things were not appointed and directed by television news, who did appoint and direct them?

If television news was not giving President Nixon bad advice, who was?

If Mr. Nixon was totally ignorant about White House involvement in Watergate-related matters and the subsequent cover-ups, can he blame television

news for not trying to "pound it into him" night after night?

The truth is that if President Nixon had allowed himself to be influenced by television news coverage of Watergate, he could have been moved to deal with it as much as a year ago, dealt with it much more effectively, avoided cover-ups and cover-ups of cover-ups, and perhaps have worked himself free of it instead of finding himself in the almost hopeless predicament he is stuck with today. By attempting to alert the nation, including its President, to the dangers and magnitude of Watergate, the television news medium, along with other news media, offered Mr. Nixon his only chance.—Clyde Beane, *Citrus Heights, Calif.*

(Mr. Beane was Northern California press coordinator for the California Committee for the Re-Election of the President, says he now regrets move from journalism and that "During the past year, the press has demonstrated that it is more important to survival of a free country than politics.")

Exception

EDITOR: Sorry, but you bombed out in your attempt to blame the President for that emotional upheaval referred to as a press conference [BROADCASTING, Nov. 5]. Your description of the media as "boorish"? No doubt the understatement of the year. Let's face it, the news media in that room does not represent in any way the majority of thinking among the news media across the country. Let us not kid ourselves into thinking that the three TV networks, a few news services and a few chains present, represent the thinking of the over 7,000 radio stations and many TV stations.

The President's answer to Mr. Rafter's question was not only factual, but practical. As for the question, it would seem ironical, don't you think, coming from one with a long standing reputation of open contempt and disrespect for the President? The President's description of the broadcast reporting, that he referred to in answer to another question, just about hit the nail on the head. The hysterical reaction of the news media certainly does not lend itself to maturity.

In regards to your statements about threats to journalism, the only real threats are coming from journalists. The American public is not as dupable as the news media would have us believe. As for gaining the public confidence, the media will first have to recognize its own lack of credibility, and start from there. It's all too obvious that the news media has its own "Watergates," however we like to call them internal matters.

An emotional media and a few vulgare-like politicians have badly misjudged the American public in regards to the

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President. The average American is more inclined to forgive than give credit, and is certainly in no mood to crucify a President as the news media would have us believe.

In closing, I would like to comment about your slur at Mr. Agnew. Your version of Mr. Agnew being used to "cow" the press is another example of an attempt to rebuild a hurt ego, at the expense of an unfortunate circumstance. It's just such remarks that continue to build a wall between the news media and the American public. Let's hope that thousands of us across the country who do not agree with the so-called big three networks and a few controlled news services, will not be lumped together under its contemptuous banner.—*Bill Merrell, sales manager, KVMA(AM) Magnolia, Ark.*

Whereabouts

EDITOR: In class, BROADCASTING is our number-one resource. I found your article on cable television in Manhattan most informative and timely for our discussion on cable.

I am most interested in the report "The Wired Island: The First Two Years of Public Access To Cable Television in Manhattan." Do you have an address where I might write for additional information?—*Bill Weiss, instructor in broadcasting, Northwestern College, Roseville, Minn.*

(The report was prepared by the Fund for the City of New York, 1133 Avenue of the Americas, New York 10036. Phone [202]489-6260.)

Datebook®

■ Indicates new or revised listing.

This week

Nov. 19—*International Council of National Academy of Television Arts and Sciences'* first directorate award to European Broadcasting Union. Awards also to be announced for best documentary and best dramatic show among foreign TV programs not yet seen in U.S. Charles Curran, BBC, to accept for EBU and make keynote speech. Plaza hotel, New York.

Nov. 20—*Georgia Association of Broadcasters* South-eastern broadcasting day with sessions in radio and TV management and engineering. Hyatt Regency hotel, Atlanta.

Nov. 20—Meeting, U.S. National Committee for the *International Radio Consultative Committee*. 9:30 a.m., Room 1105, Department of State, Washington.

Nov. 20—John Treasure, chairman, J. Walter Thompson Ltd., London, speaks at seventh in series of eight public lectures on advertising and society. Midway campus, *University of Chicago*.

Also in November

Nov. 26-27—*National Cable Television Association* board meeting. Las Vegas Hilton, Las Vegas.

Nov. 28-29—Annual meeting *Television Bureau of Advertising*. Hyatt Regency, Houston.

Nov. 27-28—Beginning television production seminar, sponsored by *Telemation Inc.* Los Angeles.

■ Nov. 27-29—*National Association of Educational Broadcasters* music personnel conference. Studios of noncommercial WGBH-FM Boston.

Nov. 29-30—Advanced television production seminar, sponsored by *Telemation Inc.* Los Angeles

Nov. 28-Dec. 1—*California Community Television*

Association fall convention. Las Vegas Hilton hotel.

Nov. 29—Seminar sponsored by *American Apparel Manufacturers Association*. Among speakers will be J. Walter Thompson President Henry M. Schachte, who will talk on shifts in marketing approaches in the industry. Americana hotel, New York.

Nov. 29-30—Course on "Legal and Business Problems of Television and Radio," sponsored by *Practising Law Institute*. St. Regis Sheraton hotel, New York.

December

Dec. 3—Deadline for filing reply comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly owned stations in separate markets.

Dec. 4—Phillip Kotler, professor of marketing, Northwestern University, speaks at last of series of eight public lectures on advertising and society. Midway campus, *University of Chicago*.

■ Dec. 4—*Association of National Advertisers* media workshop, sponsored by ANA Media Policy Committee. Plaza hotel, New York.

Dec. 5—Deadline for entries in *Retail Advertising Conference* awards contest. Categories include radio. Randolph Street, Chicago 60601.

Dec. 5-7—*Association of Maximum Service Telecasters* board of directors fall meeting. Arizona Biltmore hotel, Phoenix.

Dec. 6-7—*Arizona Broadcasters Association* 22d annual fall convention. Speakers include: Arthur Taylor, CBS president, and Richard Wiley, FCC commissioner. Sheraton-Scottsdale hotel, Scottsdale.

Dec. 6-7—Course on "Legal and Business Problems of Television and Radio," sponsored by *Practising Law Institute*. Sir Francis Drake hotel, San Francisco.

Dec. 9—Annual academy ball. Hollywood chapter

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St. Louis up 37%
Minneapolis up 100%*
Portland up 9%*
Houston up 50%
Seattle up 200%*
Hartford-New Haven up 46%*

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“By any relative measure, the American marketing system works amazingly well.”

By Miles W. Kirkpatrick
1970-73 Chairman, Federal Trade Commission

THE FEDERAL TRADE COMMISSION is a unique observation post from which to study the American marketing system. My experience at the FTC during the last few years has reinforced my admiration for that system. The principal role of the FTC is, of course, to ferret out what is wrong, and the publicity given to the activities of the FTC should not obscure the appreciation of how much is right with the marketing system.

By any relative measure, it works efficiently and amazingly well in allocating resources on an unprecedented scale. Its success is unparalleled among the economic systems of the world.

Perhaps the most intriguing aspect of the private enterprise system is that so simple a concept actually works—and works smoothly to produce a consumer-oriented economy which markets nearly a trillion dollars' worth of goods and services annually.

Obviously, this is no accident. It is the result of the daily planning and skills of thousands of marketing professionals. Collectively, they are responsible for providing the very high level of physical comforts and necessities and the astonishing range of services—from education and health care to plumbing and house repair—enjoyed by the great majority of our population.

Marketing's Vital Role

The complexity and interdependence of the myriad components of today's

modern economic system are staggering. Marketing plays a vital role in inter-relating these components, continually allocating resources, and doing so with a minimum of government direction or participation.

The challenge of the 1950's and 60's for the professional marketer was to meet the vast increase in the sellers' demands brought on by new technology, a vast increase in the consumer goods being produced, and the greatly increased demands of a newly affluent consuming public.

The challenge of the 1970's for marketing—it is becoming clear—is meeting the new demands of the consumer. The marketer's attention today is shifting from the supply, or the seller's side, of the supply and demand balance, to the demand, or consumer, side.

The essence of the American marketing concept is its purpose to fulfill consumer desires, and I have confidence that the marketing professionals will meet the consumer challenges of the 70's as effectively as they have met the distribution challenges of the past.

What are some of those consumer challenges?

Perhaps foremost on such a list would be the need to increase the amount and quality of information readily available to consumers about the products they purchase. This need being voiced by consumers and its fulfillment is basic to the working of the

private enterprise market system.

Since our competitive economic system is based on the proposition that resources should be allocated in response to consumer demands, fair and free competition is threatened by an uninformed public just as it is by a misinformed public. I think that the marketing system is responding to consumer demands in this regard.

Such concepts as unit pricing, the care labeling of clothing, nutritional labeling, open dating, and other informational marketing and promotional techniques have taken hold and are meeting with widespread approval.

Competition Stimulates Solutions

The challenge of the 70's will also involve, I believe, a continuing re-evaluation of the rights and duties as between sellers and buyers. These relationships bear re-examination, and some adjustments may be in order. Clearly, consumers' rights must extend beyond the mere traditional right to decline to buy if the product does not please or the right to bring a lawsuit if it does not perform as represented.

For example, a vexing problem being increasingly faced by today's marketer is to ensure that consumers have procedures available to them to resolve post-sale problems. Warranties and grievance-solving mechanisms must become more accessible to the consumer in all areas and must be made to operate promptly, inexpensively, and equitably.



Miles W. Kirkpatrick served as Chairman of the Federal Trade Commission from September, 1970 until his resignation in February, 1973 when he returned to the private practice of law in Washington and Philadelphia. He is a graduate of Princeton University and the University of Pennsylvania Law School (1943).

While Chairman of the Section for Antitrust Law of the American Bar Association in 1968-1969, he headed an ABA committee formed at the request of President Nixon to study and evaluate the Federal Trade Commission. His Committee's report was submitted to the President in September, 1969. One year later, Mr. Kirkpatrick was sworn in as Chairman.

The Federal Trade Commission was established by Congress in 1914 as an independent regulatory agency. It has broad responsibilities in the areas of antitrust and consumer protection, and is the principal Federal agency with responsibilities in the regulation of marketing.

During Mr. Kirkpatrick's tenure as Chairman, the FTC undertook numerous innovative programs in the marketing field. In addition to major advertising litigation and regulatory rules, the FTC instituted a broad-based advertising substantiation program and conducted extensive public hearings on modern advertising and related marketing techniques.

ly. Although significant steps have been taken in this major area of consumer discontent, clearly much remains to be done.

Solutions are being found for today's marketing problems through competitive market mechanisms which have been successful in the past. These mechanisms join the most productive processes of our economic system with the specific skills of the marketing profession.

Marketing Professionals Challenged

I believe that the marketing challenges of the 70's will be met in major part by the marketing profession re-orienting voluntarily to the forces at work in the marketplace.

However, where, for whatever reason, those responses fall short of meeting the challenges, government, in particular the FTC, will play an important role. In those situations, constructive cooperation between the FTC and the marketing profession is clearly desirable.

Statesmanship will be required on both sides. This means that the FTC, while not withholding law enforcement, could encourage voluntary compliance to the greatest extent possible. It means, on the other hand, that the marketing profession must respect and understand the role of government in the marketplace.

Finally, while dealing with all of the competitive pressures that prevail, the

marketing profession must respond more quickly and more willingly to consumerism, realizing that it is not a transitory phenomenon and that business policies of the 70's must be molded to its demands.

Miles W. Kirkpatrick

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Dec. 10-27th annual "Voice of Democracy" broadcast-scriptwriting contest deadline, sponsored by Veterans of Foreign Wars and its ladies auxiliary with cooperation of National Association of Broadcasters and state broadcaster associations. Contact any VFW state headquarters or VFW national headquarters, Kansas City, Mo.

Dec. 11—Allied Artists Pictures Corp. annual stockholders meeting. Delmonico's hotel, New York.

Dec. 11-12—Beginning television production seminar, sponsored by Telemation Inc. Salt Lake City.

Dec. 12—Columbia Pictures Industries Inc. annual stockholders meeting. Manufacturers Hanover Trust Co., New York.

Dec. 13-14—Advanced television production seminar, sponsored by Telemation Inc. Salt Lake City.

Dec. 19—New deadline for filing comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

Dec. 31—Deadline for entries in Brand Names Foundation retailers-of-the-year awards competition. Contact BNF, 477 Madison Avenue, New York 10022.

January 1974

Jan. 7—New deadline for filing reply comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

Jan. 9—One-day conference, "Electronic Distributor '79," five-year outlook into electronic market sponsored by Electronic Industries Association's distributor products division. Chicago.

Jan. 9—New England Cable Television Association winter meeting. Marriott hotel, Newton, Mass.

Jan. 10-13—Winter Consumer Electronics Show. Conrad Hilton hotel, Chicago.

Jan. 14-18—Winter meeting, joint board of directors, National Association of Broadcasters. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

Jan. 15-18—Rocky Mountain CATV Association meeting. Scottsdale, Ariz.

Jan. 18—Publicable meeting. Location to be announced. Washington.

Jan. 20-22—Idaho State Broadcasters Association midwinter meeting. Rodeway inn, Boise, Idaho.

Jan. 20-22—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Jan. 21-23—American Committee of International Press Institute seminar on U.S.-European economic problems and NATO. Brussels.

Jan. 22-24—Georgia Association of Broadcasters Institute. Featured speakers include Richard Wald, NBC News president, Richard Wiley, FCC commissioner, and Sol Taishoff, Broadcasting editor. Center for continuing education, University of Georgia, Athens.

Jan. 24-26—Alabama Broadcasters Association winter conference. Speaker: FCC Commissioner Richard Wiley. Downtown Motor Inn, Gadsden, Ala.

Jan. 26-27—Midwinter conference, Florida Association of Broadcasters. Lakeland, Fla.

Jan. 27-30—National Religious Broadcasters 31st annual convention. Washington Hilton, Washington.

February 1974

Feb. 1—Sigma Delta Chi Distinguished Service Awards entry deadline. Award categories include radio and TV editorializing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 1—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio reporting on medicine or health. Contact: Medical Journalism

Major meeting dates in 1973-74

Nov. 26-29—Annual meeting, Television Bureau of Advertising. Hyatt Regency hotel, Houston.

Nov. 28-Dec. 1—Fall convention, California Community Television Association. Las Vegas Hilton hotel, Las Vegas.

Feb. 17-20, 1974—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

March 17-20, 1974—52d annual convention, National Association of Broadcasters. Albert Thomas Convention and Exhibit Center, Houston.

April 21-24, 1974—23d annual convention, National Cable Television Association. Conrad Hilton hotel, Chicago.

May 8-12, 1974—Annual convention, American Women in Radio and Television. New York Hilton, New York.

Awards committee, AMA, 535 North Dearborn Street, Chicago 60610.

Feb. 3-5—National Cable Television Association, regional legislative conference. Quality Inn, Washington.

Feb. 3-5—South Carolina Broadcasters Association annual winter convention. Holiday Inn, Rock Hill.

Feb. 5-7—National Cable Television Association board of directors meeting. Location to be announced. New Orleans.

Feb. 6-8—Texas Cable TV Association convention. Marriott Motor hotel, Dallas.

Feb. 7—Southern Baptist Radio and Television Commission fifth annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, former CBS vice chairman, now chairman, American Red Cross. Place yet to be announced. Fort Worth.

Feb. 15—Publicable meeting. Location to be announced. Washington.

Feb. 15-18—Arkansas Broadcasters Association convention. Nassau, Bahamas.

Feb. 17-20—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

Feb. 18-20—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Feb. 20-23—International Press Institute seminar on U.S.-Canadian economic and political problems, sponsored jointly by American and Canadian IPI committees. Toronto.

March 1974

March 13—Annual spring conference, Electronic Industries Association. Shoreham hotel, Washington.

March 17-19—National Cable Television Association regional legislative conference. Quality Inn, Washington.

March 17-20—National Association of Broadcasters 52d annual convention. Albert Thomas Convention and Exhibit Center, Houston.

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

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

April 1974

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

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

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

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

May 1974

May 3-5—Illinois News Broadcasters Association spring convention. Elgin, Ill.

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

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

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

May 21-23—Brand Names Foundation annual meeting, featuring retailer-of-the-year awards. Hilton hotel, New York.

May 30-June 7—Associated Press Broadcasters Association national convention. Alameda Plaza hotel, Kansas City, Mo.

June 1974

June 1-5—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

June 14-15—North Dakota Broadcasters Association spring meeting. Edgewater inn, Detroit Lakes, Minn.

July 1974

July 7-10—National Association of Farm Broadcasters summer meeting. Spokane, Wash.

July 10-13—New England Cable Television Association annual convention. Mt. Washington hotel, Bretton Woods, N.H.

July 19-21—American Radio Relay League national convention featuring technical innovations in FM, ICS, and antenna design. Waldorf Astoria hotel, New York.

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Phone: 212-757-3260.

Rufus Crater, *chief correspondent*.
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John M. Dempsey, *assistant editor*.
Robert Adels, Leslie Fuller, *staff writers*.

David Berlyn, *Eastern sales manager*.
Stan Soifer, *sales manager—programming*.
Susan Yang, Harriette Weinberg, *advertising assistants*.

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

Earl B. Abrams, *senior editor*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

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



* Reg. U.S. Patent Office.

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Monday Memo®

A broadcasting advertising commentary from Mark Oken, vice president/media director, The Bloom Agency, Dallas

Precise aim with the shotgun approach

Defining an advertiser's marketing goals is always the first step in any program to bring a product to the attention of potential buyers. The second step is to fashion a message. The third is to pinpoint those media which can carry the message to maximum effect at minimum cost.

Advertising people take these three steps so consistently that they tend to glide through them almost automatically day in and day out. But from time to time, exceptions occur. And when they do, they are often instructive—not only for getting us to focus more closely on the elements of our own craft, but for the larger lessons they teach about media selection.

All this is by way of saying that our agency recently encountered a situation where marketing goals had to be adapted rather sharply to many individual markets—in fact, to 139 distinct markets—forcing us to take 139 hard looks at both our advertising message and the media to be engaged.

The story is of particular interest because close scrutiny revealed that a product whose past advertising had been largely print-oriented (newspapers, to be exact) could benefit from strong exposure in broadcast media, both radio and television. Here's the background:

The Bloom Agency had undertaken during the past year massive market analysis and planning for the jewelry division of Zale's Corp. Zale's currently has 550 retail outlets in 139 ADI marketing areas and is one of the world's largest retail jewelry operations.

Like many retail and consumer package-good accounts, Zale's faces a diverse set of conditions in almost every market in which it competes:

- Store location within an ADI area. Stores in some ADI's are not found within the major metro center, but in outlying areas.

- Store location within a major metro center. Stores can be located downtown, in neighboring shopping areas, new shopping center malls, strip centers, etc.

- Target consumer. Location of store and market demography create differences in consumer target groups by market.

- Competitive environment. Zale's competes against a diverse group of jewelry operations, ranging from exclusive guild jewelers to discount/credit jewelers and major department stores, once again depending on store location and market.

- Market development. The number of stores varies substantially by market, creating diverse advertising budget opportunities.



Mark Oken has been with The Bloom Agency, Dallas, for two and a half years. Previously he was media supervisor for four years at Needham, Harper & Steers, Chicago, responsible first for the General Mills account and later for the McDonald's account. Prior to that, he served for four years with Foote Cone & Belding, Chicago, as manager of network relations. Mr. Oken is presently vice president and media director of Bloom.

- Merchandise appeal. Diamond rings sell better in Anchorage than in Corpus Christi, Tex., while watch sales do especially well in El Paso.

The result of these contrasting marketing conditions dramatizes the need for individual markets planning and attention. It resulted in our media department's preparation of 139 individual annual media plans, each with unique marketing and advertising objectives. For the Bloom media department, it was as if we were working on 139 separate accounts.

Because of the hugeness of this task, a great deal of pre-planning was necessary. The agency had to work closely with individual store managers via questionnaires and direct market contact to provide continuous information on local competition, consumer demography and buying habits, unique media opportunities and most effective promotional responses. We also had the cooperation of Zale's corporate management, which detailed, via computer, sales trends by market, by store, by month, by merchandise category. We then went to the media which provided information on past competitive activity and local media changes.

Our ability to place a microscope on the problems and opportunities of each Zale's market has motivated the agency

toward an ever increasing use of both radio and television. Although newspapers still dominate the media mix (they currently represent approximately 65% of Zale's budget versus 75% to 80% a year ago) the trend toward broadcast, as with many retailers, is pronounced.

And our agency believes broadcast can be especially effective in the following specific areas.

Radio can isolate and match selected consumer target groups with specific merchandise items—i.e., Nevada watches for adults 35-to-49-years old. It can effectively and efficiently reach the ethnic market, especially blacks and Mexican-Americans. It provides immediate and effective sales response to holiday and special sales events. We also use radio to increase the reach and frequency of local newspaper activity, especially outside major metro advertising areas. And we use it to increase the effectiveness of communication with the important, young (18-to-34-year-old) female consumer in a convincing, contemporary manner.

Television can increase store traffic through dramatic visual presentation of Zale's jewelry selection. It can overlay newspaper activity, especially during major pre-Christmas and spring selling periods. It provides over-all advertising coverage of stores in the major metro centers as well as in outlying areas within each ADI. And it can convey, both to the consumer and to Zale's own personnel, that Zale's has the worldwide resources, organization and people that make it the world's leading retail jeweler.

Our experience with Zale's led us to several conclusions which we think can be applied constructively to other situations.

First, it is clear that careful study and analysis must precede any buying decision—if for no other reason than to determine whether assumptions we have taken for granted are, in fact, correct. It was just such painstaking analysis that suggested Zale's increase its emphasis on broadcast media.

Second, there is no evading the hard work involved. If market complexity requires individual scrutiny of each and every market segment, then the work of pinpointing the appropriate media for each market must go on—even as the midnight oil burns.

Third, the fact that an expanded broadcast role seems appropriate for Zale's suggests that other retailers might benefit from similar emphasis on broadcast media.

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... a perfect mix of new talent and outstanding national celebrity guests—Steve Allen, Kirk Douglas, Hugh O'Brien, James Coco, Robert Vaughn and Nancy Wilson . . .

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Media

OTP suddenly gets interested in pay cable

Unworried by Senate movement to close his operation, Whitehead orders new study even as FCC heads toward pay-cable policy; it's another burst of action from office coming under hotter fire

Clay T. Whitehead, director of the Office of Telecommunications Policy, is making news these days in spite of an apparent determination to stay out of the spotlight in hope there will be a cooling of the passions he has aroused. He has not been making many speeches lately, certainly none like last year's Indianapolis speech criticizing network news operations.

Nevertheless, his presence continues to be felt. A Stanford Research Institute questionnaire produced last week a lead to the discovery that OTP is involving itself in the pay-cable issue—at least to the extent of obtaining data that could be used by policy makers.

Earlier in the week a discussion between Mr. Whitehead and a *Wall Street Journal* reporter on long-range funding for public broadcasting emerged as a story to the effect that an intra-White House battle over a Whitehead proposal for such funding is now under way.

Those items came on top of the furor kicked up by an OTP study asserting that many of the major television markets could technically accommodate more VHF channels (BROADCASTING, Oct. 29). The report was practically forced out of OTP by concerned broadcasters and curious FCC officials after Mr. Whitehead casually referred to it in support of his view—stated in an interview with AP—that, but for broadcaster opposition, here would be more VHF channels available.

And then there had been the bill signed by Senators Lowell Weicker (R-Conn.) and Abraham Ribicoff (D-Conn.) to abolish OTP and transfer its functions to the FCC (BROADCASTING, Nov. 12). Senator Weicker expressed the view that OTP was involving itself too deeply in broadcast-programming matters and called the office "a danger to the freedom of the press."

Last Thursday, Representative Torbert

H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee and long-time critic of OTP, speculated that the office had been created in the first place to apply pressure to broadcast journalism (see story below).

When information got around about the SRI project, the question arose as to why OTP had stuck its oar in that controversy at a time when the commission is in the midst of attempting to make its own policy decisions and writing new pay-cable rules (BROADCASTING, Nov. 12).

SRI's job, Mr. Whitehead said last week, is to attempt to develop an economic model for predicting demand for pay-television or pay-cable programming under various conditions—and thus help policy makers determine its impact on advertiser-supported television. He noted that the press accounts of the oral argument on pay cable that the commission heard two weeks ago revealed a great many uncertainties: "This [the model] is to minimize the range of uncertainties."

The project calls for an initial, six-month effort costing \$58,000. At the end of the six months, a decision will be made as to whether the model that emerges should be used, revised or scrapped.

Although Mr. Whitehead assumed his staff was in touch with the commission's on the matter, an aide to Chairman Dean Burch said the commission was unaware of the OTP project. However, neither he nor OTP officials seemed to feel that was significant; in their view the pay-cable problems that an economic model might help solve are expected to be around for years.

Mr. Whitehead did not deny he is pondering long-term funding legislation for public broadcasting, perhaps covering a period of five years, the kind of funding public broadcasting officials have been seeking for years.

He said he feels that what he saw as problems in the structure of public broadcasting—the program decision-making by the Public Broadcasting Service, the networking arm of the Corporation for Public Broadcasting, for instance—were solved when the two groups agreed to a new working relationship in May. CPB now has primary responsibility for programming, and a substantial share of federal money is sent directly to the stations. In addition, controversial-issue programming, of a kind Mr. Whitehead feels should not be supported by tax dollars, is being funded by private grants but is assured access to the PBS network.

The CPB-PBS changes were "constructive," he said last week. "Now it's time for us to be constructive." And he said he hoped to submit a plan for CPB funding by January in time for inclusion in the President's budget for fiscal year 1974.

However, he has not yet fixed on the amount of money he will propose for CPB, or on the matching-funds formula. He said \$100 million a year in federal funds after five years (as compared with \$35 million now) is "a ball-park figure."

And he noted there are various formulas for matching federal and private money that could be considered—\$1 for \$1 or \$3 of nonfederal for \$1 of federal money, with the federal contribution rising by, say, \$50 million annually



Mr. Whitehead. Taking off on a new tangent in cable, and at the same time, getting hopes up in public broadcasting.



Mr. Macdonald. Pointing out the curious conjunction between OTP's arrival and executive pressure on media, networks.

to specified ceilings. The goal is a system that would promote donations, Mr. Whitehead said. Congress has approved an appropriation of \$120 million for CPB over the next two years, but the money is tied up in the \$33-million HEW-Labor bill the President is expected to veto.

The CPB task force has proposed a \$2-for-\$1 plan, with the ceiling on federal contributions beginning at \$100 million and rising to \$200 million in five years.

He and other OTP officials said that there was no debate within the White House over long-range CPB funding, if for no other reason than that Mr. Whitehead's plans for the legislation are not in definite enough shape to provide a basis for debate. However, trouble is expected from Patrick Buchanan, the presidential aide who is ideologically opposed to CPB and to many of the programs he considers liberal. Roy Ash, director of the Office of Management and Budget, might also oppose long-range funding for CPB in the amount Mr. Whitehead is now considering, simply as a fiscal matter.

Meanwhile, the Weicker-Ribicoff bill to eliminate OTP from the Washington alphabet soup seems not to have caused much of a stir on Capitol Hill, at least in part because of Congress's preoccupation with energy-crisis legislation and the on-going talk of impeaching President Nixon.

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, was understood to be cool to the bill, which could be considered as infringing on his territory, but he was making no public comment.

An aide to Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, who has clashed with Mr. Whitehead in the past, said he felt the congressman considered the bill "excessive," that the desired results could be effected simply by cutting OTP's budget back to the point where it would be restricted to supervising the government portion of the spectrum and denied the ability to involve itself in broadcasting.

And Congress seems bent on keeping OTP on a short leash. A joint House-Senate conference committee on appropriations last month approved \$2.07 million for OTP for fiscal 1973, more than \$1 million less than the President had requested (although \$500,000 more than the Senate would have provided). And two weeks ago, another conference committee approved \$4.165 million to be spent by the Commerce Department's Office of Telecommunications on research for OTP. The President had requested \$5 million; the Senate, at the urging of Senator Pastore, had approved only \$3 million. (Mr. Whitehead has said the cuts affect the kind of technical programs Congress says it wants OTP to pursue, not matters affecting broadcasting.)

Mr. Whitehead said early last week he had not yet seen the Weicker-Ribicoff bill and did not have any comment on it. But he said he thought the rationale for creating the office three years ago still

obtained. He did not think the FCC could be given the job of managing the government share of the spectrum, or of handling defense-related communications functions now assigned to OTP. Furthermore, he said, the "checks and balances" OTP represents in relation to the FCC are useful.

Mr. Whitehead said he supports the premises of the bill, as expressed by Senator Weicker in introducing it, that "government should not be in the business of reviewing the quality and scope of nongovernmental communications. I've been pushing that for three years," Mr. Whitehead said. "But I can't support Senator Weicker's conclusions."

Macdonald guesses OTP was formed to put the screws on TV journalism

**In press club speech he says
Congress will defend broadcasting
from government intrusions**

Congressman Torbert H. Macdonald (D-Mass.) last week told broadcast newsmen that "there's nothing the executive branch can do for or to" them because Congress would protect journalism from any encroachment upon its freedom. "It's Congress that stands between the broadcaster and the heavy hand of government," he told the National Press Club in Washington. "Your job is to see that the news is reported accurately and fairly, by professional journalists. Period. . . . I say keep on calling it as you see it."

In the speech titled "The Nixon Network Neurosis," the chairman of the House Communications Subcommittee criticized the operations of the White House Office of Telecommunications Policy. Suggesting an imaginary scenario of how White House officials may have formulated the idea for OTP in early 1970, Mr. Macdonald said OTP may have been created to "bring the networks into line" after other pressures had failed to produce the results the White House wanted.

"Maybe such meetings never took place and maybe no eyes-only, confidential memos were exchanged," he said. "But I give you the following circumstantial chronology." Four months after Republican campaign official Jeb Magruder wrote his "Shotgun and Rifle" memo for White House chief of staff H. R. Haldeman (BROADCASTING, Nov. 5), three months after former Vice President Agnew's Des Moines, Iowa, speech attacking the news media and three weeks after Mr. Haldeman instructed Mr. Magruder to mount "silent majority" pressure against NBC, among other news media, Mr. Macdonald pointed out, Congress received the White House proposal to establish OTP.

"Looking back on the events that have transpired since OTP was established," Mr. Macdonald said, "this chairman of the House Communications Subcommit-

tee can testify to two things: One, there was never any discussion of communications policy [by OTP] with Congress [as the original 1970 White House plan proposed, according to Mr. Macdonald] and, two, the new office certainly did enable the executive branch to speak with a harsher voice.

Mr. Macdonald feels that OTP has been "brought back to reality" and that OTP Director Clay Whitehead "will be a different man when the fiscal 1974 budget goes into effect, for approximately half the amount of money he'd asked for from Congress was granted." Earlier in the week, however, a House-Senate conference committee proposed to award OTP slightly less than two-thirds of the amount it originally requested (see story page 23).

"I am convinced that while they were trying to pull the teeth of all unfriendly press, or what they considered unfriendly, the White House group has as their Public Enemy Number One, the television networks," he added.

Despite his expression of unwavering support of TV news, the congressman noted: "The medium's proclivity for exaggerated sex and violence is a source of concern to me, and I am certainly not alone in this feeling."

Blacks leave behind memento of visit with FCC

**It's petition for rulemaking
that would diversify ownerships
in broadcasting and cable,
put more governmental pressure
on minority programing, employment**

A new national citizen group concerned about local broadcast service and cable television—the National Black Media Coalition—aired its complaints in a three-hour meeting with the FCC last week. The meeting was similar to others the commission has had with citizen groups in the past year, but there was one difference. The coalition left behind a 45-page petition for rulemaking and notice of inquiry, which will require the commission to focus on, and take a position on, the proposals the group has made for dealing with its complaints.

The group, with representatives from 20 cities present, also left with the commissioners the memory of a tense, stormy confrontation that served both to indicate the feelings of the minority groups whose petitions to deny license renewals have flowed into the FCC in recent years, and to point up the problems broadcasters sometimes face in negotiating with minority groups.

James McCuller, executive director of Action for a Better Community, of Rochester, N.Y., who is chairman of the new coalition, had ripped into the commission in his opening statement, accusing it of taking "too damn little, if any, observable and measurable action to implement rules blacks feel are necessary" and had suggested it is guilty of "institu-

tional racism." When he went on to deplore that the meeting was only the second the commission has had with black groups in its 39 years—the first was on March 6, with the same groups—Chairman Dean Burch interrupted to say, "You're doing your best to make this the last meeting."

With that, Mr. McCuller broke off from his prepared remarks, and asked, his voice rising, "What do you want to do, Mr. Burch? End the meeting?" He began striding up and down the room, berating the chairman, referring to him as "the boss" and "Mister Charley," and complaining that "the whole history of black people is white people saying, 'Be quiet.'" He warned that without "constructive talk," there would be "a battle at every station, every newspaper, every advertising agency."

After some 10 minutes, the storm subsided and Mr. McCuller resumed reading his statement—which included praise of Chairman Burch as well as of Commissioners Nicholas Johnson and Benjamin L. Hooks.

Chairman Burch, Mr. McCuller said, "has been the finest manager in the history of the commission . . . the first commission chairman with the guts and integrity to open the doors of this room to the public. . . ." And referring to reports about the chairman's expected departure, Mr. McCuller said, "He will be missed by all of us who know what it means to see a man make a decision and then stick by it."

Mr. McCuller drew applause from the audience when, in speaking of Commissioner Johnson, he said, "We have not agreed with all of his decisions and opinions, but we cannot help but respect a man who has constantly gone to bat for us, alone much of the time, and generally without our open support." And he gave much of the credit for the fact the meeting was being held to Commissioner Hooks, the first black commissioner, said he has done "incredibly well," and expressed the view that if Mr. Hooks were not a commissioner "he would probably be standing where I am standing right now."

The petition for rulemaking and inquiry covers eight major topics and includes dozens of proposed rule changes. These would decentralize the commission to make it easier for citizens to use its processes and provide staff at the regional and local levels to advise on the use of those processes, promote diversity of ownership of broadcast stations (by, among other things, breaking down all but three of the remaining clear channels) and cable properties and establish a commission policy aimed at encouraging minority-group ownership of the media, strengthening the commission's internal and external equal employment opportunity policies and rules, and virtually require minority-oriented programming in prime time in areas with substantial minority-group populations.

The group, like others that have met with the commission, has the uneasy feeling that the commission can and will simply ignore its complaints. This is one reason Mr. McCuller asked the commis-



An angry McCuller to an impatient Burch:

"The whole history of black people is white people saying, 'Be quiet.'"

sion to enter into a "working relationship" with the coalition—a request that drew no direct response. But the petition for rulemaking and inquiry, the group feels, cannot be ignored.

One matter that particularly engaged the commission's interest—and that led to the revelation that the agency's procedures are not in complete sync—was the charge that some broadcasters are following "fraudulent" practices in connection

with the equal-employment opportunity programs they adopted in accordance with commission rules. Marcus Garvey Wilcher, of the Community Coalition for Media Change, of the San Francisco Bay area, said that, in preparation for the employment reports they are required to file with the commission annually, some stations "are out grabbing niggers off the street, and some white folks who claim they're Indians," and then dropping them later.

The director of the commission's EEO office charged with overseeing the practices of the regulated industries, Lionel Monagas, said he had received about 15 complaints of such practices. But he also said he had no authority to police such activity, so he passed the complaints along to the complaints and compliance division of the Broadcast Bureau.

This appeared to puzzle Chairman Burch who said he wanted the complaints "followed up" and the question of who had responsibility for such follow-up straightened out. He indicated he felt the responsibility lay with the new EEO office.

But if the chairman appeared sympathetic on that score, he indicated he did not favor one of the proposals the group was advancing—one to give priority to minority group members involved in a comparative hearing for a facility in an area with a substantial minority-group population. The U.S. Court of Appeals, in a decision involving channel 9 Orlando, Fla., two weeks ago, appeared to hold that minority-group applicants in such circumstances are all but automatically entitled to some preference.

But Chairman Burch said, "We are not going to rejigger our rules so only minorities can qualify." He expressed the



Coalition tells its story. Members of the new National Black Media Coalition presented their grievances about local television service, and proposed solutions, in a three-hour session with members of the FCC last week in Washington. Speakers were, first row (l-r): Al Chambliss, Southern Media Coalition, New Orleans; Reno Robinson, Concerned Communications, Philadelphia; Harold Lee, Task Force for Community Broadcasting, Chicago; Kujateli Kwelli, National Urban League, New York; Frank Washington, New Haven Minority Affairs Committee, New Haven, Conn.; Luther Mitchell, ACTION, St. Louis; James De Grafferty, New Haven Minority Affairs Committee; Emma Bowen, Black Citizens for Fair Media, New York; Arthur Eskew, Boston Community Media Committee, Boston, and James Alexander, New Haven (Conn.) Freedom Arts and Communications Team; Second row (l-r): Sonny Hopson, Concerned Communicators, Philadelphia; David Honig, Action for a Better Community, Rochester, N.Y. (member of ACTION staff); Edward Hayes, Citizens Communications Center, Washington (legal counsel); Kazu Obayashi, Asian Americans for Fair Media, New York; Marcus Garvey Wilcher, Community Coalition for Media Change, Berkeley, Calif.; Janet Whitaker, Philadelphia Communications Coalition, Philadelphia; and William Hatcher, Black Citizens for Fair Media, New York.

view—which the commission had stated in the decision overturned by the appeals court—that minority ownership should be accorded weight only if the individuals are engaged in operation of the station.

The NBMC was organized over the weekend preceding the Monday meeting with the commission, and claims membership of representatives of more than 40 local and regional organizations located in more than 30 communities. And it apparently is the sole claimant to national representation of blacks concerned with broadcasting.

Black Efforts for Soul in Television had occupied that role, but with the departure of its coordinator and spokesman, William Wright, from both Washington and advocacy, BEST has become strictly a local Washington organization. And Mr. Wright, in a letter to Mr. McCuller that was read at the meeting, said that the new coalition alone represents groups around the country with which Mr. Wright had worked.

Mr. Wright wrote that he was unable to attend the meeting because he had recently been discharged from an Oakland, Calif., hospital; he suffered from a bleeding ulcer. This provided material for Mr. McCuller's final appeal to the commission: He pulled out a large get-well card which many members of the coalition had already signed, and he passed it along to the commissioners with the request that they sign it too. They did.

It may be mourning drive-time for 368 daytimers

Hill asks FCC help in lessening blow of year-round savings time on affected broadcasters, but the outlook isn't bright

The 368 daytime-only AM stations in the U.S. that are ineligible for presunrise operating authority may become bystanders trampled in a congressional stampede to place the nation on year-round daylight savings time. Though concern for the PSA eligibles was apparent on Capitol Hill and at the FCC, none of the parties involved could agree on just how to protect the stations from losing one hour of important morning drive-time should the country turn its clocks forward. However, there appeared to be some hope that some PSA eligibles, those located on U.S. clear channels, might be given relief—though probably at the expense of some interference to the dominant stations on the channels.

The House and Senate Commerce Committees debated last week about how to remove the daytime-only broadcaster from the path of imminent legislation

designed to cut between 1% and 2% off the nation's annual fuel consumption. The Senate committee does not want to attach what it considers a special-interest rider to emergency legislation, hoping instead the FCC can handle the daytimer problem administratively through a directive in the committee report. The House Commerce Committee is expected to attach some type of daytimer-protection provision to its bill which, along with other discrepancies between the two bills, would have to be ironed out in a Senate-House conference.

But by midweek no plan had yet emerged for removing two stumbling blocks confronting stations which do not want to lose an hour of drive time—and in the process see competitors with presunrise authority sign on up to two hours before them: international treaties that protect foreign clear-channel stations, and FCC rules that protect U.S. clears.

Presently, according to FCC figures, there are approximately 2,270 daytime-only radio stations in the country. Almost 73%, or about 1,650 stations, have presunrise authority. And 625 stations do not hold PSA's, although 257 of them are eligible.

The problems the FCC saw the daylight-savings bill creating for daytimers were outlined in a letter that FCC Chairman Dean Burch wrote Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, at the latter's request. He noted, first, that 243 PSA eligibles operate on Canadian and Bahamian clear channels, "which, under existing international agreements, are not available for presunrise use in the United States." And, second, the chairman said that Section 316 of the Communications Act protects the coverage area of each licensee from any encroachment without a hearing. In this case, that would mean that the 125 stations without PSA's and now operating on American clear channels would, if allowed to operate on daylight savings time, interfere with those clear channels without appropriate hearings. Mr. Burch said that both problems would be "difficult" to overcome. (He also said the extension of daylight savings time throughout the year would be "a problem" for Canada and Mexico, since the agreements with those countries permitting presunrise operations by American daytimers did not contemplate year-round daylight savings time.)

But, on Wednesday, the commission instructed its staff to "prepare on an expedited basis" a notice of inquiry and proposed rulemaking that would consider all the problems inherent in the time-saving bills. The staff will report back by this Wednesday (Nov. 21).

It was unclear last week whether or not the commission needed specific legislation to allow the FCC to permit the 125 stations without PSA's and not governed by international treaties to begin broadcasting one hour earlier. FCC officials huddled with House Commerce Committee staffers on language that would allow the FCC to waive Section 316 considerations in this instance.

Chairman Burch, in his letter to Sen-

Recycling energy. Weeks before President Nixon announced emergency measures to reduce energy consumption, WUTR(TV) Utica, N.Y., was taking measures of its own. Chief Engineer Jerry Devine figured the station's 813-kw transmitter generates 300 kw of heat energy, normally wasted. Mr. Devine designed a duct and control system to distribute the heat throughout the station's building, allowing WUTR to operate with almost no oil consumption and use its oil heating system only as a back-up for the coldest days.

ator Magnuson, said that "it is possible that the commission could initiate rule-making proceedings to consider relief where none now exists" for the daytimers on the U.S. clears. But he said that such action would raise questions concerning interference, especially in light of the hearing rights conferred by Section 316 of the Communications Act.

However, even assuming commission authority to act by rulemaking in the absence of specific legislative authority, commission officials feel the outlook for the 125 stations is bleak for this winter. Even moving with unaccustomed speed, it would be difficult for the commission to conclude a rulemaking before spring.

Thus, officials said, the key question appears to be whether the commission could grant the daytimers temporary presunrise authority pending conclusion of the rulemaking proceeding.

In the Senate Commerce Committee report on the savings-time bill, which will accompany the proposed law to the floor, the Senate would direct the FCC to reopen international negotiations "wherever it is necessary," give Section 316 hearings "priority in view of the extraordinary situation" and to pass whatever rule changes it deems necessary to "assist those who are uniquely affected." However, commission officials do not regard with much optimism the prospect of renegotiating the AM treaties with Canada and Mexico. Chairman Burch, in his letter, said that Canada attaches considerable importance to the role its seven class 1-A clear-channel stations play in providing night-time service to remote areas of the country.

Both House and Senate bills would impose daylight savings time year-round, without state discretion as the present law allows, beginning on the first Sunday that falls three weeks after the President signs the measure into law. It would continue through the last Sunday of October 1975.

George Bartlett of the National Association of Broadcasters' engineering office felt that there was "no doubt that [the earlier start-up time] could disrupt" normal broadcast service. He typified the presunrise authority policy as an "engineering poetic compromise. The point is that if anyone is on the air during those two critical hours before sunrise, it's going to create interference. The way it's set up now creates a system of only tolerable interference. Even a 250-watt class-IV can cause havoc."

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No rejoicing in the streets for public TV in New Orleans

NAEB convention, spreading its net for all in telecommunications, hears from some odd bedfellows, but not from fairy godmother

"It is better to fail in a course that will ultimately succeed than to succeed in a course that will ultimately fail," the minister said in pronouncing an invocation. Over 4,000 delegates gathered in New Orleans last week for the 49th annual convention of the National Association of Educational Broadcasters. They hoped he was right.

NAEB itself, which has redefined its purpose to exclude the function of non-commercial station representation, now casts itself as a broad-ranging professional society, encompassing the total spectrum of telecommunications. That new direction was highlighted by President William Harley, who told the delegates they were there not merely to "celebrate the survival" of the public-broadcasting industry but for the "opportunity to look beyond questions of institutional survival, to deal in depth and practical detail with our larger purposes, and to emerge with renewed dedication." That attitude was reflected in the addresses delivered by the convention's four general speakers, none of them a public-broadcasting insider.

There was the keynote address, in which Roger W. Heyns, president of the American Council on Education, called for a reaffirmation of the principles of virtue and "moral fiber" in America. "We must acknowledge," Dr. Heyns said, "that no one these days is very seriously and effectively working at the task of helping people to be good, helping them to know what good is. And it is clear that in the neglect lies great peril in our republic." Improved education is the answer, he asserted, but if it is to meet the challenge it must "devise ways of reaching a wider variety of students where they are, physically as well as academically." The vehicle for such an accomplishment, he concluded, could be found in public telecommunications. Said one delegate of Dr. Heyns's remarks: "This is the type of rhetoric to which we will have to become accustomed." Said another: "I think it was something that needed to be said—but not here."

Then there were the remarks of syndicated columnist and broadcast commentator Carl Rowan, who alleged that television's isolation of the black population could facilitate "self hatred" among a significant portion of the population. The bulk of Mr. Rowan's address comprised a searing criticism of the Nixon administration ("They said they were going to take crime off the streets, so they put it in the White House instead.") But he contended that radio's and television's

failure to expose a pattern of exclusion of minorities is precipitating a crisis: "If we sit around sedately saying 'so what,' we may wake up one day and find out that they were really trying to do us in." If broadcasters are going to be educators, said Mr. Rowan, himself a black, "they've got to speak out when this kind of nonsense is being fed to the American people."

And then there was Amos Hostetter, chairman of the National Cable Television Association, imploring the delegates to look toward pay cable as a possible means of delivering educational programming. "I, for one," he proclaimed, "would find it a major blow to enlightened public policy if a campaign waged by theater owners and commercial broadcasters intent on maintaining a monopoly over certain forms of entertainment, resulted in the scrapping of a technology that is eminently adaptable to meeting serious educational and social needs in this country."

Culminating the parade was FCC Commissioner H. Rex Lee, who reminded his audience that they were no longer educational broadcasters but members of the "new profession of public telecommunications." The time for urging the NAEB membership to recognize this change and to reflect it in their professional efforts, the commissioner cautioned, "has given way to warning."

But if the rhetoric was new, and perhaps even alien, to the public broadcasters in attendance, the convention was hardly a nonproductive event for them. There was time set aside for the various noncommercial constituencies to sequester themselves in individual sessions to address the issues most influencing their business. The Public Broadcasting Service, moving ahead under a new structure in which it has assumed the dual role of program distribution and TV station representation, found more patience and enthusiasm in its membership than many



Survivor. In recognition of his efforts to retain his own and his staff's sanity during the association's reorganization this past year, NAEB President William Harley (r) was presented with the "First Annual Eye of the Hurricane Award" during last week's convention. Bestowing the honor: NAEB Board Chairman O. Leonard Press, of the Kentucky ETV authority.

had imagined possible when the "new PBS" took form only eight months ago. The newly organized Association of Public Radio Stations learned at its first membership meeting that unity is a highly desirable commodity in the noncommercial aural medium. NAEB itself was given a unanimous vote of confidence by its membership in its new role as a professional society; a proposed change in its by-laws effecting the transformation was approved without a single negative vote.

But hanging over the delegates like a forbidding cloud was a problem that has plagued public broadcasting since its inception—the medium's inability to procure adequate federal funding. At one point, it appeared that a solution to that dilemma might not be as remote as the delegates had anticipated. The convention was buzzing on Monday morning (Nov. 12) with the news of a *Wall Street Journal* story reporting that Office of Telecommunications Policy Director Clay T. Whithead was studying a five-year funding plan that seemingly would lift the Corporation for Public Broadcasting from its current austerity. But Mr. Whithead said later that the idea, while on his mind, was not shaped (see page 23). Then the convention was informed that the Senate has approved an appropriation that would give CPB \$50 million in fiscal 1974—\$15 million more than it is currently receiving but \$5 million less than an authorization approved earlier this year by President Nixon—and would also provide the stations with \$16.5 million for facilities. But on Tuesday, the delegates groaned in unison at the news that the House had voted to send the measure back to the joint legislative conference from which it had come, thus killing any chance of congressional action on the funding issue for this calendar year.

With those developments, the long-range funding hope became an even more essential issue at the convention. That public broadcasting is united behind such a proposal was evidenced at a Monday session at which Joseph Hughes, head of public broadcasting's long-range funding task force, reported that "not a single discordant note" existed on his group (which includes representatives from all of the medium's primary associations) when it voted to adopt a concrete formula for relief last summer. Mr. Hughes said the formula, which would provide up to \$1 billion in matching-fund grants from the federal government for operations and facilities over a five-year period (with the government providing \$1 for every \$2 raised from nonfederal sources) had a fair chance for success in the Congress. But he cautioned that the task is "not an easy assignment. Whether it can be done remains to be seen." He also noted that public broadcasting will have to become more effective in soliciting money from private sources if it is to take advantage of the ceilings for federal funding provided in the proposal. Last year, he noted, only \$180.4 million was raised, which would have provided only \$90.2 million from the government under the fiscal 1974 ceiling embodied in the plan.

Rex Lee's word to the NAEB: less palaver, more programing

He says noncommercial system must quit internal bickering and get on with its assigned job

FCC Commissioner H. Rex Lee, a friend of public broadcasting, had some stiff advice for that medium last week. In an address to the NAEB convention he asserted that the noncommercial system ought to get down to business.

Never, said Mr. Lee, "have so many people spent so much time talking about what public broadcasting might become—and had so much trouble translating their words into action." If a commercial broadcaster "were to manage his business with the same indecision that plagues public broadcasting," the commissioner said, "he would possess not a license to print money but a one-way ticket to bankruptcy."

For the noncommercial system to realize its potential, the commissioner said, it must redefine its mission. It is necessary, he said that "you recognize that you are no longer educational broadcasters but public telecommunicators and rely not just on rhetoric but the many



H. R. Lee

tools of communications to deliver information and programing."

Public broadcasting's problems, the commissioner said, have not been all of its own making. The system has become "tangled in the web of a fierce antimedia assault." The White House's demands that the Corporation for Public Broadcasting's authorization be limited to a one-year grant, he said, amounted to "a sure-fire guarantee for weak local stations." Its urgings that the medium refrain from presenting lively public-affairs programing were "a subtle form of censorship." If anything has been learned in the past two years, Commissioner Lee asserted, "it is that public broadcasting must be adequately financed on a perma-

nent long-term basis and that it must be completely free from government interference."

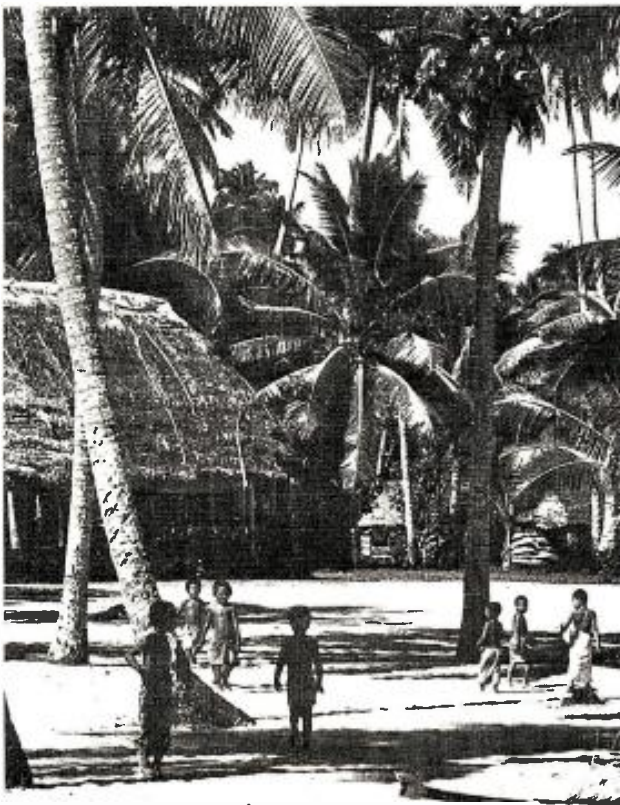
Public broadcasting's unabridged coverage of the Senate Watergate hearings, Mr. Lee acknowledged, is worthy of congratulations. But that singular effort "does not excuse you from broadcasting more national and local public-affairs programs," he said. If anything, it "should be an incentive to carry more programs directed toward the needs of your community."

Service to the community, Mr. Lee emphasized, remains public broadcasting's primary obligation. On that note, he stressed that the commission's current community-needs ascertainment inquiry involves a "crucial question." Should noncommercial stations be charged with the responsibilities now expected of their commercial counterparts?

The commissioner also expressed concern over minority needs. He noted that several noncommercial facilities have been cited by the commission for insufficient minority-employment programs. "More stations can expect to hear from us unless they improve their hiring efforts on all levels," he warned. In general, he added, the medium's accomplishments in this area have been "less than commendable."

The medium, he continued, might also take note of its potential to be a programing catalyst. Its presentation of such "outstanding" programs as *Hollywood*

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An annual Christmas special is part of a much-praised tradition of *The Lutheran Hour*. Each year we go with Dr. Oswald Hoffmann to different parts of the world to capture the universal joy that is Christmas. This year's broadcast is "Christmas in the South Pacific". In it is a new song, "Pacific Christmas", composed by Ta Makiree of the Cook Islands, for the occasion.

In previous years, *The Lutheran Hour* has featured the Christmas customs of Hawaii, Ethiopia, Japan, Norway, and the Philippines. Last year's program, "Christmas in the Caribbean", was carried by more than 3,200 radio stations around the world. It made radio history by being the most widely aired of privately-produced programs.

Like previous Christmas programs, "Christmas in the South Pacific" is free, on disc, and is 29:30. It's filled with interviews by Dr. Hoffmann with His Majesty King Taufa'ahau Tupou IV (King of Tonga), The Honorable Tupua Tamasese Leolofi IV (former Prime Minister of Western Samoa), and delightful children from Tonga. Their eyes will become your eyes. Through them, you will see that though the traditions, music, and customs of Christmas in the South Pacific may be different, the basic feeling of Christmas is universal.

So, besides a traditional Christmas with evergreens and snow, give your listeners a traditional Christmas with palm trees and sunshine.

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Television Theater on television and *All Things Considered* on radio, Mr. Lee said, have been a "somewhat unexpected dividend." With a continued effort toward innovative production, he noted, "you put great pressure on the commercial system to meet this standard of excellence." Here, he said, public broadcasting can achieve accomplishments in which the FCC and Congress "would fail by exhortation."

If Mr. Lee's criticism opened some eyes at the convention, they remained a matter of course for the commissioner himself. "It wasn't negative," he later stated, "I was just telling it like it is." Would he do it again? "When I see it."

PTV stations unite on one thing: There's not enough money

The good news at PBS meeting at NAEB is that network organization is functioning well as representative for stations; bad news continues to be the lack of federal funding

There may indeed remain a few notes of discord in the ranks of the Public Broadcasting Service. But if such is the case, it was hardly visible last week in New Orleans, when the organization's leaders met with their constituents for the first time since PBS was given a new definition eight months ago.

For some three hours at the National Association of Educational Broadcasters convention last Monday (Nov. 12) the PBS board of governors took pains to clarify the developments that have taken place since 249 public-television stations voted last March to accept PBS as their representative body.

"We've been through the most turbulent period, perhaps, in the entire history of PBS," said President Hartford Gunn. But the turbulence, Mr. Gunn maintained, has resulted in tangible progress. And he proceeded to recite points of achievement—11 in all—ranging from the execution of a "partnership" agreement with the Corporation for Public Broadcasting to a reorganization of PBS staff and objectives. Progress, Mr. Gunn acknowledged, "has its price" and in this case, the price was confusion. "It's taken a toll on your staff and on your patience." In fact, considering the numerous adversities PBS has run up against since assuming the dual role as a national program distributor and the spokesman for the PTV stations' interests, Mr. Gunn continued, "it's perhaps remarkable that the system held together at all."

But hold together it did. And in the process PBS has, through its unabridged presentation of the Senate Watergate hearings, won recognition with the public at large that may at times seem a trifle

scary to its leaders. One of the tough questions facing the organization now, Mr. Gunn said last week, is whether it can sustain the degree of control it has attained in the news-dissemination process. "And more important," he asked, "can we exercise it in the best interest of the American people?" It can, he answered, if as within the past year, it sets out to do so.

While PBS has yet to achieve unquestionable internal stability, the board members expressed astonishment that the reorganizational process has progressed to its present level without a major complication. "On a whole, it has worked amazingly well," said Chairman Ralph Rogers. As evidence, Mr. Rogers noted that despite the multitude of safety-valve procedures written into the CPB-PBS partnership agreement, "there hasn't been one single case where any of these mechanisms has been called upon." The transition, Mr. Rogers acknowledged, has also placed a substantial degree of responsibility directly on the stations. Prior to the partnership, he said, "public television had always been a welfare state. It had always looked for someone to support it." Subsequent to the agreement, the stations ceased to accept those services and started directing them—indeed, they suddenly found themselves obligated to pay for them.

How did the stations respond? Since PBS solicited membership dues two months ago, the chairman reported, 131 out of the 149 PTV facilities have either paid up or have agreed to do so as soon as they receive their community-service grants (the general grant from which PBS had requested that the dues be extracted) from CPB. All the grants for the first quarter of fiscal 1974 have now been sent out, Mr. Rogers added.

Will there ultimately be a group of dissident stations willing to buck the status quo? "Frankly," Mr. Rogers said, "I don't think that there are going to be any. I don't believe that there is any community in public television whose citizens are second-class citizens." But if a significant amount of dissatisfaction does arise from the stations, Mr. Rogers promised, "my resignation is on the table today and every day."

If any dissent is to be forthcoming, it will most likely hit the surface in Washington January 20-24, when the full PBS membership is scheduled to meet for a series of working sessions that Robert Schenkkan, chairman of PBS's station-managers board, promised will go on "as long as it takes. All the questions will be answered."

Indications last week were that there will be no shortage of inquiries at that gathering. Issues such as future PBS dues structure, distribution of community-service grants and the decline of funding have yet to be resolved. The extent to which the last problem has affected PBS has been profound, according to Henry Cauthen, president of the South Carolina Educational Television Commission and a member of the PBS station-managers board. "The amount of

funds that are being spent on programming have been steadily shrinking as costs go up," Mr. Cauthen told BROADCASTING. The over-all support for national programming has been less than half what it was in 1971. And even if the level of federal funding to CPB is increased this fiscal year, Mr. Cauthen noted, most of the increase will go to the stations in the form of community-service grants—and that money would be theirs to do with as they please. "It puts the stations in a formidable position," Mr. Cauthen said. Whether any of the additional funds would be filtered back to PBS for national program development, he noted, is a matter for their discretion.

According to PBS Senior Vice President Ward Chamberlain, who has been charged with developing new sources of funding for the national schedule, \$35-million went into national program production this year. Of that figure, he said, \$7 million came from corporate underwriting. And this, Mr. Chamberlain told the PBS assembly last week, is an area in which the organization would like to see further progress. Toward that end, Mr. Chamberlain reported that PBS intends to assist both those stations that produce national programming in being more effective in their dealing with corporate entities and to help those facilities not contributing to the national schedule to open "proper channels" with the same sources.

Public radio's new rep gets into the act in New Orleans

APRS president offers suggestions on re-regulation and ascertainment as organization's leadership and priorities begin to take shape

Public radio's new representative entity appears to have weathered the problems of infancy with a minimal amount of confusion. At its first membership meeting during last week's National Association of Educational Broadcasters convention, the Association of Public Radio Stations was given a clean bill of health by its interim leaders, and immediately began addressing itself to the issues confronting its membership.

According to APRS President Matthew Coffey, public radio managers would be well advised to make their feelings known at the FCC on two particular matters—those of community-needs ascertainment and radio re-regulation. On the latter, Mr. Coffey encouraged the APRS membership to take an active part in promoting a concept of regulation that does not immerse the regulated in bureaucratic red tape. He cited as an encouraging sign Office of Telecommunications Policy Director Clay T. Whitehead's endorsement of a radio medium that is unencumbered by such obligations. However, Mr. Coffey warned that another Whitehead endorsement—the OTP director's indication last week

that the administration supports a long-range funding concept for public broadcasting (see page 23)—should not be taken as seriously. He noted recent speculation that Mr. Whitehead would leave his post in the near future and added that the long-term funding concept does not enjoy a universal popularity at the White House.

Mr. Coffey also cautioned the APRS membership to proceed on the ascertainment issue with a degree of restraint. Addressing a subject of this magnitude in an overly zealous manner, he warned, could be counterproductive to the efforts of APRS and other broadcast interests to achieve equitable relief. Assuming the role of responsible advocates of a constructive, if not overbearing, ascertainment procedure would result in a more desirable resolution of the issue, he emphasized.

In the midst of exhortations for unity and involvement, the APRS membership was informed by Ron Bornstein, general manager of WHA(AM) Madison, Wis., and chairman of the association's finance committee, that 102 stations have joined the organization since it was conceived last March. Mr. Bornstein projected that the total would jump to 150 by the end of 1974.

The APRS membership also approved a list of nominees to serve on its board of directors. They are: Mr. Bornstein; Hugh V. Cordier, director of broadcasting, University of Iowa; Bill Giordina, manager of KUT-FM at the University of Texas, Austin; John F. Gregory, director of broadcasting at the Pasadena (Calif.) City College; Burt Harrison, manager of KWSU(FM) Pullman, Wash.; Bill Hay, director of educational radio for the South Carolina Educational Television Commission; Sam Scott, director of broadcasting, University of Missouri-Kansas City; Nathan A. Shaw, manager of WUHY-FM Philadelphia; Walter Shepard, manager of WITF-FM Hershey, Pa.; Ruane B. Hill, manager of WUWM(FM) University of Wisconsin-Milwaukee; Richard B. Holcomb, general manager of WABE(FM)-WETV(TV) Atlanta; Susan Kilmer, manager of WFBE-FM Flint, Mich.; William H. Kling, president of Minnesota Educational Radio; Richard H. Madden, director of WWC-FM Buckingham, W. Va.; Raymond Shirley, director of the department of broadcasting, University of Tennessee; Jack Summerfield, general manager of KPBS-FM-TV San Diego; and Patricia L. Swenson, manager of KBPS(AM) Portland, Ore.

Blacks organize to push for bigger slice of CPB pie

New umbrella group is announced with its sights set on up to 15% of corporation funds for black shows

Tony Brown is fed up with the public broadcasting system—so much so that he journeyed from his Washington base of

operations to New Orleans last week for the exclusive purpose of advising newsmen covering the National Association of Educational Broadcasters convention that he and a group of his black associates have severed ties with the system's establishment and are now prepared to wage war with the status quo.

Mr. Brown, executive producer of the Public Broadcasting System's *Black Journal* and dean of the Howard University School of Communications, said at a Nov. 13 press conference that a large number of "prominent" black organizations, spearheaded by himself, are in the process of forming a national task force to force the noncommercial system to make financial and policy concessions to minorities. Specifically, he said, his group, working under the title of the National Friends of Black Journal, is demanding that blacks be given between 11% and 15% of the total Corporation for Public Broadcasting budget for their use in formulating black-oriented programming. The group is also mounting a campaign to have all seven of the vacancies that will exist on the CPB board by March filled with minority representatives, with five positions to go to blacks and the other two to "other nonwhite groups."

Mr. Brown said public television is programming virtually nothing for minorities. He noted that *Black Journal*, which has been only partially funded by CPB with a total grant of \$350,000 for the current season, is the only presently scheduled PBS program catering exclusively to blacks. *Soull*, a black-variety series produced by WNET-TV New York, has been canceled. Funds that had been expected to come from the Ford Foundation to complete the *Black Journal* underwriting, Mr. Brown said, have not materialized. And in the process of going after those funds, Mr. Brown complained, he and his associates were given a "run-around"—not only from Ford people but from CPB and PBS as well.

Mr. Brown told newsmen that he has not held any discussions on his charges with any public broadcasting leaders. He said he had come to the convention only to alert the press of his group's planned activities and that he did not plan to attend any of the convention sessions. "I don't have any problem with the NAEB," he said. "But it's a white meeting. I haven't seen any blacks at NAEB. I don't see anything on the schedule of the slightest interest to blacks. Maybe we're not welcome."

Responding to Mr. Brown's charge that the convention made no provisions for black participation, NAEB President William Harley noted that the association, in planning the event, found it more desirable to include minority representatives in a wide variety of the sessions, rather than "isolating" blacks in meetings directed to their particular interests. (Contrary to Mr. Brown's accusation, however, there was one minority-oriented session—a production workshop examining possibilities in programming for blacks and other ethnic groups. The session, which was moderated by Regina O'Neil of Wayne State University's Center for Instructional Technology—a black—was

described as "positive" by several in the predominantly white audience.)

FCC will return court's ball in Orlando case

Three-judge panel's holding that minority ownership is itself a preference will be termed rewriting of commission rules

The FCC will contest a U.S. Court of Appeals decision which held that minority-group ownership, in and of itself, warrants a preference by the FCC when it is considering competing applications for a broadcast facility (BROADCASTING, Nov. 12).

The decision, by a three-judge panel of appeals in Washington, reversed a commission order granting the application of Mid-Florida Television Corp. for channel 9 in Orlando. (Mid-Florida originally won the grant in 1957, but, since that action was tainted by ex parte activity, it has been forced to continue its fight for the channel through a series of court and commission proceedings.)

But the commission will ask the full nine-judge bench to rehear the case. Commission attorneys say the panel's decision amounts to a rewrite of commission policy.

The court said the commission had erred in not giving credit to the application of Comint Corp., one of four companies competing with Mid-Florida, because of the presence among the stockholders of two blacks, each of whom owns about 7%.

One commission lawyer said it appeared that the panel had "misapplied and blurred" two separate elements of the commission's 1965 policy statement on criteria for judging comparative hearings. One involves integration of ownership with management, the other, diversification of ownership of mass media. Only one of the black owners intended to participate in management, and he only two days a week.

The court said that minority-group ownership in Orlando, where other media do not have such ownership, is relevant for the commission to consider and "is consistent with the objective of the best practicable broadcast service to the community." It also said it is "consistent with the primary objective of maximum diversification of ownership of mass communications media for the commission in a comparative license proceeding to afford favorable consideration to an applicant who . . . gives a local minority group entrepreneurship."

The commission also will ask that the full court reconsider the panel's disposition of an aspect of the case involving a former Mid-Florida officer, director and 1.5% stockholder, Martin Segal. The court said the commission should inquire into Mid-Florida's character qualifications in view of the federal indictment

handed down against Mr. Segal in 1971. The commission had permitted Mid-Florida to amend its application to sever Mr. Segal from the company.

But, the court rejected the commission's view that that act justified a refusal to reopen the record to examine Mid-Florida's character qualifications. And in overruling the commission on this point, commission attorneys contend, the court went counter to established precedent.

Commission attorneys are also troubled by language in the decision dealing with the fact that, because of his health—he had been shot and seriously wounded by his wife—Mr. Segal had never been brought to trial: "Furthermore, the presumption of innocence which accompanies one charged but not convicted of crime is not a bar to consideration of the charges in this civil proceeding under the standards of the public interest."

Regulators are freed of OMB controls on data collection

Riders on that pipeline bill let FCC issue any forms it wants to, give FTC power to sue on deceptions

The Senate last week approved the Alaska pipeline bill (S. 1081), including amendments that strengthen the Federal Trade Commission's power to police the market-

place and allow federal regulatory agencies—including the FTC and FCC—to seek data from businesses without prior approval of the Office of Management and Budget.

Among the nonpipeline provisions attached to the bill is one allowing the FTC to issue preliminary injunctions halting deceptive and unfair business practices and to represent itself in court if the Justice Department fails to act on FTC requests. Another provision would remove independent regulatory agencies such as the FCC and FTC from threat of OMB veto of forms designed to obtain business information.

Oversight of proposed forms would be transferred to the comptroller general of the General Accounting Office who is to review requests for information to prevent duplications but to have no power to determine whether the information sought is necessary to the regulatory function of the agency. That provision would expedite the information-gathering process of the FCC and other affected agencies. The FCC currently must await OMB approval of license-renewal forms, employment-reporting forms and the like—any form that is sent to more than 10 recipients.

The FTC is currently seeking to obtain line-of-business information from the nation's 2,000 largest companies, data that would include breakdowns of sales, profit, advertising expenditures and the like. That proposal, currently pending before OMB, includes the type of information

gathering the bill would authorize agencies to conduct unilaterally.

The Senate approved the bill by a vote of 80 to 5 following House approval by 361 to 14. A move in the House last Monday by Representative Sam Steiger (R-Ariz.) to recommit the Senate-House compromise bill to conference and then delete the provisions dealing with the FTC powers was defeated.

Senate spokesmen said the President is expected to sign the bill in view of his calls for action on energy measures. OMB Director Roy Ash has said he would recommend a veto, citing objections to the nonpipeline provisions of the bill. In a White House briefing last week, Gerald R. Warren, deputy press secretary, said the President was "concerned" about "extraneous" portions of the bill. While those items were not spelled out, it was assumed he was referring to the FTC provisions, a Senate spokesman said. Interior Secretary Rogers C. B. Morton has recommended that the White House approve the legislation.

McIntire makes another move

Attorneys for Dr. Carl McIntire, who are trying to free his pirate radio ship of the court order now banning its broadcasts (BROADCASTING, Sept. 24), are seeking to link the White House to the FCC's denial of renewal of the Media, Pa., radio stations that were owned by the seminary Dr. McIntire heads.

The attorneys have filed notice with the U.S. District Court in Camden, N.J., that they will take depositions today (Monday) from FCC Chairman Dean Burch and former White House chief of staff, H. R. Haldeman.

However, the commission was expected to oppose the move for depositions.

The reply that Dr. McIntire's lawyers filed against the government's action in obtaining a restraining order from the court makes a number of legal arguments. But it also alleges that the hands of the government "are unclean" since the White House attempted to influence the FCC against broadcasters critical to the President. And it notes that Dr. McIntire, whose seminary was seeking commission renewal of WXUR-AM-FM from 1965 to 1970, when the death sentence was issued, was known to be critical of actions of the executive branch.

The charge is based on White House memoranda which came to light two weeks ago and which recounted suggestions by aides for dealing with what they considered unfriendly media (BROADCASTING, Nov. 5). Most were written early in the Nixon administration.

Chairman Burch has denied ever being approached by the White House on such matters.

Commission attorneys last week said the charge regarding alleged influence is "beside the point." The WXUR case has been resolved by the courts, including the Supreme Court, which refused to review it, the attorneys note. The question at issue is the allegedly illegal broadcasts from the ship which are now banned by court order.



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Changing Hands

Announced

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

▪ WRNW(FM) Briarcliff Manor, N.Y.: Sold by Lake Champlain Broadcasting Corp. to Sonderling Broadcasting Corp. for \$525,000. Joseph Newman is president of Lake Champlain. Sonderling, publicly traded and headed by Egmont Sonderling, is group owner with broadcast properties in New York, California, Illinois, Kentucky, Tennessee and Washington. WRNW(FM) is on 107.1 mhz with 3 kw and antenna height 290 feet above average terrain.

▪ WAKC(AM) Normal, Ill.: Sold by WAKC Inc. to Great Oaks Broadcasting Inc. for \$400,000. S. Carl Mark is president of WAKC Inc. Allan Jackson, CBS news correspondent, is chairman of Great Oaks. WAKC operates full time on 1440 khz with 1 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

▪ WBUG(AM) Ridgeland, S.C.: Sold by Dispatch Broadcasting Co. to Ridgeland Broadcasting Co. for \$60,000. Joe Sink is president of Dispatch. Owner of Ridgeland Broadcasting is Dale R. Hawkinson, who also has interest in WCCD(AM) Chester, S.C., and WPYB(AM) Benson, N.C. WBUG operates full time on 1430 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 56):

▪ KERV(AM)-KPFM(FM) Kerrville, Tex.: Sold by Kerrville Broadcasting Co. to KGKL Inc. for \$410,000. Raymond O. Johnson is president of Kerrville Broadcasting. Owner of KGKL Inc., licensee of KGKL(AM) San Angelo, Tex., is Leroy J. Gloger. Mr. Gloger formerly owned KIKK-AM-FM Houston-Pasadena, Tex. He sold those stations last year to Sonderling Broadcasting in deal which involved his acquisition and subsequent spin-off of Sonderling's KFOX-AM-FM Long Beach, Calif. KERV operates full time on 1230 khz with 1 kw day and 250 w night. KPFM(FM) is on 94.3 mhz with 3 kw and antenna 55 feet below average terrain.

▪ KTIB-AM-FM Thibodaux, La.: Sold by Delta Broadcasters Inc. to La-Terr Broadcasting Corp. for \$300,000. KTIB-FM is to be spun off to other buyer (see below). Fred H. Block is president of Delta Broadcasters. James J. Buquet, Raymond Saadi and Thomas K. Watkins are principals of La-Terr. Group also has interest in KHOM(FM) Houma, La. KTIB is daytimer on 630 khz with 500 w. KTIB-FM is on 106.3 mhz with 3 kw and antenna height 285 feet above average terrain.

▪ KTIB-FM Thibodaux, La.: Sold by La-Terr Broadcasting Co. (see above) to Joseph Costello for \$60,000. Mr. Costello owns WRNO(FM) New Orleans and has interest in KSMI(FM) Donaldsville, La.

Media Briefs

Go-ahead in Columbus. FCC last week refused to hold up renewal of licenses for WBNS-AM-FM-TV Columbus, Ohio, until U.S. Court of Appeals in Washington had acted on appeal of commission's earlier action granting stations' renewals for 1970-73 period. Request for deferral had been made by Columbus Broadcasting Coalition, which opposed 1970 renewals and appealed commission action granting them. Commission said CBC's interests were protected by fact that court reversal of 1970 grants would require commission to put that decision into effect.

Reprieve. FCC has extended deadlines for filing comments on possible revisions of comparative hearing policies for renewal applicants. Deadlines were Nov. 12 for filing comments and Nov. 28 for replies. New deadlines are Dec. 19 and Jan. 7, 1974.

On his own. Edward H. Wetter, formerly vice president of Edwin Tornberg & Co., New York, has established his own brokerage organization. He will specialize in appraisals for radio and television stations as well as CATV systems. *Edward Wetter & Co., 1000 Chesapeake Drive, Havre de Grace, Md.; telephone (301) 939-5555.*

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More smoke on information disclosure

Head of Consumer Protection Bureau says it's within present FTC powers; the question is how to go about it

J. Thomas Rosch, the new director of the Federal Trade Commission's Bureau of Consumer Protection, last week added his voice in support of product-information disclosure. In doing so, he indicated some directions the FTC's rulemaking powers may take.

Claims that "omit mention of material facts—facts which, if disclosed, would probably have an impact on buying decisions," come under the FTC Act's definition of unfair business practices, Mr. Rosch told a meeting of the Grocery Manufacturers of America. He went on to suggest that the rulemaking process "may be appropriate" to assist the commission in determining what undisclosed facts should be considered "material." The rulemaking, as he sees it, would be involved more in definitional areas than in finding application to specific ad themes or product categories.

In those situations where there is little doubt that an undisclosed fact is material, the commission should proceed "with all deliberate speed" in issuing a cease-and-desist order or other relief that may be warranted, he said. He said the commission has not decided on any one form of information disclosure and called on advertisers and their agencies to advise the commission in that regard.

(Talk of information disclosure has escalated in the last month with both Chairman Lewis Engman and Commissioner Mayo J. Thompson advancing it as an option worth exploring at the FTC. Both Messrs. Engman and Thompson backed a voluntary approach to product-information disclosure, although Mr. Eng-

man indicated the FTC has the legal authority to force compliance, making reference to case-by-case litigation and existing trade-regulation rules.)

In discussing other remedies to unfair advertising practices, Mr. Rosch also commented on the commission's ad-substantiation program. That program, he said, "should be" the "principal vehicle" for identifying another class of unfair claims—those which, in the information they do present, offer false, misleading or unsubstantiated information.

Echoing a speech by Mr. Engman, which focused on the volume of material and delay in its evaluation as two weaknesses of the ad-substantiation program (BROADCASTING, Oct. 22), Mr. Rosch said "the dragnet used to capture such claims has been spread too wide." He suggested the use of a screening committee to identify questionable claims and focusing the FTC's evaluation resources solely on those claims. He said the program has also been the victim of "piecemeal" substantiation, with companies involved occasionally withholding materials for subsequent introduction should a case be brought against them. He suggested promulgating a rule precluding the introduction of evidence during a trial which had not been offered in response to the substantiation order.

Action on 'Action'

WNBC-TV New York has been sued for \$1.5-million by National General Pictures for refusing to air two commercials for "Executive Action," the company's new theatrical movie dealing with an alleged right-wing plot behind President Kennedy's assassination. National General's ad manager in Hollywood, John Butkovitch, said a number of stations have already accepted advertising including six Los Angeles outlets: ABC-owned KABC-TV, CBS-owned KNXT(TV), KCOP-TV, KHJ-TV, KTLA(TV) and KTTV(TV). Others playing it, he said, are WOR-TV and WPIX-TV, two independents in New York, and stations elsewhere. WNBC-TV New York's

general manager, Arthur Watson, said the spots didn't meet WNBC-TV's standards. Violence, he said, was "excessive" and footage of President Kennedy riding in the motorcade with a target superimposed over him was "in our opinion bad taste." Mr. Watson added WNBC-TV would be "glad to consider" revised versions.

4A conference hears plugs for television

Commercial-production costs said to be declining, success story comes from American Express, need seen for comparative standards

A meeting of advertising-agency officials was told last week that some television costs are going down, that an easing of restrictions on comparative claims is needed and that television advertising can double the impact of a direct-mail campaign.

Those were among the subjects discussed in New York at the eastern annual conference of the American Association of Advertising Agencies.

Gordon Webber, manager of creative services for Benton & Bowles, New York, had heartening news for 4A delegates. He said the production costs of television commercials are declining in a downward trend that began in 1971. He ascribed the trend in part to sharper competition in the film industry.

"But the biggest factor, I believe, is the shift in the psychological stance of the industry—advertisers, agencies and film suppliers—on the subject of costs," he said. "Everybody has gotten a lot smarter. A lot more knowledgeable. They care more about costs. The advertisers, because it's their money. Suppliers, because they've learned they have to be more efficient, more competitive, to survive. And the agencies, certainly, because they have primary responsibility as managers of their clients' business to apply just as efficient and professional management to the production area as to any other part of the business."

Jack Roberts, director of special creative projects for Ogilvy & Mather, Los Angeles, urged a new course of action designed to clear the air on comparative advertising. In his speech, he called for the National Association of Broadcasters to establish positive standards on comparative advertising in its television code.

He also proposed that the National Advertising Review Board assist the media by providing a definition of comparative advertising, specifying the requirements of substantiation standards and defining the AAAA's "disparagement" approach to comparative advertising by specific example.

Mr. Roberts said the broadcasters' present code provision "deals only with the negative aspects of comparative advertising, i.e., deception and disparagement. A positive category would assure a more meaningful examination, and, of equal importance, the creation of a comparative category by the NAB would serve as an early-warning signal to our creative crew that to depart from the area of

BAR reports television-network sales as of Nov. 4

CBS \$579,322,000 (35.1%), NBC \$566,584,700 (34.4%), ABC \$502,723,200 (30.5%)

Day parts	Total minutes week ended Sept. 30	Total dollars week ended Sept. 30	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	93	\$ 563,400	3,250	\$ 20,933,000	\$ 19,775,300
Monday-Friday 10 a.m.-6 p.m.	968	8,818,000	40,950	329,317,200	306,613,200
Saturday-Sunday Sign-on-6 p.m.	310	7,421,000	12,346	178,531,700	177,907,700
Monday-Saturday 6 p.m.-7:30 p.m.	95	2,500,500	4,174	83,185,300	76,230,300
Sunday 6 p.m.-7:30 p.m.	9	286,900	598	14,427,700	13,152,500
Monday-Sunday 7:30 p.m.-11 p.m.	389	26,474,000	17,233	911,403,400	803,462,500
Monday-Sunday 11 p.m.-Sign-off	161	49,035,900	7,146	110,831,600	85,823,500
Total	2,025	\$49,035,900	85,697	\$1,648,629,900	\$1,422,965,000

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

positive product or service merits is to invite new guideline scrutiny, and its time penalty."

In a speech describing the American Express Co.'s experiences with testing direct-response advertising efficiency, Timothy J. Sickinger, VP, account supervision, Ogilvy & Mather, New York, noted how the use of television commercials doubled effectiveness. TV used head to head with broad-scale mailings during the past two years has generated 40% of all card members since the service's inception 15 years ago, he said.

The value of closer cooperation between advertisers and agencies in plotting advertising programs was stressed by William M. Claggett, vice president and director of marketing service and new enterprises for the Ralston Purina Co., St. Louis, who said advertiser and agency should share responsibility for media management. He acknowledged that only the larger advertisers with professional media staffs could fully participate in all aspects of media management, but said smaller companies could help their agencies by setting media objectives and raising meaningful questions regarding the media plan.

He felt larger advertisers might be in a better position than agencies to manage corporate discounts in a multiagency set-up, coordinate spot-TV buying pools and provide over-all media planning when different agencies share a particular business category.

Warren A. Bahr, executive vice president, communications services, Young & Rubicam, International, argued the case for a full-service agency for media management. He contended that the full-service agency will continue to dominate the marketing scene throughout this decade.

FDA clears Alka-Seltzer

Food and Drug Administration Commissioner Alexander Schmidt has cleared Alka-Seltzer marketing in a tentative final order published in *The Federal Register* last week.

The Ralph Nader-backed Health Research Group had called for the removal of the product from the market, citing an Australian study that linked Alka-Seltzer with gastrointestinal bleeding. (BROADCASTING, Aug. 6). A preamble accompanying the FDA order said the findings in the Australian study were "not consistent with blood-loss patterns normally observed following the ingestion of aspirin" and that the blood loss reported in that study was not clinically significant.

The FDA statement also listed acceptable and unacceptable antacid proprietary drug claims—many of which figure heavily in broadcast advertising. Permissible claims include relief of heartburn, sour stomach or acid-indigestion symptoms; those banned after two years unless sufficient documentation is provided include claims for relief of indigestion and upset stomach, and attribution of stomach-coating properties to the products.

For Lionel trains the time is NOW

Toy commercial for little girls seeks to put Cassie Jones at throttle

For the first time in 73 years, the makers of Lionel toy trains will issue a sales pitch to girls, with a spot-TV commercial during the holiday shopping season. Ted Betker, president of Fundimensions Inc., last week in New York called the famous trains' liberated image "a great breakthrough" and said "serious testing showed that the realism of toy trains was really interesting to little girls." Fundimensions, of Mount Clemens, Mich., a division of General Mills Fun Group, in 1969 received exclusive license to manufacture and sell Lionel trains.

The 30-second commercial, prepared by Humphrey Browning MacDougall, Boston, will make its debut during CBS's Thanksgiving Day broadcast of "20,000 Leagues Under the Sea" and will be



aired during General Mills animated specials and National Football League telecasts. It features a young mother gift-wrapping a Lionel train set for her daughter. "The very worst Christmas I had when I was little was the year my brother got a Lionel train set and I got another doll," the mother says. "I wanted a Lionel, but I was a girl," she says with a trace of sarcasm, adding her brother wouldn't even let her play with the train. "Well, that's not going to happen to my little girl," the mother declares, and a male voice proclaims: "Lionel trains. We never said they were only for boys."

The derailing of Lionel's sexist image could conceivably double its market, Mr. Betker indicated, "if little girls are as into trains as little boys." With Lionel's current market "in the vicinity of half-a-million train sets per year" the new female market is hailed as part of a "comeback" for toy trains, which, like real trains, declined in popularity during the fifties and sixties. "I think the new market will open up for cars and trucks as well as trains," Mr. Betker said.

Business Briefs

How Sunsweet it is. Sunland Marketing Inc., Menlo Park, Calif., is making its first, full entry into radio for its Sunsweet prunes. Previously, Sunsweet had been

advertised in TV or print, although it had been in radio as participating sponsor on few sports events in years past. Sunsweet radio campaign, with estimated \$800,000 billing, is on 59 radio stations in New York, San Francisco, Los Angeles, Chicago, Philadelphia, Detroit, Cleveland and Boston. Sunsweet move comes on top of regular "eat-more-prunes" campaign by Prune Advisory Board that has been running in those same cities for last several years at about same billing level. Sunsweet campaign started Oct. 22 and will run for six weeks, then after hiatus, resume for another six weeks. If it is successful, it will run like that for whole year, according to Jack Miller, Sunsweet account executive at agency, Clinton E. Frank, San Francisco. Prune Advisory Board's campaign, has been going on since 1970-71 season. At present, its radio budget is \$780,000, but additional \$126,000 has been added to expand into additional markets, according to Harold Brogger, director of marketing for board.

Call for specifics. American Association of Advertising Agencies has revised its "Recommended Breakdowns for Consumer Media Data" booklet, suggesting that media include additional information in various income and age categories. AAAA, noting there have been demographic, economic and sociological changes in population, suggests that media supply more specific and more detailed data on ages and income. Similarly, 1973 booklet seeks expanded information on employment, pinpointing number of hours worked per week, full time or part time.

Booklet was first issued in 1963 and revised in 1965 and 1970 by association's research committee.

AAF protests. American Advertising Federation, Washington, has urged Office of Management and Budget to disapprove Federal Trade Commission's request to collect product-line financial data from nation's 2,000 largest companies. Per company cost may be as high as \$1 million, AAF said. It expressed concern that "splitting out of advertising and sales costs is prelude to the FTC's converting unproven economic assumptions about the relationship of advertising and concentration into a full-scale attack on advertising."

More jingles. TM Productions Inc., Dallas, has released new commercial-production service, "The Producer," which contains jingles, sound effects and production music for all basic advertiser categories. Package, available one to market, includes 32 disks initially with bimonthly supplements of four disks. TM reports sale of new service in over 50 markets.

Rep appointments. WDEE(AM) Detroit: Eastman Radio, New York ■ KZST(FM) Santa Rosa, Calif.: Selcom Inc., Los Angeles.

Atlanta branch. Gert Bunchez & Associates, St. Louis-based national representative firm, has opened sales office in Atlanta. 2687 Fairlane Drive, Atlanta 30340; (405) 458-4603.

At Thanksgiving we're giving thanks for make **The New Jerry Lewis Telethon** 20 hours in TV history!*

"It's obvious that the audience was intrigued enough to tune in, fascinated enough to watch it, and thoroughly motivated to contribute to the cause." ... George Simko Senior V.P., Benton &

Proof positive is the fact that over 27 million different homes, representing an estimated 100 million viewers, watched the show and the average audience was 60% above last year's record level.

- | | | | | | | | |
|---------|--------------------|---------|--------------------|---------|------------------|---------|-------------------------|
| KCOO-TV | Aberdeen, S.D. | KHPL-TV | Hayes Center, Neb. | WREC-TV | Memphis | KCPX-TV | Salt Lake City |
| KTXS-TV | Abilene, Tex. | KGMB-TV | Honolulu | WCIX-TV | Miami | KSAT-TV | San Antonio |
| KUAM-TV | Agana, Guam | KPRC-TV | Houston | WITI-TV | Milwaukee | KFMB-TV | San Diego |
| KHQL-TV | Aibion, Neb. | WSAZ-TV | Huntington | WTCN-TV | Mpls./St. Paul | KBHK-TV | San Francisco |
| KGGM-TV | Albuquerque | WAAY-TV | Huntsville | KPAX-TV | Missoula, Mont. | KNTV | San Jose |
| KFDA-TV | Amarillo | KIFI-TV | Idaho Falls | WQAD-TV | Moline, Ill. | WAPA-TV | San Juan |
| KIMO | Anchorage | WRTV | Indianapolis | WKAB-TV | Montgomery | WJCL | Savannah |
| KXII | Ardmore, Okla. | WJTV | Jackson | WLAC-TV | Nashville | KFDO-TV | Sayre, Okla. |
| WAGA-TV | Atlanta | WJKS-TV | Jacksonville | WTNH-TV | New Haven | WRGB | Schenectady |
| WRDW-TV | Augusta, Ga. | WJAC-TV | Johnstown | WVUE | New Orleans | KTNT-TV | Seattle/Tacoma |
| KAUS-TV | Austin, Minn. | KODE-TV | Joplin | WNEW-TV | New York City | KTBS-TV | Shreveport |
| KTVV | Austin, Tex. | KMBC-TV | Kansas City | WTAR-TV | Norfolk | KCAU-TV | Sioux City |
| KERO-TV | Bakersfield | KHOL-TV | Kearney | KMOM-TV | Odessa/Monahans | KSOO-TV | Sioux Falls |
| WMAR-TV | Baltimore | WBIR-TV | Knoxville | KWTV | Oklahoma City | WHYN-TV | Springfield, Mass. |
| WRBT | Baton Rouge | WXOW-TV | LaCrosse | KMTV | Omaha | KOLR | Springfield, Mo. |
| KBMT | Beaumont | KLFY-TV | Lafayette | WESH-TV | Orlando-Daytona | KPLR-TV | St. Louis |
| KWAB-TV | Big Spring | WJIM-TV | Lansing | WDXR-TV | Paducah, Ky. | WSTV-TV | Steubenville |
| KTVQ | Billings | KLAS-TV | Las Vegas | WMBD-TV | Peoria | KHTL-TV | Superior |
| WICZ-TV | Binghamton | KSWO-TV | Lawton, Okla. | WKBS-TV | Philadelphia | WNYS-TV | Syracuse |
| WKBG-TV | Boston | WBLG-TV | Lexington | KPHO-TV | Phoenix | WTOG | Tampa/St. Petersburg |
| WGR-TV | Buffalo | KATV | Little Rock | WIIC-TV | Pittsburgh | WCTV | Thomasville/Tallahassee |
| KXLF-TV | Butte | KTTV | Los Angeles | WGAN-TV | Portland, Me. | WTWO | Terre Haute |
| WJAN | Cariton | WLKY-TV | Louisville | KPTV | Portland, Ore. | WDHO-TV | Toledo |
| WMT-TV | Cedar Rapids | KLBK-TV | Lubbock | WPRI-TV | Providence | WIBW-TV | Topeka |
| WCIA | Champaign | KTRE-TV | Lufkin | KOAA-TV | Pueblo | KGUN-TV | Tucson |
| WCCB-TV | Charlotte | WLVA-TV | Lynchburg/Roanoke | KRSD-TV | Rapid City | KTUL-TV | Tulsa |
| WDEF-TV | Chattanooga | WKOW-TV | Madison | KOLO-TV | Reno | KLTV | Tyler |
| WFLD-TV | Chicago | WMUR-TV | Manchester | WTVR-TV | Richmond | WTTG | Washington, D.C. |
| WXIX-TV | Cincinnati | WLUC-TV | Marquette | WHEC-TV | Rochester | WVNY-TV | Watertown, N.Y. |
| WKBF-TV | Cleveland | KMED-TV | Medford, Ore. | WCEE-TV | Rockford | WAOW-TV | Wausau, Wis. |
| KFDW-TV | Clovis, N.M. | | | KBIM-TV | Roswell | WEAT-TV | West Palm Beach |
| WOLO-TV | Columbia, S.C. | | | KCRA-TV | Sacramento, Cal. | KAKE-TV | Wichita |
| WYEA-TV | Columbus, Ga. | | | WNEM-TV | Saginaw/Filnt | WXII | Winston-Salem |
| WTVN-TV | Columbus, Ohio | | | WBOC-TV | Salisbury, Md. | WYTT | Youngstown |
| WBAP-TV | Dallas/Ft. Worth | | | | | | |
| WKEF | Dayton | | | | | | |
| KDSJ-TV | Deadwood, S.D. | | | | | | |
| KMGH-TV | Denver | | | | | | |
| KRNT-TV | Des Moines | | | | | | |
| WKBD-TV | Detroit | | | | | | |
| WRDU-TV | Durham/Raleigh | | | | | | |
| WENY-TV | Elmira | | | | | | |
| KTSM-TV | Ei Paso | | | | | | |
| WJET-TV | Erle | | | | | | |
| KEZI-TV | Eugene | | | | | | |
| KVIQ-TV | Eureka | | | | | | |
| WFIE-TV | Evansville | | | | | | |
| KTHI-TV | Fargo | | | | | | |
| KFSN-TV | Fresno | | | | | | |
| WKJG-TV | Ft. Wayne | | | | | | |
| KUPK-TV | Garden City, Kan. | | | | | | |
| KRTV | Great Falls, Mont. | | | | | | |
| WLUC-TV | Green Bay | | | | | | |
| WHP-TV | Harrisburg | | | | | | |

*\$12,395,983—PLEDGED.
\$12,569,601 (or 101%)
IN THE BANK AS OF 11/5/73!



all you did to the greatest

what they saw to stay with
es, Inc.

ated 70,000,000 viewers,
(Source: A.C. Nielsen Co.)

A special thanks to Benton & Bowles; Hughes Television Network; the management and staff of Del Webb's Hotel Sahara, Las Vegas; McDonald's Corp.; and Metromedia radio and TV.

Radio Helped Too...

WNEW	New York
KPUR	Amarillo, Tex.
KDJW	Amarillo, Tex.
WMBA	Ambridge, Pa.
KAYC	Beaumont, Tex.
KTON	Belton, Tex.
KGHL	Billings, Mont.
KOOK	Billings, Mont.
KWRT	Boonville, Mo.
KBOX	Dallas, Tex.
WBUX	Doylestown, Pa.
WENY	Elmira, N.Y.
WBAP	Fort Worth, Tex.
KBRZ	Freeport, Tex.
KEIN	Great Falls, Mont.
KILT	Houston, Tex.
WJAC	Johnstown, Pa.
WCRO	Johnstown, Pa.
WHB	Kansas City, Mo.
KLAV	Las Vegas, Nev.
WBCB	Levittown, Pa.
KFRO	Longview, Tex.
KLUE	Longview, Tex.
KLBK-FM	Lubbock, Tex.
KLUF	Lufkin, Tex.
WTSO	Madison, Wis.
WLOT	Marinette, Wis.
WMSA	Massena, N.Y.
WMGW	Meadville, Pa.
WHN	New York, N.Y.
WCBS-FM	New York, N.Y.
KOZA	Odessa, Tex.
KSVN	Ogden, Utah
WSLB	Ogdensburg, N.Y.
WKRZ	Oil City, Pa.
KGRO	Pampa, Tex.
KQV	Pittsburgh, Pa.
KCAW	Port Arthur, Tex.
WPDM	Potsdam, N.Y.
KOVO	Provo, Utah
KCLU	Rolla, Mo.
KZNN-FM	Rolla, Mo.
KBUC	San Antonio, Tex.
KNBR	San Francisco, Cal.
KLIV	San Jose, Cal.
WGY	Schenectady, N.Y.
WPIC	Sharon, Pa.
KKAS	Silsbee, Tex.
KTTS	Springfield, Mo.
WMAJ	State College, Pa.
WJON	St. Cloud, Minn.
KKJO	St. Joseph, Mo.
WSDR	Sterling, Ill.
WAER	Syracuse, N.Y.
WHEN	Syracuse, N.Y.
WBOW	Terre Haute, Ind.
WIBW	Topeka, Kan.
KDOK	Tyler, Tex.
WRUN	Utica, N.Y.
WVNY	Watertown, N.Y.
KFBD	Waynesville, Mo.
KAKE	Wichita, Kan.

To any we omitted inadvertently
—our apologies and thanks!

Programing

NLRB judge says AFTRA blacklists are illegal

Decision upholds appeal
by Larry Kane Productions,
which had been declared 'unfair'

What may be a landmark decision in labor law, and a blow to entertainment unions, has been handed down by the National Labor Relations Board in Washington. In a decision by Administrative Law Judge Lloyd Buchanan, NLRB prohibited the American Federation of Television and Radio Artists from placing any employers on AFTRA's so-called "unfair list."

Involved in the case was a Houston TV production firm, LK Productions and its owner, Larry Kane. In October 1972 Mr. Kane discontinued production of the syndicated *Larry Kane Show*, a program featuring recording artists, because of inability to obtain guest performers who were AFTRA members. Mr. Kane and LK Productions had refused to sign a contract with AFTRA. The union then put Mr. Kane and his company on its "unfair list" and ordered all members to cease doing business with them.

Mr. Kane filed complaints with the NLRB, alleging that AFTRA had violated the National Labor Relations Act by "threatening, restraining and coercing recording companies and recording artists engaged in commerce as independent contractors. . . ."

According to Mr. Kane the case turns on the type of program involved—one in which performers make brief, unrehearsed appearances. In such a case, he told BROADCASTING, the performer is not an employe but an independent contractor and hence the production firm cannot be forced to abide by union rules.

AFTRA declined to comment on the ruling last week.

CTW's newest project

Entertainment series for fall of 1974
will instruct on family-health matters

The Children's Television Workshop's future works division is wrapping up two years of research which it hopes will leave everyone healthier. The creators of *Sesame Street* and *The Electric Company* are in the final testing stages of an untitled series of 26 hour-long programs for adults which will provide practical health information in an entertaining and instructional form on 240 public-TV stations in the fall of 1974.

Budgeted through its first season at \$7 million, the series has received underwriting from 10 major sources. The target audience for the project will be young parents who play major roles in the general-health and nutritional well-being of their immediate families.

Although plans for the exact format have not crystallized, the programs com-

bine drama, comedy, music and documentary by leading talent in those fields.

CWT's field service staff will be organizing follow-up community oriented projects in conjunction with local public-TV outlets, utilizing specially prepared promotional materials including many health publications.

Additional underwriters are to be announced later this year, according to CTW President Joan Ganz Cooney. Current funding sources include the Robert Wood Johnson Foundation, Edna McConnell Clark Foundation, Commonwealth Fund, John and Mary R. Markle Foundation, Van Amerigen Foundation, Ittleson Family Foundation and the Grant Foundation along with the Corporation for Public Broadcasting, Aetna Life & Casualty Co. and the Exxon Corp.

Respectable rock TV

At first relegated to fringe time,
it is now moving into prime time
with syndicated Kirshner show
and ABC's Dick Clark mini-series

Rock TV, a late-night success, is beginning to reach out for prime time. ABC-TV's seven-week half-hour series, *Dick Clark Presents the Rock and Roll Years* is set to premier Wednesday, Nov. 28, at 8:30 p.m. Viacom's syndicated entry, *Don Kirshner's Rock Concert* is simultaneously getting the prime-time test.

In Los Angeles, KHJ-TV, an independent, is moving the Viacom biweekly series permanently into the 10 p.m. Saturday spot as of Nov. 30, after slating it at 11:30 on Fridays. The station aired the premiere program in Sep-



Royal treatment. The BBC, which provided most of the live TV coverage of last week's wedding of Britain's Princess Anne to Captain Mark Phillips, estimates that 500 million watched the event. American networks devoted a total of 11 hours of live-by-satellite coverage, with NBC and CBS going on the air at 5 a.m. and ABC starting up at 6. CBS stayed with it until 9, ABC until 8 and NBC kept going until 10. CBS sent its *Morning News* personality Sally Quinn and newsman Charles Collingwood to London for live commentary; NBC did likewise with *Today's* Barbara Walters. U.S. radio networks provided direct broadcasts from time to time during and after the wedding ceremony.

tember at a special 8:30 p.m. Friday slot, and groundwork for prime-time airing of the show in the second largest market was thus established.

In New York, WNEW-TV, also an independent, is giving the Kirshner series the 8:30 time slot for Saturday, Nov. 24. Vice President and General Manager Larry Fraiberg said, "We're going to test whether it will play in prime time, as we're contemplating a permanent schedule change as of the first of the year." Viacom plans to go weekly with the series sometime in January.

Program-log access project

The FCC will hear oral argument tomorrow (Nov. 20) on a rulemaking proposal, advanced by the National Citizens Committee for Broadcasting, that would require licensees to make program logs available for public inspection. Scheduled to appear: United Church of Christ, ABC, Communications Law Program (UCLA), Fly, Shuebruk, Blume & Gaguine (for various licensees), Dr. Thomas Baldwin (Michigan State University), Haley, Bader & Potts (various licensees), Action for Children's Television, Dow, Lohnes & Albertson (various licensees), Media Access Project, Robert Choate & Associates, National Citizens Committee for Broadcasting, Fletcher, Heald, Rowell, Kenehan & Hildreth (various licensees), Action for a Better Community, McKenna, Wilkinson & Kittner (various licensees), Committee for Open Media, NBC, Inter-Faith Centers for Social Justice, Community Coalition For Media Change, National Association of Broadcasters.

Program Briefs

Shot down. FCC has denied Accuracy in Media Inc. review of Broadcast Bureau ruling last August that Alger Hiss interview on WNBC-TV New York in December 1972 did not violate fairness doctrine. AIM contended interview "dealt with controversial issues of public importance in a one-sided, unbalanced manner." But Broadcast Bureau held only issue was reasonableness of licensee's judgment that interview did not raise controversial issue.

Oliver for Tors. Sir Laurence Olivier signed as on-camera narrator for new 26-part, half-hour animal behavior series produced by Ivan Tors Films, Hollywood, in association with Videophon, Munich. Series to be offered in U.S. in early 1974.

Lombardo goes on. CBS-TV has extended two-year agreement with Worldvision Enterprises, New York, to three additional years for its annual 90-minute special, *New Year's Eve with Guy Lombardo*. Program which celebrates 45th consecutive broadcast Dec. 31 will be telecast by CBS through Dec. 31, 1975. CBS-TV has extended its Canadian pact for special as well.

Meet Liberace. Worldvision Enterprises, New York, has acquired domestic and foreign distribution rights to one-hour

TV special, *The World of Liberace*, and has made presales to five NBC-owned stations. Program, produced by Holbroke Productions, is behind-scenes look at pianist-showman.

Flexible scheduling. MCA-TV reports that half-hour *Rod Serling's Night Gallery* series has been bought by more than 40 stations and they are carrying programs in time slots from half-hour to 90 minutes, using Mr. Serling to bridge back-to-back episodes. Among buyers: WFLD-TV Chicago, WKRC-TV Cincinnati, KTVT-TV Dallas, WKBG-TV Boston, KCOP-TV Los Angeles and WTOP-TV Washington.

Strictly for laughs. Approximately 100 stations have signed to carry *National Lampoon Radio Hour*, new weekly series of skits, blackouts and parodies that will try to recapture flavor of old-time radio programs. Program will be produced by *National Lampoon*, three-year-old humor magazine. Radio series is to start this week.

Irish folk singers. Worldvision Enterprises Inc., New York, has obtained domestic and overseas distribution rights to *The Irish Rovers*, 39 half hours of music-variety, starring artists of that name. Series is currently on both CBC and CTV networks in Canada. More than three million albums by The Irish Rovers have been sold worldwide, according to Worldvision.

Keeping those tapes. FCC has asked for comments on how backlog library of audio tapes of noncommercial broadcast stations might best be maintained. Federal law requires that audio tapes of all controversial/public-interest programs funded through Corporation for Public Broadcasting be retained for at least 60 days by either licensee or outside interest. Law also says that tapes must be furnished upon request to either commission or outside party authorized by commission. It is dual intention of FCC to ease financial burdens that this might impose on smaller stations and to outline grounds on which outside parties may obtain recordings.

Second time around. Syndicast Services, New York, is syndicating reruns of first 13 half-hour programs in "Flip Side" TV series in 36 markets. Show which features recording artists and their producers in studio locales is handled as trade-out deal with Bristol-Myers through its house agency, Volcaro, New York and in cosponsorship with Remington, through DKG Inc., New York.

NTA handling hockey. National Telefilm Associates, Los Angeles, announces worldwide (except Canada) distribution rights for *NHL Action*, weekly half-hour series of highlights of two most exciting National Hockey League games of previous week that have not appeared on national TV. Tim Ryan, national announcer for NBC weekly NHL games, is host of *Action*. Sixteen programs, each 23 minutes in length, will become available for airplay on Feb. 2, 1974.

Cablecasting

A six-ply plan to loosen rules on nonduplication

NCTA filing at FCC is prelude to expected commission review; cable association seeks interim relief now with goal of complete end to regulations

The National Cable Television Association has fired the first shot in what will be a new battle with broadcasters over an old issue—the nonduplication rule the FCC has adopted to protect stations against the competition of distant CATV-imported signals.

It petitioned the commission to loosen the rule—but only as an interim measure. Ultimately, it said, the rule should be abandoned entirely. It urged the commission to undertake a thorough study of the need for retaining the rule, and suggested that this might involve the suspension of the rule in one or more markets.

NCTA said information and experience developed since the first nonduplication rule was adopted, in 1965, "demonstrate a lack of need for protection on the part of broadcasters and a tremendous burden imposed on many CATV systems."

The NCTA action came as the FCC itself was preparing to take another look at the nonduplication-rule issue. Commissioner Richard E. Wiley said in a speech last month that the commission staff had been instructed to draft a final order exempting from the rule systems of fewer than 500 subscribers—such systems now get waivers of the rule routinely—as well as a notice of proposed rulemaking requesting comment on a number of options as to how the rule should be applied to progressively larger systems (BROADCASTING, Nov. 5). The drafts are expected to be ready for commission consideration next month.

Since 1965, the nonduplication protection afforded broadcasters against competing cable-TV systems has shrunk drastically. Originally, the protection was 15 days before and after the program; a year later, the protection was same day. Finally, in the new rules the commission adopted in March 1972, only simultaneous protection was provided.

However, on reconsideration, this was modified for Rocky Mountain stations; for them, the nonduplication period was stretched back to same day. That is one of the changes NCTA is asking: a return to simultaneous protection; it says there is no reason to treat that area of the country differently, though Rocky Mountain stations dispute that.

NCTA noted that the commission adopted the rule, which is triggered on the request of a station requesting such protection, for two reasons—it felt that a cable system duplicating a station's

programming was engaging in unfair competition and that the duplicated programming would have an adverse economic impact on the station.

But, it added, those reasons are "improper, since they are without factual basis or legal foundation." The unfair competition argument, it says, "has been nothing more than an argument used to justify economic protection of television stations." And "there is no evidence whatsoever to support a finding of substantial economic impact," NCTA said. The effect has been "to relegate CATV systems to a supplementary role and to make CATV subscribers second-class citizens."

NCTA backs up its 73-page petition with three studies by its director of planning and statistical services, Donald Andersson, conducted under the auspices of the NCTA nonduplication committee.

Pending repeal of the rule—its principal objective—NCTA urged six proposals on the commission:

- Revamp the system of priorities to make it consistent with the carriage and syndicated-program-exclusivity rules by requiring cable systems to afford nonduplication protection only to stations within a 35-mile radius. The protected stations would be equal as to one another and have priority against distant stations. The rules now require systems to protect the network programming of higher-priority as against lower-priority stations. (Highest to lowest priority stations, in terms of signal strength, are principal community, grade A, and grade B. Lowest priority is given 100-w or higher-powered translators. Thus, some systems that can be protected are as much as 70 miles from the CATV system, NCTA notes).

- Permit cable-TV systems to carry the signal of a protected station on the blacked-out channel to spare the subscriber sporadically empty channels. NCTA contends that channel-number identification is diminished on cable systems in any case, and that "dual carriage actually increases viewing of the local station."

- Free cable systems in communities served by translators from the necessity of blacking out programs the translators carry. NCTA believes it is past time for the commission "to end [the] inequity" existing between translators, which operate without nonduplication obligations, and cable systems.

- Do not impose nonduplication requirements on a cable system when they would otherwise be required as the result of a change in a television station's facilities. "Subscriber-viewing patterns become established, and it is unfair to suddenly begin blacking out one station because another station increases power or moves its transmitter site," NCTA says.

- Excuse cable systems with 1,500 or fewer subscribers from the nonduplication rules. NCTA says 1,500 are the subscriber level "at which the economic and practical burdens of nonduplication become intolerably oppressive to the small-system operator." "Furthermore, the impact on broadcasters of an exemption

at this low level is demonstrably minimal."

- Reduce the protection given the programming of Rocky Mountain stations to simultaneous-only, as is true of stations everywhere else. NCTA submits two studies in support of its claim that the arguments made in support of same-day nonduplication protection in the Rocky Mountain time zone—"network stations located within the mountain standard time zone do not even have uniform or near uniform schedules" and "simultaneous-only protection will force these stations into identical programming schedules contrary to the public interest"—are baseless.

N.Y. cable systems ask for rate hikes, go-ahead for pay

Requests to be taken up Dec. 6 at Board of Estimate meeting

Teleprompter Manhattan CATV Corp. and Sterling Manhattan CATV are seeking authorization from New York City to raise their monthly subscription fees and to begin pay-cable operations.

Both franchised cable systems have made separate applications to the Bureau of Franchises, operating on behalf of the Board of Estimate, for permission to raise their basic service fee to \$8 monthly from the current \$5 and the rental fee for con-

verters from \$1 to \$2 per month. The requests are expected to be considered at the Board's next meeting Dec. 6.

The moves by the two New York City cable-TV systems are part of efforts to gain additional revenues to offset losses both have sustained since 1965 when operations started (BROADCASTING, Oct. 29).

In communications to Morris Tarshis, director of the Bureau of Franchises, both Sterling and Teleprompter suggested that in the event pay cable is authorized, the Board of Estimate set payment to the city at 10% of the price the system charges a company that leases specific time. Mr. Tarshis said, for example, if the system charges an outside program source \$200 per hour, the city would receive \$20. If a system were to provide its own programming, it would pay the city 10% of the amount it would charge an outside company leasing the time.

Richard Galkin, president of Sterling Manhattan, said his company could begin a pay channel shortly after the first of the year. Mr. Tarshis said this is a possibility since there will be meetings of the Board of Estimate on Dec. 6 and on Dec. 21. A spokesman for Teleprompter said the company has no immediate plans for starting pay cable in New York City. It now operates pay channels in Babylon, Long Island, and Mount Vernon, N.Y.

Sterling and Teleprompter have 20-year contracts with New York City that extend through 1990 but have provisions for modifications, including the right of petition for higher monthly fees.



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Cable Briefs

News help to cable. Amendment of cable-TV rules to allow cable system to carry network-news program from any station unless it is simultaneously duplicating network signal normally carried, has been proposed by FCC. Exclusivity rules would normally prevent this, but commission felt that "small but significant" difference in individual network news feeds should be available to cable customers and that new proposal would be in step with commission policy of diversity in news programming.

Take it. Service Electric Cable TV Inc., operator system in Allentown-Bethlehem area of Pennsylvania, has been directed to carry the signal of WBRE-TV Wilkes-Barre, Pa., in initial decision issued by FCC Administrative Law Judge Ernest Nash. Allentown lies within grade A contours and Bethlehem lies within grade B contours of WBRE-TV. According to FCC rules, this would require any system in either Allentown or Bethlehem to carry WBRE-TV's signal. WBRE-TV, however, requested program exclusivity and a dispute arose regarding field-intensity measurements of WBRE-TV's signal made by Service Electric. WBRE-TV later withdrew its request for exclusivity and asked only that its signal be carried. Judge Nash noted that this "greatly narrowed the scope of the proceeding" and concluded that WBRE-TV was entitled to carriage.

Protection ordered. Southwest Pennsylvania Cable TV Inc., California, Pa., has been ordered by FCC review board to provide program exclusivity protection for WHC-TV Pittsburgh on its system against other NBC-affiliated stations in Wheeling, W. Va. (WTRF-TV) and Johnstown, Pa. (WJAC-TV). Southwest had contended that commission could not regulate means of reception of signals that could normally be picked up on the air in California. Review board rejected this as "inadequate grounds" for not complying with nonduplication rules.

For the folks back home. Senator Hugh Scott (R-Pa.) intends to introduce "some-time after Thanksgiving" bill that will amend current non-duplication rules to allow cable systems "greater freedom in



On way to first million. Teleprompter Corp. added its 900,000th cable subscriber last Tuesday (Nov. 13): the Walter Ridgewells of Duluth, Minn. The milestone was marked by presentation of a color TV set to Teleprompter's district sales manager, Jeff Lee, by Jack Kent Cooke, the company's chairman. Looking on (standing, l to r): Jeffrey Marcus, newly appointed Teleprompter director of sales; William Bresnan, president, and Marc Nathanson, newly appointed vice president-marketing.

selecting which network stations, within range, they wish to carry," spokesman for Senate minority leader said last week. Bill, now being drafted, will be proposed as result of complaints by Northeastern Pennsylvania group of cable subscribers called "FIGHT"—Freedom in Good Home Television. The group was disturbed that present non-duplication rules preclude that area of the state from picking up signals from Philadelphia which carry Philadelphia Eagle football games, according to Scott aide.

Tighter state control. State legislator has proposed that independent panel be created in Maine to oversee franchising and administration of CATV operations. Representative Gerald P. Conley (D-Portland) told state assembly's public utilities committee that existing agencies in Maine and FCC cannot adequately regulate growth of cable and claimed state control of medium is necessary. He cited incidents of municipalities awarding franchises based on "inadequate technical competence and general understanding." Mr. Conley has submitted bill for state regulation of cable.

Music

Croce's legacy: a public's feeling that death has cheated it

Awareness of late artist's talent continues to grow with his third LP likely to climb onto top-40 charts alongside his earlier successes

Two months after his fatal airplane crash, Jim Croce has broken radio's policy of airing only one hit per artist at a time. Top-40 station playlists now show two Croce hits in ascent: "I Got A Name" and "Time in a Bottle." Progressive rockers are playing tracks from his two ABC albums which are both in the top 10 on national sales charts: "You Don't Mess Around With Jim" and "Life And Times." And Jim Croce seems to be at home on the MOR outlets as well. His producers, Terry Cashman and Tommy West, are readying yet another LP, his third and last; but they make it clear that they are not catering to a death cult. It appears they are right.

The rock scene has certainly known its share of tragic and mysterious deaths, from Buddy Holly to Duane Allman. And following each, a sudden additional surge in public acceptance of the musical legacy has certainly been documented, in increased airplay and record sales. But the current Jim Croce phenomenon seems to lack the more sensational elements usually accompanying the sudden departure of a prime pop music figure, most obvious in the aftermath of the deaths of Janis Joplin and Jimi Hendrix. Jim Croce's appeal seems to have spread to more people in a shorter span of time and in a more reserved manner. The reasons why are summed up well by Mr. Cashman: "The public feels cheated." They were just getting to know there was a Jim Croce alive when he was killed in a freak plane crash.

As soon as the news of Jim Croce's death became known, Tommy West found himself before a telephone, all the buttons lit up by radio stations wanting to get at the personal elements in the story. In just over a year, Jim Croce had visited almost as many radio stations as most national record promotion executives get to see in a career. "Jim became known as a perfect interview, a utopian artist," Mr. West observed, and the radio personalities he came to meet did not forget him easily.

Jim Croce finished his work on his third LP, "I Got A Name," just one week before the accident. But rather than respond to the immediate radio demand for the last songs from the singer-songwriter with a rush job, producers Terry Cashman and Tommy West have spent these two months working on the project at more or less the same methodi-

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Croce

cal pace they have always employed. Official release of the album is expected in about a week, but the media will not be getting advance copies for the simple reason that there will be none ready for distribution before then.

The appeal of Jim Croce has been likened to that of a musical Will Rogers. Before his death, he was best known for his character songs, sagas of pool-hall hustlers and general tough guys. But now with two ballads on the airwaves simultaneously, he has the rounded musical picture of one in the public eye for longer than his short stay there to date appears to measure. And his "I Got a Name" album seems destined to prove he was more than a storyteller.

His story songs on the new album are more personalized and somewhat less dependent on a plot. Jim is the prime character in "Workin' at the Car Wash Blues," a song bound to strike a familiar chord with that portion of the college-educated population that has found itself working blue-collar jobs in the degree-glutted labor market. Together with "Five Short Minutes" and "Top Hat Bar and Grille," they force acceptance of the gift rather than the gimmick aspects of his storytelling through music.

But chiefly, the album is laden with ballads, including the title song, which should alter the public image of Jim Croce's demeanor, one that his manager, Elliot Abbott, has characterized as "studied awkwardness." The artist emerges on songs like "I'll Have to Say I Love You in a Song" and "Lover's Cross" as a true interpreter of his own material, following many subtle vocal paths he never cared to pursue before. Storytellers seem to tell a tale the same way every time, but Jim Croce was beginning to feel the benefits of extemporaneous sensitivity.

Terry Cashman noted that Jim Croce was "afraid of becoming a parody of himself" when he began work on his last album. The upcoming "I Got a Name" LP falls easily into the tribute category. It offers something more than a glimpse into the life of another musician; and although it wasn't planned as

the final statement of a total personality, it serves that purpose perfectly. Death cult aside, the last of the music of Jim Croce seems very much alive. Radio does not mourn when it continues his career in his absence—it celebrates.

Jim Croce is an example of a career built by both public and media reaction to the person behind the music. Radio, not death, created the current feeling that his music deserves the special, long-term treatment it has been enjoying.

Breaking In

"Sister Mary Elephant"—Cheech & Chong (Ode) ■ Following the comedy duo's first hit single, "Basketball Jones," Ode Records decided to take the advice of many radio pundits and turn to an 18-month-old LP for Cheech & Chong's latest attempt to hold on to their newly found top 40 audience.

"Sister Mary Elephant" is about a substitute teacher at a Catholic school, but the appeal is universal, starting with grade schoolers to whom the situation is most immediate but quickly spreading out demographically to include everyone with memories of the strange day when the regular teacher didn't show up and the class ran amuck.

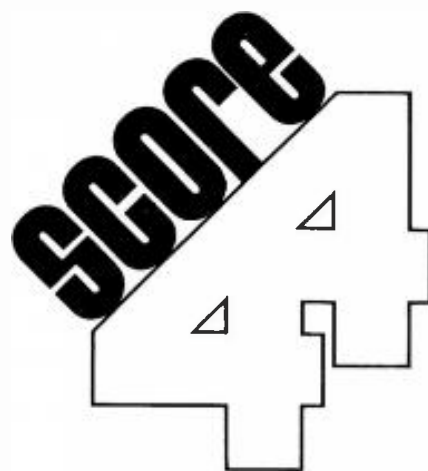
Much of Cheech & Chong's material is drug-oriented, but programers are feeling very safe with this particular bit in which the most obnoxious expression is "Shut up!"

Those stations playing "Sister Mary Elephant" last week included WFIL(AM) Philadelphia, WIXY(AM) Cleveland, WRKO(AM) Boston and KFRG(AM) San Francisco.

"Living for You"—Al Green (Hi) ■ Al Green, a premiere male vocalist of black music, hit his sophomore slump this year. In 1972, Mr. Green and his producer, Willie Mitchell, barnstormed out of Memphis with five hit records in a row, breaking the Rolling Stones' record sales mark for "Satisfaction" at London Records, Hi's parent company, with "You Oughta Be with Me." He was the successor to the late Otis Redding that black audiences had been waiting for for five years.

But by the spring of 1973, Al Green's breakneck momentum had been slowed. His last record, "Here I Am," was uncharacteristically slow in crossing over to top 40. "Call Me (Come Back Home)" almost didn't cross. But "Living for You" was, as of last week, formulating the pattern of air play that marked his "monster" year on pop radio. Stations on "Living for You" last week were mostly black-oriented operations with a smattering of pop stations. Some of those were WVON(AM) Chicago, WWRL(AM) and WBSL(FM) both New York, WDIA(AM) and WMC-FM both Memphis, WOOK(AM) Washington, WWIN(AM) Baltimore, KYAC(AM) Kirkland (Seattle), Wash., WFOM(AM) Marietta, Ga., WLAC(AM) Nashville and KRLA(AM) Los Angeles.

"Rock On"—David Essex (Columbia) ■ "This is the kind of record that keeps top-40 radio fresh," remarked Steve West,



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The Broadcasting Playlist™ Nov 19

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. Bullet (•) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
2	1	Photograph (3:59) Ringo Starr—Apple	1	1	2	3
1	2	Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	3	2	1	2
3	3	Angie (4:30) Rolling Stones—Rolling Stones	2	3	3	1
7	4	Top of the World (2:56) Carpenters—A & M	4	4	4	8
6	5	Just You 'n Me (3:44) Chicago—Columbia	6	5	8	4
5	6	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	5	6	5	6
13	7	I Got a Name (3:09) Jim Croce—ABC/Dunhill	7	8	10	7
4	8	Half Breed (2:42) Cher—MCA	9	7	9	9
8	9	Keep on Truckin' (3:21) Eddie Kendricks—Tamla	12	11	6	10
12	10	Space Race (3:21) Billy Preston—A & M	11	9	12	5
10	11	Paper Roses (2:39) Marie Osmond—MGM	8	10	11	14
14	12	Goodbye Yellow Brick Road (3:13) Elton John—MCA	14	13	7	11
9	13	All I Know (3:48) Art Garfunkel—Columbia	10	12	13	12
15	14	The Love I Lost (3:39) Harold Melvin & the Blue Notes—Philadelphia Int'l.	15	14	15	13
11	15	Ramblin' Man (3:36) Allman Brothers—Capricorn	13	15	14	16
25	16	Let Me Serenade You (3:13) Three Dog Night—ABC/Dunhill	20	17	17	15
32	• 17	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	16	19	21	18
20	18	Hello It's Me (3:27) Todd Rundgren—Bearsville	21	16	18	17
16	19	That Lady (3:09) Isley Brothers—T-Neck	17	20	16	19
17	20	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	18	18	19	20
22	21	We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	19	22	20	22
23	22	Ooh Baby (3:14) Gilbert O'Sullivan—Mam	23	21	23	21
27	23	The Most Beautiful Girl (2:42) Charlie Rich—Epic	22	25	26	31
19	24	Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	24	28	22	24
33	25	Show and Tell (3:28) Al Wilson—Rocky Road	25	24	25	25
—	• 26	Smarty Pants (2:40) First Choice—Philly Groove	26	23	30	28
38	• 27	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	39	39	24	23
21	28	You're a Special Part of Me (3:15) Diana Ross & Marvin Gaye—Motown	27	27	28	34
42	• 29	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	28	26	41	27
39	30	My Music (3:04) Loggins & Messina—Columbia	33	32	32	26
50	• 31	Mind Games (3:59) John Lennon—Apple	37	30	27	32
63	• 32	Who's in the Strawberry Patch with Sally (2:23) Dawn—Bell	30	29	34	37
28	33	Free Ride (3:05) Edgar Winter Group—Epic	32	44	29	30
34	34	Be (3:52) Neil Diamond—Columbia	36	33	35	35
24	35	Summer (The First Time) (4:37) Bobby Goldsboro—United Artists	31	31	40	46
41	36	D'yer Mak'er (3:15) Led Zeppelin—Atlantic	44	45	31	29
18	37	Higher Ground (3:10) Stevie Wonder—Tamla	34	34	37	45
35	38	Let's Get It On (3:58) Marvin Gaye—Tamla	35	41	42	36
26	39	Loves Me Like a Rock (3:32) Paul Simon—Columbia	29	47	38	47
45	40	Painted Ladies (3:30) Ian Thomas—Janus	42	37	36	39
31	41	Jesse (4:00) Roberta Flack—Atlantic	38	36	39	54
49	42	If You're Ready (Come Go With Me) (3:19) Staple Singers—Stax	40	38	44	41

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
57	• 43		The Joker (3:36) Steve Miller Band—Capitol	41	43	43	42
58	• 44		Come Get To This (2:40) Marvin Gaye—Tamla	60	35	47	38
29	45		Rocky Mountain Way (3:39) Joe Walsh—ABC/Dunhill	62	66	33	33
30	46		China Grove (3:14) Doobie Brothers—Warner Brothers	47	42	48	40
—	• 47		Helen Wheels (3:45) Paul McCartney—Apple	50	48	46	43
51	48		Never Never Gonna Give You Up (3:58) Barry White—20th Century	45	46	49	48
40	49		Let Me In (3:38) Osmonds—MGM	53	40	50	51
36	50		We're an American Band (3:25) Grand Funk—Capitol	70	54	45	49
47	51		Corazon (3:56) Carole King—Ode	48	50	54	55
37	52		My Maria (2:32) B. W. Stevenson—RCA	43	51	56	58
56	53		Living for the City (3:12) Stevie Wonder—Tamla	57	49	51	53
54	54		Basketball Jones (4:04) Cheech & Chong—Ode	52	56	55	44
—	• 55		Sister James (2:53) Nino Tempo & the 5th Ave. Sax—A & M	46	61	58	50
64	56		Sweet Understanding Love (2:59) Four Tops—ABC/Dunhill	49	55	53	56
55	57		Dream On (3:25) Aerosmith—Columbia	64	53	52	52
—	• 58		Why Me (3:25) Kris Kristofferson—Monument	51	52	57	60
61	59		Mammy Blue (3:41) Stories—Kama Sutra	55	58	59	59
59	60		Rockin' Roll Baby (3:15) Stylistics—Avco	59	63	61	57
65	61		Spiders & Snakes (3:03) Jim Stafford—MGM	56	59	63	62
75	• 62		Let Me Be There (3:00) Olivia Newton-John—MCA	54	57	66	68
67	63		Pretty Lady (3:10) Lighthouse—Polydor	58	65	60	61
70	64		Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	68	62	62	63
60	65		There Ain't No Way (3:14) Lobo—Big Tree	65	60	65	67
66	66		Never Let You Go (3:34) Bloodstone—London	61	70	64	65
53	67		Sail Around the World (3:14) David Gates—Elektra	69	64	68	64
—	• 68		I'm Coming Home (3:15) Johnny Mathis—Columbia	63	68	70	73
62	69		Tell Her She's Lovely (3:50) El Chicano—MCA	71	67	67	69
—	• 70		A Song I'd Like to Sing (3:34) Kris Kristofferson & Rita Coolidge—A & M	66	69	73	*
74	71		Such a Night (2:55) Dr. John—Atco	67	71	73	*
—	• 72		River of Love (2:39) B. W. Stevenson—RCA	74	74	75	72
—	• 73		The Day That Curly Billy Shot Crazy Sam McGee (4:52) Hollies—Epic	75	*	71	70
—	• 74		Half a Million Miles From Home (3:00) Albert Hammond—Mums	*	*	72	71
—	• 75		Stealin' (3:17) Uriah Heep—Warner Brothers	*	*	69	74

Alphabetical list (with this week's over-all rank): All I Know (13), Angie (3), Basketball Jones (54), Be (34), China Grove (46), Come Get To This (44), Corazon (51), D'yer Mak'er (36), The Day That Curly Billy Shot Crazy Sam McGee (73), Dream On (57), Free Ride (33), Goodbye Yellow Brick Road (12), Half a Million Miles from Home (74), Half Breed (8), Heartbeat, It's a Love Beat (6), Helen Wheels (47), Hello It's Me (18), Higher Ground (37), I Got a Name (7), I'm Coming Home (68), If You're Ready (Come Go with Me) (42), Jesse (41), The Joker (43), Just You 'n' Me (5), Keep on Truckin' (9), Knockin' on Heaven's Door (20), Leave Me Alone (Ruby Red Dress) (17), Let Me Be There (62), Let Me In (49), Let Me Serenade You (16), Let's Get It On (38), Living for the City (53), The Love I Lost (14), Loves Me Like a Rock (39), Mammy Blue (59), Midnight Train to Georgia (2), Mind Games (31), The Most Beautiful Girl (23), My Maria (52), My Music (30), Never Let You Go (66), Never Never Gonna Give You Up (48), Nutbush City Limits (64), Ooh Baby (22), Painted Ladies (40), Paper Roses (11), Photograph (1), Pretty Lady (63), Ramblin' Man (15), River of Love (72), Rockin' Roll Baby (60), Rocky Mountain Way (45), Sail Around the World (67), Show and Tell (25), Sister James (55), Smarty Pants (26), Smokin' in the Boys Room (27), A Song I'd Like to Sing (70), Space Race (10), Spiders & Snakes (61), Stealin' (75), Such a Night (71), Summer (The First Time) (35), Sweet Understanding Love (56), Tell Her She's Lovely (69), That Lady (19), There Ain't No Way (65), Time in a Bottle (29), Top of the World (4), We May Never Pass This Way Again (21), We're an American Band (50), Who's in the Strawberry Patch with Sally (32), Why Me (58), Yes We Can Can (24), You're a Special Part of Me (28).

* Asterisk indicates rank below *Broadcasting's* statistical cut-off.

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(Continued from page 41)

program director of KJRB(AM) Spokane, Wash., concerning a British hit by David Essex that's beginning to attract American ears.

Lyricaly, David Essex speaks a musical question that has long been plaguing minds since the Beatles broke up: "Where do we go from here?" But rather than being a nostalgia record per se, "Rock On" alludes to the past without musically reprising any of it. Its own sound is raw, but to Mr. West's ear, "very commercial because it so different."

Taking a cue from sister station KISW(AM) Seattle, KJRB(AM) began to program the David Essex record and saw "immediate response from males, 18-24." Mr. West feels that the same national mood that made "American Graffiti" a hit movie will make this a hit record, "but this looks like a record whose momentum will build a bit more slowly."

Other stations playing "Rock On" last week include KLIF(AM) Dallas, WFUN(AM) Miami, KROQ(AM) Los Angeles and KUPD(AM) Phoenix.

"Tell Her She's Lovely"—*El Chicano* (MCA) ■ This record, now breaking on West Coast top-40 stations, was the surprise of last week's air play activity. Although Latin rock supplied radio programmers with some bona fide hits in the past year—Steely Dan's "Do It Again" and the last two War singles—the chart shows no Latin-flavored music now.

"Tell Her She's Lovely" was being played last week on KFRO(AM) San

Francisco, KKDJ(FM) Los Angeles, KJOY(AM) Stockton and KLIV(AM) San Jose, all Calif.; KJR(AM) Seattle, KILT(AM) Houston, KLIF(AM) Dallas and WCFL(AM) Chicago.

"Walk Like a Man"—*Grand Funk (Capitol)* ■ Once relegated to a strange success level at FM rock stations (being a favorite with listeners and LP buyers, but not with programmers or the rock press), Grand Funk has seemingly arrived to claim its share of the mass-appeal pie at the top-40 table. "I still can't figure out why 'We're an American Band' was so big with male teens," observes Harv Moore, program director at WPGC-AM-FM Morningside, Md. (Washington), speaking of Grand Funk's last single. "I don't know what it was telling them, other than what the title says, but it's still a big request record here."

Mr. Moore found the same, somewhat unexplainable appeal in the group's follow-up, "Walk Like a Man." And he credits Grand Funk's new producer with finding the top-40 niche for his hard-rock band: "Todd Rundgren has really brought this group together; the guy's a magician." WPGC is programming the record because "it's in keeping with the sound they've established, very strong with male teens, but not a tune-out for anyone."

Other stations playing "Walk Like a Man" as of last week include WHB(AM) Kansas City, Mo., KJR(AM) Seattle and KDAY(AM) Los Angeles.

"River of Love"—*B. W. Stevenson (RCA)* ■ Texan B. W. Stevenson lives in a house without a telephone or TV set. Maybe now he can afford one. "River of Love," another Daniel Moore ("Shambala" and "My Maria") song, is off and running. It promises to cement Mr. Stevenson among contemporary radio's most consistently used artists and Mr. Moore among America's best contemporary love-song composers.

"River of Love," a pushing, electric, gospel-type song, is moving onto station playlists with speed. Among stations playing it last week were KGW(AM) Portland, Ore., WIIN(FM) Atlanta, KHJ(AM) Los Angeles and WAMS(AM) Wilmington, Del.

Music Briefs

Increases okayed. CBS/Records Group has been granted average 8% hike in price it charges for its records and tapes. Price of single-disk album now is \$3.61 to dealers and \$3.36 to rack jobbers, as opposed to \$3.05 and \$2.68, respectively. Price of tape now set at \$4.40 to dealer and \$3.96 to rack jobber, over former prices of \$3.90 and \$3.65, respectively. Suggested retail prices of single-disk LP's of selected group of label's major artists rises from \$5.98 to \$6.98, tapes from \$6.98 to \$7.98. Other record manufacturers are expected to apply for price hikes in near future, but must do so on individual basis, according to price-freeze guidelines.

Phillip's specials. Phillip Productions, New York, is producing two country-music specials set for NBC-TV, first to

air Sat. Nov. 24, 11:30 p.m. - 1 a.m. Mac Davis is host and line-up includes Anne Murray, Kris Kristofferson, Rita Coolidge, The Earl Scruggs Review, Danny Davis and the Nashville Brass, Doug Kershaw, Charlie Rich and Patti Page. Producer Joe Cates, president of Philip, is at work on second special, hosted by Johnny Cash, to be aired Feb. 23.

Tracking the 'Playlist.' This week's chart is characterized by a number of new records coming into the top-40 positions for the first time. Among the fast risers are First Choices' "Smarty Pants" (which came from nowhere to 26, mostly on the strength of WABC[AM] New York play), John Lennon's "Mind Games" (31) ("Breaking In," Nov. 12), Jim Croce's "Time in a Bottle" (29 and finally released as a single last week), Dawn's "Who's in the Strawberry Patch" (32) and Ian Thomas's "Painted Ladies" (40) ("Breaking In," Oct. 15). Two new records go top-10 this week, Jim Croce's "I Got a Name" (seven) and Billy Preston's "Space Race" (10). Songs new to the chart this week included Paul McCartney's and Wings' "Helen Wheel" (47), Kris Kristofferson's and Rita Coolidge's "A Song I'd Like To Sing" (70) (Mr. Kristofferson's tenacious "Why Me" pops back on this week again at 58), "River of Love" by B. W. Stevenson (72) (see "Breaking In" p. 00), "The Day Curly Billy Shot Crazy Sam McGee" by the Hollies (73), "Half a Million Miles" by Albert Hammond (74) and Urial Heep, on its new label, Warner Brothers, comes on the chart with "Stealin'" at 75.

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

- ARE YOU LONESOME TONIGHT, Donny Osmond (MGM).
- BIG TIME OPERATOR, Keith Hampshire (A&M).
- BLUE COLLAR, Bachman-Turner Overdrive (Mercury).
- CHEAPER TO KEEP HER, Johnnie Taylor (Stax).
- FUNKY STUFF, Kool & the Gang (De-lite).
- LET ME TRY AGAIN, Frank Sinatra (Reprise).
- LITTLE GIRL GONE, Donna Fargo (Dot).
- LOUIE, Lou Zerato (Atlantic).
- LOVE HAS NO PRIDE, Linda Ronstadt (Asylum).
- LOVE REIGN O'ER ME, Who (MCA).
- ME AND BABY BROTHER, War (United Artists).
- MY OLD SCHOOL, Steely Dan (ABC/Dunhill).
- REASON TO FEEL, Scuffy Schew (Metro-media).
- ROCK ON, David Essex (Columbia).
- SALLY FROM SYRACUSE, Stu Nunnery (Evolution).
- TAKE ME TO YOUR HEART, Monkey Meeks (Roxbury).
- THEME FROM "ENTER THE DRAGON," Lalo Schiffrin (Warner Brothers).
- WALK LIKE A MAN, Grand Funk (Capitol).
- WHEREFORE AND WHY, Glen Campbell (Capitol).

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CBS reinstates instant analyses

Paley cites need for evaluation that occurred with major news breaks during five months of network's ban

CBS reversed itself last week, abandoning its five-month policy of forbidding its news commentators from making analyses of presidential addresses immediately after they are given.

William S. Paley, board chairman of CBS, issued a statement last week saying this practice had been given "a fair trial." He observed that since the earlier policy was adopted last June 6, "the nation and the world have witnessed a rapid series of exceptionally newsworthy events," and added:

"This has made it clear that postponing news analysis under all circumstances may impair a journalistic service of far greater value than we had realized.

"Accordingly, hereafter CBS News will provide analyses immediately following appearances of the President and others of public importance, when in its news judgment such service seems desirable and adequate preparation is feasible."

Mr. Paley, who also had announced the earlier approach of banning "instant analysis," said last week the decision had been made in the belief that additional time was needed for "reflection and research" to enhance the analyses.

The new directive, Mr. Paley said, "is in accord with CBS's long-standing practice of giving new approaches a fair trial, maintaining those that work best in the public interest, and modifying or rejecting those that do not."

Mr. Paley also pointed out that last June 6 CBS committed itself to provide time for opposing views by qualified spokesmen as soon after the President's broadcasts as practicable. This policy will be continued.

In a memorandum issued by CBS News President Richard Salant to staffers, emphasis was placed on the need to have "the will and intent to avoid editorializing, and, at the same time, to make our analyses as meaningful as humanly possible." The role of analysis, he said, quoting from a 1941 Paley statement, is to "point out the facts on both sides, show contradictions with the known record. . . . Fairness and temperateness are of its essence."

Too little, too late

There was at least one newsman in the East Room of the White House on the evening of Oct. 26 who professes not to have been surprised at the critical blast President Nixon leveled at the news media, particularly television, during his news conference that night.

Sid Feders, a CBS News producer, says he was alerted to what was coming by what, under the circumstances, was an

unimpeachable source—President Nixon.

Mr. Feders, who was television pool producer for the conference, laid it all out for William Small, CBS News Washington bureau chief, in a memorandum dated Oct. 31, but the notes for which, he says, were made immediately after the news conference.

Mr. Feders was standing outside the East Room before the scheduled start of the news conference when the President approached him, and asked him what his outfit was. The approach was "friendly," but when he identified himself as being with CBS, his impression was that the conversation "took a decidedly less friendly tone."

The conversation centered on the time remaining, and the President asked how much remained. He glanced down at the stopwatch Mr. Feders was holding, and Mr. Feders read off that he had 15 seconds to go.

"The President made some facetious comment about how precise, exact or accurate we are," Mr. Feders said. And he recalls answering with, "We try to be, thank you."

But the President, apparently, had his mind on the job at hand. As he started to walk into the East Room, he said, Mr. Feders reported, "Cronkite's not going to like this, tonight, I hope." Mr. Feders added parenthetically that the last words were almost inaudible.

"As I reviewed the conversation in my mind during the early moments of the news conference, it was clear to me that

the President fully intended some critical words aimed, I thought, at the time, at Cronkite and/or CBS," Mr. Feders said. "His attack, therefore, came as no surprise."

And although the President did not identify by name the individuals or networks he had in mind, in his criticism of the media, his deputy news secretary made it clear several days later that at least one of the commentators the President was thinking about in discussing allegedly distorted reports was Mr. Cronkite (BROADCASTING, Nov. 5).

FBI probing agency reports

The Federal Bureau of Investigation has begun an investigation into allegations that governmental agencies were issuing "news reports which amounted to publicly supported propaganda" in violation of federal law. The charges were brought by Representative Torbert Macdonald (D-Mass.) last month in a request to the General Accounting Office to investigate the practice of agencies issuing news releases slanted to gain favorable treatment from Congress via taped lines. After the GAO probe, Mr. Macdonald, chairman of the House Communications Subcommittee, requested the Justice Department look into the practices. In a letter to the subcommittee, Assistant Attorney General Henry Petersen said that he has requested the FBI look into the matter.

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Broadcast, print media will share, share alike in news council's access study

Ex-Judge Traynor, playing devil's advocate, leaves little room for optimism that either medium can deny voice to outsiders

The National News Council's recently announced study on access to the media versus freedom of the press may well link the broadcast and print media in a case of dual—if not double—jeopardy, says the man who's responsible. Although the study was inspired by a July 1973 Florida Supreme Court decision (*Tornillo v. the Miami Herald*) that newspapers must publish a political candidate's reply to editorials allegedly attacking his character, it will deal with candidates' access to broadcasting as well as to newspapers for redress, the council has disclosed.

"The Florida court desegregated the broadcasters," said Roger Traynor, president of the council, and himself a former judge, in a Nov. 9 address to the New England Society of Newspaper Editors in Worcester, Mass. "The Florida court is beaming a twofold message," Mr. Traynor said. "First, those who rule . . . print, like those who rule the airwaves, have a constitutional obligation to fulfill the public's need to know. Second, they are accordingly obliged to give reply space to whomever they have attacked."

Calling the access issue "the liveliest subject in the country today," the former California Supreme Court chief justice pointed out the council had commissioned Benno Schmidt, Columbia University professor of constitutional law, to put the access question into a perspective paper for the council's freedom of the press committee early next year. Dr. Schmidt presented his prospectus to the council last Monday. "He said the study will include a discussion of the electronic media in relation to the issues surrounding access to the media in general," said William Arthur, council executive vice president. "This won't be just a 'back-of-the-hand' study," he added.

Mr. Arthur said the study received added steam from the Florida court's denial of a rehearing petition to the *Miami Herald*, which announced it will take the case to the U.S. Supreme Court.

Mr. Traynor, playing the "devil's advocate" against the *Miami Herald* case, chided the printed media's outcry at the court decision, which was viewed by some as an attempt to dictate newspaper content. "Suddenly the scribblers, far from being the untouchable loners of the communications industry, find themselves charged with social obligations like any ordinary licensee of broadcasting," Mr. Traynor said. "It has come as a jolt to proud earthlings that their freedom may not be much loftier than the pedestrian freedom of those who tiptoe on air."

In his discussion of the "sobering im-

plications" of more media access, Mr. Traynor cited landmark cases in new interpretations. The *New York Times v. Sullivan* (1964) restricted the definition of libelous journalism to statements published from "proved malice." In the later *Rosenbloom v. Metromedia* (1971) decision, broadcasters were given similar protection from libel charges. In *Red Lion Broadcasting Co. v. FCC* (1969), however, the court had "upheld the authority of the FCC to implement the established fairness doctrine on coverage of public issues by spelling out mandatory procedures in the event of a broadcasting of a personal attack or political editorial," Mr. Traynor explained. The *Miami Herald* case this summer simply put the same onus on the newspapers, he said. And the need for access to both media is accentuated by the *Times* decision's denial of recourse to libel victims, Mr. Traynor said. The fairness doctrine that has been applicable to broadcasting is now equally applicable to the print media, in this view.

The nugget of the council's access study supposedly concerns the public's right to know all sides of a controversy. Although he gave access to both sides of the issue in the Worcester speech, Mr. Traynor appeared to side with the Florida court in his emphasis on "right of access as an alternative to an action for libel, as a vindication of public opinion, and even as a new First Amendment right." He urged the media to "understand the grievance upon grievance that drives complainants to demand a right to reply." If a politician "cannot shout back to the same audience the newspaper reached, has he encountered an insurmountable obstacle to speech more serious than the restraining threat of official sanctions would be?" Mr. Traynor asked.

The demand has a chilling effect on broadcasters as well as newspaper writers. With technology launching broadcast media toward more frequencies and more news outlets, "the fewer may be the problems of short supply, or of oft-mentioned chaos and cacaphony still invoked as a basis for regulating broadcasters and not print media," Mr. Traynor said, "... it is a good deal more plausible in 1973 than it would have been earlier for the public to view broadcasters and print publishers as Tweedledee and Tweedledum rather than as Red Lion and Tom Paine."

Journalism Briefs

Right man, right place. KPRC-AM-TV Houston has laid claim to scoop in President's appointment of new special prosecutor. Its ex-newsman president, Jack Harris, said station had "inside" information on appointment of Leon Jaworski as new Watergate prosecutor. How did it get drop? Bill Worrell, 26-year-old KPRC-TV staffer is grandson of Mr. Jaworski, Houston attorney, and brought word into station before it was announced in Washington.

All were welcome. One CBS response

to presidential attack on media appears in inter-office memo of CBS News President Richard Salant. Mr. Salant's answer to White House complaint that anchorman Walter Cronkite held only three major interviews, all with "anti-Nixon" subjects, is that Mr. Cronkite held 11 major interviews since 1970: with three alleged "anti-Nixon" subjects Daniel Ellsberg, John Dean III, and Archibald Cox; with National Aeronautics and Space Administration's Chris Kraft, former New York Corrections Commissioner Russell G. Oswald; and with seven foreign heads of state. (Mr. Cronkite interviewed Watergate prosecutor nominee Leon Jaworski Nov. 1). But Mr. Salant stressed President Nixon and top aides were repeatedly invited for CBS interviews. "Special . . . approaches were made to have President Nixon appear on our [Cronkite] 10th anniversary broadcast on Sept. 2, 1973, to match the President Kennedy interview on the first broadcast of Sept. 2, 1963," Mr. Salant wrote.

The other LBJ. Lady Bird Johnson gave retrospective look at years she spent in White House, and commented on present political situation, in TV interview with Sid Davis, chief of Westinghouse Broadcasting's Washington bureau—her first visit since his death. Among observations: Watergate could not have happened under President Johnson because he "minded every detail as best he could," and "a politician ought to be born a foundling and remain a bachelor." Program was taped at LBJ ranch for telecast during Nov. 12-22 period.

Rip-offs in repairs. WMAL-TV Washington current investigative series "The Auto Repair Go-Round" has documented cases of unnecessary repair bills totaling \$700, incompetent workmanship, and phony repairs done at 10 D.C. area service centers. Reporter Jim Clarke, armed with mechanically sound 1970 Ford Maverick dubbed "Blue Goose," pulled no punches in reporting names of major repair shops where needless repairs were said to have been suggested or actually performed.

Ms. givings of Patriots. Try as she may, WNAC-TV Boston sportscaster Barbara Borin keeps getting negative responses to her repeated requests for admission to New England Patriots' locker room. Team officials, citing obvious difficulties of such arrangement, say they'll continue to keep door closed. Ms. Borin thinks team policy puts her at competitive disadvantage in getting interviews with players. WNAC-TV says it isn't interested in women's-lib aspect, just wants coverage, and has asked team if interviews couldn't be arranged in separate room. But Patriots say no such facility exists.

Fund at Penn State. Scripps-Howard Foundation has provided Pennsylvania State University, University Park, with \$1,000 to establish scholarship fund for journalism students preparing for careers in publishing, business or broadcasting. Lawrence J. Fagan fund, in honor of city editor of *Pittsburgh Press*, will be awarded to students who demonstrate promise and need.

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Burnup & Sims to sell shares

Debt reduction, equipment expansion are planned, according to prospectus; company also details effects of Teleprompter cutback on its CATV equipment installation

Burnup & Sims Inc., West Palm Beach, Fla.-based installer of CATV and other communications equipment, has filed a registration statement with the Securities and Exchange Commission to sell 1,008,000 shares—300,000 by the company and 708,000 by certain stockholders.

According to the preliminary prospectus made available last week, the company will apply \$6.1 million of the proceeds from its share of the sale to reduce long-term debt; the remainder will be used primarily for the purchase of additional equipment.

The company's CATV activities are conducted through two wholly owned subsidiaries (in West Palm Beach and Tampa, Fla.), according to the prospectus, and for the three months ended July 31, CATV installation accounted for 7.3% of the company's revenues and 6% of its pretax income (the majority of revenues and income are derived from telephone and underground utility services).

However, the prospectus noted, subsequent to last July 31, group CATV system owner Teleprompter Corp. "terminated all work being performed for it by the company and, the company understands, other systems installers." Teleprompter has announced sharp cutbacks in system construction (BROADCASTING, Sept. 10, et seq.). According to the prospectus, Teleprompter's business amounted to 25% of Burnup & Sims's cable installations for the year ended April 30 and 37% for the quarter ended July 31.

As of July 31, the company had a backlog for CATV services of \$6,740,000, and expects to complete it by April 30, 1974.

Underwriters handling the offering are White, Weld & Co.; Merrill Lynch, Pierce, Fenner & Smith; Smith, Barney & Co., and Robinson-Humphrey Co.

Engagement. Two communications common carriers, MCI Communications Corp. and N-Triple-C Inc., have agreed in principle to merge. Under transaction one share of MCI class I convertible preferred stock would be exchanged for each two and one-half shares of outstanding N-Triple-C common, with MCI preferred convertible into MCI common at 1-to-2 ratio. Each \$1,000 of N-Triple-C 8% convertible debenture due in 1984 would be convertible into 66.5 MCI preferred shares if tendered within 30 days after consummation of transaction (61.6 preferred shares thereafter). Agreement is subject to signing of definitive contract and approval by FCC, boards of both companies and shareholders of N-Triple-C.

One more step. Shareholders of Combined Communications Corp. and Pacific and Southern Broadcasting Co. have approved proposed merger of P&S into CCC through exchange of stock (BROADCASTING, April 23, et seq). Merger is still subject to FCC approval.

International investment. Board of directors of Gannett Co., Rochester, N.Y.-based group owner of newspapers, has approved plan for Gannett to invest \$250,000 in Communicana-Europa, Dutch corporation representing international group of firms for acquisition of European communications companies. Communicana-Europa's interest is in magazine and book publishing, television programming and related businesses, according to Gannett executives.

Outlook from Black Rock: '74 good, but not better

CBS President Arthur R. Taylor has forecast a generally bright picture for television business in 1974 although he acknowledged that the industry will not equal this year's "considerable growth."

Mr. Taylor's assessment was given during a talk last Monday (Nov. 12) before CBS's institutional shareholders in New York. He projected that network television in 1974 would grow by approximately 5% to 6% and national spot and local television by 6% to 7% over 1973.

Mr. Taylor was confident that the

four operating groups of CBS—CBS/Broadcast Group, CBS/Records Group, CBS/Columbia Group and CBS/Education & Publishing—would realize gains in 1974, particularly broadcasting and records.

Mr. Taylor predicted that 1974 would be an "in-between" year. He said CBS in that year would intensify its cost-control effort which "has been under way for some time."

In reply to a question from the audience, Mr. Taylor said that although there is a shortage of vinyl, he believes CBS's access to the product is "manageable" and there will be no adverse effect on the company's record business.

LIN makes its peace on stockholder claims, issues new warrant series

LIN Broadcasting Corp., New York, said last week that it has accepted 1,942 claims in several 1969 stockholder suits and will issue to the claimants three-year warrants to purchase a total of 250,415 common shares at \$9.20 a share. The warrants are expected to be issued Dec. 5. The settlement was approved by a federal court last March.

The 1969 suits alleged that in 1968 Frederick Gregg Jr., former board chairman and president of LIN, had made misstatements about LIN's financial prospects just prior to selling his own shares at a premium. (LIN registered a \$2.4-million loss in 1968.) According to a LIN spokesman, claimants eligible for the warrants are those who purchased LIN stock between July 28, 1969, the day before the first in a series of alleged misstatements by Mr. Gregg, and April 9, 1969, when the company's 1968 report was made public.

In its 1972 annual report the company estimated the total cost of settling the suits would be \$3.2 million—\$1.8 million as the estimated value of the warrants and \$1.4 million in legal and professional fees connected with the suits. It said in the report that the total cost of the settlement "has been treated as a 1969 prior period adjustment but will be a tax benefit for the company in 1972 and 1973," in addition to providing the company with \$2.3 million, assuming full exercise of the warrants.

Broadcasting's index of 139 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Nov. 14	Closing Wed. Nov. 7	Net change In week	% change In week	High	1973 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	22 7/8	25 1/4	- 2 3/8	- 9.40	34 1/4	21	9	17,029	389,538
CAPITAL CITIES COMM.	CCB	40 1/2	40 1/8	+ 3/8	+ .93	62 1/2	35	16	7,074	286,497
CBS	N	29 1/2	31 1/8	- 1 5/8	- 5.22	52	28 5/8	9	28,315	835,292
CONCERT NETWORK**	O	3/8	3/8	-	.00	5/8	1/4		2,200	825
COX	N	19 1/2	20	- 1/2	- 2.50	40 1/4	18 1/4	11	5,828	113,646
FEDERATED MEDIA*	O	5	5	-	.00	5 1/2	2	16	820	4,100
GROSS TELECASTING	A	12	13	- 1	- 7.69	18 3/8	12	7	800	9,600
LIN	O	4 3/4	6 1/8	- 1 3/8	- 22.44	14 3/4	4 3/4	5	2,296	10,906
MOONEY	O	4 1/8	4 1/8	-	.00	10 1/4	3 7/8	11	385	1,588
PACIFIC & SOUTHERN	PSOU	7 3/4	10	- 2 1/4	- 22.50	13 3/4	7		1,750	13,562
RAHALL	RAHL	5	5 1/4	- 1/4	- 4.76	12 1/4	4	7	1,297	6,485
SCRIPPS-HOWARD	SCRP	16 3/4	17 1/4	- 1/2	- 2.89	21 1/4	16 3/4	8	2,589	43,365
STARR	S8G	9 1/4	10	- 3/4	- 7.50	24 1/2	9	8	1,069	9,888

Stock symbol	Exch.	Closing Wed. Nov. 14	Closing Wed. Nov. 7	Net change in week	% change in week	High 1973	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
STORER	SBK	N	15	15 7/8	- 7/8	- 5.51	44	15	7	4,751	71,265
TAFT	TFB	N	20 7/8	22 1/2	- 1 5/8	- 7.22	58 5/8	20 7/8	8	4,219	88,071
WHDH CORP.**	O	D	28	27 3/4	+ 1/4	+ .90	28	14		589	16,492
WOODS COMM.	O		3/4	3/4		.00	1 5/8	3/4	6	292	219
Broadcasting with other major interests									TOTAL	81,303	1,901,339
ADAMS-RUSSELL	AAR	A	2 3/4	2 7/8	- 1/8	- 4.34	5 3/8	2 3/8	7	1,259	3,462
AVCO	AV	N	8 1/2	9 5/8	- 1 1/8	- 11.68	16	8	3	11,482	97,597
BARTELL MEDIA	BMC	A	1 1/8	1 1/4	- 1/8	- 10.00	3 1/2	1 1/8	7	2,257	2,539
CAMPDOWN INDUSTRIES	O		1/2	1/2		.00	2	1/2	6	1,138	569
CHRIS-CRAFT	CCN	N	3 7/8	4 3/8	- 1/2	- 11.42	6 5/8	3 5/8	14	4,161	16,123
COMBINED COMM.	CCA	A	14 1/4	19 1/4	- 5	- 25.97	44	14 1/4	10	3,524	50,217
COWLES	CWL	N	7 1/4	8 1/8	- 7/8	- 10.76	9 5/8	4 3/4	16	3,969	28,775
DUN & BRADSTREET	DNB	N	37 1/8	38	- 7/8	- 2.30	42	32 3/4	26	26,042	966,809
FAIRCHILD INDUSTRIES	FEN	N	5 1/2	5 5/8	- 1/8	- 2.22	13 3/8	5 1/4	50	4,550	25,025
FUGUA	FOA	N	9 1/8	11 1/2	- 2 3/8	- 20.65	20 3/8	9 1/8	3	9,741	88,886
GENERAL TIRE	GY	N	15 1/2	17 1/2	- 2	- 11.42	28 3/4	15 1/2	4	20,668	320,354
GLOBETROTTER	GLBTA	O	4 1/8	4 5/8	- 1/2	- 10.81	8 1/8	4 1/8	5	2,820	11,632
GRAY COMMUNICATIONS	O		10 1/2	9	+ 1 1/2	+ 16.66	12 7/8	9	7	4,987	
HARTE-HANKS	HHN	N	9	9 3/4	- 3/4	- 7.69	29 1/4	8	7	4,337	39,033
JEFFERSON-PILOT	JP	N	35 3/4	35 5/8	+ 1/8	+ .35	40 7/8	27	17	24,075	860,681
KAISER INDUSTRIES	KI	A	6 1/4	7 1/8	- 7/8	- 12.28	9 3/8	4	5	27,487	171,793
KANSAS STATE NETWORK	KSN	O	4 1/8	4 1/8		.00	6 1/8	4 1/8	7	1,741	7,181
KINGSTIP	KTP	A	5 1/2	6 3/4	- 1 1/4	- 18.51	14 1/4	5 1/2	5	1,155	6,352
LAMB COMMUNICATIONS	P		1 1/2	1 1/2		.00	2 5/8	1 1/2	30	475	712
LEE ENTERPRISES	LNT	A	13	14 3/8	- 1 3/8	- 9.56	25	12 1/2	9	3,366	43,758
LIBERTY	LC	N	16 1/2	16 1/2		.00	23 7/8	15 3/4	8	6,631	109,411
MCGRAW-HILL	MHP	N	8	8 3/4	- 3/4	- 8.57	16 7/8	7 1/2	8	23,525	188,200
MEDIA GENERAL	MEG	A	28 3/8	32	- 3 5/8	- 11.32	43 1/2	28 3/8	11	3,546	100,617
MEREDITH	MDP	N	10 7/8	11 1/8	- 1/4	- 2.24	20 1/2	10 7/8	6	2,887	31,396
METROMEDIA	MET	N	9 1/2	10 1/4	- 3/4	- 7.31	32 1/4	9 1/2	5	6,493	61,683
MULTIMEDIA	O		15	17 1/2	- 2 1/2	- 14.28	30 1/4	15	10	4,388	65,820
OUTLET CO.	OTU	N	9	10 3/8	- 1 3/8	- 13.25	17 5/8	9	5	1,379	12,411
POST CORP.	POST	O	10 1/4	10	+ 1/4	+ 2.50	17	10	5	893	9,153
PSA	PSA	N	7 1/2	9 1/4	- 1 3/4	- 18.91	21 7/8	7 1/2	10	3,768	28,260
REEVES TELECOM	RBT	A	1 1/2	1 7/8	- 3/8	- 20.00	3 1/4	1 1/2	8	2,376	3,564
RIDDER PUBLICATIONS	RPI	N	16	17	- 1	- 5.88	29 7/8	12 1/2	11	8,312	132,992
ROLLINS	RDL	N	18 3/4	22 5/8	- 3 7/8	- 17.12	36 1/2	14 1/4	16	13,305	249,468
RUST CRAFT	RUS	A	11 5/8	12	- 3/8	- 3.12	33 3/4	11 5/8	6	2,366	27,504
SAN JUAN RACING	SJR	N	15 3/4	16 1/2	- 3/4	- 4.54	23 3/4	14	13	2,152	33,894
SCHERING-PLOUGH	SGP	N	82	80 1/8	+ 1 7/8	+ 2.34	87 5/8	69 3/8	43	52,590	4,312,380
SONDERLING	SOB	A	9 5/8	10 5/8	- 1	- 9.41	16 3/8	7 5/8	6	816	7,854
TECHNICAL OPERATIONS	TO	A	7	7 1/8	- 1/8	- 1.75	13 1/2	5 1/8	9	1,376	9,632
TIMES MIRROR CO.	TMC	N	19 1/2	22 3/4	- 3 1/4	- 14.28	25 7/8	16 1/2	13	31,145	607,327
TURNER COMM.	O		4	4 1/8	- 1/8	- 3.03	6	3 3/4	7	1,486	5,944
WASHINGTON POST CO.	WPD	A	19 1/2	21 1/2	- 2	- 9.30	37	18 5/8	7	4,749	92,605
WOMETCO	WOM	N	9 7/8	11 3/8	- 1 1/2	- 13.18	19 3/8	9 7/8	8	6,295	62,163
Cablecasting									TOTAL	335,200	8,898,763
AMECO**	ACO	O	1/8	1/4	- 1/8	- 50.00	3	1/8		1,200	150
AMER. ELECT. LABS**	AELBA	O	1 3/4	2 1/8	- 3/8	- 17.64	3 5/8	1 3/8		1,672	2,926
AMERICAN TV & COMM.	AMTV	O	14 1/4	14	+ 1/4	+ 1.78	39	14	49	3,056	43,548
ATHENA COMM.**	O		3/4	3/4		.00	5 1/2	3/4		2,126	1,594
BURNUP & SIMS	BSIM	O	24 1/4	27 1/4	- 3	- 11.00	31 3/4	20 3/8	34	7,692	186,531
CABLECOM-GENERAL**	CCG	A	3 1/4	3 1/2	- 1/4	- 7.14	8 7/8	3 1/4		2,536	8,242
CABLE FUNDING CORP.+	CFUN	O	7 7/8	7 5/8	+ 1/4	+ 3.27	9 3/4	4 1/2		1,233	9,709
CABLE INFORMATION**	O		3/4	3/4		.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	3 3/4	4	- 1/4	- 6.25	9 1/2	3 3/4	7	2,685	10,068
COMCAST	O		2	2 1/4	- 1/4	- 11.11	5 3/8	2	11	1,493	2,986
COMMUNICATIONS PROP.	COMU	O	2 3/4	3 1/2	- 3/4	- 21.42	9 3/4	2 3/4	20	4,435	12,196
COX CABLE	CXC	A	11	11 1/4	- 1/4	- 2.22	31 3/4	11	22	3,560	39,160
ENTRON	ENT	O	7/8	1	- 1/8	- 12.50	9 1/4	1/4	6	1,358	1,188
GENERAL INSTRUMENT	GRL	N	16 5/8	17 3/8	- 3/4	- 4.31	29 1/2	13 1/4	11	6,790	112,883
GENERAL TELEVISION*	O		3	3		.00	4 1/2	2 1/2	150	1,000	3,000
HERITAGE COMM.**	O		4 3/4	5 1/4	- 1/2	- 9.52	17 1/2	4 3/4		345	1,638
LVO CABLE	LVO	O	3 7/8	4 5/8	- 3/4	- 16.21	11 1/4	3 7/8	17	1,879	7,281
SCIENTIFIC-ATLANTA	SFA	A	10 1/4	10 7/8	- 5/8	- 5.74	15 3/8	6 1/4	13	917	9,399
TELE-COMMUNICATIONS	TCDM	O	4 1/2	6 1/4	- 1 3/4	- 28.00	21	4 1/2	11	4,617	20,776
TELEPROMPTER	TP	N	4 1/2	5 1/8	- 5/8	- 53.24	34 1/2	4 1/2	6	16,482	74,169
TIME INC.	TL	N	33 1/4	37 1/8	- 3 7/8	- 10.43	63 1/4	29 1/2	7	10,380	345,135
TOCOM	TOCM	O	3 3/4	4 3/8	- 5/8	- 14.28	12 1/8	3 3/4	9	634	2,377
UA-COLUMBIA CABLE	UACC	O	5	6 5/8	- 1 5/8	- 24.52	15	5	9	1,794	8,970
VIACOM	VIA	N	6	6 7/8	- 7/8	- 12.72	20	6	10	3,851	23,106
VIKOA	VIK	A	3 1/8	3 1/2	- 3/8	- 10.71	9 1/8	3 1/8	45	2,591	8,096
Programming									TOTAL	84,989	935,625
COLUMBIA PICTURES**	CPS	N	4 3/8	4 1/2	- 1/8	- 2.77	9 7/8	4 1/4		6,335	27,715
DISNEY	DIS	N	52 5/8	62 3/4	- 10 1/8	- 16.13	123 7/8	52 5/8	33	28,552	1,502,549
FILMWAYS	FWY	A	4 1/8	4 3/4	- 5/8	- 13.15	5 3/8	2 1/8	8	1,837	7,577
GULF + WESTERN	GW	N	28 1/8	28	+ 1/8	+ .44	35 3/4	21 3/8	6	14,054	395,268
MCA	MCA	N	24 7/8	25 1/4	- 3/8	- 1.48	34 1/4	18 1/2	9	8,380	208,452
MGM	MGM	N	14 1/2	16 3/4	- 2 1/4	- 13.43	24	13 5/8	15	5,958	86,391
TELE-TAPE**	O		7/8	7/8		.00	1 3/4	3/8		2,190	1,916
TELETRONICS INTL.	O		3 1/2	4 3/8	- 7/8	- 20.00	10 1/2	3 1/2	7	943	3,300
TRANSAMERICA	TA	N	10	10 3/4	- 3/4	- 6.97	17 5/8	10	8	66,561	665,610
20TH CENTURY-FOX	TF	N	6 1/2	7 1/8	- 5/8	- 8.77	12 3/8	6 1/2	7	8,557	55,620
WALTER READE**	WALT	O	3/8	3/8		.00	1 3/8	3/8		2,203	826
WARNER	WCI	N	11 3/8	12	- 5/8	- 5.20	39 1/8	10 3/4	5	17,064	194,103
WRATHER	WCO	A	4 1/2	5 1/2	- 1	- 18.18	16 5/8	4 1/2	38	2,229	10,030
TOTAL									164,863	3,159,357	

Stock symbol	Exch.	Closing Wed. Nov. 14	Closing Wed. Nov. 7	Net change in week	% change in week	High	1973 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Service										
BBOO INC.+		13 1/4	14 3/8	- 1 1/8	- 7.82	17 7/8	13 1/4		706	9,354
JOHN BLAIR	BJ	6 5/8	6 3/4	- 1/8	- 1.85	13	6 3/8	5	2,411	15,972
COMSAT	CO	46 5/8	48 3/4	- 2 1/8	- 4.35	64 1/2	42 1/4	15	10,000	466,250
CREATIVE MANAGEMENT	CMA	5 1/4	6 1/4	- 1	- 16.00	9 1/2	4	6	1,016	5,334
DOYLE OANE BERNBACH	DOYL	10 1/2	11 3/4	- 1 1/4	- 10.63	23 1/2	10 1/2	5	1,910	20,055
ELKINS INSTITUTE**	ELKN	7/8	5/8	+ 1/4	+ 40.00	1 1/4	1/2		1,664	1,456
FOOTE CONE & BELOING	FCB	9 3/4	10 3/8	- 5/8	- 6.02	13 3/8	8 1/8	8	2,129	20,757
CLINTON E. FRANK					.00	11 1/2	5	10	720	7,470
GREY ADVERTISING	GREY	8 1/2	8 3/4	- 1/4	- 2.85	17 1/4	8 1/4	4	1,263	10,735
INTERPUBLIC GROUP	IPG	12 1/2	14 1/2	- 2	- 13.79	25 3/8	12 1/8	4	2,464	30,800
MARVIN JOSEPHSON	MRVN	11 1/4	14	- 2 3/4	- 19.64	18 1/2	8	9	1,085	12,206
MCCAFFREY & MCCALL		6 3/4	7	- 1/4	- 3.57	10 3/4	6 3/4	3	585	3,948
MCI COMMUNICATIONS+	MCIC	5 5/8	6 1/2	- 7/8	- 13.46	8 7/8	4 5/8		12,825	72,140
MOVIELAB**	MOV	1 1/2	1 1/4	+ 1/4	+ 20.00	1 7/8	1 1/8		1,407	2,110
MPO VIDEOELECTRONICS**	MPO	2 1/8	2 1/4	- 1/8	- 5.55	4 7/8	2		540	1,147
NEEOHAM, HARPER	NOHMA	8 1/4	8 1/2	- 1/4	- 2.94	26 1/4	8 1/4	4	916	7,557
A. C. NIELSEN	NIELB	28 3/8	28 3/8		.00	40 1/2	28 3/8	25	10,598	300,718
OGILVY & MATHER	OGIL	15 3/4	20 1/4	- 4 1/2	- 22.22	32 1/2	14 1/2	6	1,777	27,987
PKL CO.	PKL	3/4	3/4		.00	2 5/8	3/4	1	818	613
J. WALTER THOMPSON	JWT	11 3/4	13 1/4	- 1 1/2	- 11.32	24 3/4	11 3/4	5	2,635	30,961
UNIVERSAL COMM.*		2 1/2	2 3/4	- 1/4	- 9.09	12 1/4	2	5	715	1,787
WELLS, RICH, GREENE	WRG	10 1/8	10 1/4	- 1/8	- 1.21	21 1/8	9 1/2	5	1,568	15,876
TOTAL									59,752	1,065,233
Electronics										
AOMIRAL	AOL	12 3/8	12 1/8	+ 1/4	+ 2.06	18	7 1/4	6	5,817	71,985
AMPX	APX	4 1/4	4 3/4	- 1/2	- 10.52	6 7/8	3 1/4	10	10,878	46,231
CCA ELECTRONICS	CCAE	1	1		.00	3	1	2	881	881
COLLINS RADIO	CRI	24 3/4	24 3/4		.00	25 7/8	15 1/4	17	2,968	73,458
COMPUTER EQUIPMENT	CEC	1 5/8	1 7/8	- 1/4	- 13.33	2 7/8	1 5/8	10	2,366	3,844
CONRAC	CAX	16	18	- 2	- 11.11	31 7/8	14 1/4	8	1,261	20,176
GENERAL ELECTRIC	GE	65 5/8	63 3/8	+ 2 1/4	+ 3.55	75 7/8	55	21	182,348	11,966,587
HARRIS-INTERTYPE	HI	32 3/4	35 1/8	- 2 3/8	- 6.76	49 1/4	24 1/2	12	6,223	203,803
INTERNATIONAL VIDEO	IVCP	6	6 1/2	- 1/2	- 7.69	14 3/4	5 3/4	11	2,745	16,470
MAGNAVOX	MAG	8 1/2	9	- 1/2	- 5.55	29 5/8	8 1/2	18	17,806	151,351
3M	MMM	84 1/4	84 7/8	- 5/8	- .73	91 5/8	76 1/4	33	113,054	9,524,999
MOTOROLA	MOT	54 1/2	58 3/4	- 4 1/4	- 7.23	68 3/4	41 1/4	19	27,740	1,511,830
OAK INDUSTRIES	OEN	11 3/4	14	- 2 1/4	- 16.07	20 1/2	10 3/4	5	1,639	19,258
RCA	RCA	20 5/8	23	- 2 3/8	- 10.32	39 1/8	20 5/8	9	74,515	1,536,871
RSC INDUSTRIES	RSC	2	2 1/8	- 1/8	- 5.88	2 1/2	1 3/8	14	3,458	6,916
SONY CORP	SNE	29	37 1/4	- 8 1/4	- 22.14	57 1/4	29	24	66,250	1,921,250
TEKTRONIX	TEK	45 1/2	47	- 1 1/2	- 3.19	56 5/8	29 7/8	22	8,185	372,475
TELEMATION**	TIMT	1 1/2	2 1/2	- 1	- 40.00	4 3/4	1 1/2		1,050	1,575
TELEPRO INDUSTRIES		5/8	3/4	- 1/8	- 16.66	2 1/2	5/8	4	1,717	1,073
WESTINGHOUSE	WX	31 3/4	30 5/8	+ 1 1/8	+ 3.67	47 3/8	30 5/8	15	88,595	2,812,891
ZENITH	ZE	31 3/8	33 1/8	- 1 3/4	- 5.28	56	31 3/8	10	18,888	592,611
TOTAL									638,384	30,856,277
GRAND TOTAL									1,364,491	46,816,594

Standard & Poor's Industrial Average

115.10

118.84

-3.74

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

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

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

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

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

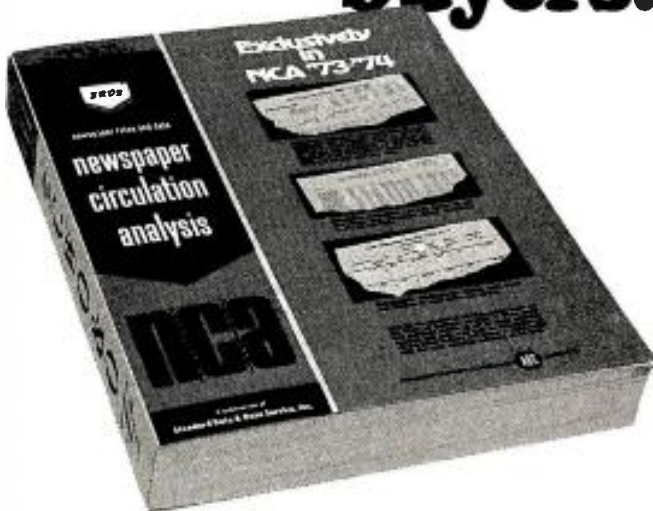
Company	Period	CURRENT AND CHANGE			YEAR EARLIER				
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Creative Management Associates Inc.	9 mo. 9/30	7,296,733	+ 4.1%	575,482	+ 15.3%	.56	7,008,877	499,202	.47
Columbia Pictures Industries Inc. . .	3 mo. 9/29	62,264,000	+ 20.2%	261,000	*	.03	51,814,000	(5,179,000)	(.79)
Walt Disney Productions Inc.	year 9/30	385,100,000	+ 16.9%	47,800,000	+ 18.6%	1.67	329,400,000	40,300,000	1.45
Elkins Institute Inc.	9 mo. 9/30	3,114,200	- 7.9%	(32,100)	*	(0.02)	3,380,900	(228,300)	(0.12)
Clinton E. Frank Inc., Advertising . .	9 mo. 9/30	56,334,000	-13 .9%	770,000	- 20.0%	1.13	65,447,000	963,000	1.34
Grey Advertising Inc.	9 mo. 9/30	214,067,000	+ 19.3%	1,465,000	+ 12.9%	1.16	179,456,000	1,298,000	1.04
Gross Telecasting Inc.	9 mo. 9/30	4,418,842	+ 6.0%	815,466	+ 3.7%	1.02	4,168,586	786,225	.98
Gulf & Western Industries Inc.	year 7/31	1,927,165,000	+ 15.4%	89,216,000	+ 28.6%	4.60	1,669,671,000	69,411,000	3.30
Jefferson-Pilot Corp. ¹	9 mo. 9/30	53,501,894	+ 18.7%	40,020,663	+ 19.0%	1.66	45,065,489	33,615,109	1.43
Lee Enterprises Inc.	year 9/30	44,978,877	+ 8.6%	4,744,208	+ 13.1%	1.42	41,407,454	4,196,486	1.31
MovieLab Inc.	39 wks 9/29	14,709,284	+ 5.6%	289,140	*	.21	13,934,178	(489,613)	(.35)
Needham, Harper & Steers Inc.	9 mo. 9/30	153,583,000	+ 16.5%	1,162,000	+ 0.7%	1.27	131,806,000	1,154,000	1.27
Reeves Telecom Corp.	9 mo. 9/30	6,074,567	+ 3.7%	582,972	- 49.7%	.24	5,855,444	1,158,921	.47
RSC Industries Inc.	9 mo. 9/30	8,039,000	+ 24.9%	904,000	+502.2%	.26	6,437,000	180,000	.05
Times Mirror Co.	40 wks 10/7	524,742,729	+ 17.5%	41,225,454	+ 44.7%	1.22	446,383,975	28,484,176	.85

* Percentage change is too great to provide a meaningful figure.
¹ Revenues from TV, radio and publishing operations were \$21,771,484 in 1973 period; \$19,427,566 in 1972 period. Net income from those operations was \$1,554,608 in 1973 period; \$1,126,713 in 1972 period.

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- Open line rates for every newspaper and newspaper group, daily and Sunday, as of 6/12/73.
- ADIs ranked by leading newspaper penetration.

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- Demographic breakouts for women, men, teens and children in every metro.
- Metro area composite ranking tables reporting rankings in all important market data categories: Population, Households, Food Sales, Consumer Spendable Income, etc.

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- Demographic breakouts for women, men, teens and children for every county.

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- U. S. Summary of Newspaper Rates and Circulation Table giving the number, circulation and rates of all daily and Sunday newspapers in the U. S. by circulation groups and population groups and states.
- 53 ranking categories to aid in the evaluation of newspapers and markets — Daily, Sunday, 20% and 50% penetration for population, households, food sales, consumer spendable income, etc.

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A few bright spots in an otherwise slow showing of equipment at NAEB

The standouts: Magnavox's portable TV camera, Sony's helical VTR and Datatron's video-tape editor

The young salesman appeared disappointed when a visiting reporter informed him that members of the press are generally not in the market for video-tape equipment. "We're trying to drum up some action here," he lamented. "Things have been kind of slow."

While that lonely soul might not have reflected an overpowering pessimism among equipment exhibitors at last week's National Association of Educational Broadcasters convention, his was evidently a feeling shared at one time or another by many of the firms that filled the south hall of New Orleans' Rivergate Convention Center with hardware that, for the most part, was lacking in surprises.

The general lack of innovative technology at this year's show was characterized by F. Lee Morris, director of engineering of the Mississippi Authority for Educational Television, as a reflection of a dwindling PTV market-place forced by an over-all shortage of funds. "When the federal money [on which many stations depend for facilities expenditures] went down," Mr. Morris told a Monday (Nov. 12) briefing session, "some of the bigger broadcast types started slowing down as well."

Nevertheless, there were exceptions to the generally lackluster nature of the show. A notable one was the model 5050 video-tape editing system displayed by Datatron Corp. The technology involved in the system is at least four years old, explained Datatron's Dennis Christenson, but the three firms marketing competitive units have only started exploiting the achievement recently. The reason for that, Mr. Christenson said, is simple: "People just weren't that interested in sophisticated editing techniques before."

The model 5050, which comes completely installed at around \$20,000, can be used with either helical or quadruplex VTR units. Capable of being used with two machines at the same time, the unit features a keyboard-entry system which makes editing to a single frame possible within one-tenth the time involved in conventional processes, according to the company. A jam-sync feature eliminates the need to pre-record time code on the tape. This is done with a built-in time coder which synchronizes the master reel so that it picks up at precisely the same frame where the editing process began.

The Datatron unit was being displayed with a new helical recorder (model MV 10,000) introduced at the convention by Sony Corp. The unit reportedly can de-

liver a broadcast-quality picture without benefit of a time-base corrector—a development which, if proved in the marketplace, would make it competitive with the domestic helical models now being marketed by Ampex and International Video Corp. However, certain legal questions are prohibiting Sony from making the machine available to American broadcasters at present. In the meantime, the product is being shown primarily to production centers. It sells for about \$35,000.

The Magnavox exhibit was also attracting interest by virtue of its new portable television camera, the Chromavue 440. The battery-operated, hand-held mechanism, which sells at \$2,750, was shown at the NAEB meeting for the first time. That choice reflected the company's belief that it will be particularly useful to small public stations and cable systems; the company does not envision the unit being used by commercial broadcast stations at this time, a spokesman said. The 440, which is compatible with all



The Magnavox Chromavue 440

reel and cassette recorders, weighs less than 23 pounds—nearly 16 pounds for the processor and battery pack and about seven pounds for the camera head (including viewfinder and 4:1 zoom lens). It will operate for an hour's time on a single battery charge. Recharging takes about 12 hours. Magnavox estimates that the camera will be available in the first quarter of 1974.

Magnavox was also displaying two color studio monitors that can show video signal as it appears prior to and after transmission—a capability the firm claims is unduplicated.

Also making their debut at the convention were 3M Co.'s new Scotch brand U-Matic videocassettes and accompanying C115 shipper/storage case.

The new cassette, 3M said, is made of a new high-impact type of plastic, making for safer shipping. It is available in six lengths, from 10 to 60 minutes. The C115 protective case, the company added, guards against environmental contamination as well as physical abuse. And interlocking grooves make stacking of cassettes a less hazardous undertaking.

AT&T and customers said to be near resolution on rates

AT&T and representatives of customers for its television transmission service were said last week to be on track in their efforts to reach a compromise settlement of the rate-case controversy involving occasional users of the service. A "final" meeting of the various parties involved—although not the first to be dubbed that—is scheduled for Nov. 27.

Commission officials last week said the remaining obstacle to a settlement is a continuing disagreement between AT&T and UPITN over the resolution of the news-transmission service's problem.

What had been regarded as a serious obstacle earlier—AT&T's proposal that the settlement contain "escape clauses" it could utilize—has been removed. AT&T has withdrawn its request for one provision that particularly troubled commission officials: It would have enabled the company to raise rates in the event of what AT&T considered serious inflationary problems.

Under the proposal as now drafted, AT&T would file new tariffs providing for an hourly rate of 65 cents per mile for the first year of a two-year trial period and 75 cents the second. In addition, occasional users who choose to do so could use 10 hours of service each day at a cost of \$40 per mile each month, with customers allowed to share service.

The tariff which AT&T has already filed for occasional users and which is now scheduled to become effective on Dec. 13—barring settlement of the controversy—provides for an hourly charge of \$1 per mile, up from the present rate of 55 cents.

The problem involving UPITN stems from its need for a one-hour monthly contract rate, as AT&T had provided in the monthly contract tariff it dropped when it filed new, lower contract rates for full-time users—that is, the networks. The networks now pay a \$55 per month per mile charge, down from \$82.50 for the previous average of 17 hours daily.

The AT&T-UPITN negotiations reportedly center on an effort to reach a middle-ground rate that would fall between the occasional-user rate of 65 cents per mile per hour and the monthly contract rate of \$55 per month per mile.

Commission officials hope that the problem can be ironed out in time for the agreement to be worked into the over-all draft settlement and distributed to the parties this week for review. At that rate, final ratification could occur at the meeting on Nov. 27; otherwise ratification might be delayed a few days.

In either case, though, ratification would eliminate the need for the commission resolution of the dispute. And that would involve a decision not only on the occasional-user rate, now designed to boost AT&T income by some \$10

million, but on the monthly contract rate, which is expected to save networks some \$18 million annually.

Meanwhile, the commission's Common Carrier Bureau has announced an action that serves as a reminder of the reason AT&T has dropped its rates for the networks—competition from miscellaneous common carriers. The announcement was of the selection of United Video Inc. of Tulsa, Okla., over two other competing applicants, for authorization to deliver the three networks' signals to affiliates in Florida. The service is now being provided by AT&T.

Technical Briefs

Into service. Laser Color Film Recorder developed by CBS Laboratories will be commercially available early next year, company has announced. CBS Labs has contracts for LCFR with Rank Film Laboratories, London; Consolidated Films Industries, Hollywood, and Byron Motion Pictures Inc., Washington. LCFR is said to provide high-quality and low-cost video tape-to-film transfers. It produces full-color imagery in single exposure and can record directly onto reversal film for small number of prints or onto negative film for large number. 227 High Ridge Road, Stamford, Conn. 06905. (203) 327-2000.

New camera. Eastman Kodak Co. has announced new Supermatic 200 single-system-sound camera that accepts 50-foot or 200-foot silent and soundfilm cartridges. Cartridges can then be developed in new automatic Kodak Supermatic 8 processor, which operates at 10 feet per minute, with process time of eight-and-a-half minutes. Camera's list

price: \$425. List price of processor: \$12,500. Both will be mass-marketed around the middle of 1974, according to company.

New multiplexer. Cohu Inc., San Diego, announces new model M-3 optical multiplexer that provides for selection of any three projector inputs for single TV-film camera output. Device provides true and undistorted image, company says, as well as containing neutral-density-filter wheel with response time of 200 milliseconds.

Four to Cosmos. Ampex Corp., Redwood City, Calif., announces award of \$800,000 contract by Cosmos Broadcasting Corp., Columbia, S.C., for four Ampex ACR-25 video-tape cassette-recorder/players. Two already have been delivered, to Cosmos's wis-TV Columbia and wdsu-TV New Orleans. Other two, to be delivered early next year, will go to Cosmos's WTOL-TV Toledo, Ohio, and WSPA-TV Montgomery, Ala. Ampex introduced ACR-25 in 1970; to date 60 are in use in U.S. and six foreign countries.

For captions. Datavision Inc. is marketing new video-message generator, Model MG-1, for repetitive or nonchanging on-line captions. Each unit offers one row of 16 alpha/numeric characters with six screen heights from 18 to 144 scan lines. 15932 Shady Grove Road, Gaithersburg, Md. 20760.

Doubling up. \$1.1 million pact to supply new TV transmitters to five Capital Cities stations has been announced by Gates division of Harris Intertype Corp. Involved: 36 kw transmitter to WTNH-TV New Haven, Conn.; dual 18 kw plant to WKBW-TV Buffalo, N.Y.; 36 kw plant to WPVI-TV Philadelphia; 50 kw plants to KTRK-TV Houston and WTVD(TV) Raleigh-

Durham, N.C. All are to be installed by early 1974, providing complete redundancy at each station.

Ampex, IVC locked in tape-patent suit

Ampex alleges infringements; IVC says license unfairly denied

A four-year-old patent controversy between Ampex Corp. and International Video Corp. has erupted again with the filing of a \$25-million antitrust suit by IVC against Ampex in Chicago federal district court. The IVC suit is a counterclaim against an Ampex patent-infringement suit filed last month in the same court.

In the latest move (Nov. 8), IVC charged that Ampex has engaged in monopolistic practices since the late 1950's by creating a patent pool with U.S. and foreign competitors. IVC claimed also that Ampex has refused to grant IVC the same licensing privileges that Ampex has granted other competitors. Because Ampex refused licenses, IVC maintained, it had to design equipment around the Ampex patents, resulting in higher costs at IVC.

The Ampex suit against IVC alleges that IVC has infringed on Ampex patents, particularly in the use of an FM broadband magnetic-tape system. It asked for an accounting by the court, rather than for specific damages.

The Ampex-IVC litigation is a continuance of a 1969 suit filed originally in San Francisco by IVC asking that the court determine it was not infringing on Ampex patents. Ampex counterclaimed then. But the lawsuit was dismissed at the request of IVC.

Fates & Fortunes®

Media



McKeel

Benjamin D. McKeel, general manager, WLWC(TV) Columbus, Ohio, named VP, licensee, Avco Broadcasting Corp.

R. D. Jensen, VP in charge of Midnight Sun Broadcasting Co., named acting general manager while president and general manager of

company, **Alvin O. Bramstedt**, takes leave for health reasons. Midnight Sun stations include KENI-AM-FM-TV Anchorage, KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau and KTKN(AM) Ketchikan, all Alaska.

Michael J. Ludgate, general manager, WTOB(AM) Winston-Salem, N.C., before that station was purchased last month

by Woods Communications Corp., elected VP of Woods, which also owns WSSB(AM) Durham, N.C., and WRUN-AM-FM Utica, N.Y.

Robert E. Richer, formerly assistant to president, Greater Media Inc., joins Able Communications Inc. as executive VP. Able owns KJOI(FM) Los Angeles, KOAX(FM) Dallas and has minority interest in WPCH(FM) and WAVO(AM) Atlanta and is awaiting FCC approval to acquire KEZX(FM) Seattle.

Marianne Faulkner, business manager, Metromedia Inc.'s wxix-TV Cincinnati, named first woman VP, Metromedia Television (corrects Nov. 12 item).

Jim Ford, formerly national sales manager, WMAL-TV Washington, named general manager of WDMV(AM) Pocomoke City, Md., under new ownership (BROADCASTING, Oct. 29).

William Wood Jr., with KRLA(AM) Los Angeles, joins Burbank Broadcasting's

KROQ(AM) Los Angeles and newly acquired KPCC-FM Pasadena, Calif., as station manager.

Bill Garcia, operations manager, WRVQ(FM) Richmond, Va., joins WEZX(FM) Tampa, Fla., in same capacity. He is succeeded by **Bob McNeill**, music director, WRVQ.

James Bennett, planning analyst, CBS-TV, New York, named director of administration, CBS-owned KCBS(AM) San Francisco.

Gary Warnecke, with noncommercial KETC(TV) St. Louis, appointed director of business affairs.

Joseph A. Mansi, with UMC Industries Inc., joins Metromedia Inc., New York, station group owner, as director of public relations.

Jeane Young, community relations director, noncommercial WKNO-TV Memphis, named director of public relations, Public Broadcasting Service, Washington. She

succeeds **George Page**, who has not announced future plans.

Stanley Page Cramer, with news department, KCMO-TV Kansas City, Mo., appointed director of community affairs.

Carole L. Hunter, with Hubbard Broadcasting Inc., St. Paul-based station group owner, joins Hubbard's KSTP-TV St. Paul-Minneapolis as promotion director.

Janet Fede, director of promotion and creative services, KTTV(TV) Los Angeles, elected VP, marking first time woman has been named VP at station.

Jerry Marsh, formerly producer/director, WTNH-TV New Haven, Conn., appointed director of promotion.

Arthur F. Dees, director of development, noncommercial KETC(TV) St. Louis, joins noncommercial WTVT(TV) Gold-vein, Va., in same capacity.

Victor DiGenti, director of special projects, noncommercial WJCT(TV) Jacksonville, Fla., appointed director of information services.

Arch L. Madsen, president, Bonneville International Corp., Salt Lake City-based station group owner, named "man of the year" by Utah Manufacturers Association.

Vann M. Kennedy, president and general manager, KSIX-AM-FM and KZTV(TV) Corpus Christi and KTV(TV) Laredo, both Texas, awarded pioneer award of Texas Association of Broadcasters.

Roland B. Potter, with WKBC-AM-FM North Wilkesboro, elected president-elect, North Carolina Association of Broadcasters Inc. **James Babb**, with WBT(TV) Charlotte, and **Robert Smith**, with WNOS-AM High Point, elected VP's for television and radio, respectively.

Bob Brown, WOAY-TV Oak Hill, elected president, West Virginia Broadcasters Association; **Frank Lee**, WMMN(AM)

Fairmont, elected VP, and **George Andrick**, WSAZ-TV Huntington, elected secretary-treasurer.

Allan McIntyre, KCND(AM) Hettinger, N.D., elected president, North Dakota Broadcasters Association; **Gary Pierone**, KTHI-TV Fargo-Grand Forks, elected VP, and **C. H. Logan**, noncommercial KDSU-FM Fargo, elected secretary/treasurer.

John D. Summerfield, general manager, noncommercial KPBS-FM-TV San Diego resigns as of Dec. 15 to join family Latin American commercial business.

Leslie H. Peard Jr., formerly VP-general manager, WBAL-AM-TV Baltimore, and recently general manager of television station in Sydney, Australia, returns to Fresno, Calif.

Broadcast Advertising



Potts

Frank Potts, acting general sales manager, WSFA-TV Montgomery, Ala., named general sales manager.

Larry Vanderveen, sales manager, KGIL-AM San Fernando, Calif., and formerly sales manager, KFI-AM Los Angeles, rejoins KFI as general sales manager.

Lee Larsen, with KROQ(AM) Los Angeles, joins KFI as sales manager.

Scot O'Malley, with sales staff, WDGY(AM) Minneapolis-St. Paul, joins WCCO-FM there as general sales manager.

Robert Poller, sales manager, WAIA(FM) Miami, appointed general sales manager.

Jim Tandy, formerly with KOA-TV Denver, joins WSIX-TV Nashville as sales manager.



Heck

Albert Heck, formerly new York advertising sales manager, *Look* magazine, joins Radio Advertising Bureau, New York, as manager, food products advertising.

Duane Ragsdale, management supervisor at Wm. Esty Co., New York,

named senior VP and management representative, Ted Bates & Co., New York.

Edward T. Bird, VP-account manager; **James Brown**, in sales promotion, and **Craig MacClaren**, all with Ketchum, MacLeod & Grove, Pittsburgh, assigned to KM&G's new Memphis office. *Director's Plaza, 30-35 Directors Row, Memphis. (901) 332-4050.*

David Manber, creative director, N.W. Ayer, New York, elected VP.

Mort Weinstein, VP-media director, Shaller Rubin, New York, joins AC&R Advertising there in same capacity.

Jack O'Sullivan, manager, nighttime sales analysis, CBS-TV, named assistant director, sales development. **Michael A. Guariglia**, senior financial analyst, appointed manager, prime-time sales analysis. **Kathy McGrath** and **Karl Kuechenmeister**, with CBS-TV, named daytime sales analyst and manager, daytimes sales analysis, respectively.

Jack Mogulescu, formerly senior VP-marketing, Consolidated Cigar Corp., joins General Cigar Co., New York, as senior VP and executive VP-marketing of cigar division.

William Wiehe, with sales staff, WXIX-TV Newport, Ky., named national sales manager.

Joe Weidensall, with sales staff, Spanish International Broadcasting's KMEX-TV Los Angeles, named national sales manager for West Coast, Spanish International Network.

Alain Guilloton, previously with Syntex International, Mexico City, joins Sudjer & Hennessey, New York, as group supervisor, international services. **Albert Nickel**, account supervisor, J. Walter Thompson, and **Peter Uddo**, with Wesson & Warhaftig agency, both New York, join S&H as account supervisors.

Beryl Mills, media buyer, BBDO, joins Clinton E. Frank, San Francisco, in same capacity.

Wayne Childers, art supervisor, Grey Advertising, Detroit, joins Tracy-Locke Advertising, Dallas, as creative supervisor.

Jack Ward, with Goodwin, Dannenbaum, Littman, & Wingfield, Houston, named VP and director of agency services.

Sarah J. Johnson, media buyer, Long, Haymes & Carr agency, Winston-Salem, N.C., appointed associate media director.

Ralph B. Patterson, with Cranford/Johnson/Hunt & Associates, Little Rock, Ark., agency, appointed associate creative director.



Getting together. Country stations WPIK(AM)-WXRA(FM) Alexandria-Woodbridge, Va., culminated their "Connie B. Gay Week" last month with an on-air party of country celebrities and old friends. Mr. Gay, founding president of the Country Music Association, and *Hee Haw* star Roy Clark, CMA's entertainer of the year, join station's staffers, (standing l-r): Guy Hamilton, Mr. Gay, John Reed, Mr. Clark, Bob Hughes and Billy Buck; (seated) Jim Fitzgerald and Red Shipley.

Programing

William N. Kelly, supervisor, news unit managers, ABC broadcast operations and engineering, appointed director, production administration and operations, East Coast, ABC Entertainment.

Chester R. Simmons, general manager, sports, NBC-TV, New York, appointed to newly created position of VP-sports.

Clare Simpson, formerly VP-East Coast programing, NBC Inc., joins Tomorrow Entertainment Inc., New York, as executive in charge of television sales, Alan Landsburg Productions.

Jerry Kaufer, director of advertising and sales promotion, Screen Gems, named to similar post, Paramount Television's syndication department, New York.

Thomas E. Sibert, VP-foreign sales, Independent Television Corp., New York, appointed executive VP. **Armando Nunez**, assistant to VP-foreign sales, ITC, named manager, foreign sales department.

Hank Profenius, with National Telefilm Associates, joins Allied Artists Television, New York, as Southern division sales manager.

Steve Leeds, formerly with WNBC(AM) New York, named New York promotion manager, Atlantic Records.

Paul Stagg, program director, WWTC(AM) Minneapolis-St. Paul, joins WCCO-FM there in same capacity.

Rob Snowden, assistant program director, WDAE-FM Tampa, Fla., appointed program director.

Earnest L. James, formerly program director, WABQ(AM) Cleveland, joins WDAO(FM) Dayton, Ohio, in same capacity.

Bill Franks, producer/director, WVTW-TV Milwaukee, appointed production manager.

C. Norman Reeves, senior producer/director, WKYC-TV Cleveland, joins WCPO-TV Cincinnati as production manager.

James M. Powell Jr., formerly television producer/director, University of Alabama, joins KDKA-TV Pittsburgh as producer/director.

Don Jeffries, director of special projects, noncommercial KETC(TV) St. Louis, appointed executive producer. **Gary Twitchell**, with KETC, named producer/director.

Broadcast Journalism

Henry J. Marcotte Jr., former newscaster, NBC Radio, joins WNBC-TV New York, as manager, editorial services.

John A. Hamilton, formerly host of public-affairs show on WNEW-TV New York, *With John Hamilton*, joins non-commercial WNET(TV) there as host/editor, *The 51st State*.

Kenneth Coyte, former VP, UPITN, international division, London, named senior VP. Daily electronic news service for locally edited news programs is jointly owned by United Press International, Independent Television News and Paramount Pictures Corp.

Rita Braver, with Washington bureau, CBS News, named producer and assignment coordinator, CBS Radio News.

Charlene M. Mitchell, with WTOL-TV Toledo, Ohio, joins WBAL-TV Baltimore as on-air reporter.

Eleanor Green, newscaster, WBZ-AM-FM Boston, and **Paulette Lee**, news writer and producer, KFI(AM) Los Angeles, appointed on-air newscasters, KFI.

Steven M. Vallensky, executive producer, Uncle Ellis's Desk Ltd., New York-based radio syndication firm, joins WACE(AM) Chicopee, Mass., as director of news and public affairs.

Gentry Trotter, with St. Louis Argus Publishing Co., joins news staff, KMOX-TV St. Louis, as drama and film critic.

Bill Taylor, of WREX-TV Rockford, Ill., elected president, Illinois News Broadcasters Association. **Jack Margraves**, with WCIA(TV) Champaign, and **Bill Rawson**, with WMAY(AM) Springfield, elected VP and treasurer, respectively.

Cablecasting

John R. Dillon, marketing director, cable communications division, Scientific-Atlanta, Atlanta, appointed division manager. He is succeeded by **Jay Levergood**, account manager, Mid-Atlantic region.

William H. Schneider, with Cable Communications Corp., Jackson, Tenn., appointed director of operations. CCC operates systems in Kentucky, Illinois and Indiana.

John Humphries, with General Electric Cablevision Inc., Biloxi, elected president, Mississippi Cable Television Association. **Ira Crosby Sr.**, Crosby Cable Co., Indianola, and **Tracy Merrell**, Laurel Community Antenna System, Laurel, elected VP and secretary/treasurer, respectively.

Equipment and Engineering

H. J. Hartong Jr., VP, North American Philips Corp., in reorganization move, named acting president, NAP's subsidiary, Philips Broadcast Equipment Corp., Montvale, N.J. Mr. Hartong will also head newly created division for marketing commercial audio-video products.

Jerry Lyman, engineering supervisor, WGMS-AM-FM Washington-Bethesda, Md., appointed chief engineer.



Four decades. NBC President Julian Goodman (r) and Chairman David C. Adams (l) mark bootblack Joe Tempone's forty years with NBC with presentation of a plaque and clock.

Howard G. Mullinack, engineer with WBCN(FM) Boston, assumes additional duties as chief engineer, WWEL-AM-FM Medford, Mass., succeeding **Kenneth Atkins**, who resigns to join Polaroid Corp.

Richard F. Dubbe, with 3M Co., St. Paul, named technical director, 3M's Mincom division.

William J. Smith Jr., formerly with Anacoda Wire and Cable Co., joins Anixter-Pruzan as sales representative based in Vandergrift, Pa.

David A. Aptaker, formerly with Hitachi Shibaden Corp. of America, named regional manager, Marco Video Systems Inc., Philadelphia-based manufacturer of line of television origination and transmission equipment.

Allied Fields

Thomas H. Tucker, acting assistant general counsel, Federal Trade Commission, Washington, appointed assistant general counsel.

Avery Gibson, client service executive of Axion market research bureau, J. Walter Thompson Co., New York, named VP, research, Telcom Associates, New York, station consultancy firm.

Norman Grusby, with McCollum/Spielman & Co., Great Neck, N.Y., marketing research firm, appointed VP.

Russ Barnett, Los Angeles broadcasting consultant and former program director, KMPC(AM) Los Angeles, joins Don Martin School of Communication, Hollywood.

Deaths

David Akeman, 57, television comedian known as Stringbean, and his wife, Estelle, 60, were found shot to death at their home in Nashville Nov. 11, apparent victims of burglar. Mr. Akeman joined *Grand Ole Opry* in 1942. He later appeared on *Hee Haw*.

Judith Waller, 84, early director of public affairs and education at NBC's then central division, died Oct. 28 at Evanston (Ill.) hospital. Miss Waller served as first station manager of NBC's WMAQ(AM) Chicago in 1922. She is survived by two sisters.

Gilbert E. Kriegel, 57, with English-language service of Voice of America, died Nov. 11 at Greater Baltimore medical center after long illness. Mr. Kriegel joined VOA in 1961 and most recently served as broadcast production supervisor. He is survived by wife, Mildred, and daughter Nancy.

William Liegl, 61, with German service of Voice of America, died Nov. 10 in his home in Alexandria, Va., of apparent heart attack. He had been with VOA since 1946. Survivors include his wife, Lucie, mother and brother.

Elsie Marie Troja, host of WVOX-AM-FM New Rochelle, N.Y.'s *Continental Show*, died Nov. 1 after long illness in Greenwich (Conn.) hospital. She was in broadcasting for over 35 years and spent last seven years with wvox.

For the Record.

As compiled by BROADCASTING Nov. 6 through Nov. 12 and based on filings, authorizations and other FCC actions.

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

New TV stations

Applications

■ *Salinas, Calif.—Monterey County Superintendent of Schools. Seeks UHF ch. 67 (788-794 mhz); ERP 23.48 kw vis, 4.67 kw aur. HAAT 2,145 ft.; ant. height above ground 29 ft. P.O. address 132 West Market Street, Salinas 93901. Estimated construction cost \$92,575; first-year operating cost \$18,000; revenue none. Geographic coordinates 36° 32' 08" north lat.; 121° 37' 18" west long. Type trans. RCA TTV-1BLA. Type ant. Bogner slot B8UA. Legal counsel Monterey (Calif.) county counsel; consulting engineer Ken Warren, Monterey. Principal: Ray Charlson is superintendent of Monterey County Schools. Ann. Oct. 12.

■ *Owings Mills, Md.—Maryland Public Broadcasting Commission. Seeks UHF ch. 22 (518-524 mhz); ERP 5000 kw vis, 500 kw aur. HAAT 874 ft.; proposed satellite of WWPB(TV) Baltimore. P.O. address Bonita Avenue, Owings Mills 21117. Estimated construction cost \$1.5 million; first-year operating cost \$256,206; revenue none. Geographic coordinates 39° 00' 36" north lat.; 79° 36' 33" west long. Type trans. Gates BT220U. Type ant. RCA TFU 28-G. Legal counsel Schwartz and Woods, Washington; consulting engineer R. S. Duncan, Reisterstown, Md. Principal: Frederick Breitenfeld is executive director of Maryland Public Broadcasting Commission. Ann. Oct. 25.

■ *Sault Ste. Marie, Mich.—Northern Entertainment Inc. Seeks VFH ch. 8 (180-186 mhz); ERP 224 kw vis, 44.8 kw aur. HAAT 959 ft.; ant. height above ground 873 ft.; proposed satellite of WGTU-(TV) Traverse City, Mich. P.O. address 201 East Front Street, Traverse City 49684. Equipment to be leased for \$60,000 per year; first year operating cost (not including leased equipment) \$66,800; revenue \$83,200. Geographic coordinates 46° 03' 22" north lat.; 84° 06' 18" west long. Type trans. RCA TT-25BH. Type ant. RCA TF-12AH. Legal counsel Booth and Freret, Washington; consulting engineer Smith and Powstenko, Washington. Principal: Thomas W. Kiple is president of Northern Entertainment, licensee of WGTU Traverse City. Ann. Oct. 19.

Action on motion

■ By Administrative Law Judge Forest L. McClenning, in Red Lion, Pa. (Red Lion Broadcasting Co.). TV proceeding, granted petition by Red Lion to amend application to reflect minor engineering changes (Doc. 18136). Action Nov. 1.

Existing TV stations

Final actions

■ WILL-TV Terre Haute, Ind.—Broadcast Bureau granted to operate trans. by remote control from 2nd and Poplar Streets (BRCTV-169). Action Oct. 31.

Actions on motions

■ WKBW-TV Buffalo, N.Y.—Broadcast Bureau granted authority to operate trans. by remote control from 2nd and Poplar Streets (BRCTV-169). Action Oct. 31.

■ WORA-TV Mayaguez, Puerto Rico—FCC granted permission to Quality Telecasting Corp. licensee, to enter into arrangement whereby WORA-TV re-broadcasts some programming of another Puerto Rican station for period not to exceed five years, subject to conditions that any such agreement be filed with commission and all other provisions of affiliation agreement and network program practice rules are complied with. Action Nov. 7.

■ WNET-TV New York—Chief, complaints and compliance division, denied John Cervase review of Aug. 24 ruling by Broadcast Bureau that no further action was warranted on his complaint that WNET-TV had broadcast personal attack on him and declined to afford reasonable opportunity to respond. Mr. Cervase made charge in connection with April 17 *Black Journal* broadcast on WNET-TV. Ann. Oct. 18 (Broadcasting on Oct. 29 erroneously reported that the FCC had denied Mr. Cervase's petition for review.)

■ Syracuse, N.Y.—Chief, complaints and compliance Division informed John O'Connor, Republican candidate for mayor of Syracuse in Nov. 6 election that no further action was warranted on his complaint that certain political advertisements advocating candidacy of incumbent mayor, Leo Alexander, were false and misleading and in violation of the election law. Action Nov. 9.

Actions on motions

■ Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co.), proceeding for renewal of licenses for WJMO(AM)-WLYT(FM), on motion by Friendly Broadcasting Co., extended to Nov. 30 time in which to submit proposed findings and conclusions and Dec. 21 for reply findings; granted Friendly's motion to extent reflected and otherwise denied (Doc. 19412). Action Nov. 6.

■ Administrative Law Judge Reuben Lozner in Apple Valley, Calif. (BHA Enterprises Inc.), proceeding for revocation of licenses for KAVR-AM-FM, on request of Broadcast Bureau, postponed prehearing conference set for Nov. 16 until Nov. 26 (Doc. 19844). Action Nov. 5.

Other action

■ FCC stayed indefinitely geographical exclusivity rules adopted by commission July 26 restricting

radius in which station may have exclusive rights to non-network or syndicated program to 25 miles (Doc. 18179). Action Nov. 9.

Call letter action

■ KORN-TV Mitchell, S.D.—Granted KXON-TV.

New AM stations

Other actions

■ Review board in Calhoun, Ga. denied application of John C. Roach for new AM at Calhoun (Doc. 17695). Action Nov. 6.

■ Review board in Jesup, Ga., AM proceeding, granted petition by Morris's Inc. to amend and update application proceeding involving Morris's application for new AM on 1080 khz at Jesup (Doc. 18395). Action Nov. 2.

■ Review board in Charlevoix, Mich., AM proceeding, scheduled oral argument for Nov. 29 on exceptions and briefs to initial decision released May 21 proposing grant of application of New Broadcasting Corp. for new AM at Charlevoix (Doc. 19610). Action Nov. 5.

■ Review board in Gulfport, Miss., AM proceeding, denied appeal by Southwestern Broadcasting Co. of Mississippi for reversal of final ruling by Administrative Law Judge Jay A. Kyle, released July 9, granting applications of Gulf Broadcasting Co., Gulfport (Doc. 19466), and HWH Corp., McComb, Miss. (Doc. 19467), for authority to construct new AM's. Action Nov. 1.

Call letter application

■ Neo Broadcasting Co., Wagoner, Okla.—Seeks KJEM.

Call letter action

■ Clovis Broadcasters, Clovis, Calif.—Granted WGPD.

Existing AM stations

Applications

■ WGEN Geneseo, Ill.—Seeks CP to increase height of tower to 310 ft. to accommodate new FM ant. Ann. Nov. 9.

■ KPAL Pineville, La.—Seeks mod. of CP to move trans. and ant. site to .8 mile off Rigolette Road on New Light Church Road, 2.3 miles northwest of Pineville. Ann. Nov. 9.

■ WWWE Cleveland—Seeks CP to move trans. site to 8200 Snowville Road, Brecksville, Ohio; change to non-directional ant. and move main studio and remote control site to 12th & Chester, Park Centre, Cleveland. Ann. Nov. 9.

Final actions

■ WFUN South Miami, Fla.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 6101 Sunset Drive, South Miami (BR-3635). Action Oct. 30.

■ WGUN Atlanta—Broadcast Bureau waived provision of rules and granted mod. of license covering change in main studio location outside corporate city limits to 215 Church Street, Decatur (BML-2486). Action Nov. 1.

■ WVMG Cochran, Ga.—Broadcast Bureau granted CP to replace existing tower with 310 ft. tower (BP-19524). Action Nov. 1.

■ WQAK Decatur, Ga.—Broadcast Bureau waived provisions of rules and granted mod. of license covering change in main studio and remote control location to outside corporate city limits to 2977 Wadsworth Mill Place, Decatur (BML-2485). Action Nov. 1.

■ WKIK Leonardtown, Md.—Chief, complaints and compliance division, informed Sound Media Corp. licensee, that it has violated political editorializing rule. Staff action was in response to complaint filed by Vernon L. Hammed, claiming that station broadcast editorial endorsing candidate in July 10 Maryland Democratic primary election without notifying opposing candidates of broadcast in advance. Action Nov. 5.

■ WTHI Terre Haute, Ind.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location using DA (BR-3595). Action Oct. 23.

■ WBRL Berlin, N.H.—Broadcast Bureau granted license covering use of former main trans. as aux. trans. only (BL-13509). Action Oct. 25.

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

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,372	4	17	4,383	47	4,439
Commercial FM	2,428	0	54	2,482	128	2,610
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	189	0	3	192	41	245
Total commercial TV	694	1	10	705	48	755
Educational FM	598	0	27	625	92	717
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	123	0	14	138	4	143
Total educational TV	212	0	17	229	8	239

* Special temporary authorization.

- **WKTQ Pittsburgh**—Broadcast Bureau granted CP to install new alt. main trans. and operate by remote control (BP-19523). Action Nov. 1.
- **KJET(AM)-KWIC(FM) Beaumont, Tex.**—Broadcast Bureau granted mod. of license covering change of corporate name to Gibson Broadcasting Co. (BML-2482, BMLH-471). Action Oct. 23.
- **KEBE(AM)-KOOI(FM) Jacksonville, Tex.**—Broadcast Bureau granted mod. of licenses covering change in corporate name to Waller Broadcasting Inc. (BML-2484, BMLH-473). Action Oct. 30.
- **KLUF Lufkin, Tex.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from highway 103 West (main studio location) (BRC-3670). Action Oct. 30.
- **WJMC-AM-FM Rice Lake, Wis.**—Broadcast Bureau granted mod. of licenses covering change in corporate name to WJMC Inc. (BML-2487, BMLH-475, BMLRE-3699). Action Oct. 31.
- **KWTV Douglas, Wyo.**—Broadcast Bureau granted CP to change frequency to 1470 khz, change hours of operation to unlimited with 500 w-N and 1 kw-D and change trans. (BP-19395). Action Oct. 31.

Actions on motions

- **Administrative Law Judge John H. Conlin in Clinton, Mass.** (Radio Clinton Inc.), AM proceeding, continued without date prehearing conference scheduled for Oct. 31 (Doc. 19731). Action Oct. 30.
- **Chief Administrative Law Judge Arthur A. Gladstone in Goldsboro, N.C.** (Southern Radio and Television Corp.), AM and FM proceeding, designated Administrative Law Judge Forest L. McClenning to serve as presiding judge and scheduled prehearing conference for Dec. 3, and hearing for Jan. 21, 1974 in Goldsboro (Docs. 19857-8). Action Nov. 1.
- **Administrative Law Judge William Jensen in Madisonville, Tenn.** (Monroe Broadcasters Inc.), AM proceeding, changed hearing date from Dec. 11 to Feb. 5, 1974 in Madisonville; changed certain procedural dates (Doc. 18929). Action Oct. 31.

Fine

- **WSTC-AM-FM Stamford, Conn.**—FCC ordered Western Connecticut Broadcasting Co., licensee, to forfeit \$10,000 for censorship of political broadcast in 1969 Stamford mayoralty election in violation of Communications Act and commission's rules (Doc. 19043). Action Oct. 17.

New FM stations

Applications

- **Modesto, Calif.**—La Voz de Valla. Seeks 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address 804 Lombardo Avenue, Modesto 95351. Estimated construction cost \$18,750; first-year operating cost \$70,000; revenue \$20,000. Principals: Lupe G. Hernandez (55%), Louis Duran (40%) and Adelita R. Morales (5%). Mr. Hernandez owns La Voz de Mexico, Modesto-based Spanish radio and television programming firm. Mr. Duran is employed with can manufacturer in Modesto. Ann. Oct. 24.
- ***Chicago**—Northeastern Illinois University. Seeks 88.3 mhz, 10 w. HAAT 102 ft. P.O. address 5500 North St. Louis Avenue, Chicago 60625. Estimated construction cost \$2,933; first-year operating cost \$3,500; revenue none. Principals: James H. Mullin, president of Northeastern Illinois University, et al. Ann. Oct. 30.
- ***Minneapolis**—Fresh Air Inc. Seeks 90.3 mhz, 10 w. HAAT 50 ft. P.O. address Box 7174, Minneapolis 55407. Estimated construction cost \$3,228; first-year operating cost \$1,800; revenue none. Principals: Randy L. McLaughlin, president of Fresh Air (nonprofit corp.), et al. Ann. Oct. 29.
- **Philadelphia, Miss.**—Philadelphia Broadcasting Co. Seeks 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address Box 114, Stonewall, Miss. 39363. Estimated construction cost \$33,721; first-year operating cost \$36,000; revenue \$40,000. Principals: Melvin Pulley (100%). Mr. Pulley is general manager and 49% owner of KDAN(AM) South St. Paul, Minn. Ann. Oct. 24.

- **Amsterdam, N.Y.**—Community Service Broadcasting Corp. of Amsterdam. Seeks 97.7 mhz, 3 kw. HAAT 135 ft. P.O. address Midline Road, Amsterdam 12010. Estimated construction cost \$18,500; first-year operating cost \$10,000; revenue \$2,000. Principals: Philip Spencer (30.52%), et al. Community Service owns WALY(AM) Herkimer and WIPS(AM) Ticonderoga, both New York. Sale of WIPS to Musinger Communications Inc. is pending before commission. Action Oct. 30.

- **Laramie, Wyo.**—KBMT Inc. Seeks 96.1 mhz, 100 kw. HAAT 937 ft. P.O. address North 4th Street, Laramie 82070. Estimated construction cost \$68,888; first-year operating cost \$38,880; revenue \$54,000. Principals: Donald W. Bunn, Roger D. McGrath, David H. Thompson (each 30%) and Louis D. Breyfogle (10%). Group has various professional and business interests in Colorado and Wyoming area. Ann. Oct. 25.

Other actions

- **Administrative Law Judge Basil P. Cooper in Albuquerque, N.M.** (Zia Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, granted motion by Mr. Korngold and extended from Nov. 5 through Nov. 19 time for filing reply comments (Docs. 19178-9). Action Oct. 30.
- **Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif.** (Intercast Inc. and Rouce International Broadcasting), FM proceeding, on motion by Intercast extended through Nov. 12 time for filing replies (Docs. 19516, 19611). Action Oct. 29.
- **Chief Administrative Law Judge Arthur A. Gladstone in Arab, Ala.** (Brindlee Corp., et al.), FM proceeding, designated Administrative Law Judge David I. Kraushaar to serve as presiding judge and scheduled prehearing conference for Nov. 14 and hearing for Jan. 7, 1974 (Docs. 19849-51). Action Oct. 31.
- **Administrative Law Judge William Jensen in Williamson and Matewan, W.Va.** (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, dismissed as moot July 9 motion to produce filed by Harvit in light of agreements and formal stipulations among parties to exchange documents in advance of further hearing scheduled for Dec. 12 (Docs. 18456-7). Action Nov. 5.
- **Administrative Law Judge David I. Kraushaar in Arab, Ala.** (Brindlee Broadcasting Corp., et al.), FM proceeding, rescheduled prehearing conference for Nov. 28 (Docs. 19849-51). Action Nov. 1.
- **Administrative Law Judge Jay A. Kyle in Geneva, N.Y.** (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, set date for filing proposed findings of fact and conclusions of law for Dec. 14 and replies for Dec. 21 (Docs. 19709, 19710). Action Oct. 31.
- **Administrative Law Judge Ernest Nash in Dayton, Tenn.** (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, scheduled conference for Jan. 14, 1974 to consider scope of hearing and date, consistent with terms of commission's order released Oct. 23 which reopened and remanded proceeding, and granted applicants leave to amend financial showing with amendments due by Dec. 26 (Docs. 18547-8). Action Nov. 2.
- **Administrative Law Judge James F. Tierney in Bisbee, Ariz.** (Bisbee Broadcasters Inc. and Wrye Associates), FM proceeding, granted petition by Wrye to amend application to reflect additional bank letter clarifying bank loan commitment (Docs. 19754-5). Action Oct. 31.
- **Acting Chief, Office of Opinions and Review, in Birmingham, Ala.** (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, granted motion by First Security and extended through Nov. 7 time for filing reply briefs (Docs. 18664, 18666). Action Oct. 31.

- **Review board in Battle Creek, Mich.** FM proceeding, scheduled oral argument for Dec. 11 on exceptions and briefs to initial decision released Sept. 21 proposing grant of application of WVOC

Inc. for new FM at Battle Creek and denial of competing application by Michigan Broadcasting Co. for same channel (Docs. 19272-73). Action Nov. 5.

Rulemaking petitions

- **Fayetteville, Ark.**—Vernon B. Fitzhugh seeks amendment of FM table of assignments to assign ch. 300 to Fayetteville and ch. 257A to Neosho, Miss. (RM-2264). Ann. Nov. 5.
- **Satellite Beach, Fla.**—Beach Broadcasting seeks amendment of FM table of assignments by assigning chan. 292A to Satellite Beach. Ann. Nov. 9.
- **Glennville, Ga.**—Tattnall County Broadcasting Co. seeks amendment of FM table of assignments to assign ch. 292A to Glennville, Ga. (RM-2268). Ann. Nov. 5.
- **Harrisburg, Ill.**—James S. Fritch seeks amendment of FM table of assignments to assign ch. 252A to Vienna, Ill. (RM-2265). Ann. Nov. 5.
- **Ypsilanti, Mich.**—William F. Gipperich seeks amendment of FM table of assignments to assign ch. 228A to Boyne City, Mich. (RM-2263). Ann. Nov. 5.
- **Forest Lake, Minn.**—Lake Broadcasting Co. seeks amendment of FM table of assignments to assign chan. 240A to Forest Lake, Minn. (RM-2267). Ann. Nov. 5.
- **Memphis**—Sam C. Phillips seeks amendment of FM table of assignments by assigning chan. 232A to Germantown, Tenn. (RM-2266). Ann. Nov. 5.
- **Boise, Idaho**—KYME Broadcasters Inc. seeks amendment of FM table of assignments to assign ch. 282C to Boise (RM-2270). Ann. Nov. 5.
- **Warsaw, Va.**—Northern Neck & Tidewater Broadcasting Co. seeks amendment of FM table of assignments to assign ch. 269A to Kilmarnock, Va. (RM-2269). Ann. Nov. 5.

Rulemaking actions

- **Chief, Broadcast Bureau, in Melbourne, Fla.**, on request of Radio Melbourne Inc., extended from Nov. 1 to Nov. 12 time for filing reply comments on notice of proposed rulemaking adopted Sept. 6 in matter of amendment of FM table of assignments at Melbourne (Doc. 19811, RM-2013). Action Nov. 2.
- **Chief, Broadcast Bureau, in Lake City, Mullins, Kingstree, all South Carolina**, on request of Earl Bradsher, extended through Nov. 16 time for filing comments and through Nov. 28 for reply comments on notice of proposed rule making in matter of amendment of FM table of assignments at Lake City, Mullins and Kingstree (Doc. 19827, RM-2065). Action Nov. 6.
- **Chief, Broadcast Bureau, in Knoxville, Tenn.**, on request of Morgan Broadcasting Co., extended through Nov. 19 time for filing comments, and through Nov. 30 for reply comments on notice of proposed rulemaking in matter of amendment of FM table of assignments for Knoxville (Doc. 19832, RM-2086). Action Nov. 8.

Call letter applications

- **La Junta Broadcasters Inc., La Junta, Colo.**—Seeks KBLJ(FM).
- ***Centenary College of Louisiana, Shreveport, La.**—Seeks *KSCL(FM).
- **KAIR Inc., Jefferson City, Mo.**—Seeks KJMO(FM).
- **Struck & Associates, La Grande, Ore.**—Seeks KFMT(FM).
- **WFTN Inc., Front Royal, Va.**—Seeks WIXV(FM).
- **La Crosse Radio Inc., La Crosse, Wis.**—Seeks WXEL(FM).

Call letter actions

- **John E. Shipp, Brewton, Ala.**—Granted WKNU(FM).
- ***St. Mary's College, Moraga, Calif.**—Granted *KSMC(FM).
- ***Husson College, Bangor, Me.**—Granted *WHSN(FM).
- **P.M. Broadcasting Co., Princeton, Minn.**—Granted WQPM(FM).
- ***Mississippi State University, Mississippi State**—Granted *WMSB(FM).
- ***Corning Community College, Corning, N.Y.**—Granted *WCEB(FM).
- **Bethany Investment Corp., Alice, Tex.**—Granted KB1C(FM).

Existing FM stations

Final action

- **WWWM(FM) Cleveland**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 6600 Broadway Road, Parma, Ohio (BRCH-1177). Action Oct. 31.

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Call letter applications

- WJLN(FM) Birmingham, Ala.—Seeks WZZK(FM).
- WABF-FM Fairhope, Alaska—Seeks WGOK-FM.
- KQIQ(FM) Santa Paula, Calif.—Seeks KAAP(FM).
- WKEI-FM Kewanee, Ill.—Seeks WJRE(FM).
- *KLPH(FM) St. Louis—Seeks *KBDY(FM).
- WBVP-FM Beaver Falls, Pa.—Seeks WKYS(FM).
- KLJT(FM) Lake Jackson, Tex.—Seeks KGOL(FM).
- WKUB(FM) Manitowoc, Wis.—Seeks WKKE(FM).

Call letter actions

- WHFL(FM) Winter Haven, Fla.—Granted WPCV(FM).
- WQUD(FM) Rossville, Ga.—Granted WOWE(FM).
- KCRF-FM Winnsboro, La.—Granted KMAR-FM.
- WPET-FM Greensboro, N.C.—Granted WRQK(FM).
- KLIQ-FM Portland, Ore.—Granted KGON(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses, ceasing aux. and SCA's when appropriate, for following stations: KZKR(AM) Ozark, Ark.; WABQ(AM)-WXEN-FM Cleveland; WAMB(AM) Donelson, Tenn.; WCID(AM) Juncos, Puerto Rico; WCIT(AM)-WLSR(FM) Lima, WCLW-AM-FM Mansfield and *WCNE(FM) Batavia, all Ohio; WHSY(AM) Hattiesburg, Miss.; WJEH-AM-FM Gallipolis, Ohio; WJOR(AM) South Haven, WJRFM and WKBD-TV, both Detroit and WMTE-AM-FM Manistee, all Michigan; WMVO-AM-FM Mount Vernon, Ohio; WPCF(AM) Panama City, Fla.; WPNS(AM) Hurricane, W. Va.; WQWQ-FM Muskegon, Mich.; WTTT-AM-FM Tiffin, Ohio; WXQR-FM Jacksonville, N.C.; WUFN(FM) Albion, Mich.; *WUHS(FM) Urbana, Ohio and *WVAC(FM) Adrian, Mich. Actions Oct. 31.

Other actions, all services

- Chief, Broadcast Bureau on request of Greater Media Inc. and Stauffer Publications Inc., extended through Dec. 3, 1973 and Jan. 3, 1974 time for filing comments and reply comments, respectively, in matter of combination advertising rates and other joint sales practices (Doc. 19789). Action Nov. 1.
- FCC, in response to requests for additional time for filing comments on second further notice of inquiry in proceeding dealing with formulation of policies relating to broadcast renewal applicant in comparative hearing process, extended time for filing comments to Dec. 19 and for replies to Jan. 7, 1974 (Doc. 19154). Action Oct. 31.
- FCC invited proposals for rules to carry out new public broadcasting requirement for stations funded directly or indirectly by Corporation for Public Broadcasting to make and retain audio recordings of controversial programs. Action Nov. 7.

Ownership changes

Applications

- WCOF-AM-FM Immokalee, Fla.—Seeks assignment of license from Carl Richard Buckner to Jerome Broadcasting Corp. for \$117,000. Seller: Mr. Buckner (100%). Buyers: Conrad Jerome Jones Jr. (60%), Charles Weisinger and Christopher S. Sapp (each 20%). Mr. Jones owns lumber and hardware business in Immokalee. Mr. Sapp is attorney at Immokalee and Mr. Weisinger is salesman for agricultural packing firm. Ann. Oct. 30.
- WNUS-AM-FM Chicago—Seeks assignment of license from McLendon Co. to Globetrotter Communications Inc. for \$4.45 million. Sellers: Gordon B. McLendon, B. R. McLendon and Jeanette McLendon (together 100%). McLendons own KCND-TV Pembina, N.D., KNUS(FM) Dallas and WPHD(AM)-WYSL(FM) Buffalo, N.Y. Buyers: George Gillet is president of Globetrotter Communications Inc., licensee of WVON(AM) Cicero, Ill.; WDXY(AM)-WDOK(FM) Cleveland and WDEE(AM) Detroit. Ann. Oct. 26.
- WPCO(AM) Mt. Vernon, Ind.—Seeks transfer of control of Mt. Vernon Broadcasting Co. from Bertha E. Sanders (75% before, none after) to Kenneth Johnson (none before, 75% after). Consideration: \$110,000. Principal: Mr. Johnson owns accounting firm and other business interests in Evansville, Ind. Ann. Nov. 1.
- WVNY-TV and WEZF(FM) Burlington, Vt.—Seeks assignment of license from Vermont New York Television Inc. and Vermont New York Broadcasters Inc. to International Television Corp. for estimated total \$1.2 million. Sellers: Jack L.

Siegal, president, et al. (100%). Buyers: Donald G. Martin, Gerald V. Bull (each 45.5%), et al. Mr. Martin has consulting engineering and real estate interests in Burlington; Mr. Bull is president of technical research firm in North Troy, Vt. Ann. Nov. 1.

Actions

■ KTIB-AM-FM Thibodaux, La.—FCC granted assignment of license from Delta Broadcasters Inc. to La-Terr Broadcasting Corp. for \$300,000 (KTIB-FM to be spun off other buyer, see below). Sellers: F. H. Block, president, et al. Buyers: James J. Buquet Jr., president (33%), Raymond A. Saadi (33½%), and Thomas K. Watkins (33%), et al. Messrs. Buquet, Saadi and Watkins are directors and stockholders of KHOM(FM) Houma, La. Mr. Buquet owns 75% of Buquet Distributing Co. and Buquet Realty Inc., both in Houma. Mr. Watkins is attorney in Houma. Mr. Saadi is general manager of KHOM (BAL-7841, BALH-1817). Action Nov. 7.

■ KTIB-FM Thibodaux, La.—FCC granted assignment of license from La-Terr Broadcasting Co. to Joseph M. Costello for \$60,000 (see above). Buyer: Mr. Costello (100%) owns WRNO(FM) New Orleans and 24% interest in KSMI(FM) Donaldsville, La. (BALH-1888). Action Nov. 7.

■ KERV(AM)-KPFM(FM) Kerrville, Tex.—Broadcast Bureau granted assignment of license and CP for FM) from Kerrville Broadcasting Co. to KGKL Inc. for \$410,000. Buyer: Leroy J. Gloger (100%). Mr. Gloger formerly owned KIKK-AM-FM Houston-Pasadena, Tex. He sold those stations last year to Sonderling Broadcasting in deal which involved his acquisition and subsequent spinning off of Sonderling's KFOX-AM-FM Long Beach-Los Angeles (BAL-7891, BAPH-542, BALRE-2514). Action Oct. 31.

Cable

Applications

The following operators of cable television systems have requested certificated certificates of compliance, FCC announced Nov. 5 and 9 (stations listed are TV signals proposed for carriage):

- Selma Telecable Corp., Box 720, Norfolk, Va. 23501 proposes for Selma (CAC-3188), Dallas county, unincorporated area (CAC-3189) and Craig AFB (CAC-3190), all Alabama, to add WSLA Selma, Ala.
- Redwood Cablevision Inc., Box 882, Fortuna, Calif. 95540 proposes for Fortuna (CAC-3196), Rio Dell (CAC-3197) and Humboldt county unincorporated areas (CAC-3198), all California, to add KTXL Sacramento and KBHK-TV San Francisco, both California.
- Eastern Connecticut Cable Television Inc., 179 Bridge Street, Groton, Conn. 06340 proposes for Griswold, Conn. (CAC-3206), WJAR-TV and WPRI-TV, both Providence, R.I.; WTEV New Bedford, WSMW-TV Worcester, WCVB-TV, WSBK-TV and WGBH-TV, all Boston, and WKBG-TV Cambridge, all Massachusetts; WTIC-TV Hartford, WTNH-TV New Haven and WEDN Norwich, all Connecticut.
- American Video of Deerfield Beach Inc., 6115 North University Drive, Fort Lauderdale, Fla. 33313 proposes for Deerfield Beach, Fla. (CAC-3021), to delete translator station W64AD.
- Central Florida Cablevision Inc., 620 South Comber Road Lakeland, Fla. 33801 proposes for Zephyrhills, Fla. (CAC-3200), WUSF-TV, WEDU, WFLA-TV, WLCY-TV and WTWT, all Tampa, and WTOG St. Petersburg, both Florida; WTGG Atlanta; WLTW Miami, WMFE-TV and WSWB-TV, both Orlando, both Florida.
- West Hawaii Cable Vision Ltd., Box 362, Hilo, Hawaii 96720 proposes for Captain Cook (CAC-3207), Waikoloa (CAC-3208), Kawaihae-Puako (CAC-3209), Honaunau (CAC-3210), Kealakelua (CAC-3211), Holualoa (CAC-3212), Kailua-Kona (CAC-3213), Kamuela (CAC-3214) and Keauhou (CAC-3215), all Hawaii, KAIT-TV, KMAU-TV, KMVI-TV and KMEB, all Wailuku and KIKU-TV Honolulu, both Hawaii.
- Cable TV Service Co., 808 Washington, Mendota, Ill. 61342 proposes for Effingham, Ill. (CAC-3202), to add WII-TV Terre Haute, Ind.
- General Electric Cablevision Corp., 1220 Troy/Schenectady Road, Schenectady, N.Y. 12309 proposes for East Peoria, Ill. (CAC-3187), WRUA-TV, WMBD-TV, WEEK-TV and WTVF, all Peoria, Ill.; WGN-TV and WSNS, Chicago.
- Princeton Cable TV Inc., 1253 Diamond Avenue, Evansville, Ind. 47727 proposes for Princeton, Ind. (CAC-2353), to add WVUT Vincennes, Ind.
- Crisfield CATV Inc., 1250 Broadway, New York 10001 proposes for Crisfield, Md. (CAC-3166), to add WCPB Salisbury, Md.
- Muskegon Cable TV Co., 117 Midtown Building, Muskegon, Mich. 49400 proposes for Muskegon (CAC-3220), North Muskegon (CAC-3221), Muskegon township (CAC-3222), Muskegon Heights (CAC-3223), Roosevelt Park (CAC-3224) and Nor-

ton Shores (CAC-2853), all Michigan, to add WSNS-TV Chicago and delete WFLD-TV Chicago.

■ Warner Cable Co. of St. Louis Park, 75 Rockefeller Plaza, New York 10019 proposes for St. Louis Park, Minn. (CAC-3192), KMSP-TV, WCCO-TV and WTCN-TV, all Minneapolis; KSTP, KTCATV and KTCI-TV, all St. Paul; WGN-TV Chicago; CBWT Winnipeg and WHA-TV Madison, Wis.

■ Rolla Cable System Inc., 105 Julienne Street, Rolla, Mo. 65401 proposes for Northwy, Mo. (CAC-3195), KYTV and KMTC, both Springfield, KRCG Jefferson City, KTVI, KMOX-TV, KSD-TV, KETC, KPLR-TV and KDNL-TV, all St. Louis, KCBJ-TV and KOMU-TV, both Columbia, all Missouri.

■ See Mor Cable TV of Scott City-Illmo Inc., 217 Tanner, Box 983 Sikeston, Mo. 63801 proposes for Scott City (CAC-3217) and Illmo (CAC-3218), both Missouri; KFVS-TV Cape Girardeau, Mo.; WSIL-TV Harrisburg, Ill.; WPSD-TV and WDXR-TV, both Paducah, Ky.; WSUI-TV Carbondale, Ill.; WKMU Murray, Ky.; KETC, KPLR-TV and KDNL-TV, all St. Louis.

■ Morris Cablevision, 171 Ridgedale Avenue, Morristown, N.J. 07960 proposes for Morristown (CAC-3193), to add WNJM Montclair, N.J.

■ Cablehaven TV Inc., Box 395, Manahawkin, N.J. 08050 proposes for Union township, N.J. (CAC-1838), to add WHYTY-TV Wilmington, Del.

■ Oneonta Video, 12 Elm Street, Oneonta, N.Y. proposes for Otego (CAC-3175, CAC-3176), Laurens (CAC-3177, CAC-3178) and Oneonta (CAC-3173, CAC-3174), all New York, to add signals of translator W71A Stamford, N.Y.

■ Elizabeth City Video Inc., Box 9, Kill Devil Hills, N.C. 27948 proposes for Elizabeth City, N.C. (CAC-3201), WAVY-TV and WYAH-TV, both Portsmouth, WVEC-TV Hampton and WTR-TV Norfolk, all Virginia; WUND-TV Columbia, WITN Washington and WNCT-TV Greenville, all North Carolina.

■ Warner Cable of Fort Shawnee-Cridersville, 175 Rockefeller Plaza, New York 10019 proposes for Auglaize county unincorporated area, Ohio (CAC-3205), to add WBGU Lima, Ohio.

■ Better TV of Zanesville Inc., 48 North Third Street, Zanesville, Ohio 43701 proposes for Zanesville (CAC-3197), South Zanesville (CAC-3180), Newton township (CAC-3181), Washington township (CAC-3182), Springfield township (CAC-3183), Falls township (CAC-3184), Perry township (CAC-3185) and Wayne township (CAC-3186), all Ohio, to add WOUU-TV Cambridge, Ohio.

■ Vikoa CATV of Ohio Inc., 48 North Third Street, Zanesville, Ohio 43701 proposes for Dresden (CAC-3169), Trinway (CAC-3170), New Concord (CAC-3171) and Frazeysburg (CAC-3172), all Ohio, to add WOUU-TV Cambridge, Ohio.

■ South Beach-Seal Rock TV Corp., 324 Southwest Coast Highway, Newport, Ore. 97365 proposes for South Beach to Beaver Creek, both Oregon (CAC-3191), WATU, KOIN-TV, KGW-TV and KPVT, all Portland, KVDO-TV Salem, KOAC-TV Corvallis, KEZI-TV and KVAL-TV, both Eugene, all Oregon.

■ Elmira Video, 1130 South Main Street, Horseheads, N.Y. 14845 proposes for Ridgebury township, Pa. (CAC-3194), WICZ-TV, WSKG and WBNG-TV, all Binghamton, WSYE-TV and WENY-TV, both Elmira, WHEN-TV, WCNV-TV and WNY5, all Syracuse, all New York, WPXI-TV, WOR-TV and WNEU-TV, all New York.

■ Daniels Properties Inc., Drawer 579, Killeen, Tex. 76541 proposes for Nolanville, Tex. (CAC-3199), KCEN-TV Temple, KWTX-TV Waco, KNCT Belton, KTBC-TV, KVUE and KTVV, all Austin, KTVT Ft. Worth and KLRN San Antonio, all Texas.

■ Nation Wide Cablevision Inc., 1240 East Main Street, Drawer K, Grass Valley, Calif. 95945 proposes for Bellingham (CAC-3167) and Whatcom county (CAC-3168), both Washington, to add KTVW Tacoma, Wash.

■ Vanhu Inc., 521 32nd Avenue South, Seattle 98144 proposes for Seattle (CAC-3219), KOMO-TV, KING-TV, KIRO-TV and KCTS-TV, all Seattle, KTNV-TV, KTVW and KPFS, all Tacoma, and KVOS Bellingham, all Washington; CBUT and CHAN-TV, both Vancouver, B.C. and CHEK Victoria, B.C.

■ Telemptor of La Crosse Inc., 722 Main Street, La Crosse, Wis. 54601 proposes for La Crosse (CAC-3203) and La Crescent, Minn. (CAC-3204), to add WHLA-TV La Crosse.

■ Telemptor of La Crosse Inc., 722 Main Street, La Crosse, Wis. 54601 proposes for Shelby, Wis. (CAC-2819), to add WHLA-TV La Crosse.

Action on motion

- Administrative Law Judge Jay A. Kyle in Peru, Ind. (Hoosier Telecable Corp.), ordered that carrying of WISH-TV on Hoosier Telecable's systems at Peru and Washburn, both Indiana begin within 10 days; terminated proceeding (Doc. 19830). Action Oct. 31.

Classified Advertising

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

RADIO

Help Wanted Management

Group owner looking for manager. Sales and programming background imperative. Top pay, profit percentage and executive benefits available to right person. Send work resume and photograph. All replies confidential. Box M-7, BROADCASTING.

Wanted Manager to assume 100% management and sales responsibility for powerful FM Stereo station in southwest city. Only format of its kind in area. Four city sell! Unique opportunity for producing salesperson! Excellent commission and arrangement. Apply only if ambitious! Write to Box M-4B, BROADCASTING.

If you're young, ambitious and believe in FM, if you can enjoy being the only person involved except a top flight engineer, here's an immediate opening. Town: 30,000. Signal goes 85 miles, covers two million people. Fully automated, already programed. Can you bill \$100,000? Big money if you can. Box M-129, BROADCASTING.

General Manager. Opportunity to grow with aggressive, financially capable corporation. Immediate objective: expand sales and profits of current station billing approximately \$400,000. Ultimate objective: acquire more properties under your leadership. Qualifications must include concern and track record with sales, people and profits. Salary negotiable—we are looking for results. Box M-142, BROADCASTING.

Management Trainee for midwest broadcasting group to replace 25 year old who joined us right out of college and has moved to sales manager's position with one of our stations. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Starting salary is \$15,000 to \$18,000. Send resume to Box M-180, BROADCASTING.

Suburban Chicago—Evanston. Separating AM, FM management, sales. Immediate opening for manager AM. Must have successful sales and sales supervision experience. Knowledge of FCC requirements, engineering, operation, etc. necessary. Ability to follow established procedures and contribute new ideas essential. Please send all details and requirements in first letter. E. A. Wheeler, 2008 State National Bank, Evanston, IL 60204.

Manager for 10,000 watt station adjacent to the Alabama Gulf Coast. Call Bob Thorburn, 404-832-7041.

Help Wanted Sales

1974 can earn an aggressive, proven-track-record "closing" sales expert \$18,000 or more. Location, an ideal Southern California resort community. Potential on performance is percentage participation. Send complete references to Box M-141, BROADCASTING.

This year our 50,000 watt stereo FM will bill over \$80,000 without a salesperson. What could it do with you selling it? Excellent draw against commission, plus all normal fringes. No competition except our AM sister, in great college town in Virginia. Opening immediate. Reply Box M-157, BROADCASTING.

Florida major market group-owned MOR 50,000 watt AM seeking aggressive experienced salesperson 25-35 for established account list. Good career opportunity for right person. Successful billing record and photo must accompany resume. All replies confidential and will be answered. Box M-178, BROADCASTING.

New Jersey's most progressive station needs an aggressive salesperson. Good base and fringe benefits plus starting list and expanding market. Professional environment. To begin first of January. Must have experience and credentials. E.O.E. Box M-182, BROADCASTING.

Radio sales pro needs in a medium size market (250,000) to sell the #1 facility. You have 1-2 year successful track record in a small New England market and are ready to learn more and earn the greater financial rewards your ambition craves. If you fit, sell me in a written presentation—more than a resume. This is an equal employment situation. Write Box M-205, BROADCASTING.

Salesperson/announcer . . . If you can sell, you'll make money. Unusual opportunity for the right person. Attractive university town close to larger cities. Send qualifications, requirements, and tape to D. C. Ritter, KVRA/KVRF, Rt. 3, Box 79, Vermillion, SD 57069.

Help Wanted Sales Continued

Sales Manager for WSAR, Fall River. Career opportunity Knight quality station. Call or write Gordon Reid, General Manager, WSAR, Fall River, MA 02722

Great opportunity for right person to join one of Oklahoma's most progressive radio groups. Must love people, work, and radio. Experience helpful but not necessary. Good list of accounts. Contact Bob Brewer, 918-756-3646. Send resume, picture. Box 756, Okmulgee, OK 74447.

Needed immediately. Two strong, experienced salespersons to take over excellent agency and client account lists for highly rated Stereo station in a great radio market; salary plus commission. A lifetime opportunity with an established and expanding group. Send resume to Jim McDonald WRXL, P.O. Box 9608 Richmond, VA 23228.

Sales Manager small midwest FM market. Commission plus net profit percentage. Box 205, Savanna, IL 61074.

Las Vegas AM station specializing in R & B and Spanish has immediate opening for 1 Sales Manager and 1 salesperson. Previous successful experience a "must." Right person could advance to General Manager inside of a year. Contact Cy Newman (702) 564-2591 or write KVOV, Box 400, Henderson, NE.

Lucrative sales position if you have good sales record. Opportunity to make top dollar at number one station, New England metro 250,000 two station market. Send complete resume, WCAP, Lowell, MA 01852.

Help Wanted Announcers

Conversational personality with something to say about MOR music, feature news, sports, local and current events, etc. If you ad-lib well, like a more flexible format, and are strong on spots, send tape, photo, resume. Great Lakes area, medium market. E.O.E. Box M-61, BROADCASTING.

Radio Announcer, 1st phone, experienced, for W. Pa. station. (No maintenance.) Send resume to Box M-76, BROADCASTING.

Northern Indiana AM-FM-TV outlet looking for experienced personality who can do it all. Basic is MOR-up radio but opportunity to do some TV.—EOE—send air-check, resume and pic to Box M-112, BROADCASTING.

Warm and versatile voice for major easy listening station in major Northeast market. If you can deliver "agency" quality commercials, believable news and tight production: send tape and resume at once. Box M-126, BROADCASTING.

Combination Jock (1st phone) and salesperson for Top 40 station on California central coast. Emphasis on sales. Send tape and resume to Box M-136, BROADCASTING.

Southern, medium-market, adult music AM-FM station has openings for an announcer and a newscaster. An equal opportunity employer. Send tape and resume to Box M-146, BROADCASTING.

Southeast: Mature announcer for Top 40, nights, who can do MOR and good production. Good job and benefits for right person. Tape and resume to Box M-158, BROADCASTING.

North Carolina full time contemporary regional needs immediately experienced announcer, can earn extra money selling. Box M-166, BROADCASTING.

Good opportunity in major mid-western market for combo-announcer experienced in classical format, preferably commercial. 3rd Phone. Equal Opportunity Employer. Send tape and resume to Box M-171, BROADCASTING.

Major market rocker seeks one or two top notch entertainers. Minority applicants are encouraged to apply. Experienced, all-around pros only. Send tape and resume to Box M-207, BROADCASTING.

Eastern large market contemporary MOR needs a topical, quick-witted real personality. You need youth appeal. Send tape & resume to Box M-208, BROADCASTING.

Anchorage, Alaska: Population, 150,000 . . . Leading adult "good music" station needs mature sounding announcer. No beginners! 5 day week. Excellent working conditions. Good salary. Send tape and resume to Ken Flynn, KHAR AM/FM, 3900 Seward Highway, Anchorage, AK 99503.

Radio Career? Willing to learn? Contact Steve Campbell, KPOW Powell, P.O. Box 968 Powell, WY 82435.

Help Wanted Announcers Continued

Announcer/Engineer . . . Excellent position soon in quality, college town operation, one hour west of Oklahoma City. First phone. Prefer family person. Strong announcer, news, commercials, some engineering. Good pay, negotiable. Permanent. Send resume, tape, KWEY, Box 587, Weatherford, OK 73096. Johnson or Buening . . . 405-772-5939.

Southern Delaware's top station needs country jocks. Call 1-302-422-7575 or send tape and resume to WAFL, Box 324, Milford, DE 19963.

Modern Country . . . one of America's best needs two adult, mature air personalities. Afternoon and mid-day shifts. If your production is great, you create a great show, and your motivation generates great ratings . . . we'll polish you up for that step to the majors. Great plan, people and pay here. (I've already passed over 33 air checks . . . hoss.) If you know country radio check with Nashville about us then send . . . pic, air/production check, resume first mailing to: Dave Donahue, WITL Radio, Box 10-10, Lansing, MI 48910 . . . Pronto.

Wanted—Morning person who can communicate and present contemporary music format to adults. Good voice and production ability a must. Desire a family person who wants to live and work in the country's most attractive historic area. Good pay plus fringes. Send air check and resume to Pat Collins, WMBC, P.O. Box 180, Williamsburg, VA 23185.

Immediate. Staff Announcer/Newscaster needed for top-rated FM-Stereo beautiful music station. Must also have production/copy skills. Tape and resume to WRSR, West Side Station, Worcester, MA 01602. Equal Opportunity Employer.

Capital City Big Country Station looking for experienced Jock for production and Board shift. Call General Manager—217-528-3033.

Milwaukee studio available for recording auditions, etc. Hourly rate. Operate controls yourself and save. Broadcast performance. 463-1900.

Good opportunity for enthusiastic morning person in one of New Mexico's best radio markets. Contact Jack Chapman, KGAK Radio, Gallup, 505-863-4444.

WAWK offers good salary, bonus, fully paid insurance & pension, excellent working conditions. Owner-operated station in fine community. Want experienced announcer/sports director. Send tape and resume. WAWK AM-FM Stereo, Kendallville, IN 46755.

Mature MOR Announcer: CBS MOR station in 100,000+ market. Seeking announcer for afternoon drive program and evening shift. Two years experience preferred. Excellent benefits. Rush resume and 7½ i.p.s. tape with commercial delivery and MOR format; tape will be returned. Program Director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Need Announcer with good production, First Class License, and some light maintenance. Send Resume to Bob Thorburn, WBCA, Box 426, Bay Minette, AL 36507.

Staff announcer. Some experience preferred. Pleasant, growing community. Member of Forward Group. Contact George Donley, operations manager, KVGB Radio, Great Bend, KS.

If you can talk, do news and production—"WE" wants to talk to you—mid-America's #1 talk station is looking—you must be good. No prima donnas. Rush tape, photo, resume, to Jim Fields, WE Radio, Mid-City Building, 1331 Union Avenue, Memphis, TN 38104.

Announcer. Some sales and service. WMJS, Box 547, Prince Frederick, MD 20678.

Small and medium market jock and newscaster wanting to join one of Texas' fastest growing chains. Top pay for right people. No beginners—no floaters. For more information, call 817/773-5252, ask for Program Director. No collect calls. Calls taken from noon till 2 p.m.

Help Wanted Technical

Chief Engineer wanted with experience in AM, FM Stereo, STL, automation by Southwest station. Good steady job in excellent community. A little announcing mixed with maintenance. Well established station operation. Write to Box M-47, BROADCASTING.

Wanted: Chief Engineer, must have experience, for Midwest Radio Station. Please reply to Box M-75, BROADCASTING.

Help Wanted Technical Continued

Engineer with administrative qualities . . . initiative . . . positive thinker! Highly successful radio station needs experienced chief who can communicate with management. Knowledge of microwave. Box M-170, BROADCASTING.

Chief Engineer, Pennsylvania Metro Radio. Only third opening in 25 years. Responsible for tape and audio maintenance, top of line equipment, contemporary station constantly looking for ways to improve winning sound. Need dedication to and ability to achieve superior audio. Above average salary, extra benefits, opportunity for advancement. Equal opportunity employer. Box M-206, BROADCASTING.

Assistant Chief. Up to \$10,400 to start. Pleasant suburban living in east. Please send resume to Box M-209, BROADCASTING.

Chief Engineer wanted. KLCL-AM-FM Lake Charles, La. Prefer air-work but not essential. Young growth company with unlimited potential. Contact Jim Toth, V.P. and Gen. Mgr., 1-318-433-1641.

Southern California Directional AM-Automated FM has opening for top notch Chief. Excellent equipment—good working conditions—ideal place to live—salary and fringe benefits above average. Please—only first rate experienced engineers reply. Call or write Lyle Richardson, KUDE, P.O. Box K-1320, Oceanside, CA 92054. 714-757-1320.

Chief for Christian 1 kw directional plus 100 kw Stereo Easy Listening Format Automated. KWIL/KHPE Albany, OR 97321.

Chief Engineer for 5,000 watt directional. Extra money for air shift. Call Michael Cantoni—WHLW, Lakewood, NJ 201-364-4400.

Immediate opening for Chief Engineer. AM-FM Stereo. Strong on maintenance. Ideal family-college community in Northwestern Pennsylvania, good salary and benefits. Contact General Manager James R. Nicholson, WMGW, Meadville, PA 16335.

Immediate opening for assistant chief engineer. Challenging job at AM-FM complex in Morganton, W. Va. Salary: \$7,200 yearly to start. Call 304-292-6301 ask for Jim Murphy.

Chief Engineer for automated Radio Station. Capable designing, negotiating, and constructing new FM Operation. Knowledge of microwave helpful for unusual growth opportunity. Ability to voice commercials desirable. No board shift. Tape, resume, references to S. King, KVCC, Box 2090, Casper, WY 82601.

First phone person to read meters at transmitter. Some announcing experience. WAMD, Aberdeen, MD 21001.

Help Wanted News

We offer good money—climate—working conditions—equipment—image. We want a newperson with mature voice, heavy local finding—writing—reporting. All applicants will be given fair and equal consideration. Call or write P. D. Dave Fransen, KUDE, P.O. Box K-1320, Oceanside, CA 92054. 714-757-1320.

1st Phone Newperson. Organize, report local news. Morning shift. Start \$145. Contact Ed K. Smith, WCMB, Box 3433, Harrisburg, PA 17105.

Experienced newperson for aggressive news department. Must be able to gather, write, do ad libs and interviews plus a good on-air newscast. Contact Jim Martin, WDBO, Orlando, FL. 1-305-425-1677.

Take-charge pro to head 2 person news staff. Dedicated newperson with mature delivery, writing ability, and desire to get involved in the community. Rewarding career challenge, top salary, small city living you'll like. If news is your thing, rush tape, resume to John Casey, WIBM, Box 1450, Jackson, MI 49204. 517-787-1450. No collect calls.

Capital City Station needs capable Newscaster to establish news department. Call General Manager 217-528-3033.

Experienced contemporary newperson wanted immediately by top 10 East Coast major market radio station. Send tapes and resumes to Box 1986, Pittsburgh, PA 15230. An Equal Opportunity Employer.

Help Wanted, Programming, Production Others

Program Director, medium-size New England AM. Must do it all—air shift, contests, production, supervision. \$10,000 annually, can grow. Equal Opportunity Employer. Box M-174, BROADCASTING.

Help Wanted, Programming, Production Others Continued

Program Director for 5000 watt community-oriented radio station. Must be experienced with good voice, production-oriented, and know music. Send full details, tape, and salary requirement. Call 301-939-0800 or write Manager, WASA, P.O. Box 97, Havre de Grace, MD 21078.

Chairman for communications department at California State University, Fullerton Department with 700 majors in six emphases seeks Ph.D. in mass communication area with teaching and administrative experience to begin July 1, 1974. Position is elective for 3- to 5-year terms. For information apply to Dr. Ted Smythe, Chairman, Search Committee, Communications Dept., California State University, Fullerton, CA 92634. Affirmative action employer.

Person Friday to assist manager of Automated Radio Station. Secretarial or Bookkeeping, plus knowledge of small station operation. Advancement opportunities. E.O.E. (307/235-3380) Write S. King, Box 2090, Casper, WY 82601.

Production Person—Programmer on the way up. Able to create outstanding commercials, and lots of 'em. Starting salary, \$9,000-\$10,000. Second year \$12,000. Send full particulars and audition to Box 2090, Casper, WY 92601.

Situations Wanted Management

Youth, Drive, Ideas, Success. Put this experienced general manager to work on your station problem and get things done. 15 years in radio TV. Media pro. Modest too! Box K-223, BROADCASTING.

General Manager, 35 and ready to move up from this market of 150,000. Took this station from No. 4 to No. 1 in nine months. Programming and sales management experience. Box M-54, BROADCASTING.

Sales Manager, 29, looking for greater opportunity. Proven track record but have progressed as far as I can here. 6 years sales experience. Box M-55, BROADCASTING.

Program Director, 10 years experience with several formats. College grad with ability to motivate people. Prefer large size market with a challenge to upgrade the station. Box M-56, BROADCASTING.

If you're looking for a manager I'm looking for you. I offer eighteen years experience, fourteen in various phases of management. I can make your small to medium market station profitable and respected. I'm honest, sober and reliable. Box M-134, BROADCASTING.

We're not cheap. But, you only get what you pay for. Employ a proven team of Station Manager and salesmanager who have put a station on its feet in three years. Business up 20% annually. Not floaters or looking for a fast buck. Our experience and past performance speaks for itself. Hire a team that can perk up your station with profits and programming. Box M-161, BROADCASTING.

Super G.M. who digs being Number 1. Ten years broadcasting experience from News Writer, to Disc Jockey, to Salesman, to Sales Manager. And the last four years, General Manager of an AM/FM group station in a major market. Experienced in many types of formats. 7 1/2 years with my last employer. Send replies to Box M-167, BROADCASTING.

General manager with 16 years experience, sales and programming, management, prefer C&W or MOR, small market on west coast. Box M-169, BROADCASTING.

Who says sincere radio people are dead? Enthusiastic radio pro desires management. Experienced programming and sales 6 years. No floater. Let's make music together. Box M-175, BROADCASTING.

Selling General Manager: Currently successful General Sales Manager in major market. Want to relocate medium market as General Manager. Twenty-two years Radio, fifteen management. Mature family man in forties with excellent track record. Accomplished Sales, Programming, Promotion, Personnel, Budgeting. Will assure profitable, solid operation. Would consider plan to participate in ownership. Box M-186, BROADCASTING.

Ownership: Successful, middle age, large market Sales Manager wants to live in small market and manage a radio station with plan to obtain an interest in operation. Box M-187, BROADCASTING.

General Manager: Major market sales manager with track record and management background wants General Management major market. Top man with proof of performance. Box M-188, BROADCASTING.

Experienced General Manager. Now Managing a radio station. Want to relocate in the south. Age 34, family man, sober, honest, hard worker. Phone 606-528-8247.

Situations Wanted Management Continued

Large market, AM/FM sales looking for challenge in medium market. Extensive sales and programming background. Can offer 10 years experience, education, youth, drive and success, family man. Box M-203, BROADCASTING.

Situations Wanted Sales

New Station/new format? I'll sell or manage. 7 years, B.A., first phone. Call Mike, 217-446-7524 before 10:30 A.M. EST.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Take one announcer, Black, mix equal parts: clarity, mature smooth delivery, professionalism, writing-reading ability, sales experience, third endorsed. You'll never have that recipe again. MOR, Jazz, Beautiful Music, R & B, Box M-21, BROADCASTING.

Heavy Soul Jock, experienced, ambitious, good on production and ready to move. For tape and resume, write Box M-99, BROADCASTING.

Super, experienced, PBP man looking for sports oriented station. Will go anywhere, but must have 175 plus to start. Box M-101, BROADCASTING.

College grad, D.J., news, good production, commercials, will relocate. Available now. Can follow direction. Box M-104, BROADCASTING.

Employed, want change. 27, single, year plus experience, third, veteran, BS. "Beautiful music" or MOR, PA, NJ, DEL, but will go anywhere. Box M-105, BROADCASTING.

15 years experience—news—jock—any size market OK but want good benefits, college nearby, no snow. Box M-106, BROADCASTING.

Announcer-DJ, news and sales. College graduate, bright, aggressive, experienced, dependable, creative, verbatim tight board. Authoritative. Relocate. Box M-115, BROADCASTING.

Experienced, (Top 40, talk host, MOR, news), humorous, original, creative, powerful, exciting, stimulating. Aren't these ads ridiculous? Med./Major markets. Box M-162, BROADCASTING.

The wolf is at the door. Being fired in near future due to format change. Looking for small-medium MOR. Heavy on production and music. Excellent references. Box M-163, BROADCASTING.

D.J., tight board, good news, commercial and production work, limited experience. Will relocate, anywhere. Ready now. Box M-164, BROADCASTING.

Reliable Pro, 3rd phone. Presently employed. Good voice and personality, authoritative news. Looking for stability. Will go anywhere. Box M-173, BROADCASTING.

Available now; clever communicator with dry wit looking for progressive MOR or personality rock position; married, dependable, 6 years experience, first phone, excellent references. Will start around \$160.00 if opportunity's right. Box M-179, BROADCASTING.

Country, Rock, or MOR deejay with 1 yr. experience moving to Atlanta in January for electronics school; looking for job in radio, to pay for school. 3rd class endorsed. Tape and references on request. Box M-185, BROADCASTING.

Announcer, D.J. Excellent experienced, young, attractive, soulful, innovative, creative D.J. Broadcast Endorsed. Deep clear voice. Box M-199, BROADCASTING.

Talk and Entertainment—all night desired. Six years experience, talk, news, DJ. Interested in human side of story, can do controversy. Single, 30, will travel anywhere. 617-767-3281.

FM Operator! It takes a format and music to win. Try the "Q" and me. Dean Michael Scott, 3079 Florida Boulevard, Lake Park, FL 33403, 305-622-8486.

1st phone. MOR, contemporary jock looking for a start. One year college radio experience. Radio school grad. Anxious to work and learn. Tape and resume available. Will relocate. Steve Snider, 4363 Motor Avenue, Culver City, CA 90230. 213-839-4796.

Need first break, 3rd ticket, hard worker, fast learner, willing to relocate, creative, can write, friendly delivery, good knowledge of music, versatile background, seeks air position with creative people at progressive FM or AM, contact Beth Blakeman, 80 Collins Avenue, Daytona Beach, FL 32018, 904-253-1701.

Situations Wanted Announcers Continued

Tight, moving contemp/Top 40 jock looking for new challenge. Three years experience. First phone. Call Dan 607-797-1398.

Announcer, with 3rd endorsed, 8 months experience as salesman & air man mornings, tight board, good production. Now working Gaylord, MI. Will Move... Call 517-732-5770, Terry M. Davis.

If you are genuinely serious about your top 40 air product and are looking for an announcer that is educated and dedicated try me. B.A. Communications. Interested in Community Affairs Programs and PR. Steve Masapollo, 316 Harvard Ave., Collingswood, NJ 08108. 1609-858-6869.

5 years experience—1st Phone—Rock or MOR. Want medium market. Call 317-457-1030.

Two decades major sports, PD, talk-show experience. Seeks Midwest or Far West location. George Taylor, 617-674-3535.

Two years in small market ready to move up. Call Bill 616-467-4373.

Five years on Long Island, #9 Market. Want good job, good salary in NY, NJ, Pennsylvania, Connecticut. Rock, CW. Personality, production, sober, happy, loyal, and I love my wife. Jim Genovese 516-289-7024.

1st class C.I.E. grad. 2 years experience production, news, communication, BL. Soul Pop. Midday jock desires position. Call or write Jim "Mosquito" Wing, 2433 Calverton Heights Avenue, Baltimore, MD 21216. 301-233-6385.

Would like weekend board shift within 100-mile radius of Greenville, Ohio. 3rd endorsed, limited experience. 513-548-6426 after 4:30.

Situations Wanted Technical

Off the air again? You need contract maintenance engineers. Proofs, frequency checks, construction. Complete maintenance. Write Box M-30, BROADCASTING.

Chief Engineer, extensive background since 1950. Strong on maintenance and audio. Working staff now but unable to move up. Relocate anywhere USA. Box M-184, BROADCASTING.

First phone engineer, experienced AM-FM, automation. No announcing. Edward Jurich, 5169 East State, Apt. 108, Rockford, IL, 815-397-1891.

Situations Wanted News

Mature, medium market newsmen. 4 years experience. Seeks position in stable news department East of Mississippi. \$175/wk. Top references. Box M-135, BROADCASTING.

Newscaster-reporter. 24 months total experience. College graduate. My style? Up tempo or MOR. Prefer Midwest, Northeast or Canada. Doug Nagy, 1-313-534-0251.

Sportscaster, DJ, newsmen. College broadcasting degree, military experience. 24 years old, unmarried. Box M-176, BROADCASTING.

Looking for veteran sports man? I'm looking for aggressive station. Ten years experience with excellent references. PBP background in football, basketball, baseball, hockey and wrestling. Married, four children, ready to relocate. 507-373-0323.

College and broadcasting school graduate desires position in news or sports—3rd phone endorsement—experience lacking, but intensity, desire and determination aren't—Midwest preferred—contact Tom Ramsey, 2615 West 69th Street, Chicago, IL 60629.

Situations Wanted Programing, Production, Others

Positive Programing, the way I do it, could be the best thing that's ever happened to your station. Don't your listeners, advertisers and bank account deserve the best? Box M-67, BROADCASTING.

Programing, production, announcing. Will relocate. Available 1/1. B.S. Box M-159, BROADCASTING.

Production pro, creative copywriter, presently employed at Top MOR station, seek new challenge, 4 years experience, college grad, excellent references, married. Box M-168, BROADCASTING.

Young and talented College grad. seeks production position with TV direction advancement. A-average in college. B.S. in RTVF. Extensive list of professional credits. Will relocate. Available 1/74. Robert Klein, 3645 Forest Garden Avenue, Baltimore, MD 21207. 301-944-3062.

TELEVISION

Help Wanted Management

A TV news background, an MA, a creative imagination, ambition and management capability are required. You should be personable, responsible, persuasive and flexible. Write Box H-229, BROADCASTING.

Help Wanted Announcer

Entertaining Personality to co-host daily half-hour. TV talk-show experience. Must appeal to urban and rural audiences. Send VTR and resume to Al Sampson, WLUK-TV, Green Bay, WI.

Wanted, announcer, sports oriented, contact Paul Baker, WTPA-TV, Box 2775, 3235 Hoffman Street, Harrisburg, PA 17105. An Equal Opportunity Employer.

Help Wanted Technical

Wanted chief engineer AM-FM group owner—heavy on directional antennas, maintenance, audio proof of performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box K-170, BROADCASTING.

Expanding TV production company in the southeast, has a need for a fully qualified maintenance engineer. Send complete resume and salary requirements to Box K-219, BROADCASTING.

New Project in Florida. Television Engineers needed with experience in one or more of following areas: installation, operation (especially VTR editing), maintenance and quality control. Some supervisory levels also needed. Good pay and working conditions. Box M-102, BROADCASTING.

Consulting Engineer, midwest firm seeks engineers with broadcast or communications system design/construction experience. BSEE or equivalent experience. Liberal benefits. State salary requirements with resume. Equal Opportunity M/F Employer. Box M-204, BROADCASTING.

1st Class Engineer-operators for small market, expanding station. Experienced or will train. Contact Chief Engineer, WCOV-TV Montgomery, AL. 205-288-7020. Equal Opportunity Employer.

TV Engineer wanted to work in all color, remote-controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC-TV, Grand Valley State Colleges, Allendale, MI 49401. An Equal Opportunity Employer.

Florida VHF has an opening for technician with good technical background for maintenance and operation. Excellent opportunity. Good company benefits. Send complete resume to: Chief Engineer, WTLV, P.O. Box 1212, Jacksonville, FL 32201.

Video Operator with strong maintenance background to join local post production studio. Excellent opportunity for right person. Edtel Productions, 729 No. Highland, Hollywood. 213-931-1821.

Help Wanted News

Weekend anchorperson/producer—I am looking for a young personable broadcast journalist looking for an on the air slot. Writing, telephone beat work, production and anchor work for weekend newscasts required. Balance of week will be standup feature, sports and assignment work. Some film shooting required. If you don't know how, we'll train you. Pay is better than average for medium-sized Midwest market. Send to news director VTR sample of air work, picture, resume, writing samples and salary requirements first letter. Box H-242, BROADCASTING.

Anchorperson. Midwest top 30 market. Send resume and picture. Equal Opportunity Employer. Box M-137, BROADCASTING.

Sportscaster. Major Ohio VHF. If you're ready to move up, send resume and picture. An Equal Opportunity Employer. Box M-144, BROADCASTING.

Anchorperson/News Director—Northwest VHF looking for that hard to find combination of mature news judgment and expert management ability combined with a superior on-camera anchor delivery. If you have it all and the experience to back you up, we would like to hear from you. Send video tape and resume. Equal Opportunity Employer. Write Box M-147, BROADCASTING.

Assignment editor. Organized, but fertile mind. News experience. Must see far beyond news conferences. Feel for "people" stories essential. Contact Tom Torinus, WLUK-TV, Green Bay, WI.

Help Wanted News Continued

Sports personality. Proficient on-air talent, photographer, film editor to do features on people involved in sports, hunting, fishing, etc. Will produce, air shows at least two nights a week. Contact Tom Torinus, WLUK-TV, P.O. Box 7711, Green Bay, WI 54303. Send VT if available.

News film photographer and film editor—minimum 2 years commercial experience. Send resume and audition reel to News Director, WLWI-TV, 1401 N. Meridian St., Indianapolis, IN 46202.

Sports Director. On-air reporter, with knowledge of film and film editing. Must have ability to film and report pro football, hunting and fishing with occasional controversial comment. Send resume and VTR to Bob McMullen, News Director, WFRV-TV, Green Bay, WI 54301.

Help Wanted Programing, Production, Others

Producer for news show. Someone who sees job as more than just putting pieces together, and likes to try new things. News judgment, writing, film editing important. Middle market. Midwest. Box M-148, BROADCASTING.

Executive Producer (public affairs program) for public TV station. Solid TV journalistic background and producing experience required. We want shows that give off sparks but generate more light than heat. Send full resume and salary requirements. Equal Opportunity Employer. Box M-195, BROADCASTING.

Creative pro needed Florida network affiliated VHF-TV station needs creative director who can handle all the nuts and bolts of videotape production as well as on location 16mm film work. Must be able to punch buttons, load the camera, and bid the jobs. Assistants include copywriter, artist, film cameraman and lab technician. Must be able to furnish samples of videotape and film commercials on request. Send resume only to: Box M-196, BROADCASTING.

ETV station in Northeast seeks top producer for music, dance, drama, art, and other cultural affairs programing. Must have broad expertise in cultural affairs and extensive TV producing credits. State salary minimum. Send resume. Equal Opportunity Employer. Box M-200, BROADCASTING.

Assistant Producer for Talk-Variety Show. Must have experience in all phases of production, coordination of talent and show concepts. Write or call—Steve Schiffman, WCPO-TV, Cincinnati, OH 45202, area code—513-721-9900.

Still Photographer for TV station. Cinematography experience also desirable. Darkroom skill a necessity. Send portfolio and resume to WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

TV Director for PTV station. Must have good eye, good ear, be creative, unflappable perfectionist used to doing own switching. Sample tape required—with full explanation of directors role in all aspects of the production. Send tape and resume to WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

Art Director for public television station. Must be well qualified experienced and strong in graphic design. Send resume and portfolio to WNED-TV, 184 Barton St., Buffalo, NC 14213.

Situation Wanted Management

General Manager, 38, with 6 years management experience in medium market. Both program and sales management background. A real "go-getter." Box M-57, BROADCASTING.

Situations Wanted Announcer

Children's Programing producer-host now available. Quality format for afterschool. Sales, announcer, and PR experience. Box M-86, BROADCASTING.

Situations Wanted Technical

Technical school graduate, first phone, experienced master control. Ten years broadcast operations. Southeast. Box M-116, BROADCASTING.

First phone, 26 years AM, FM, and TV. Strong on FM and TV transmitters. Box M-177, BROADCASTING.

Transmitter Supervisor, professional with 23 years. Last 10 years staff in New York City. Unable to advance. Relocate anywhere USA. Box M-183, BROADCASTING.

Situations Wanted News

I offer reporting ability, professionalism, imagination, and as many hours of hard work as you require. Can you offer me a challenge? BA, Broadcast Communication Arts, and presently completing MS, Mass Communications. Available in January. Box M-160, BROADCASTING.

Sports: Pro DJ-Production Ace with strong on camera credits seeks transition to sports. Happily consider TV-Radio combo. Box M-190, BROADCASTING.

Reporter/Writer seeking similar position in TV. Extensive experience in magazine news includes, reporter Life Magazine, freelance journalist/photographer major news publications, editor/publisher nationally distributed newsstand magazine. Related film background. Complete resume, writing samples, etc. available on request. Box M-191, BROADCASTING.

TV News Director/Anchorman/Commentator seeks new challenge. 25 years experience with top-rated, award-winning newscasts. 8 years experience as Legislative Correspondent. Box M-192, BROADCASTING.

TV Sports: 12 years experience. Play-by-play. Shoots 16mm film. Creative, hard working pro. Box M-201, BROADCASTING.

Experienced 25 year old college grad wants position as cameraman, reporter. Experienced air man. Have done some of everything. 512-672-3061.

Sports Director: Experienced sports reporter and photographer currently working for mid-western network affiliate. Can write, edit and deliver copy. Send inquiries to Box 6481, Columbus, OH 43224.

Situations Wanted Programing, Production, Others

Television Writer-Producer, age 35, ten years experience, seeks staff position to create a new series or contribute to an ongoing one, local or network. Box M-122, BROADCASTING.

Cameraman/floorman. Directed program aired in N.Y.C. Seeks position within metro area or Long Island. Call 212-253-8845 nights.

Experienced, young director in Top Ten market wants Producer-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

Looking for the Sun! Top Canadian TV Producer-Director available immediately. 12 years experience in live, VTR and film production. Young, alert and ambitious. Strong on sports, music and public affairs. Good references and resume available on request. Robert Shipley, 479 Morley Avenue, Winnipeg, Manitoba, Canada. 204-284-2112. Hurry! It's cold and getting colder!

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Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

4-leg tower 250-350. Lee 375 W. Montauk, Lindenhurst, NY.

FOR SALE EQUIPMENT

Collins 212F Console, excel. cond.; CCTV System (Viewfinder cameras, monitors, switcher, etc.). Box M-62, BROADCASTING.

G.R. 916-AL R.F. Bridge, like new condition \$650.00. Box M-109, BROADCASTING.

General Radio 916A RF Bridge \$550. 1330 Bridge Oscillator \$800. Delta Power Bridge \$400. All units in mint condition. Box M-198, BROADCASTING.

2-Bell & Howell Model 614 16mm TV Film Projectors, Mag./Opt. sound, suitable for color operation, asking \$2,500. KORN-TV, Mitchell, SD 57301.

1. GE 4TT24A1-3 UHF Driver, Ch. 22 removed from service 10/14/73. 2. 3-COHU 3200 cameras with 10 x 1 lens and remote CCU. 3. 2-SONY 5000 color camera chains with 6 x 1 lens and sync. gen. 4. 1 RCA TK21C film camera. Reply to D. Zulli, KWHY-TV, 213-466-5441, Los Angeles, 90028.

Marti & Sparta new equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

For Sale Equipment Continued

Replacement attenuators. We supply equivalent controls for most broadcast consoles. Contact Mike Sutton 919-934-3135. Shalico, Inc. P.O. Box 1089, Smithfield, N.C. 27577.

Automated Tape-Athon Music System. Complete. Double rack with 19" panels. Music units, four Model 702-10", Message units, 5-702-7", plus 1 spare. All metered. Controlled by 12 position sequencer for 24 hours or time clock operation or music only. Five metered outputs. Also 2-Tape-Athon 900 Record, Playback, 334-71" ips. All like new. Call # (714) 774-6778 or (213) 348-2916.

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Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

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Elkins in East Hartford, 800 Silver Lane.

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Instruction Continued

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TELEVISION

Help Wanted Management

TV—GENERAL MANAGER WANTED
Group broadcaster is looking for an experienced General Manager for a network affiliated TV station in a \$5,000,000 television market. Must have previous management experience, good background in sales and programming, and be profit-minded. Excellent career advancement potential with our company. Send your resume to:
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Help Wanted Technical

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Help Wanted News Continued

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Equal opportunity employer M/F

Station with Top News ratings in Major Midwest market seeks strong performer-journalist as weekend and backup anchor person, heir apparent and reporter. Send letter, resume and videotape to:
Box M-194, BROADCASTING.

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**PROGRAM DIRECTOR
TOP TEN MARKET
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TV Situation Wanted News



TV STREET OR ANCHORMAN seeking creative, professional environment. My credentials include solid TV-R news-writing and broadcasting; government background; strong letter of recommendation and a history of warm community response. Call Dan collect at (518) 792-6595 or
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 —Situations Wanted, 30¢ per word—\$5.00 weekly minimum.
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Profile

AMPTP's Billy Hunt: speaking for management

Everyone calls him "Billy," bringing to mind those men who carry into adulthood their childhood names. Billy H. Hunt does indeed have a peculiarly youthful appearance that is most apparent when his face creases into what can only be described as a boyish smile. And that seems slightly out of place for the man who is executive vice president of the Association of Motion Picture and Television Producers, and whose major activity is bargaining with labor unions.

Billy is no nickname either; it's the name on his birth certificate. The fact that his father was a Texas oil engineer may have something to do with this, since Billy is a solid Lone-Star name—for both males and females.

It was not long after Mr. Hunt took his job with the producers association, in April 1972, that his first big union negotiation was thrust upon him. It was with the biggest craft union in Hollywood, the International Alliance of Theatrical Stage Employees, and it went on and on—until it ended like a cliff-hanger on Jan. 31, the day the contract between IATSE and the producers expired. (The IATSE stagehands' strike that has been going on against network studios and owned-and-operated stations in Hollywood for the past six weeks is not in Mr. Hunt's jurisdiction.) Mr. Hunt had barely settled the IATSE negotiation when he got into one with the Writers Guild of America. That led to a 16-week strike that began last March 6 and put a crimp in production for this television season.

Facing Mr. Hunt now are two union contracts that expire during the new year: the Screen Actors Guild and the American Federation of Musicians.

This field is not new to Mr. Hunt. He was, after all, a labor-relations lawyer in private practice before he was chosen for the AMPTP job to succeed Charles F. Boren, the long-time executive of the association, who retired.

If recent labor relations in Hollywood have been abrasive, they show no signs of easing any time soon. "The present period of labor unrest," said Mr. Hunt the other day, "is going to continue for several years. There has been more labor stress this year than in the previous 25."

Why this pessimism? "It's the economic situation," he explained, "plus decreased employment in Hollywood—and the casual and seasonal nature of employment here."

In the broader picture, he noted that there is a national and international antipathy to establishment forms. "Labor



Billy Hugh Hunt, executive vice president, Association of Motion Picture and Television Producers; b. Aug. 19, 1926, Alton, Ill.; BS, University of Southern California, 1950; JD, University of California (Berkeley), 1957; U.S. Navy, 1944-46 (petty officer), 1952-54 (lieutenant); private law practice in San Francisco, 1957-59, and in Los Angeles, 1959-72; executive vice president, AMPTP, 1972-present; also one of three executive vice presidents of Motion Picture Association of America; m. Ellen Karen Lieberg, Jan. 10, 1954; children—Leslie Ellen, 15; Maren Tudor 14; William Pleasant, 9.

is no different," he noted, pointing to overt manifestations by West Coast locals to be independent of their headquarter councils, to push for more autonomy. "In years past," he said, "labor tended to be homogeneous; today, because of this push for independence, there is turmoil."

But, he added, this is not germane only to labor conditions. The motion picture and TV industries themselves are being fragmented. The line is blurring between the major studios and the independents, he says; movie production is being reduced each year; new technologies are springing up, and new markets are on the horizon—for example, video cassettes and pay TV, he adds.

"In years past," he observed, "AMPTP has provided a form of cohesion for the producers. It will strive to continue that unity for the industry, but it may become very difficult."

AMPTP, which celebrates its 50th birthday next year, has 75 members. Originally the organization was for motion picture producers, but in 1964, it added TV to its name. Technically speaking, AMPTP has no connection with the Motion Picture Association of America, which represents film distributors, but in fact the kinship is close. Jack Valenti, for example, is president of both MPAA and of AMPTP.

Although labor relations is pre-eminent in Mr. Hunt's roster of responsibilities, there are other facets of the organization that also make it important to the

Hollywood community: research, public relations, training programs for employees, safety standards, lobbying, minority affairs, and even casting.

For Mr. Hunt wears many hats in his present position. He is, for example, president of Central Casting Corp., which on some days hires as many as 1,300 performers. He also is a member of the board of directors of pension plans and in some instances health and welfare funds of such organizations as the Writers Guild of America, the Screen Actors Guild, the Directors Guild of America. He's chairman of the Contract Services Administration Trust Fund; a trustee and director of the Motion Picture and Television Fund and of the Permanent Charities Committee of the Entertainment Industry. In fact, this year he is chairman of that group's fund-raising campaign and, as of mid-November, has helped collect almost \$2 million.

The workload doesn't seem to unduly worry Mr. Hunt. One of his strengths is obviously the equanimity of his disposition. Those who know him and work with him use such terms as "pleasant," "affable," "kind," "amiable." Lew Wasserman, chairman of MCA Inc., who has been chairman of AMPTP since 1966, calls him "an outstanding executive with a great deal of patience and compassion."

Even labor leaders who have sat across negotiating tables from him use phrases like "impossible to dislike," "very personable," "always a gentleman." Of course, realistically, they are slightly wary of him; they claim he is very cautious, playing his cards close to his vest.

The plethora of activities in which Mr. Hunt is engaged is not new. While he was attending college, he clerked for a Los Angeles drug store chain. Summers, he worked as a structural steel worker on construction jobs in the area. Those jobs and his GI bill (he was a Navy petty officer in World War II, and a lieutenant in the Korean conflict) helped put him through college and law school.

Mr. Hunt's principal form of relaxation is boating; he owns a Grand Banks 42-footer, equipped with twin diesels. In order to get away from it all (and, for someone who faces the frustrating hours of labor relations, that's a requirement), he gathers his family, boards his boat and cruises either the Channel Islands off Santa Barbara, or a short weekend jaunt to Catalina Island. When he really has time available, he strikes out for more distant shores, to Mexico for example. And he also works off some of his tensions by playing handball—but only occasionally these days.

Editorials

Emancipation proclamation

William S. Paley, the board chairman of CBS, has untied that hand he bound behind his newsmen's backs last June when he ruled they could not offer analysis of presidential statements or those of other public figures hard on the heels of their happening. It was an unfortunate idea in the first place, and one for which Mr. Paley has been criticized widely within his own company and the industry. He is to be commended for recognizing the error, for restoring to CBS its full arsenal of journalistic options, and — in an oblique way — for conferring on that technique a legitimacy it had not known before. For the want of analysis on CBS placed an even greater burden on that being presented by ABC and NBC; in a sense, they became the testing grounds for this hardest of broadcast-journalism exercises. Their able performance under that gun has enabled all in the news corps to work with renewed confidence.

In the final analysis, it is clear that CBS was mouse-trapped by a semantic. It is to Spiro Agnew that is owed the debt for dubbing what broadcasters do — as opposed to what their print counterparts are doing at precisely the same moment — “instant analysis.” In truth, of course, such immediate response is no more instant than the years of training, experience and backgrounding that go into making the broadcast journalist a skilled observer of the public scene. “Instant analysis,” like “elitist gossip,” “ideological plugola” and other slogans that are long on imagery but short on substance should be accorded the same interment as their perpetrators.

No rules at all?

The U. S. Court of Appeals for the District of Columbia has laid further claim to its reputation as the super-FCC by issuing a new policy on diversified ownerships. It has also given broadcasters new reasons to seek legislative relief.

As reported here a week ago, the court remanded the Orlando, Fla., channel-9 decision on, among other grounds, a finding that a losing applicant had been wrongly denied a comparative merit for the presence of two blacks among its stockholders. This opinion extended a principle that the appellate court originally advanced in June 1971 when it overturned an FCC policy statement.

The FCC had issued its statement in January 1970 to undo a freak WHDH-TV Boston decision that had made most licensees fair game for competing applicants. To restore conditions that had prevailed before WHDH, the commission proposed to give incumbents an advantage over untried rivals if the incumbents showed a record of “substantial service.” It also said it would eliminate diversification of ownership as an issue if incumbents were in compliance with existing rules.

In rejecting that policy, the court asserted that a “superior” record ought to be demanded and that diversified ownership ought to be the FCC's constant goal, “including plans for integration of minority groups into station operation.” This, of course, exposed all licensees with multimedia holdings to the very real danger of losing their properties to any applicant of reputable character, reasonable financial backing, fewer multimedia ties and more minority stockholders. The formula had been perfected for the case-by-case restructuring of the industry into an ultimate condition of single-station ownership.

If the formula were perfected in the appellate court's

rejection of the FCC policy, it has been polished in the court's reversal of the Orlando case. Diversification of ownership must be a “primary objective” in comparative proceedings, whether for occupied or unoccupied facilities, the court has now ruled.

There is, of course, a fundamental conflict between the court's assertion of the primacy of diversification and existing FCC rules under which present holdings have been obtained. In effect, the court has nullified the rules by instructing the FCC to break up multiple holdings, however legal, as they are challenged.

The remedy lies only in legislation. More and more it becomes imperative that a bill forbidding ad hoc dismemberment of broadcasting get through the Congress. As reported here a week ago, Congressman Lionel Van Deerlin (D-Calif.) has professed a willingness to vote for reasonable relief, thus withdrawing his amendment that would put all licenses up for grabs by the fanciest promisers. With that example, other congressmen ought to be willing to listen to the broadcasters' case.

Broadcasters aren't asking for the moon, or for permanent title to any piece of the spectrum. They are merely asking not to be punished for abiding by the FCC's rules.

Just for the hell of it

Senators Lowell P. Weicker (R-Conn.) and Abraham Ribicoff (D-Conn.) have introduced a bill to abolish the Office of Telecommunications Policy, largely out of concern over executive-branch influence in broadcast programming. There may be an even better reason to think of cutting OTP back to size: the elimination of waste.

Last week, as described elsewhere in this issue, it was discovered that OTP has just commissioned Stanford Research Institute to do a study on movies and pay cable. Nothing could be less timely than this exercise, which got under way at about the same time the FCC was holding its final and presumably definitive argument on pay-cable policy. To what end has OTP committed funds to Stanford Research for a project that is unlikely to be completed before national policy is set?

By the way, whatever happened to that high-level administration policy statement on cable television? OTP has been working on that for two and a half years.



Drawn for Broadcasting by Sid Hix
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"WGN?

**Well, I'm 28 years old,
and I'd say I've been
watching and listening to WGN
for about 25 of those years...
I guess if you live in Chicago,
you grow up with WGN."**

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2