

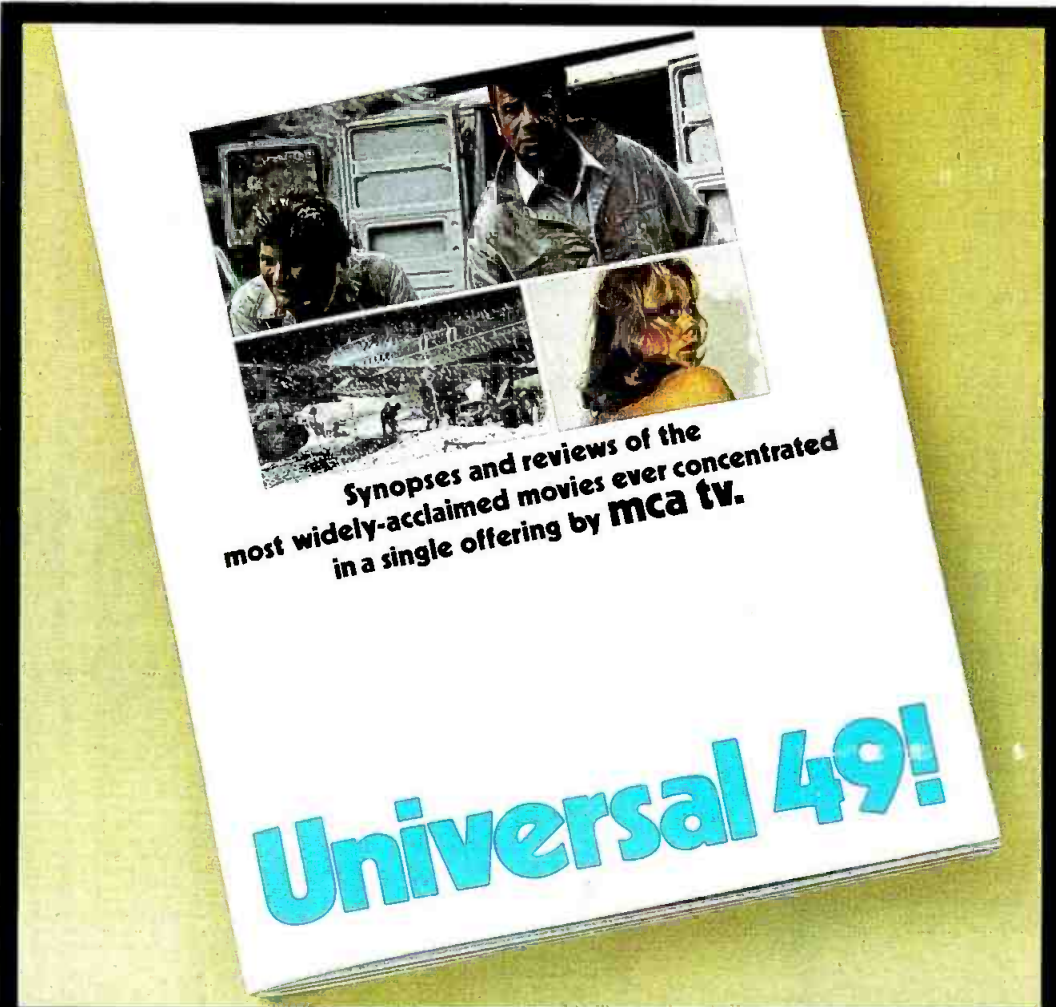
Network competition gets fiercer in daytime TV
Rival factions in last-ditch fight over copyright

Broadcasting Jun 3

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

NEWSPAPER



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A great name.

But that's only part of the answer.

In both cases, those great names are also great trademarks.

And great trademarks are as valuable to you as they are to the companies that own them.

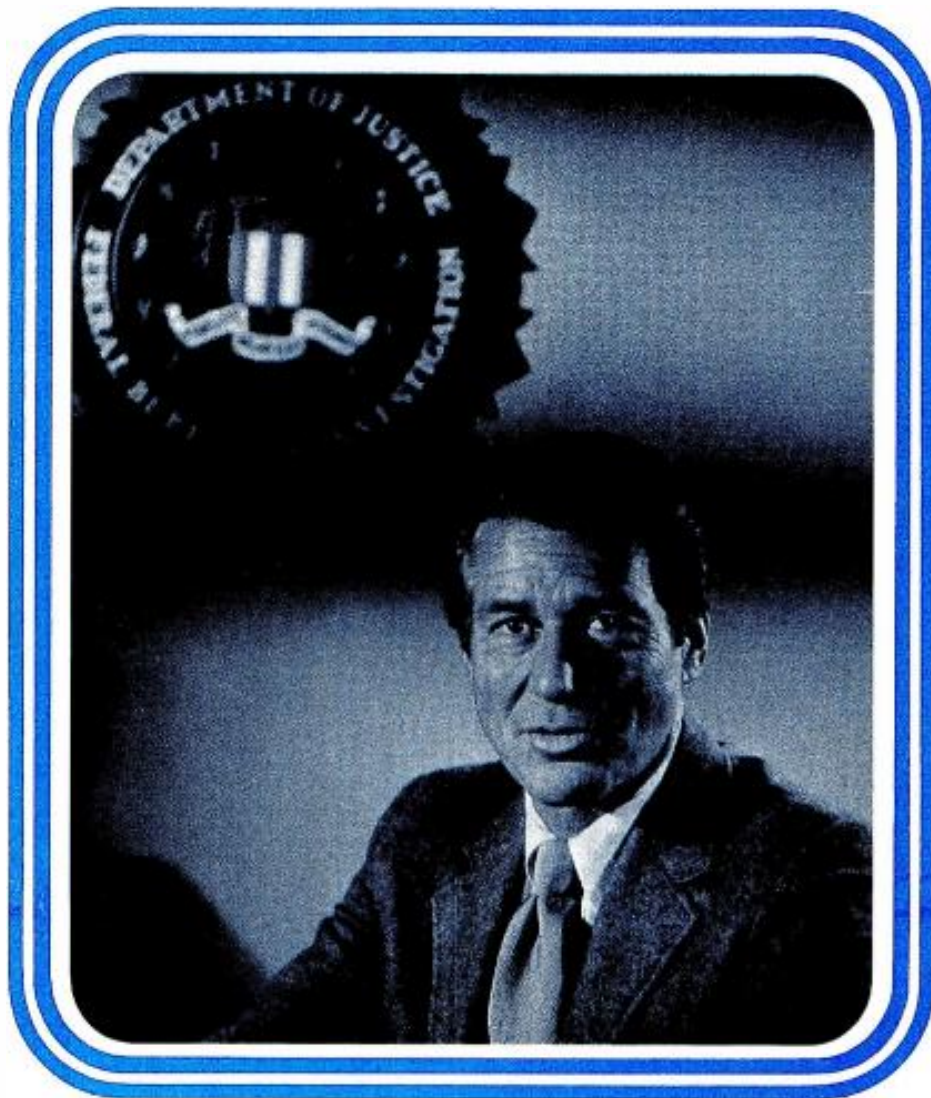
That's because they ensure that when you ask for something, you get what you ask for.

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So it should always be followed by the name of the one to which it refers—“Xerox copier,” “Xerox computer” or “Xerox textbook.”

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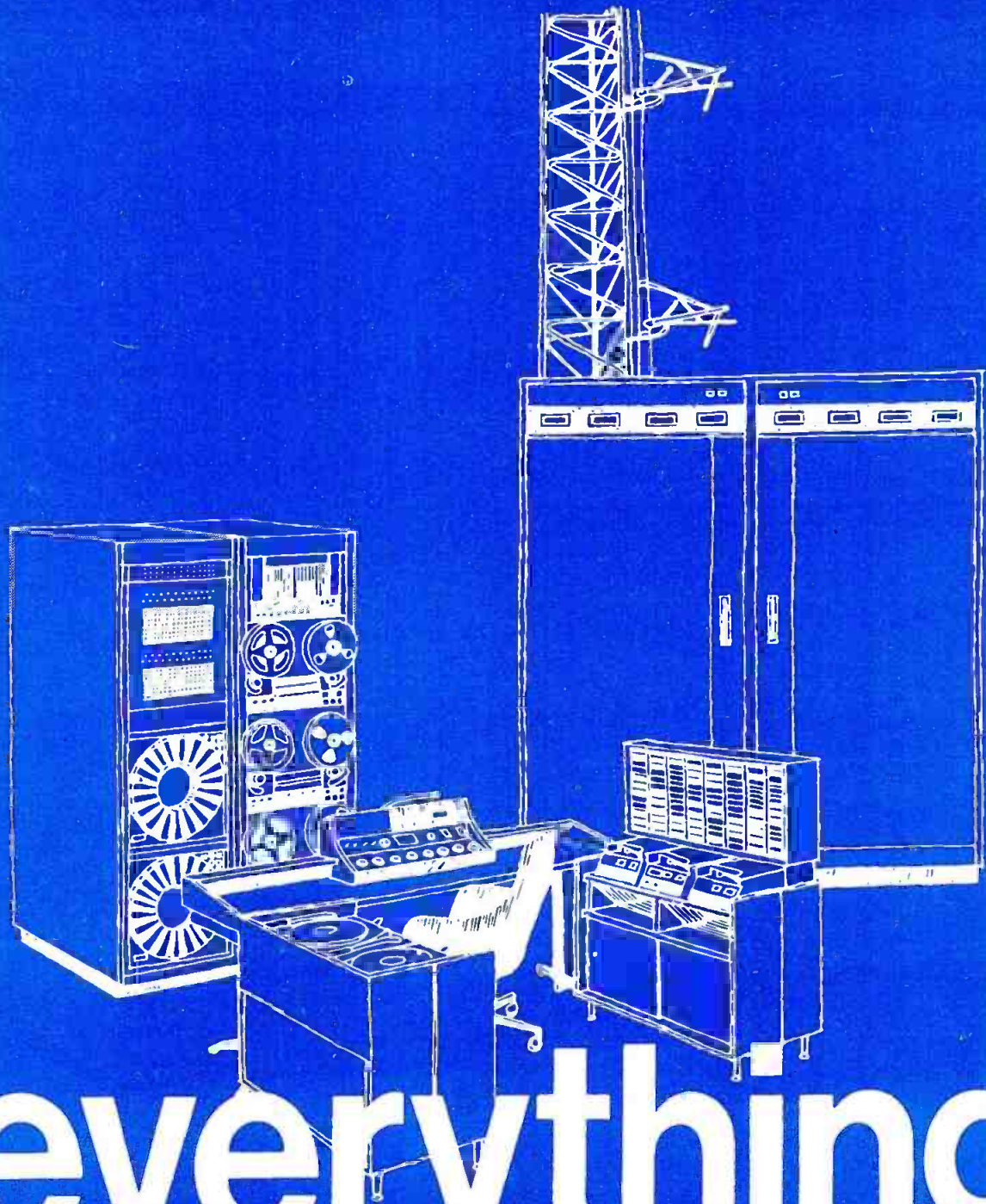
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Graceful upheaval. With none of rancor or sense of urgency that marked last fall's aborted uprising, proposal for long-range changes that will produce gradual transition to new top leadership of Television Bureau of Advertising is expected to be submitted to TVB board this week. If approved, it will lead to search for ultimate successor to President Norman E. (Pete) Cash, TVB's top man since 1957, with consultancy or retirement benefits recognizing contributions that Mr. Cash, who is now 55, has made over years. Proposals are contained in report of special select committee, headed by Marvin L. Shapiro of Westinghouse Broadcasting Co., named last winter to study TVB's future role, functions, structure and manpower needs (*Broadcasting*, Dec. 3, 17, 1973).

Select committee's report represents more than four months of deliberations plus special study by McKinsey & Co., management consulting firm, and survey of TVB members. Submitted to TVB executive committee last week, report is said to be well documented but conciliatory, avoiding personality issues, unlike earlier executive committee's attempt — rejected then by board — to retire Mr. Cash and name John M. Otter, former NBC-TV sales vice president, to TVB presidency (*Broadcasting*, Nov. 12, 1973). Board meeting will be held today and tomorrow (June 3-4) at Hamilton, Bermuda.

The pinch. Station trading is being slowed by gyrations in money market, according to principals and brokers. High interest rates, premised on all-time record prime of 11¾%, are causing prospective purchasers to exercise extreme caution. One multimillion-dollar top-10 market radio sale, all but concluded, was stopped dead because of 14% interest minimum.

What access means. FCC is about to issue public notice defining "reasonable access" that broadcasters must give political candidates. Questions have been popping up since enactment of 1971 campaign-spending law providing that broadcasters guilty of "willful or repeated failure" to grant "reasonable access" to candidates for federal office may lose their licenses. Essentially, notice will say that, to comply with law, broadcasters cannot refuse to sell or give candidates time in prime or drive time, or limit that time to spots unless there are "countervailing circumstances." These would include situation in which station was faced with multiplicity of candidates requesting time.

Commission has said in past it does not expect station to fill all or most of its prime time with political broadcasts. Notice is also expected to warn stations that if they afford commercial advertisers flexibility in length of messages, they must do same for candidates. Notice was prepared and approved by commission two weeks ago, but its release has been awaiting drafting of concurring opinion by Chairman Richard E. Wiley.

Common language. Conference on standardization of broadcast advertising forms for computer use is being developed by New York-based International Radio and Television Society as outgrowth of nuts-and-bolts computer

seminar it held six weeks ago. One of seminar's major conclusions was that, though computers are becoming vital at many stations and agencies, they are handicapped in several areas by absence of standardization (*Broadcasting*, April 22). TV and radio contracts and invoices, coding, definitions of popular but variously used sales terms are among subjects for conference, to be held June 25 at Biltmore hotel in New York with Albin Nelson of Television Bureau of Advertising as chairman.

Attendance will be by invitation to associations, station groups, group reps, computer software and hardware companies and others for what IRTS officials say should be "most widely representative group ever assembled" on this problem.

Nationwide's haul. Able Communications Inc., New York, has signed letter of intent to sell its radio properties for \$10.2 million to Nationwide Communications Inc., Columbus, Ohio, group station operator. Able owns KJOI(FM) Los Angeles, KOAX(FM) Dallas and WAVO(AM) Decatur, Ga., and 40% interest in WPCB(FM) Atlanta. Deal also would include KEZX(FM) Seattle which Able has bought subject to FCC approval.

Detente. For first time Soviet copyright authorities are talking about reciprocal arrangements with rights societies in U.S. Boris Pankin, president of Soviet Bureau for Protection of Authors' Rights, has been conferring in New York with officials of American Society of Composers, Authors and Publishers and of Broadcast Music Inc. He has also met with book publishers.

Off again, off again. After two false starts, White House and National Cable Television Association have reached stalemate in attempts to schedule meeting between President Nixon and NCTA board. First date scheduled (May 16) had to be dropped because of complexities in President's calendar (*Broadcasting*, May 20). Second try came May 24 when Charles Lichenstein (who migrated to executive office from FCC with boss, Dean Burch) called NCTA President David Foster to propose meeting following Wednesday (May 29). That one, Mr. Lichenstein says, then fell through because of NCTA's inability to pull key board members together.

Shades of Nick? There's late blooming concern in communications ranks about administration's "package deal" of three nominations to FCC. Puzzlement is over regulatory philosophy of Professor Glen O. Robinson of University of Minnesota law school, named to Democratic vacancy (*Broadcasting*, May 20). Renomination of Commissioner Robert E. Lee for unprecedented fourth seven-year term is generally applauded, and nomination of Abbott Washburn, with international background, is accepted as natural.

Worriers are citing parallels in careers of Professor Robinson and former Commissioner Nicholas Johnson. Both served legal apprenticeships in Washington's biggest law firm, Covington & Burling. Both have taught law (Mr. Johnson at University of California). They differ in one way: As FCC chairman, Dean Burch tangled incessantly with Mr. Johnson. As counselor to President, Mr. Burch strongly supports Mr. Robinson.

Top of the Week

Lining up. *Times were when the race for prominence in daytime television belonged to CBS. Now, with field of a tightly bunched three, competition has been getting hot. Here's how networks' strategies fall into place. Page 14.*

Luck of the ladies. *In presentation that wasn't structured to offer much surprise or excitement — and didn't — CBS garnered king's ransom of Emmy awards. It was women's time to triumph, with Jane Pittman and star Cicely Tyson leading feminine parade of honorees. Page 15.*

Intervisitation. *With copyright mark-up session set for this week, members of Senate Judiciary Committee were knocking on one another's doors in search of compromise. A Broadcasting poll finds few sure answers before the fact, but prevailing feelings give sports blackout sparse chance of survival, performance royalties little more so. Page 17.*

Settlement. *KWGN-TV Denver agrees to give outside interests substantial input in programing decisions, liberalize hiring practices in wake of FCC activity by women, minorities. In return, challenge to its renewal application falls by wayside. Page 18.*



Slow start. *Turnout for first FCC regional rap session (illustrated above), wasn't exactly to Chairman Wiley's liking, but odds are project will get another chance. Page 20.*

Harmony. *While their motives varied, parties commenting in FCC inquiry find little reason to continue agency's CATV program origination rules. Page 24. To cablemen, laissez-faire is best approach. On own initiative, NCTA research reveals, some systems have turned new medium into esthetic exercise, if not a commercial success. Page 26.*

Retrospective. *To former FCC General Counsel Henry Geller, 1972 compromise agreement over cables and copyright is now "dead letter." Accordingly, he suggests, commission should return to basics in signal carriage rules. Page 28.*

Enough. *Claiming that it poses frightening prospect of government suppression of news, CBS's William Paley calls for an end to the fairness doctrine. Page 31.*

Marriage. *In action said to create world's largest independent TV news service, Television News Inc. agrees to acquire virtually all domestic business of competitor UPITN. Page 32.*

Downbeat. *Nobody expected Teleprompter Corp. to have a very good 1973 report. With release of record, it's clear that predictions were accurate. But, company asserts, things are looking up. Page 34.*

At home. *Bob Bennett is used to selling local television. Now he's doing it for WCVB-TV Boston, the most local of them all. Page 49.*

AP announces voice news service with 100 stations already pledged; Goodman, Pastore split on fairness

Associated Press will inaugurate voice news operation in direct competition with existing aural networks and UPI Audio.

Announcement that Associated Press Radio will commence operation next fall was made Friday (May 31) by AP President Wes Gallagher at annual convention of AP Broadcasters Association in Kansas City, Mo. At same meeting, NBC Chairman Julian Goodman and Senator John Pastore (D-R.I.) took contrasting stands on necessity for FCC's controversial fairness doctrine — which earlier this week was subjected to vigorous attack by CBS Chairman William S. Paley (see page 31).

Mr. Gallagher told APBA delegates that new radio service will feature hourly packaged newscasts as well as on-the-spot reports from AP correspondents worldwide and will supply certain specialized programing. Robert Eunson, AP's vice president-broadcasting, said service "will provide the most complete and most flexible news programing in sound available." He further termed service "supplement" to AP's existing broadcast newswire. General manager and chief engineer, as well as working correspondents, Mr. Eunson said, will be announced later. He reported that number of stations expressing "firm commitment" to purchase service (no advertising will be carried) "exceeds 100."

Mr. Goodman told APBA assembly that fairness doctrine is prominent in what he called "gradual accumulation of regulations and restrictions on what journalists can and cannot report." He spoke of "stultifying effect of the government's hand in the editorial process" in controversy over NBC's 1972 documentary, "Pensions: The Broken Promise." Imploping broadcasters to "resist... forcefully" attempts to erode First Amendment rights, Mr. Goodman called for new "legislative and regulatory course for a free press."

Senator Pastore, chairman of Communications Subcommittee, approached fairness problem from different ground. Acknowledging that "in isolated cases, all of us would not agree with the manner in which [the doctrine] has been applied," he praised doctrine in general as "unique guideline and safeguard." "Stripped of its legal niceties," Mr. Pastore asserted, doctrine is "lofty principle."

Messrs. Goodman and Pastore both had harsh words for Nixon administration's dealings with news media. Former lamented that White House "hostility, secrecy, manipulation of public opinion and harassment of the media" have reached "high water mark." Mr. Pastore termed administration's attitude toward press "seamy, unworthy and debasing," referred to press critics within White House as "disciples of defiance and arrogance." Mr. Pastore called on journalists to become "the Paul Reveres of our society" in exposing political misdeeds.

Old promise-vs-performance scores are dusted off by FCC's new regime

With Chairman Richard E. Wiley taking lead, FCC is showing renewed interest in promise-versus-performance issue. Staff has been directed to draft public notice on what Chairman Wiley sees as problem of licensees not living up to program proposals they make in license-renewal applications. In addition, number of stations in Oklahoma, Nebraska and Kansas due for renewal June 1 will be contacted by commission, either with request for explanation for variance between promise and performance or, if explanation has already been provided and it is considered weak, with letter of admonition. Stations will be drawn from list of 28 whose promise-versus-performance records were submitted to commission for its consideration last week.

Issue is one that arises periodically at commission. In re-

Windfall. Close to \$500 million in prime-time orders for 1974-75 season had been set by three commercial TV networks as of late Friday (May 31), according to best available estimates. Most commitments, which appeared to be record for this date even though selling started later this year, extended well into and in many cases entirely through 1974-75 season. NBC-TV officials, reporting "fantastic" breakthrough that produced \$75 million in two days (May 23-24), said prime-time sales through last Friday totaled at least \$150 million. CBS officials refused to estimate but sources there put total at around \$200 million, while others speculated that ABC-TV's — which reportedly included "five sales in five minutes" late Friday — were approaching \$150 million.

cent years, it has not received much public attention since staff had been delegated responsibility to deal with such matters. But under policy in effect since February, staff has been referring to commission "substantial" promises-versus-performance questions as they arise in license-renewal applications. And Chairman Wiley last week indicated he felt commission should take tougher stand on issue. Mr. Wiley told reported that broadcaster keeping promise to government is consistent with "new ethic" he has been urging on broadcasters.

Problem involves program proposals in news, public affairs and "other" (besides entertainment and sports). Commission officials say stations either fall short of promises, or if percentages they report indicate promises are being kept, actual programs do not fit category to which they are assigned. Broadcasters often have problem defining public affairs. (School lunch menu announcement, for example, is public service but not public affairs program, officials say.)

Staff considers promise-versus-performance question substantial enough for commission's attention if variances in all three categories total 20% or if variance in any one is 33 1/3%. Number of broadcasters at FCC's regional meeting in Atlanta on May 24 (*Broadcasting*, May 27) raised issue in workshop conducted by Richard Shiben, chief of renewal branch. He advised them to be realistic about proposals and to be prepared to stick by them, but said that if conditions change, forcing change in plans, they should promptly and fully inform commission.

Via satellite for less?

TV networks and other users of international communications satellite service would receive big cut in costs for such service if FCC were to adopt proposal of its trial staff in Communications Satellite Corp. rate hearing. Trial staff last week urged commission to order 43% cut in Comsat's rates and direct that reduction be passed on from international carriers, which are Comsat's customers, to ultimate users, including networks. Last year, Comsat's revenues from television service, including that provided for Europeans, was \$2,189,000.

Trial staff made proposal in petition asking commission to reject Common Carrier Bureau's recommendation for resolving, at least temporarily, issues in hearing begun in 1965 but in active phase only since 1971. Bureau proposed 20% cut, said nothing about flow-through of reductions to users (*Broadcasting*, May 13). Bureau would also postpone hearing for two years, while trial staff says hearing should be expedited on basis of paper pleadings to permit final decision "in the immediate future." Trial staff said 20% reduction would permit Comsat to earn "return after taxes at unprecedented levels of up to approximately 25%" during proposed two-year postponement.

Networks last week did not quarrel with 20% cut, but

said commission should either order reduction passed on to users or permit networks and other users of television service to deal directly with Comsat. European Broadcasting Union, whose members' use of Comsat service would probably skyrocket in event of impeachment and trial of President Nixon, also urged FCC to provide for flow-through. Bureau's proposal was supported by Comsat, AT&T.

Nixon wants consumer agency to have role in license renewals

Nixon administration will try to limit scope and independence of Consumer Protection Agency when bill establishing new office gets to Senate floor later this month. But in one sensitive area, it favors expanding CPA purview: license-renewal proceedings before FCC. Under version Senate Government Operations Committee reported out two weeks ago (*Broadcasting*, May 20), renewals and labor dispute proceedings would be out-of-bounds to CPA intervention.

Letter written by Roy Ash, director of Office of Management and Budget, to Chairman Sam Ervin (D-N.C.) reveals administration's attempts to get renewal exemption deleted from bill. Renewals "sometimes concern vital consumer interests," Mr. Ash argued, and should therefore "not be placed totally and automatically off bounds to CPA." Ervin committee didn't buy any of OMB's suggestions which included greater accountability to President, rather than Congress, and limiting of CPA's information gathering powers.

CPA bill was killed on floor of Senate last year by filibuster of Senator James B. Allen (D-Ala.). Senate sponsors expect more rough going this time with attempts to kill renewal exemption popping up at some point. House-passed edition of CPA includes no exemption, but if CPA bill gets through Senate intact, it'll likely be added in conference bill, most observers feel.

Cook, Moss disagree on regulation; network chiefs decry federal excess

Senator Marlow W. Cook (R-Ky.), in apparent change of position, said Friday (May 31) that advertising industry should set up "a strong voluntary code of self-discipline" to "waylay the current criticisms of the industry, and at the same time alleviate governmental intervention."

Speaking at Young & Rubicam-sponsored "Issues in Advertising Today" seminar in New York, Senator Cook, member of Senate Communications Subcommittee, said some government guidelines on advertising are too rigid. He mentioned "an FTC regulation concerning nutritional advertising" in which listing of product ingredients alone "would take the whole 30 seconds" of television commercials. He added that FCC Chairman Richard Wiley's proposal to cut back commercials in children's advertising

So there. Dick Cavett, ABC-TV late-night star, whose Emmy award (for outstanding individual and program achievement) was unmentioned on NBC-TV broadcast of presentations last Tuesday night (see page 15); announced late in week he would reject statue. He wired National Academy of Television Arts and Sciences: "If you could not find time for my award in your two-and-a-half-hour program, I cannot find room for your award in my four-and-a-half-room apartment."

Robert Lewine, academy president, said Mr. Cavett was not uniquely omitted. Also overlooked in broadcast: Tom Snyder of NBC-TV's late-late-night *Tomorrow*, Charles M. Schulz, creator-writer of *Charlie Brown Thanksgiving Special*, and William Zaharuk, art director, and Peter Razmofski, set decorator, for "The Borrowers" on NBC's *Hallmark Hall of Fame*.

(Broadcasting, May 27) is "out of bounds."

Another panelist, Senator Frank Moss (D-Utah), chairman of Senate Consumer Subcommittee, said self-regulation wasn't enough, that "a disinterested, outside overview" is needed. As to make-up of regulatory bodies, he said, "public will not accept regulators who come from the industries they are assigned to regulate."

Other three panelists - Walter A. Schwartz, president, ABC-TV; John A. Schneider, president, CBS Broadcast Group; and Herbert S. Schlosser, president, NBC - spoke out against government regulation of TV advertising and, in response to question directed at all three, said that Nixon administration has lost only clout it once had to censor network newsmen.

Sevareid: Government heat has warped press

CBS News commentator Eric Sevareid told graduating class of Temple University last week that adversary relationship between government and media is "not inevitable; it was precipitated quite deliberately by government." And now that relationship has reached such an "abrasive, ill-tempered stage. . .the press is being forced, and lured, out of its normal and proper role." Mr. Sevareid sees "an unhealthy self-consciousness infecting" contemporary journalism, reporters at times believing their "own publicity." News media are not as powerful today as many believe, it is government - executive branch - that has grown more powerful. "The troubles of the executive today," he said, "do not lie in the press: they lie in the facts."

EEO questions stymie 24 renewals

Eighteen licensees of 24 radio and television stations in Oklahoma, Kansas and Nebraska have received equal employment opportunity queries from FCC. Stations, whose licenses were due for renewal June 1, reported decreases in number of minority-group members or women among their employes, or complete absence of members of those groups from payroll. Stations are: in Oklahoma - WKY-AM-TV and KOKH-TV all Oklahoma City; KELI(AM), KFMI(AM), KRAV(FM) and KXXO(AM), all Tulsa. KCRC-AM-FM Enid, and KWHW(AM) Altus; in Kansas - KFKU(AM) and KANU(FM), both noncommercial, and KLWN-AM-FM, all Lawrence; KIUL(AM) Garden City; KTOP-AM-FM, WREN(AM) and KTSB(TV), all Topeka; KUDL(AM) Fairway, KUDL-FM Kansas City; KWBB(AM) Wichita; in Nebraska - KTNC(AM) Falls City and KDUH-TV Hay Springs. Action on stations' renewal applications will be deferred pending resolution of inquiry.

In Brief

Flying high. ABC Radio Network announced it will add satellite service to land-line distribution for its four radio networks beginning in July, making it first commercial radio network to use satellites domestically. Two two-way channels leased from American Satellite Corp., Germantown, Md., will relay programing between ABC's New York and Los Angeles control centers for conventional land-line distribution to affiliates from those points. ABC sources say it will provide greater flexibility, higher quality, hope eventually it will also save money, though at least initially they will retain

all existing land-line facilities. Next step may be satellite links with Chicago and Dallas, when facilities are available.

Late changes. For first time this year ABC-TV's *Wide World of Entertainment* moved ahead of CBS-TV's movies in late-night ratings in Nielsen report for two weeks ended May 12, ABC officials reported Friday (May 31). Even discounting ratings of ABC's *QB VII* runovers on two of those nights, they said, *WWE* averaged 5.7 rating to CBS-TV's 5.3. *Tonight* on NBC-TV remained on top with 8.6.

Word awaited. ABC-TV's Washington affiliation, held by Evening Star Stations' WMAL-TV since it went on air in 1947, is being sought by Metromedia's independent WTTG-TV. ABC officials have advised WMAL their policy required them to receive WTTG presentation. WMAL officials asserted interest in retaining affiliation but declined to make formal presentation that was invited. WTTG has carried some ABC shows that WMAL-TV pre-empted. Network must notify WMAL-TV by July 1 if it intends to terminate contract, which runs to Jan. 1, 1975.

Late Fates. *Zack C. Hill*, VP-general sales manager, WREC-AM-FM Memphis, named general manager, succeeding *Frederick P. Cook*, resigned. *Donald B. Hyatt*, director of programs, *Project 20* documentary unit, NBC-TV, New York, has resigned to become independent producer. Mr. Hyatt started NBC career as associate producer of *Victory at Sea* in 1952, and took over *Project 20* unit in 1958. *William E. Wuerch*, VP-television programing, Avco Broadcasting Corp., Cincinnati, named VP-general manager of company's WLWT-TV Cincinnati, succeeding *Richard E. Reed*, resigned. *Lawrence Kirby*, general sales manager, Avco's WWDC-AM-FM Washington, appointed acting general manager, succeeding *William Sanders*, resigned. *Edward King Gaylord*, pioneer broadcaster and newspaperman, died May 30 at age of 101, reportedly of heart attack. Mr. Gaylord was president of Oklahoma Publishing Co., publisher of *The Daily Oklahoman* and *Oklahoma City Times* and owner of WKY-AM-TV Oklahoma City, WTVT-TV Tampa, Fla., KTVT-TV Fort Worth, KHTV-TV Houston, and WTVT-TV Milwaukee. Survivors include Edward L. Gaylord, executive vice president of company and second in command behind his father. For earlier reports see "Fates & Fortunes," page 36.

Headliners

Lawrence J. Cervon, VP and general manager, Gates Broadcast Division of Harris Corp., Quincy, Ill., resigns after 27 years with company. His successor: **Gene T. Whicker**, for past four years VP-engineering at Gates. Mr. Cervon said he had declined appointment to staff vice presidency at Harris, preferring to remain in broadcast field. Mr. Whicker was with Harris Electronic Systems Division before reassignment to Gates.

Jack Wilson, former assistant to chairman of Coors Brewing Co., named president of Television News Inc. as TVN acquires most domestic business of other independent TV news service, UPITN (see page 32). **John O. Gilbert**, present TVN president, moved to executive vice president and sales manager. **Tom Turley**, former senior assignment editor, CBS News, named director of news for TVN.

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Monday Memo®

A broadcast advertising commentary from Harold A. Langerman, executive VP and creative director, Spiro & Associates, Philadelphia

Making a bank stand out with outstanding advertising

Bank advertising can be fun—if you've got a client with guts.

We have been involved in a number of challenging projects for our client, The First Pennsylvania Banking & Trust Co., Philadelphia. And television played a vital role in helping to achieve our marketing objectives.

As everybody knows, it's often hard to separate one bank from another in the public's mind. So, in one project, we decided to choose a community-wide problem and present it in such a way that it positioned First Pennsylvania as the "solver." And we decided to focus on the problem of bank service; study after study had indicated that customers complain about bad bank service.

To insure that customers got a big "thank you" from First Pennsylvania tellers, we ran a TV campaign in the Philadelphia area. We called it "The Thank You" campaign; the concept was simple, unique—and dangerous: "If our teller doesn't say 'thank you,' we'll give you five dollars." It took a very gutsy client to take a chance on it.

In the eight weeks of this campaign, First Pennsylvania tellers were involved in about three million transactions. Multiply even a minor amount of these transactions with \$5 each and you know that we're talking in figures that even bankers might back away from. But not First Pennsylvania.

(Of course, this can be scary for the agency too. Once the campaign started and until the first returns came in, there were times when we wondered if we would have been happier with a bank with a little less guts.)

What was the bottom line? At the end of the eight-week period, and after more than three million transactions, it cost First Pennsylvania Bank exactly \$600 for somebody forgetting to say "thank you." And during this time span, we really encouraged people to get their \$5. Starting from zero awareness, the "Thank You" bank became quickly associated with First Pennsylvania in a number of research studies. And now that the \$5 offer has run its course, we intend to come back every year on television with the \$5 offer to prove to the public that we intend to remain the "Thank You" bank and to remind the bank's own employees that it's going to cost if they let us down.

Another provocative assignment we undertook for First Pennsylvania involved the Inflation Fighter Savings Certificate. The bank invented a savings certificate, whose interest rate went up with the cost-of-living index. We knew the important thing was to make sure that no creative



Harold A. Langerman has won local and national creative awards in every medium—from direct mail to TV. He claims the distinction of being the only Philadelphia copywriter to have won a first-place Andy award from the Advertising Club of New York. He has also won a TV Effie. He now at Spiro & Associates, Philadelphia, with works at Spiro & Associates, Philadelphia, with the title of executive vice president and creative director. He was formerly with J. Walter Thompson in New York. He joined Spiro & Associates in late 1969.

approach got in the way of saying what we had to say, because it was a message the public really wanted to hear.

In a series of 30-second commercials, using Robert Lansing as the presenter, First Pennsylvania described the benefits of the Inflation Fighter Certificate. It was a strong TV campaign.

Did it work? Yes. In fact, it worked too well. First Pennsylvania sold \$80 million worth of Inflation Fighter Certificates in about 23 days. In fact, it helped create a horde of imitators. Consequently, savings banks complained about funds being withdrawn from their vaults to go into these certificates. Finally, the federal government put severe limitations on their use.

These two campaigns centered on new activities undertaken by First Pennsylvania. But there comes a time when a company has to advertise something that is not really new. Such was the case when

our agency and First Pennsylvania tackled a campaign for personal loans.

We had to find a way of presenting our service in a new way or of persuading the viewer to see it in a new light. We knew from interviews and research that people still are uncomfortable about going into a bank for a loan. We felt the main thrust of the campaign should be to make people feel more at ease.

We decided on the over-all theme: "We put ourselves in your place." We divided the campaign into two phases. In the first phase, the bank officer looks the public in the eye and tells them that First Pennsylvania is a good place to come for a loan because "we put ourselves in your place." And the loan officer gets up to go to the applicant's chair. In phase two, the same spot is run—with one exception. Through the magic of film, the loan officer stays in his own chair at the same time his figure moves into the applicant's chair.

The three examples I have cited point up this key observation about bank advertising: When you have something that is really new and innovative, present it in such a way that the creativity doesn't obscure the message; on the other hand, when you have something that is not really new and startling, present it in a way to grab and hold the viewer's attention.

We have found television effective over the years for a number of our services, both old and new. We spend about 50% of First Pennsylvania's budget in television, sometimes supplementing it with radio advertising.

One of our major undertakings in television saw us involved with the bank in total advertising and marketing for a "packaged account." In many ways this is closed to the process of the major food and soap manufacturer in introducing a new product. In this case, it was a joint effort between the bank and the agency in introducing a new service called "Your Account".

Research had shown that depositors often were annoyed that they had to pay for checking, traveler's checks and safety deposit boxes. We decided to offer these services free in "Your Account." And our television advertising depicted a customer telling the bank what he wanted from a bank. The commercial then tells him these services are free from First Pennsylvania. This was a brand new service the bank was offering, and we were careful that the format of the commercial did not get in the way of the really exciting concept.

Working for a major bank covers the complete advertising-marketing spectrum. And it's great to have a client with guts. But sometimes it can scare hell out of the ad agency.

M&H

SO WHAT'S NEWS?

Phrases such as "Happy Talk," "Tabloid," "Top 40 News," and "Show Biz News" are coined by people, mostly columnists or commentators, who haven't the slightest idea of what makes local television news the number one source for news in most markets in the country. Much less do they have any first-hand knowledge or understanding of what mass audience is, or why it is attracted to and believes in the credibility of television news *more than any other news source*. None of the "catch" phrases above relate in any way to the success of a local newscast. What makes for success is news content, delivered by competent people in a way that uses all of the techniques of TV to tell the story.

There was a time a few years ago, when network television news carried along with it, the local station's news ratings. This is no longer true. Local news has improved so significantly in the last few years, that in most cases, it now carries the network news. A study of ratings in individual markets will make this fact clear.

We do not believe that there is or ever will be a *formula* for a successful local newscast. Each market is different, not only socio-economically, but competitively. Our recommendations to every client are based not on personal opinion, but extensive research by social scientists done in-home in that particular market. Then, the findings are combined with the benefits of our over twelve years' experience as the first company founded, specializing in this area, to help improve the station's position.

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This week

June 1-5—*American Advertising Federation* annual convention. Speakers: Lewis A. Engman, Federal Trade Commission chairman; Senator Lowell Weicker (R-Conn.); Katharine Graham, *Washington Post* publisher, and Herbert Klein, *Metromedia*. Stalter Hilton hotel, Washington.

June 3—Extended deadline for filing petitions for reconsideration of FCC's decision rescinding waivers of Section 317 granted to state broadcasters association in connection with noncommercial sustaining announcement (NCSA) plans.

June 4—*MCA Inc.* annual stockholders meeting. First Chicago Center, One First National Plaza, Chicago.

June 6-7—*New York Law Journal* Broadcasting '74 conference dealing with FCC filings and license renewal rules. Americana hotel, New York.

June 6-7—*Indiana Broadcasters Association* spring meeting. Airport Hilton Inn, Indianapolis.

June 6-8—*Broadcasters Promotion Association* 1974 seminar. Speakers: Frank Magid, Magid Co.; Byron Hackett, J. Walter Thompson; Vic Meinert Jr., Coca-Cola. Hyatt-Regency, Atlanta.

June 6-8—*Alabama Broadcasters Association* spring convention. Gulf State Park convention center, Gulf Shores.

June 6-9—*Mississippi Broadcasters Association* annual convention. Sheraton Motor Inn, Biloxi.

June 6-9—*Missouri Broadcasters Association* spring meeting. Drury Inn, Springfield.

June 8—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television news. WTOP-TV studios, Washington.

June 9-11—*Publi-Cable* conference. Mount Vernon College, Washington. Contact: B. P. Patterson, Publi-Cable, (202) 833-4108.

June 9-12—*Summer Consumer Electronics Show* and video systems exposition. McCormack Place, Chicago.

Also in June

June 11-13—*Armed Forces Communications and Electronics Association* annual convention. Speaker: Robert W. Sarnoff, RCA. Sheraton Park hotel, Washington.

June 13—*Association of National Advertisers/Radio Advertising Bureau* radio workshop. Plaza hotel, New York.

June 13-14—*New York Law Journal* Broadcasting '74 conference dealing with FCC filings and license renewal rules. Los Angeles Marriott hotel, Los Angeles.

June 13-15—*Montana Broadcasters Association* annual convention. Heritage Inn, Great Falls.

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

June 15-18—*Georgia Association of Broadcasters* annual convention. Jekyll Island.

June 17—Deadline for comments on possible modifications of FCC's program exclusivity rules for cable TV systems.

June 17-20—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

June 18-20—*Senate Communications Subcommittee* hearings on revision of license-renewal process. Room 5115, Dirksen Senate office building.

June 20-21—*Southeast National Religious Broadcasters* chapter convention. Holiday Inn South, Orlando, Fla.

June 20-23—*Oklahoma Broadcasters Association* summer meeting. Fountainhead Lodge, Checotah, Okla.

June 21-July 2—*Berlin International Film Festival*. Berlin.

June 23-25—*Oregon Cable Communications Association* annual convention. Valley River Inn, Eugene.

June 24-25—*Iowa Broadcasters Association* convention. Aventino Motor Inn, Sioux City.

June 24-28—*Public Broadcasting Service* service meetings: program managers, June 24-26; public information, June 25-27; development, June 26-28. Washington Hilton hotel, Washington.

■ **June 25**—Tentative date for *Senate Communications Subcommittee* confirmation hearings on nom-

inations to FCC. Dirksen Senate Office Building, Washington.

June 25—*Federal Communications Bar Association* annual meeting. Army-Navy club, Washington.

■ **June 25**—*Rust Craft Greeting Cards* annual stockholders meeting. Rust Craft Park, Dedham, Mass.

June 25-28—*National Broadcast Editorial Association* annual meeting. Speakers: Vice President Gerald Ford; David Brinkley, NBC News; Frank Stanton, American Red Cross. Mayflower hotel, Washington.

June 28—Washington chapter, *Sigma Delta Chi* annual dinner. Speaker: Vice President Gerald Ford. National Press Club, Washington.

July

July 1—*Women in Communications Inc.* 1974 Clarion Awards entry deadline. Awards will be offered for broadcast and print submissions in area of women's rights, environment and community service. Contact: WIC, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

■ **July 1**—*American Optometric Association* deadline for entries in 1974 journalism awards competition for articles and broadcasts on vision care. AOA, 7000 Chippewa Street, St. Louis 63119.

July 5—Deadline for reply comments on possible modifications of FCC's program exclusivity rules for cable TV systems.

July 7-9—*South Carolina Broadcasters Association* summer convention. Landmark Inn, Myrtle Beach.

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

July 9—*Taft Broadcasting Co.* annual stockholders meeting. Kings Island, Kings Mills, Ohio.

July 10-13—*District of Columbia, Maryland, Delaware Broadcasters Association* annual summer meeting. Sheraton-Fountainbleau Inn, Ocean City, Md.

July 10-13—*Colorado Broadcasters Association* summer convention. Speakers include: Richard Wiley, FCC chairman, and Grover Cobb, senior executive vice president, National Association of Broadcasters. Village Inn, Steamboat Springs.

July 11-12—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Sheraton Boston hotel, Boston.

July 11-13—*New England Cable Television Association* convention. Mount Washington hotel, Bretton Woods, N.H.

Major meeting dates in 1974-75

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

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

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

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

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

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

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

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

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

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

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

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

July 18-19—Wisconsin Broadcasters Association summer meeting. Pioneer Inn, Oshkosh.

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

July 24-26—Oral argument on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties. FCC, Washington.

July 31-Aug. 3—Rocky Mountain Broadcasters Association annual convention. Speakers: FCC Chairman Rochard Wiley; Miles David, Radio Advertising Bureau. Park City, Utah.

August

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

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

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

Aug. 25-26—Arkansas Broadcasters Association summer convention. Arlington hotel, Hot Springs.

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

September

Sept. 7-8—Southern Cable Television Association annual convention. Disney World, Orlando, Fla.

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

Sept. 15-17—Nebraska Broadcasters Association annual convention. Holiday Inn, Columbus.

Sept. 15-17—Louisiana Association of Broadcasters fall convention. Royal Sonesta hotel, New Orleans.

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

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

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

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

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

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

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

October

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

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

Oct. 4-5—Illinois News Broadcasters Association fall convention. Quad Cities.

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

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

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

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

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

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

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

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

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

Books

Professional Broadcast Writer's Handbook, Stanley Field, Tab Books, Blue Ridge Summit, Pa. \$14.95. 396 pp.

A comprehensive how-to manual on all forms of radio-TV writing has been compiled by the author, now serving as special assistant for the Army's participation in the 1976 bicentennial and a teacher of creative writing courses in the Washington area. Documentary and news writing as well as the techniques of drama production are thoroughly explored. Mr. Field makes extensive use of contemporary broadcast scripts to explain his points. One separate section is devoted to writing of commercials and public-service announcements. Other sections deal with the copyright process, available markets, glossary of broadcast terms and a bibliography.

TV Camera Operation, Gerald Millerson, Hastings House, New York. \$10.95. 160 pp.

This book is a basic guide to camerawork, with chapters detailing the functions and techniques of camera operation such as use of lenses, picture composition, camera movement, special effects and working with the camera script. While Mr. Millerson focuses on camera operation, the role of the camera operator as part of the over-all television production

is not ignored. Advice is offered on working with the director and switcher and enhancing lighting and sound treatments. The book also provides hints for dealing with special shooting problems such as unrehearsed action, captions, instrumentalists and the like.

Basic TV Staging, Gerald Millerson, Hastings House, New York. \$10.95. 173 pp.

Written for the aspiring stage director, this text introduces terminology and the mechanics of set construction and design. In addition to a "how to" look at building flats, architectural pieces, profile pieces, ramps and the like, the author discusses aesthetic problems such as the use of color, light and sound. The book has a practical bent, devoting several chapters to staging economies through use of modular set units, recycling sets and skeletal staging techniques.

The Broadcast Communications Directory. Edited by Lincoln Diamant. Hastings House, New York. \$6.95. 128 pp.

This is essentially a glossary of terms in radio and television production, network and station operations, broadcast equipment and engineering, audio and videotaped recording, advertising procedures, media usage, government and trade and allied groups. There are 2,000 listings of common technical and slang words in use in broadcasting here in the U.S. and in England.

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EDITOR: I heartily agree with B. D. Thornton, president and general manager of KMAM(AM) Butler, Mo. ["Open Mike," May 6]. I would go one step further and recommend that record artists and their representatives not charge any broadcast stations fees for playing their music. Certainly there would be far fewer million sellers without the exposure given the hundreds of records sent weekly to radio stations.

We should work together to provide listeners with entertainment and information. Radio stations and record artists should share the expense. Let the consumer, through the purchase of records, pay the freight.

Most small market stations could not afford a 2% levy for music service on their gross income. Could music artists afford paying broadcast stations 2% of their gross for exposing their work?—*J. P. Robillard, owner/treasurer, KLUV(AM) Haynesville, La.*

Mr. Ford's money

EDITOR: In reference to your May 13 editorial about Henry Ford, here is another comment about parents and children (financial, technological or otherwise). Lee De Forest wrote to the *Chicago Tribune* in 1946 during a National Association of Broadcasters convention:

"What have you gentlemen done to my child? . . . You have sent him out in the streets in rags of ragtime, tatters of jive and boogie woogie, to collect money from all and sundry for hubba hubba and audio jitterbug. You have made him a laughing stock to intelligence, surely a stench in the nostrils of the gods of the ionosphere; you have cut time into tiny segments called spots (more rightly stains) where-with the occasional fine program is periodically smeared with impudent insistence to try and buy." (Quoted in Robert Lewis Shayon's book, "The Crowd-Catchers: Introducing Television.")

Broadcasting doesn't appear to have changed much since Mr. De Forest wrote his letter.

Surely it is better to use the Ford money to try and remedy social ills (including those omissions and commissions of broadcasting, as well as those of the fruit of Mr. Ford's genius) than it is to use it for individual private profit.—*Frances B. Barkan, Eugene, Ore.*

Reply time

EDITOR: NBC's William Monroe, in his address to the graduating class of Brockport University, compared the fairness doctrine to a recent Florida Supreme Court ruling requiring newspapers to give equal space to politicians to respond to

editorials and said, "Both rules could lead to a new concept of government-certified press, gaining ground in this country at the expense if the old idea of a free press which depends on independent editors."

I can't imagine anyone in the industry denying the ability of newspapers and broadcast services to form opinions for the general populace. The people deserve the right to hear both sides and examine the issue or politician in that light.—*Dan Swandler, program director, WCVO(FM) New Albany, Ohio.*

A small's world

EDITOR: In regard to your May 6 editorial, "Day and Night": Is there anyone who can say he has not witnessed electronic and print journalists quoting "unnamed but reliable sources," "prospective but unnamed witnesses," etc.? Have we not heard and read virtually every columnist, commentator, reporter listing what he calls "facts" even though he will not substantiate them himself?

Ask any qualified small market broadcaster or newspaper editor how long he will last if he fills his local newscasts and columns with unfounded facts, unsubstantiated testimony and "usually reliable sources."—*Gerry Robbins, president, WCMP(AM) Pine City, Minn.*

Free and fee

EDITOR: One of those great "just in case you never heard it before" stories as told by Big Wilson on NBC *Monitor*:

Man walks up to front desk at hotel, and asks for room. Room clerk says: "Yessir, the \$15 room or the \$25 room?"

Man says: "What's the difference between the rooms?"

Desk clerk replies: "In the \$25 room you get free TV."

Well, I thought it was funny (prophetic?).—*Murray Arnold, Palm Springs, Calif.*

(Mr. Arnold, now retired, was general manager of WIP(AM) Philadelphia.)

Wreck vexed

EDITOR: While perusing your May 13 issue I was somewhat perturbed to find what appeared to be a typographical error in your article regarding ABC football scheduling. In the lead, the article stated that Notre Dame would be playing Georgia Tech on Sept. 9, but then later it said [incorrectly] Notre Dame would play Georgia.

Comparing the Georgia Institute of Technology to the University of Georgia is somewhat akin to comparing *Broadcasting* magazine to *Billboard*. Both the football team and the institution could never be confused with a cow college.—*Bob Smith, noncommercial WREK(FM), Georgia Tech station, Atlanta.*

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Programing

Heating up: network fight for leadership in daytime TV

Game shows on the ascendency as ABC, CBS, NBC try to break from what is now bunched field

The competition among the television networks for revenue and ratings in daytime schedules is getting keener with every squeal of a giveaway winner and every sob of a neglected soap-opera wife. The enormous lead that CBS-TV once commanded (\$162 million in daytime sales to NBC's \$100 million and ABC's \$85 million in 1970, the last of the one-sided years) has been sharply narrowed. Sales from January through mid-May of 1974 stand at \$62 million for CBS, \$57 million for NBC and \$48 million for ABC, which programs fewer periods than the others.

The prices for commercial minutes have risen on just about all of the networks' daytime shows, with the traditional pace setter, CBS's *As the World Turns*, selling at a new record of \$20,000 a minute. ABC's highest priced show is *All My Children*, at \$18,000 a minute; NBC's is *Another World* at \$18,000.

Game shows, too, are more prosperous than ever, with CBS's highly rated *Match Game '74* commanding \$18,000 a minute, ABC's *Let's Make a Deal* \$10,400 a minute, and NBC's *Jackpot* \$9,200 a minute. *Jackpot* is cheaper than the other two game shows because it is slotted at noon when audience levels are lower than they are in the afternoon when *Match Game* and *Let's Make a Deal* are on.

In the nine time periods during which all three networks are going head-to-head, NBC is the leader in five, and CBS takes the other four. The frustration ABC may feel at being shut out of number-one status in all the competitive time periods is mitigated by its fairly solid number-two ranking in six of the nine half-hours. (These figures, and all those subsequently quoted, are based on season-to-date National Nielsens through the pocketpiece ended May 12.)

It's only a two-network race between 10 and 11:30 a.m., with ABC taking a bow because of the relatively low sets-in-use figure during that hour-and-a-half

and also because, as Michael Brockman, ABC's national director of daytime programming, explains it, the network is focussing its development sights, at least for the time being, on its new early-morning show, *A.M. America*, to begin next January (BROADCASTING, May 13). In each of the half-hours between 10 and 11:30, CBS now leads NBC; the latter is bringing in three new game shows next month.

A new version of *Name That Tune*, with Dennis James as host and Ralph Edwards as producer and featuring "big cash and merchandise prizes," will be NBC's entry versus CBS's 10 a.m. game show, *The Joker's Wild*, which has a season-to-date rating of 5.2 and a 28 share. NBC is canceling *Dinah's Place*, with a rating of 4.8 and share of 26.

At 10:30, NBC is introducing a new "high-risk word game" called *Winning Streak*, which, according to Lin Bolen, vice president for daytime programs at the network, is modeled somewhat on the old \$64,000 *Question*, with the built-in suspense of whether a contestant will decide to keep his winnings or go on to the next plateau. It's produced by Bob Stewart, stars Bill Cullen, and will compete with CBS's *Gambit* game, which has scored a 5.9 rating and 30 share since moving up a half-hour last April. *High Rollers*, a new Heatter-Quigley Production, which will ring a few changes on the game of dice as it doles out cash and merchandise, will try to put a dent in CBS's two-month-old *Now You See It* game at 11 (with its 5.9 rating and 30 share).

Lin Bolen says NBC will succeed in these three half-hours if it attracts "the young woman who really can't give all her attention to the TV set in the morning because she's got the kids to hustle off to school, the laundry to do and the beds to make." This young woman may

have the set on, Miss Bolen continues, but she's probably doing more listening than watching, "which is why a show like *Name That Tune* might do well, considering that the music is such an important element." Miss Bolen also says that, with all three of the new shows laying stress on cash and merchandise, the industry's jitters over the lingering effects of the quiz-show scandals of the late 1950's have just about evaporated.

ABC jumps into the meat grinder at 11:30, and NBC's *Hollywood Squares* is the show that does the grinding. With its still imposing 8.8 rating and 37 share, *Hollywood Squares* is the network's premiere game show, and it leaves its two competitors in the dust in that time period. ABC, with reruns of the situation comedy, *Brady Bunch*, gets a 6.7 rating and 28 share, and CBS's long-running soap opera, *Love of Life*, notching only a 6.0 rating and 26 share, may be on its last legs, although CBS is trying to medicate it back to life by injecting a new story line, said CBS's daytime VP, Bud Grant.

At noon, NBC has established itself with a relatively new game show called *Jackpot*, which is getting an 8.1 rating and 31 share. ABC's long-running *Password* game continues fairly steadily with a 6.7 rating and 25 share, and although CBS is running third in the time period with its contemporary drama, *The Young and the Restless* (a 6.2 rating and 24 share), Mr. Grant says it does better than its competitors in that most desirable of demographic categories, women 18 to 49. The reason for the show's low total-audience rating, he continues, is that only about 186 or so affiliates carry it (compared to the 200 or so that pick up most of CBS's daytime schedule), for a humble clearance rate of 90%.

CBS bounces back at 12:30, however,



ABC's Mike Brockman

CBS's Bud Grant

NBC's Lin Bolen

with its indefatigable *Search for Tomorrow* serial (celebrating its 24th year on the air next September), which is pulling a 7.7 rating and 29 share and also holding a high demographic lead over its game-show competitors, ABC's *Split Second* 7.7 rating, 28 share) and NBC's new *Celebrity Sweepstakes* (6.7 rating and 27 share, but showing recent slippage, due, in part, according to Miss Bolen, to a station clearance figure of only about 94%, relatively low for NBC).

At 1, CBS and NBC elect to let ABC go it alone because their affiliates in the Midwest traditionally program a half-hour of news in that slot (noon, central time). Unopposed by network competition, ABC's *All My Children* serial is "our most successful show," according to Michael Brockman, with a 9.1 rating and 32 share, despite a clearance rate of only 93%. However, Miss Bolen doesn't rule out NBC's dipping its programming toe into that time slot, maybe even in the near future.

CBS's most lucrative drama, *As the World Turns*, is the easy winner at 1:30, with a 9.7 rating and 33 share, compared to *Let's Make a Deal* on ABC, which has an 8.6 rating and 29 share. NBC is throwing in the towel on its floundering game show, *Three on a Match*, as of July 1 and will move its long-running (but moribund) game show, *Jeopardy*, from 10:30 (where it's getting a 5.5 rating and 27 share) to 1:30.

NBC has established something of a hammerlock on the half-hours between 2 and 3:30 with its three strongest dramas: *Days of Our Lives* (9.7 rating and 32 share) at 2, *The Doctors* (9.4 rating, 33 share) at 2:30, and *Another World* (9.6 rating, 31 share) at 3. Miss Bolen says that she and her staff review the story lines on these shows at least every six months to keep them "fresh and contemporary."

Between 2 and 3, CBS is working closely with Procter & Gamble to get more identifiable characters into P&G's *Guiding Light* (6.1 rating and 27 share at 2, with some fairly impressive audience gains in the last few weeks) and *Edge of Night* (7.4 rating and 26 share at 2:30). ABC's problem during this hour is that it's getting wiped out in the demographics, if not in absolute numbers, with *Newlywed Game* at 2 and the audience-participation show, *Girl in My Life*, at 2:30.

ABC recovers in the demographics at 3. Its *General Hospital* drama (9.2 rating, 29 share) finishes second behind NBC's *Another World*, and CBS's *The Price Is Right* (6.4 rating, 28 share) comes in third, showing, in addition, the demographic weaknesses that plague just about all game shows (which, particularly when school is out, skew disproportionately toward children and teen-agers).

This skew toward youngsters takes some (but not much) of the bloom off the staggeringly high numbers CBS has been getting with its *Match Game '74* at 3:30 (10.1 rating and 32 share). ABC's drama *One Life to Live* (7.9 rating and 25 share) is second and NBC's new contemporary soap opera, *How to Survive a Marriage* (6.3 rating and 20 share), has been having "writer problems, cast

changes and general growing pains," according to Miss Bolen, who adds, "It's still on its first legs." The total audience drops off precipitously at 4, with CBS's *Tattletales* benefitting from the *Match Game* lead-in to the extent of a 7.0 rating and 22 share. NBC's competing drama, *Somerset*, has a 6.0 rating and 19 share and ABC's new *\$10,000 Pyramid*, just inserted in the line-up, got a 5.2 rating and 18 share in its first week.

In general, the networks have been fiddling around with some day-time experiments to vary the monotony of games and serials. But the problem, as CBS's Bud Grant, for one, sees it, is that one-shot tests, like a 90-minute drama or a daytime variation of the news-magazine show, *60 Minutes* (both of which CBS has tried), are enormously expensive to produce and just don't get the ratings to justify their cost. According to this formulation, the daytime viewer is a creature of habit, who resents any interruption in the networks' remorseless daily routine.

But ABC has decided to go ahead with five more 90-minute dramas for next season (which are irregularly slotted in the daytime schedule under the generic title, *ABC Afternoon Playbreak*). "Bristol-Myers is giving us substantial backing on this project," says Mike Brockman. "And these playbreaks give us some diversity on the schedule—they at least let the TV watcher have an occasional alternative to the serial and game-show mold."

CBS also takes best part of 'best-of-year' Emmy awards

CBS comes up with 10 top honors; ABC nets six big ones; NBC gets two

CBS far and away took the honors at the best-of-the-year awards in prime-time entertainment at last week's 26th annual Emmy award ceremonies, which for a national broadcast by the TV industry (the awards are sponsored by the National Academy of Television Arts and Sciences) were singularly devoid of excitement and in fact considered by some observers as downright boring.

In the prime-time entertainment field, as expected, CBS's *The Autobiography of Miss Jane Pittman* was voted the outstanding special of the 1973-74 season, and its star, Cicely Tyson, actress of the year in that category. It was the year for women; many of the "best" awards went to females: In addition to Ms. Tyson, others receiving awards were Carol Burnett, Mary Tyler Moore, Lily Tomlin, Marlo Thomas, as entertainers; Treva Silverman and Fay Kanin, as writers.

Earlier in May, Emmy winners in the more traditional categories had been publicized, leaving only "best-of-the-year" choices to be announced during the ceremonies last week. Over-all, counting last week's super-awards as well as the category wins announced earlier, CBS took

44, including 10 best-of-the-year honors in prime-time programming (four for programs and 40 to individuals). ABC followed with a total of 14, of which six were topmost honors (three for programs and 11 to individuals). NBC trailed with a total of 12 awards, of which two were best of year (one for a program, 11 to individuals). The Public Broadcast Service came through with a single Emmy, but this was a best-of-the-year honor for series, *Upstairs, Downstairs*, produced by London Weekend Television.

The *Jane Pittman* special received a total of nine awards; *Pueblo*, for ABC, took five honors as did CBS's *Barbara Streisand . . . and Other Musical Instruments* and CBS's *Mary Tyler Moore Show*. Other multiple winners were *The Blue Knight*, NBC, four; *Carol Burnett Show*, CBS, four; *GE Theater*, CBS, four; *Glass Menagerie*, ABC, four; *M*A*S*H*, CBS, four; *The Lie*, CBS, three; *Wide World of Sports*, ABC, two; *Lily*, CBS, two; *Columbo*, NBC, two; *Execution of Private Slovik*, NBC, two, and *The Waltons*, CBS, two.

In the daytime presentations, ABC received a grand total of 16 awards, of which seven were best of the year (three for programs and 13 to individuals). NBC followed with a total of 11 awards, of which three were super-Emmys (one for a program and 10 to individuals). Surprisingly, in light of its heavy sweep in prime-time entertainment, CBS took only three daytime awards, but all three were best-of-season honors, and all were for programs. PBS won a single award, and it too was for best of year. Three syndicated programs took honors, with one best of year.

ABC's *Matinee Today* took seven awards, and that network's *Afternoon Playbreak*, six. Other multiple awards went to NBC's *Days of Our Lives*, three; NBC's *Hollywood Squares*, three; syndicated *Merv Griffin Show*, three; CBS's *The Young and the Restless*, two, and NBC's *The Doctors*, two.

Taking the bloom off the telecast obviously was the fact that the category winners already had been announced, as well as the fact that the prime-time telecast ran 30 minutes over time, and the daytime telecast, 18 minutes short. During the evening, Robert Levine, president of the TV Academy, told reporters that the academy board was going to sit down with all ranks of its membership and attempt to work out a more simple but continued fair method of awarding Emmy honors. The NATAS board earlier this year had moved to reduce the number of Emmys presented in order to simplify the ceremony and make the honor more meaningful. This policy had to be comprised, however, after a group of dissidents representing mainly the TV series shows threatened to boycott the awards ceremony.

The best-of-the-year winners:

Outstanding comedy series: *M*A*S*H*, Gene Reynolds and Larry Gelbart, producers, CBS; outstanding drama series: *Upstairs, Downstairs*, Rex Firkin, executive producer, and John Hawkesworth, producer, PBS; outstanding music-variety series: *The Carol Burnett Show*, Joe Hamilton, executive producer, Ed Simmons, producer, and Carol Burnett,

star, CBS; outstanding limited series: *Columbo*, Dean Hargrove and Roland Kibbee, executive producers, and Douglas Benton, Robert F. O'Neill and Edward K. Dodds, producers, NBC; outstanding special: *The Autobiography of Miss Jane Pittman*, Robert Christiansen and Rick Rosenberg, producers, CBS; outstanding comedy-variety, variety and music special: Lily, Irene Plinn, executive producer, Herb Sargent and Jerry McPhie, producers, and Lily Tomlin, star, CBS; outstanding children special: *Marlo Thomas and Friends in Free to Be . . . You and Me*, Marlo Thomas and Carole Hart, producers, and Marlo Thomas, star, ABC.

Actor of the year—series: Alan Alda, *M*A*S*H*, CBS; actor of the year—special: Hal Holbrook, *Pueblo*, ABC; actress of the year—series: Mary Tyler Moore, *The Mary Tyler Moore Show*, CBS; actress of the year—special: Cicely Tyson, *The Autobiography of Miss Jane Pittman*, CBS; supporting actor of the year: Michael Moriarty, *The Glass Menagerie*, ABC; supporting actress of the year: Joanna Miles, *The Glass Menagerie*, ABC; director of the year—series: Robert Butler, *The Blue Knight, Part III*, NBC; director of the year—special: Dwight Hemion, *Barbra Streisand . . . and Other Musical Instruments*, CBS; writer of the year—series: Treva Silverman, *"The Lou and Edie Story"* (*The Mary Tyler Moore Show*), CBS; writer of the year—special: Fay Kanin, *Tell Me Where It Hurts*, CBS.

Musician of the year: Jack Parnell, Gen Welch and Mitzie Welch, *Barbra Streisand . . . and Other Musical Instruments*, CBS; art director and set decorator of the year: Jan Scott, art director, Charles Kreiner, set decorator, *The Lie*, CBS; cinematographer of the year: Ted Volgtlander, *It's Good To Be Alive*, CBS; film editor of the year: Frank Morris, *The Execution of Private Slovik*, NBC.

Outstanding achievement in sports programming: *ABC's Wide World of Sports*, Roone Arledge, executive producer, and Dennis Lewin, producer, ABC, and Jim McKay, host, *ABC's Wide World of Sports*, ABC.

Outstanding achievement in engineering development: An award to an individual, a company or an organization for developments in engineering which are either so extensive an improvement on existing methods or so innovative in nature that they materially affect the transmission, recording or reception of television. Consolidated Video Systems

Inc. for the application of digital video technique to the time base corrector, permitting use of smaller, lighter weight, more portable video-tape equipment on news and other outside events in television broadcasting. And, to RCA for its leading role in the development of the quadraplex video-tape cartridge equipment, providing improved production reliability and efficiency in broadcasting video-taped program segments, promos, and commercials.

ABC afternoon dramas help network to win seven daytime Emmys

ABC may not have done well in the primetime Emmy awards, but in the daytime Emmy sweepstakes, it took seven out of the 11 daytime awards.

Host of the year: Peter Marshall, *Hollywood Squares*, NBC; actress of the year, Cathleen Nesbit, *"The Mask of Love,"* *Matinee Today*, ABC; actor of the year, Pat O'Brien, *"The Other Woman,"* *Matinee Today*, ABC; best drama special: *"The Other Woman,"* *Matinee Today*, ABC; best drama series: *The Doctors*, NBC; director of the year: H. Wesley Kenney, *"Miss Kline, We Love You,"* *Afternoon Playbreak*, ABC; writer of the year, Lila Garrett, and Sandy Krnski, *"Mother of the Bride,"* *Afternoon Playbreak*, ABC; best talk, service or variety series: *Merv Griffin*, syndicated; best game show, *Password*, ABC; best children's special, *"Rookie of the Year,"* After school special, ABC; best children's series, *Zoom*, PBS.

Honors continue to pile up for 'Pittman', 'Pueblo' as each take three craft Emmy's

Emmy craft winners were announced by National Academy of Television Arts and Sciences last week, with CBS picking up additional wins, particularly for *The Autobiography of Miss Jane Pittman*, which got three extra Emmys, and *ABC's Pueblo* which also got three more. Also announced were writers on the *Merv*

Griffin Show as winners for best writing for a talk, service or variety program, daytime. These followed the prime entertainment winners announced earlier this month (**BROADCASTING**, May 20).

The crafts awards:

Writing for a talk service or variety program: Tony Garfalo, Bob Murphy and Merv Griffin, for the *Merv Griffin Show* (with Billie Jean King, Mark Spitz, Hank Aaron, Johnny Unitas). Syndicated. Choreography: Tony Charmoli, Mitzie . . . A Tribute to the American Housewife, CBS.

Musical direction day-time: Richard Clements, *A Special Act of Love*, *ABC Afternoon Playbreak*.

Art direction or scenic design, daytime: Tom Trimble, art director, Bob Broughton, set director, *The Young and the Restless*, CBS; Otis Riggs Jr., *Another World*, NBC.

Costume design (single program): Bruck Walkup and Sandy Stewart, *The Autobiography of Miss Jane Pittman*, CBS.

Costume design, daytime: Bill Jobs, *The Mask of Love*, *ABC Matinee Today*.

Makeup (single program): Stan Winston and Rick Baker, *The Autobiography of Miss Jane Pittman*, CBS.

Makeup, daytime: Douglas D. Kelly, *The Mask of Love*, *ABC Matinee Today*.

Film sound editing: Bud Nolan, *Pueblo*, ABC Theater.

Film or tape sound mixing: Albert A. Gramaglia, Michael Shindler, *Pueblo*, ABC Theater.

Video tape editing: Alfred Miller, *Pueblo*, ABC Theater.

Technical direction and electronic camerawork: Gerri Buccl, technical director, Kenneth Tamburri, Dave Hilmer, Dave Smith, Jim Balden, Ron Brooks, cameramen, in Concert with Cat Stevens, *ABC Wide World of Entertainment*.

Lighting direction: William M. Klages, *The Lie*, CBS *Playhouse 90*.

Technical direction and electronic camerawork, daytime: Lou Marchand, technical director, Gerald M. Dowd, Frank Melchiorre, John Morris, cameramen, *One Life to Live*, ABC.

Lighting direction, daytime: Richard Holbrook, *The Young and Restless*, CBS.

Sound mixing, daytime: Ernest Dellutri, *Days of Our Lives*, NBC.

Editing, daytime: Gary Anderson, *Miss Kline, We Love You*, *ABC Afternoon Playhouse Playbreak*.

Individual craft achievement: Lynda Gurasich, hair-stylist, *The Autobiography of Miss Jane Pittman*, CBS.

Music returns to networks

Musicians go back to jobs pending ratification of two-year contract

The American Federation of Musicians reached agreement last week with the television networks on a new two-year contract and directed its members to return to work.

The musicians had been withholding their services from the networks since their old contract expired on April 30. Among the key points of the proposed contract, subject to ratification by members, are agreement by the networks that there will be no more "runaway" overseas scoring of new music for shows produced in the U.S. and Canada; complete parity in pay for work produced, whether for networks or outside producers; increases in pay for one-hour weekly and strip variety shows, and improved fringe benefits.

Musicians are no longer employed by networks on a staff basis but on a per program one. The basic scale for one-hour weekly variety shows will jump 6% in the first year and an additional 6.4% in the second year (the old scale was \$115.40). For strip variety shows, there will be increases of slightly more than 4% in each year, and for rehearsals, there will be a rise from \$17.28 per hour

to \$19 in the first year and \$21 in the second year.

Hal C. Davis, president of the AFM, stressed that the continuation of the agreement is subject to successful negotiation of a new set of standards applicable to daytime shows that use only theme and background music. Mr. Davis said employment in this area has been "meager because of runaway production."

Foxx, Tandem set to settle

Officials of Tandem Productions said last week they appeared to be close to a resolution of their differences with Redd Foxx, star of their high-rated *Sanford and Son* on NBC-TV, but that he would not be available for new production before the July 4 hiatus. By then, four new episodes will have been completed without him; three already have been. A statement presumably announcing settlement of the long-running disagreement had been expected over the Memorial Day weekend (**BROADCASTING**, May 27), but sources at Tandem said the agreement didn't quite jell. Bud Yorkin, Tandem executive producer, said last Wednesday (May 29) that most of the major points of disagreement had been resolved but that "one or two t's" remained to be crossed, and he was hopeful they soon would be.

LK Productions wins dispute with AFTRA

Firm had been blacklisted by union after refusing to sign 'letter of adherence'; NLRB holds action illegal

The National Labor Relations Board has ruled that the American Federation of Television and Radio Artists may not place on its "unfair list" production firms that refuse to sign letters of adherence covering terms and conditions for performers on their shows.

The NLRB decision involved LK Productions, Houston, which in April 1972 refused to sign a letter of adherence for the appearance of performers on the *Larry Kins Show*, produced and syndicated by LK. The board said that in the summer of 1972 AFTRA placed LK Productions on its "unfair list" and served notice on its members not to accept employment with LK and also notified recording companies and franchised agents of that action.

In filing a charge with the NLRB, LK maintained it was not the employer of the talent on its show, but said performers were appearing as independent contractors. The board agreed with this contention and said the union had violated sections of the National Labor Relations Act by threatening performers with reprisals if they appeared on the show.

The board directed AFTRA to remove

LK Productions from its "unfair list"; notify recording companies and franchised agents of this action, and publicize the order to members in their union publications.

Program Briefs

Joseph E. Levine, president of Avco Embassy Pictures Corp., New York, has resigned, effective June 30, to become independent motion picture producer whose films will be distributed to theaters by Avco Embassy. Replacing him as president will be William E. Chaikin, vice president and West Coast director of operations.

History's great men. Worldvision Enterprises Inc., New York, has placed into domestic syndication 13 half-hour episodes of *Come Along*, depicting great men in history, including Marco Polo, Sitting Bull, Benjamin Franklin, Galileo and Leonardo da Vinci. Series, produced by WABC-TV New York, features character actor Joseph Earley in roles of historical figures.

In 10 markets. Initial sales on *Family Affair* half-hour TV series have been made by Viacom Enterprises in 10 markets. Among station buyers are: WTTG(TV) Washington, WJZ-TV Baltimore, KTVT(TV) Dallas-Fort Worth and WTCG(TV) Atlanta.

FCC is asked to protect border TV's from U.S. programing imported via cable from Canada

A Seattle VHF has asked the FCC to bar CATV systems within a U.S. television station's "specified zone" from importing Canadian signals and to require systems outside the zone to give the U.S. station seven days pre- and post-release exclusivity.

Noting that systems in the Seattle-Tacoma, Wash. market have increased their importation of long-distance Canadian signals, Fisher's Blend Station Inc., licensee of KOMO-TV Seattle, asked for the exclusivity rulemaking to offset the effects of a Canadian Radio-Television Commission policy that permits Canadian stations to carry 50% U.S. programing in a program day. "Fully 50% of most Canadian stations' programing may be U.S. programing," Fisher's Blend said. "Indeed, this is occurring vastly in the critical prime-time period, and on a prerelease basis."

Fisher's Blend noted further that, although many Canadian stations carry only partial, not full, network programing, the FCC has prohibited the import of such signals in the past. "Since these Canadian stations' carriage is inconsistent with the commission's rules, since they prerelease large quantities of U.S. network programing and since U.S. stations have a drastically reduced 'market' under CATV rules," the ABC affiliate said, "the commission should . . . prohibit importation of all Canadian signals" within a station's specified zone.

Media

Judiciary editors set to rewrite copyright bill this week

The final design is still in the air, but likely to go is sports blackout for cable; given chance of excision or at least modification is provision for performer's liability; likely for compromise is fee schedule for CATV broadcasting carriage

Members of the Senate Judiciary Committee are keeping their heads low for fear of choking on all the dust copyright revision legislation is throwing up. Most are still looking around to see who will be on whose side when it comes time to mark up a copyright bill next Thursday (June 6). Last week, no one was saying he had the votes he needed to change or keep any of those sections of the bill presently hanging fire.

"Running for cover" is a phrase that was being heard frequently among the staffs of the Judiciary members. Only those members of the committee for whom a position statement has been unavoidable—Copyright Subcommittee Chairman John L. McClellan (D-Ark.) and Senate Minority Leader Hugh Scott (R-Pa.)—were willing to commit their vote one week before it was necessary.

"It's getting very difficult to distinguish between the rational and the powerful," one observer sighed. Only after next Thursday, he was saying, will anyone know whether decisions were made on the basis of who deserves copyright protection or on the basis of who will have to pay dearly for that protection.

As it is presently written, Section 111 of the bill—the provision that would blackout most distant sports on cable TV—will probably not make it through the full committee mark-up. Senator McClellan, who fought against the measure in his copyright subcommittee, will introduce an amendment placing the issue of sports carriage in the FCC's purview. To the chairman, his aides say, the provision is clearly a regulatory matter, not a copyright one. Cable operators, of course, would prefer to see the section quietly scuttled with no mention of future jurisdiction at all. And the copyright owners (professional sports interests, that is) are stumping for a minor compromise that would allow CATV systems to carry nationally televised games (the World Series, All-Star games, games of the week) but not regional broadcasts. And the National Collegiate Athletic Association was on Capitol Hill last week to urge protection for collegiate and high school football from imported signals.

The toss-up on sports blackout looks to be between Senator McClellan's FCC amendment and wholesale elimination of the provision, which will probably be proposed by Senator Edward Gurney (R-Fla.). More than likely the sports people

will be left in the cold. Senator Scott—the section's most prominent backer is "leaning" toward withdrawing his support in favor of the McClellan amendment.

Senator Scott spent much of last week "trying to play Kissinger" and get a compromise between the sports and cable interests, but without success. Now he looks to the FCC "not only [as] a regulator, but a mediator," a staffer said.

Senator Gurney is also expected to introduce a compromise amendment for the newly created performers' copyright section. That provision (Section 114) would establish a new copyright for the performers of recorded works similar to the composers' performance copyright. The performers' fee would be 2% of a broadcasting station's gross income—with a provision allowing for a somewhat lesser, though unspecified, fee for radio stations and TV outlets that do not depend heavily on recorded music for their programing—which would cost the industry between \$20 and \$30 million a year, according to the National Association of Broadcasters. Senator Gurney's amendment likely will exempt those stations grossing less than \$100,000 a year from performers' copyright liability.

The NAB is saying it sees little room for compromise on the new fee. It is quite serious about killing it at the committee level. It does not want to wage a fight for the license-renewal revision bill—now awaiting hearings in the Senate Communications Subcommittee—on the Senate floor at the same time it is trying to kill the performers' copyright there. At the beginning of last week, the association said its fight looked "encouraging." After a few days of Hill visits, it was more optimistic but still unwilling to claim victory.

Last month, knowledgeable observers gave the NAB an even chance of shooting down the performers' copyright in the full committee. As of last week, those odds hadn't changed much.

Senator Scott, the sponsor of Section 114, is not backing down on his support despite the knowledge that "the broadcasters have problems with it," as an aide said. Senator McClellan is supporting the "concept" of a performers' copyright but is willing to go with the Gurney compromise, his aides said. Senator Quentin N. Burdick (D-N.D.) says he will support its elimination. The other members are noncommittal.

The other section of the bill under fire is the schedule of rates cablecasters would pay for the use of imported TV signals. The National Cable Television Association is trying to get the rate schedule cut in half. As well, it would like to see those systems with fewer than 3,500 subscribers exempted from liability altogether. Cable operators—toting under one arm a recent Supreme Court decision that relieves them of all copyright liability—feel that any copyright payment to broadcasters is a gift. They are also under great pressure from the smaller cable operators, through the Community Antenna Television Association, for relief from the added burden copyright payments will place on already marginal operations.

On the other hand, the NAB and the

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networks are determined to preserve the present fee schedule in the bill without any exemptions, unless the cable people are willing to throw the fees open to binding arbitration. CBS is quick to point out that even under the present schedule, the entire CATV industry would be paying less for copyrighted material in a single year than any one of the three networks pays in a month. If the cable industry is unwilling to seek "a fair copyright fee" from binding arbitration, a CBS official argued, why is it saying that the set fee schedule is unfair as it now stands? "I mean, if the present schedule is unfair, why won't they go to arbitration" instead of advocating a cut in the fees? he asked. "Who's deciding what's fair here?"

Senator McClellan nevertheless seems willing to play the part of the arbiter here. He will introduce an amendment that will set up a "two-tiered" fee schedule. He is committed to "at least a nominal payment from all systems," an aide said. Systems with less than 3,500 subscribers would pay a lesser percentage of their gross than those systems over the threshold. The only support for that compromise comes from Senator Burdick and maybe from Senator Hiram Fong (R-Hawaii), whose state has only one system (out of seven) with more than 3,500 subscribers. A BROADCASTING poll could find no open support for an across-the-board cut in rates.

Other members of the committee are searching furiously for acceptable compromises. From Senator Charles McC. Mathias (R-Md.): "His position in the past on issues like this has been to work for compromise." From Senator Burdick (on the sports blackout): "No middle ground has come forward. That's what the senator wants." From Senator John Tunney (D-Calif.) who has movie producers, record manufacturers and broadcasters in his constituency: "The senator is listening to all the positions. He's got a whole week to make up his mind." From Senator Roman Hruska (R-Neb.): "It's wide open as far as we're concerned." From a spokesman for the chairman of the Judiciary Committee, James Eastland (D-Miss.): "He's got a lot of things on his schedule." From Senator Fong's office: "Your guess is as good as mine."

One of the few copyright questions that could be answered last week was whether the Judiciary Committee would capitulate with a possible request from the Commerce Committee for a referral of the bill before it goes to the floor. The answer is no. Ranking Republican on the Communications Subcommittee, Howard Baker (Tenn.), is caught between his music industry constituents in Nashville and Memphis and broadcasters who wanted to see the performers' fee out of the way before the bill goes to the floor. Senator Baker let it be known that he intended to ask for the referral ("Closed Circuit," May 13). But, with a sidetracking to Commerce highly doubtful, the senator is now able to say to both interests, as one observer put it, "Well fellas, I tried."

Women, minorities gain concessions from KWGN-TV

Station agrees to formal input from advisory group, stepped-up efforts in hiring, fewer ads in kids' shows

WGN Continental Broadcasting Co.'s KWGN-TV Denver has ended its dispute with a local citizen group with an agreement giving the group a voice in the station's programing and committing the station to more employment of minority-group members and women and fewer commercials in children's shows than the National Association of Broadcasters Code permits. The agreement also commits the Colorado Coalition of Women and Minorities to withdraw a petition to deny it filed against the station's renewal application in March.

The agreement, another in a lengthening series of agreements by which stations and local groups resolve differences that have led to petitions to deny renewal applications, has three main features.

One provides for the establishment of a women/minority advisory council which will provide information in writing on "personpower, programing, talent and ascertainment of the public interest." The council will make recommendations on program topics, formats and treatments, on station-produced minority public-service announcements, on talent to be used and on methods for recruiting persons to participate in training programs the stations may develop in the future.

A second main provision asserts that the coalition "will assist KWGN-TV" in making recommendations for filling two new positions—minority affairs projects director and affirmative action officer. The minority affairs director, who is to be appointed within 18 months, will work with the community/public affairs manager in creating all KWGN-TV-produced programing dealing with women and minorities and will serve as liaison between the station's internship program and outside educational institutions. The affirmative action officer, who is to be hired within 12 months, will assist in implementing the station's affirmative action program.

In a third major provision, KWGN-TV, noting that children "lack the critical judgmental abilities of adults," promises to re-evaluate on a regular basis its policy regarding commercial advertising on children's programs, "particularly" in the wake of any change in NAB or FCC policy on the subject. But in the meantime, KWGN-TV will limit its commercial advertising on two 30-minute children's shows to 10% less than the eight minutes per half hour permitted by the NAB code.

The agreement also commits the station to include a women-oriented segment in a weekly series of programs now devoted to minority-group interests. And the coalition "will have the respon-

sibility," subject to KWGN-TV's over-all control, for programming all or part of one program each week in a daily live series that is devoted to discussions of community-oriented social issues. If any segment of either series produced in cooperation with the coalition is sold to a network or another station, the coalition will receive 50% of the net proceeds for its treasury.

Another provision of the agreement deals with efforts the station will make to aid women, as well as the kind of attitude toward women it will reflect. Females over the age of 18 will be referred to as "women" rather than "girls," and women in the news will be identified initially by their professional rather than their marital status, unless they indicate "a contrary preference." The station will also frequently use women's voices in recording public service announcements, and will encourage community groups to use women in announcing and on-camera appearances on PSA's. The station also agreed to telecast "at least 150" PSA's dealing with the National Organization for Women.

The Denver coalition is composed of the Denver chapter of NOW, the Colorado Committee on Mass Media and the Spanish Surnamed Inc., Sundiata Inc., and the Mass Media Task Force.

In commending KWGN-TV for its "sincerity in responding to the needs and desires of the community," the coalition announced a boycott of General Electric Co. and all products advertised on GE's KOA-TV Denver. The coalition said negotiations over differences with the station have "reached an impasse" after three months of meetings. The member groups of the coalition filed two petitions to deny against KOA-TV at the same time the coalition filed the petition against KWGN-TV that is now being withdrawn (BROADCASTING, April 8).

NOW against longer broadcast licenses

Bonk claims broadcasters will make concessions at renewal time only; organization to dissect fall shows to see if women are portrayed fairly

Charging that portrayal of women by media is a "highly calculated effort to stabilize the status quo and retain power by keeping women subjugated," the National Organization for Women last week outlined a program for action by its Media Reform Task Force. Among its targets: broadcast license renewal revisions being considered by the Senate Communications Subcommittee.

Kathy Bonk, co-coordinator of the task force, told the NOW national conference in Houston that NOW opposes the bill voted out by the House (HR 12993) and "any other legislation extending license renewal terms," arguing that "major commitments" from broadcasters have come only at license renewal time.

Joyce Snyder, also co-ordinator of

the task force, said NOW will seek a "more equitable image of women" with a particular emphasis on obtaining accurate advertising and eliminating bias in news reporting and new-season programming. NOW will be preparing an analysis of fall season programming that utilizes female leads, she said, and, in addition, will be initiating research to determine the relationship between the portrayal of women in the media and women's role in society. "NOW feels the negative image of women in media is one of the biggest roadblocks to women's equality," she said.

In another media-related development at the conference, Ellen Agress, attorney with the Citizens Communications Center in Washington, released a statement saying that CCC stands ready to help NOW change the image of women in the media, increase the employment of women in the media and increase the amount of programming directed toward women. She urged the utilization of "legal processes to bring the impact of the women's movement home to the media" and said CCC was working with women's groups in Texas in anticipation of broadcast license expirations.

Nicklaus tees off in broadcasting

Golf pro purchases controlling share of four Shepard stations

Golfer Jack Nicklaus signed to enter broadcasting last week with an agreement to buy control of Shepard Broadcasting Corp., which owns WLAV-AM-FM Grand Rapids, Mich., and WLYV(AM) Fort Wayne, Ind., and holds 60% of KITT(FM) San Diego. Subject to FCC approval, Mr. Nicklaus's Golden Bear Communications Inc. will acquire 75% of the Shepard firm. The price was said to be \$1,725,000.

According to a Shepard spokesman, roughly 91% of the Shepard stock is owned by three principals, John L. Shepard, Daniel Duffy and Michael Coyne, and 4% is held by Herbert J. Weber, president of the company. Under the agreement, Mr. Weber will remain as president and will acquire 25% of the stock according to a deferred payment plan. Mr. Nicklaus owns 69% of Golden Bear Communications and the balance is held by two of his business associates, Putnam Pierman of Columbus, Ohio, and Thomas Peterson of Fort Wayne. Mr. Nicklaus has no other broadcast interests. Mr. Shepard has an interest in Pacific Western Broadcasting Corp., licensee of KVFM(FM) San Fernando, Calif., and applicant to buy KBER-AM-FM San Antonio, Tex.

WLAV operates full time on 1340 khz with 1 kw day, 250 w night; WLAV-FM is on 96.9 mhz with 28 kw and antenna 180 feet above average terrain; WLYV operates full time on 1450 khz with 1 kw day, 250 w night; KITT is on 105.3 mhz with 120 kw horizontal, 21 kw vertical and antenna 180 feet above average terrain.

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Changing Hands

Announced

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

▪ **WLAV-AM-FM** Grand Rapids, Mich., **WLYV(AM)** Fort Wayne, Ind., and **KITT(FM)** San Diego: Sold by Shepard Broadcasting Corp. to Golden Bear Communications Inc. for \$1,725,000 (see page 19).

▪ **WSFC(AM)-WSEK(FM)** Somerset, Ky., sold by Swartz Media Inc. to Shamrock Communications Corp. for \$645,000. Principal seller is William P. Swartz Jr., president. Principals in buyer are Jim Gilmore Jr. and Hamilton Shea (50% each). Mr. Gilmore is president and Mr. Shea vice president of Gilmore Broadcasting Corp., which owns **KODE-AM-TV** Joplin, Mo., **WEHT-TV** Evansville, Ind.; **WREX-TV** Rockford, Ill., and **WSVA-AM-FM-TV** Harrisonburg, Va. **WSFC** operates full time on 1240 khz with 1 kw day, 250 w night. **WSEK(FM)** is on 96.7 mhz with 3 kw and antenna 215 feet above average terrain. Broker was Larson/Walker & Co.

▪ **WNV(TV)** Goldvein, Va.; Sold by Northern Virginia Educational Telecommunications Association to Central Virginia Educational Television Corp. for assumption of liabilities, maximum of \$525,000. Both parties are noncommercial, independent educational cor-

porations. **NVETA** said the transfer was necessitated by insufficient local funding. **WNV(T)** is on channel 53 with 1440 kw visual, 144 kw aural and antenna 750 feet above average terrain.

▪ **WPAR(AM)** Parkersburg, W.Va.: Sold by **WPAR** Inc. to Burka Broadcasting Co. for \$500,000. Principal in seller is Fred A. Grewe Jr., who also has interest in **WEIF(AM)** Moundsville, W.Va., **WGOE(AM)** Richmond, Va., and **WSTL(AM)** Eminence, Ky. Principals in buyer are Melvin S. and Bernard A. Burka (30.7% each) and Amherst Coal Co. (26.8%). Burka brothers have interest in **WTIP(AM)-WTIO(FM)** Charleston, W.Va. Charles T. Jones, Burka vice president, votes stock of Amherst Coal Co. **WPAR** operates full time on 1450 khz with 1 kw day, 250 w night.

▪ **KGAL(AM)** Lebanon, Ore.: Sold by Lebanon Broadcasting Co. to Juniper Broadcasting Inc. for \$340,000. Seller is owned by Western Communications, publisher of five Oregon newspapers and also owner of **KATA(AM)** Arcata, Calif. Principals in buyer are Gary L. and Sharon L. Capps (25% each) and Inland Radio (50%). Gordon L. Capps controls Inland Radio. The Capps family also has interests in **KSRV(AM)** Ontario, Ore., **KEEP(AM)** Twin Falls, Idaho, and **KLBM(AM)** La Grande, Ore. **KGAL** is on 920 khz with 1 kw directional at night.

▪ **KRWB(AM)** Roseau, Minn.: Sold by Marlin T. Obie and Henry C. Tweten to William Rendell for \$150,000. Mr. Obie

has interest in **KRAD(AM)** Grand Forks, N.D. Mr. Rendell is sports director of **KNOX(AM)** Grand Forks, N.D. **KRWB** is on 1410 khz with 1 kw directional at night.

▪ **KSEY(AM)** Seymour, Tex.: Sold by W. C. Moss Jr. to W. Dave Floyd for \$100,000. Mr. Floyd has interest in and is general manager of **WVOM(AM)-WTIB(FM)** Iuka, Miss. **KSEY** operates full time on 1230 khz with 1 kw day, 250 w night. Brokers were Sovran Associates and Larson/Walker & Co.

▪ **KLMS(AM)** Lincoln, Neb.: Broker in sale reported last week (May 27) was Hamilton-Landis & Associates.

Approved

The following transfer of station ownership was approved last week by the FCC (for other FCC activities see page 38):

▪ **WwSD(AM)** Monticello, Fla.: Sold by Jefferson Broadcasting Corp. to Townsend Broadcasting Corp. for \$133,000. Principal seller is Millard V. Oakley, Jefferson president. He also has 36% interest in **WLIV(AM)** Livingston and 75% interest in **WCSV(AM)** Crossville, both Tenn., and 33 1/3% interest in applicant for new AM at Kingston, Tenn. Principals in buyer are Hobart L. Townsend (26%), Ruth D. Townsend (25%) and Frank A. Woods (49%). They also own **WTBP(AM)** Parsons, Tenn. **WwSD** is daytimer on 1090 khz with 1 kw.

Odds favor FCC's giving regionals second chance

Light Atlanta turnout discourages but hasn't yet dissuaded commission from cross-country dialogue series

The messages on the three-by-five cards that had been distributed to broadcasters at the FCC regional meeting in Atlanta (BROADCASTING, May 27) read like favorable reviews of a movie or play. "Beneficial," said one broadcaster. "Interesting and informative," said another. "An excellent method of giving information." Or, a more personal one, "It's nice to know the FCC has humans with feelings."

Chairman Richard E. Wiley, Commissioner Benjamin L. Hooks and the eight staff members who accompanied them to Atlanta for a two-day experiment of bringing the government to the people will be reviewing these and other cards today (June 3), exchanging views, discussing what went wrong, what went right—and whether the commission should try to go to the people again, and if so, what changes in procedure are in order.

The question of whether there will be a second regional meeting seems likely to be answered in the affirmative. Commissioner Hooks, at least, said last week he would be "very much" in favor of

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74-28

another. Other officials suggested that Chairman Wiley would not want to give up so easily on his own brainchild. There also is a cost-effectiveness factor involved, in that the commission will write off any obligation it feels to send staff members to state broadcasters association meetings in the five states covered by the Atlanta meeting—Georgia, Alabama, Tennessee, South Carolina and Florida.

The strongest reason not to go out into the field again was the light turnout—perhaps 225—at the Thursday (May 23) public session. Commission officials had been expecting, and bracing for, about 1,000.

But Commissioner Hooks thought the turnout “fairly good,” particularly since, he said, the commission had indicated it wanted individuals rather than groups at the meeting. Besides, he noted, the questions indicated considerable interest on the part of those who did attend.

Furthermore, as the cards indicated, the broadcasters—there appeared to be close to 700 on hand at one point—regarded the regional meeting a success. (Chairman Wiley called the broadcaster portion of the meeting “worth the price of admission.”) So the appeal for holding another one for them is strong. And as Commissioner Hooks said, it would seem unfair for the commission to go into the field to hold a session for broadcasters and not give the public a chance to attend.

Chairman Wiley was keeping his own counsel last week. But he continued to express the disappointment he had indicated earlier about the public turnout. On the other hand, he appeared to be encouraged by the interest as reflected in the questions and by the fact that several of those attending had expressed their satisfaction to him.

And he indicated he was thinking of changes the commission might make in conducting a second meeting. “We’ll have to develop procedures for a larger audience,” he said. “We couldn’t have handled another question. Next time, we’ll have to cut off questions, ration time.”

He also talked of involving members of the local government in the process of promoting the meeting, and of holding the public session in the evening or on a Saturday morning so as not to conflict with the working hours of those the commission would want to attend.

It was clear the idea of government meeting the people still appealed to the chairman. “In terms of objectives, it’s a good idea,” he said. “We find out what the people are thinking, and communicate what the commission does and does not do. We build a rapport on the local scene.”

As for the staffers who participated in the Atlanta meeting, they looked good not only to the broadcasters and members of the public but to the boss. William Ray, chief of complaints and compliance; Richard Shiben, chief of renewal branch; Harold Kassens, assistant chief of the Broadcast Bureau; Martin Levy, chief of the broadcast facilities division, and Lionel Monagas, chief of the Industry Equal Employment Office, answered

questions in open sessions and in workshops in their specialties Thursday and Friday. The new general counsel, Ashton Hardy; Wallace Johnson, chief of the Broadcast Bureau, and Dr. Barry Cole, consultant on license renewal matters were also on hand for questions.

And Chairman Wiley last week gave them high marks. “I thought our people were super,” he said. “They showed an expertise, openness and candor that were exemplary. I was proud to be associated with them.”

But the question remaining at week’s end was whether they or other members of the staff would have a chance to show their stuff on the road in another version of “The FCC Meets the People.”

Telease venturers see bright future in broadcast pay TV

Financially invigorated firm will put Milwaukee operation on the air sometime next year

Most of the broadcasting industry probably thinks over-the-air pay TV has gone the way of the Edsel and the Whitehead license-renewal bill, but a Washington attorney two weeks ago was quietly, methodically informing all those who should be informed that an over-the-air pay TV operation in Milwaukee had been

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The Town of North Greenbush, in Rensselaer County, in the State of New York Invites applications for a cable television franchise.

Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned.

Applications will be accepted until August 7, 1974, and all applications received will be available for public inspection during normal business hours at the Town Offices, 1 Dodge St., Wynantskill, N.Y. 12198.

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handed \$30 million to begin operation. The firm was Telease Inc., which holds the licensing rights to the Teleglobe system. Telease is owned by a real estate developer and an advertising agency man. The benefactor is a rich Milwaukee family, the Kohls.

Telease, heady with its new and substantial capital, is a year away from putting the pay operation on the air in Milwaukee, president Robert S. Block says. The firm is somewhat farther from establishing other pay systems in Philadelphia and Los Angeles.

Mr. Block is bullish on pay TV 1974—as opposed to pay TV 1969, when RKO General and Zenith called it quits on pay TV at WHCT(TV) Hartford, to a chorus of "I-told-you-so's." Mr. Block sees a television audience "no longer intrigued by the novelty of the magic box." The audience is "more sophisticated, more critical" today, he believes, and it is now ripe for pay TV.

The Telease principals are so enthusiastic about the outlook for pay TV that they are saying the operation will have more people wanting to subscribe in its first year than it can handle. Bob Block sees a potential for 100,000 homes equipped with the Teleglobe unscrambler. The break-even point, he figures, is 20,000 to 25,000 subscribers paying for one program a week.

Telease will broadcast on channel 24 in Milwaukee as soon as it can get its tower built—projected for next spring at the earliest. In Philadelphia, the firm has authorization for pay TV operation and is applying for channel 57 there. In Los Angeles, it has signed an agreement with KWHY-TV (ch. 22) to program the operation; the station is now awaiting pay system authorization.

Mr. Foster says the programing market couldn't be in better shape. Telease has made no programing deals yet, but he is sure the product will be there when the system is ready.

His views on the role of pay TV are unrestrained. On movies: "In every forum they can announce it in, the movie producers say they want to sell their pictures to pay TV. I take them at their word."

On sports: "Aside from the National Football League and a few others, sports is still a losing proposition. They're talking about dropping hockey on NBC. The pressure of increased costs, the practical limits on arena size and ticket prices will mitigate toward the requirement of another form of exhibition." Pay TV is a "practical form of expansion."

On ballet, opera and drama: "Pay TV will cause a renaissance in the arts." He points out that it can make money targeting specialized audiences, which commercial TV can't do.

And should broadcasters worry about having their programing siphoned away? "No. It's one channel per market. That's how far pay TV is authorized to grow. There'll be a little siphoning. But if somebody takes *All in the Family*, there'll be something to replace it. Commercial broadcasters just have to understand that if you sell hardbacks, it doesn't mean you can't sell paperbacks too."

Arbitron counting of radio slogans draws mixed response

Arbitron's decision to recognize radio identification slogans as well as call letters for measuring radio listening in non-metropolitan areas has drawn some loud protests from individual subscribers, but not, says ARB, in any great volume. ARB notified subscribers in April that they might submit three slogans for identification purposes beginning with the April-May logging period. An ARB spokesman said last week the change was made in response to pressure from subscribers who felt they were not receiving proper credit in ARB diaries. "The majority of our subscribers are absolutely delighted," he said.

One subscriber who was not so delighted, however, was Ralph Petti, vice president and general manager, KUGN (AM) Eugene, Ore. "You are opening a Pandora's Box," Mr. Petti said in a letter to Arbitron. "You are inviting every radio station to go slogan happy in order to receive diary credits." But an ARB spokesman dismissed his assessment, saying that the new policy came as an adjustment to the increase in slogan usage. "It's not a chicken-and-egg thing," he said. "We are trying to document what is already there, not stimulate more." The major adverse reaction ARB has received, the spokesman said, has been "one of panic on the part of stations who forgot to send in their slogans for this period."

Arbitron Vice President William McCleneghan said that ARB has been crediting slogans as well as call letters in metropolitan areas since 1970. The impetus for this year's change, he said, came from subscribers who felt they were losing credit where ARB would not recognize, say, identification by frequency rather than call letters. He said approximately 20% of the subscribers use identification other than call letters.



Two in one. Pearl Brewing Co., San Antonio, Tex., advertises two brand names in one commercial in its first major broadcast campaign. The Bloom Agency of Dallas produced the series of six 30-second TV spots, which is running in 18 markets in Texas and Louisiana. The brewery, ranked in the country's top 20, is spending \$2 million on its current campaign, of which 70% is in TV.

NARB chief quits. Edwin D. Etherington has resigned as chairman of the National Advertising Review Board, effective Wednesday (June 5), but has agreed to serve as a consultant to the organization. Mr. Etherington said he was resigning because of the heavy workload involved in carrying out prior business commitments and his NARB assignments while recovering from open-heart surgery which he underwent for the second time shortly after taking over as NARB chairman last September. William H. Ewan, executive director of NARB since its founding in 1971, has been appointed acting chairman. The National Advertising Review Council, sponsoring organization of the review board, has named a committee of its board to select a permanent chairman of the NARB.

'Boston Globe' changes mind on cigarette ads, takes them back for legal product it should not censor

The *Boston Globe*, believed to be the first major-market daily newspaper to abandon cigarette advertising when the issue of smoking and health was building toward the prohibition of such advertising on TV and radio, announced last week that it is reversing its stand.

It said it was doing so after concluding it had no right to censor a lawful industry, but there was inevitable speculation that it was also attracted by the prospect of new revenues at a time when many newspapers—and other media—find their profits squeezed by rapidly mounting costs.

Publisher W. Davis Taylor referred an inquiring reporter to the editorial announcing the change, saying: "That tells it all." He did say, in response to one question, that the *Globe* had not editorially been for or against broadcast advertising of cigarettes during that controversy, but had taken the position that all media "have a right to take whatever they thought was right."

The *Globe* announced its ban in the spring of 1969, saying it would honor current cigarette contracts but would not renew them or accept new cigarette business after Jan. 1, 1970 (BROADCASTING, May 5, 1969). Its cutoff date preceded the subsequent ban on broadcast advertising of cigarettes by a year and a day. At the time, industry sources estimated that cigarettes had represented about \$180,000 in *Globe* revenues in 1968.

In announcing the ban, the *Globe* had said it was because "accumulated medical evidence has indicated that cigarette smoking is hazardous to health." In announcing its lifting of the ban, it said "the ultimate issue here was whether the *Globe* had the right to censor from its pages any legal industry today, particularly in view of the required health warning on all cigarette ads."



Going in, going out. WGN Continental Broadcasting Co. is expanding its own TV station representative subsidiary, WGN Continental Sales Co., and is reportedly cranking up to seek client stations outside its own group. At same time, the company is abandoning house representation for radio and has appointed Buckley Radio Sales Inc. to represent its WGN(AM) Chicago and KDAL(AM) Duluth, Minn., in all U.S. markets except Chicago, WGN Continental's headquarters city where house representation continues, and Minneapolis where Harry S. Hyett Co. continues as rep.

Buckley representation is closed in photo above by (l-r) Edward G. Gerken, VP, WGN Continental Sales, who becomes manager of New York radio division and will make office in Buckley's New York headquarters; Bob Coppinger, Buckley president; Richard D. Buckley Jr., Buckley chairman, and Donald A. Getz, VP-general sales manager, WGN(AM). Buckley formerly represented WGN in Atlanta, Dallas and Detroit.

TV-associated reassignments also announced in WGN Continental Sales Co.: John J. Brennan, VP of sales company and national sales manager of WGN-TV Chicago, also becomes acting general sales manager of station; Calvin P. Sopsey, sales company VP, named manager, Los Angeles division; Richard S. Calender, VP, named director of sales, Los Angeles; Louis C. Fox, Western sales manager for WGN-TV, Los Angeles, becomes sales company's manager of San Francisco division.

Onward and upward

Advertising expenditures will surpass \$55 billion by 1985, according to Predicasts, Inc., a Cleveland business information and research firm.

Broadcasting media are projected to make up 26% of all advertising in 1985, up slightly from 1972, compared with more than 60% for print. While radio and TV advertising will continue to increase market share over the decade, growth is expected to slow somewhat as cable television reduces advertising expenditures and high saturation levels in TV ownership and viewing time take their toll.

Annual growth of 7.3% and 7.4% is projected for television and radio, respectively.

B&B, Tokyo agency in venture

Chuo Senko Advertising Inc., New York, owned equally by Benton & Bowles Inc. and Chuo Senko Advertising Co. Ltd., Tokyo, has been established to serve Japanese firms in the U.S.

The new agency, staffed with Japanese and American personnel, has obtained its first client: Magnetic Tape Division of TDK Electronics Corp., Tokyo, with offices in New York and Garden City, L.I. Account bills about \$2 million and is

active in broadcast. Officials of B&B and of Chuo Senko said the arrangement marks the first time that an American and a Japanese agency have formed a separate joint venture agency. Benton & Bowles had worldwide billings in 1973 of \$310 million. Chuo Senko Advertising Co.'s billing totaled \$60 million.

Spotlight on radio ads

The Clio Awards luncheon for the best radio commercials will be a feature event at the Radio Workshop to be sponsored by the Association of National Advertising and the Radio Advertising Bureau in New York on June 13. The award winners will be announced at the luncheon, which starts at 12:45 p.m.

The workshop's keynote speaker will be E. E. Norris, executive vice president and chairman of the plans review committee of BBDO New York.

Case histories of effective radio advertising strategy will detail the campaigns of Delta Airlines, the California Prune Advisory Board, Cybarnet Services of Control Data Corp., Dr. Pepper, and Fuller Paint Co. Panel discussions will center on radio marketing, marketing research and retail advertising.

Attendance at the workshop is open to all advertisers, agencies, commercial producers, broadcasters and others allied with the radio industry.

BAR reports television-network sales as of May 19

ABC \$259,267,400 (30.4%), CBS \$311,300,200 (36.5%), NBC \$282,891,000 (33.1%)

Day parts	Total minutes week ended May 19	Total dollars week ended May 19	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	80	\$ 503,000	1,324	\$ 8,774,700	\$ 9,380,700
Monday-Friday 10 a.m.-6 p.m.	1,021	9,039,700	19,899	177,213,600	163,977,600
Saturday-Sunday Sign-on-6 p.m.	344	4,251,700	5,898	91,577,800	83,190,500
Monday-Saturday 6 p.m.-7:30 p.m.	98	1,991,500	1,967	44,694,300	40,340,100
Sunday 6 p.m.-7:30 p.m.	12	223,200	311	7,567,500	7,874,500
Monday-Sunday 7:30 p.m.-11 p.m.	399	22,353,100	7,801	469,674,800	439,139,700
Monday-Sunday 11 p.m.-Sign-off	184	2,975,000	3,279	53,955,900	47,016,300
Total	2,138	\$41,337,200	40,479	\$ 853,458,600	\$ 790,919,400

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

Business Briefs

Rep appointments. KAIT-TV Jonesboro, Ark.: Meeker Co., New York. ■ WSTC (AM) Stamford, Conn.: Bob Dore Associates, New York.

Oz returns. Four and a half million dollar national advertising and market-

ing campaign, with major portion going for TV spot saturation on hundreds of stations in U.S. and Canada, has been instituted for "Journey Back to Oz," full-length, animated theatrical release made by Teleprompter's Filmation Studios, Los Angeles. Movie is being released this summer. Agency is A. Eicoff & Co., Chicago.

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APPROVED FOR VETERANS TRAINING

FCC's cable origination rule: let sleeping dogs lie

Both the industry and public groups tell commission that policy should not be revived; former, however, wants no requirement while latter want stricter policies on access channels

In comments on the FCC's proposal to revive mandatory program-origination requirements that have been in suspension, cable operators and local interest groups have for once agreed. They both urged that the requirements be ended. But while the operators would reserve the right to originate programming if they wish, citizen groups urged the commission to prohibit or limit operator origination in favor of greater public access to the cable medium.

Although local origination is now required by the FCC of cable systems with more than 3,500 subscribers, the policy was enforced for only six months in 1972 before the commission consigned it to regulatory limbo. The requirement was implemented in January 1971, then stayed by the FCC in May following a circuit court decision (*United States v. Midwest Video Corp.*) that the commission lacked authority to impose the rule. The Supreme Court overturned that decision in June 1972, but the stay remained, and the commission, citing confusion over and dissatisfaction with the rules, proposed a new rulemaking last April.

The basic argument of the cable industry is that local origination need not be mandated because it is already being implemented on a voluntary basis. Pointing to a survey showing that 22% of surveyed U.S. systems, serving 57% of U.S. subscribers, were originating this year, the National Cable Television Association said the industry "has exceeded" commission origination hopes without a rule. "The response comes not from a mandatory FCC rule, but rather from a businessman's awareness of the needs and interests of his subscribers," NCTA said. But the association said that while industry response indicates a need and desire for local origination, cablecasting economics preclude such origination by all systems, as could be required by the FCC.

Storer Broadcasting Co. cited the example of its system in Sarasota, Fla., which tried to institute local programming with news and stock reports for the audience of retirees in that market. After 16 months, Storer said, it found the programming was able to attract only 28 advertisers, none of which renewed contracts, and it said telephone surveys during program hours turned up no viewers. "With revenues of about \$23,000 and expenses of about \$103,000, Storer re-

luctantly discontinued regular programming origination after 16 months and, significantly, received only a few telephone inquiries when it did so," Storer said. The essential problem, NCTA and others said, is that cable, with its small, fragmented audience of paying subscribers, cannot compete with on-air television for advertising revenues. And without revenues, they said, program quality is limited, thus holding down audience size. Additional problems, as outlined by Viacom Communications, are that viewers, paying or not, will watch network entertainment over local fare; local groups trying to have an impact on the community will use local broadcast, with its proved audience, over cablecast; and advertisers will eschew what local cable programming there is as not regular enough to attract an impressionable audience. "Advertisers want a captive regular audience, not an occasional viewer," Viacom asserted.

Another argument against origination cited by most companies is that the need for local programming is being met by the FCC's rule requiring systems in the top 100 markets to make channels available for educational, government, public and leased access. "Some programs which formerly would have been originated by the cable operator and carried on an origination channel are now originated by others," was the argument put by 82 cable companies in a joint filing.

But it was just this argument that public interest groups seized on in urging curbs on all origination, voluntary or mandatory. Indeed, said the United Church of Christ and the Consumers Union in a joint petition, local origination gives rise to a conflict of interest on the part of the operator. To require him to originate and also to lease channels for programming, they said, is to invite discriminatory leasing and high rates. They said that the channel lessee, the most likely originator of programming in the public interest, is at a disadvantage under current policy for three reasons: First, cable operators now prohibited from farming out to program contractors their origination responsibilities must drum up an audience and attract advertisers for their own programming, thus removing the availability of both from possible competitors; second, the commission does not now require operators to provide studio facilities to lessees "at any price, let alone at a reasonable price, so the opportunity to lease channel time is, in a practical sense, illusory"; third, an existing policy that accords channel leasing the last priority, after public, educational and government use, for channel capacity, "may stifle one of the most promising and beneficial potential applications of cable communication." The church and the consumers urged the commission to drop mandatory requirements and instead permit origination only where the operator provides competitive access to channels, with studio facilities and support staff made available whenever the system is in a major television market, has 3,500 or more subscribers, or the operator is cablecasting for a charge.

The public access theme was similarly

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sounded by the National Citizens Committee for Broadcasting, which asked the FCC to expand its access requirements from major markets to all systems and to require systems to publicize the availability of such channels. Noting that some large systems are fulfilling origination needs now by swapping regional and national programing, NCCB observed that "mandatory programing per se will not necessarily further local programing," a stated goal of the FCC's origination proposal. If there is to be mandatory origination, NCCB said, it should be required to be of a truly local nature. But the group urged the commission to divorce operators from programing altogether and to fill the local programing void with expanded local access, facilitated by a requirement that the operator provide studio facilities. The special burden that such an obligation would impose on financially strapped small operators would

Cable systems unveil range of ways to meet challenge of local origination

NCTA survey finds operator awareness that industry's future may be shaped by community-service programing, offers samples of their ingenuity

To many, cable television's worth is not measured by the number of broadcast signals a particular system offers but by the operator's willingness—or ability—to roll his own. Locally originated programing, the element that could make cable the visual counterpart of the community radio station, is today a far cry from network or local broadcast fare. But on a growing number of systems, local origination is raising community consciousness to a level where it is evident that cable can offer much more than a redistributed Archie Bunker.

At this stage, local origination doesn't worry ratings-conscious station executives. It is, however, providing programing that broadcasters cannot provide while serving a mass audience.

According to Brian Owens, cablecasting coordinator at the National Cable Television Association, 658 cable systems originate their own programing—about one in every five operating today. Those systems reach more than 4.6 million subscribers—more than half the cable industry total. Local origination can be seen in 1,749 communities—more than half those served by cable. For their pains, cable operators last year had advertising revenues of \$3,402,613—about 1/175 of the industry's projected 1973 subscriber revenues (BROADCASTING, May 27). While the motives behind origination may be numerous—especially an FCC requirement, now under reconsideration, that all systems with more than 3,500 subscribers program locally (see page 24)—profit clearly is not one of them.

Just what is going on in this relatively new phase of cable? The following, based on excerpts from a study now being completed by Mr. Owens for NCTA, just begins to tell the tale.

be relieved under a proposal by another public access supporter, the Civil Liberties Union of Alabama and the Selma Project. They suggested that systems with under 4,000 subscribers be permitted to share, on a regional basis, one set of studio facilities to be provided for access purposes.

Support for the access concept also came from individuals associated with the Rand Corp. and the Urban Institute's Cable Television Information Center, which suggested further that the commission drop fairness and equal opportunity obligations required of cable operators.

Comments in support of revived mandatory origination came from the National Black Media Coalition and the Philadelphia Community Cable Coalition. They argued that, whatever its drawbacks, the policy does fill a need, especially for local, minority, special interest group.

"This is very typical," Mr. Owens noted in referring to the programing of Sunflower Cablevision, Lawrence, Kan. The schedule begins at 10:30 a.m., Monday through Saturday, and runs to 10:30 p.m., with several dark hours in between. It ranges from a daily 6 p.m. half-hour newscast to the *Lawrence Jr. High Game of the Week* (8 p.m., Thursday) to the daily, 15-minute *Gingerbread House*, where one day "Freddy the Frog visit[ed] the Gingerbread Lady for stories and fun."

In Kansas, Junction City-Fort Riley Cable TV last winter offered a series of community service programs that was very atypical. After a crippling ice storm, the system's local channel programed 14 hours a day with emergency advisories and bulletins from area officials. A week later, the system produced a half-hour epilogue entitled *The Storm—What Happened, Where Are We Now and What Will We Do?*

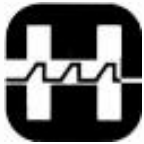
Several other systems took on the timely topic of women's rights. Such titles as *Women in the News* (American Cablevision, Rochester, Minn.), *I Am Woman* (Buckeye Cablevision, Toledo, Ohio) and *Woman Power* (Berks Cable TV, Reading, Pa.) were conspicuous. A more subtly named offering, *Nancy* (Continental Cablevision, Jackson, Mich.), was devoted to the reflections and frustrations of a typical housewife. It won the National Cablecasting Award, NCTA's highest programing honor (BROADCASTING, May 6).

News on local cable has become, in many cases, a much more ambitious undertaking than the traditional camera mounted in front of a wirecopy machine. Among the most outstanding—and best financed—is Teleprompter Manhattan Cable's nightly 45-minute *Wide World News*, which is fed to 25 other Teleprompter systems in New York, New Jersey and Pennsylvania. Utilizing the syndicated film services of Television News Inc. (TVN) and Visnews Ltd.,

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Teleprompter employs former NBC newsmen Angus Corley as anchorman, with commentary from veteran New York journalist Ben Grauer. Another example is *TV-2 News*, a 30-minute show produced twice daily from the studios of Portage Telerama, Ravenna, Ohio.

Political cablecasting is being explored vigorously by a number of systems, particularly in San Carlos, Calif., where Peninsula Cable telecasts a biweekly *Question or Debate*. The show is hosted by State Assemblyman Dixon Arnett, with guests ranging from the county sheriff to representatives of a group called the California Marijuana Initiative. At GE Cablevision's Biloxi, Miss., system, staffers travel 180 miles each week to the state capital in Jackson to tape *Legislative Review*, an ongoing series of interviews with Harrison county representatives.

Cable's educational programing operates, in many cases, as an informal adjunct of local school systems. Programs such as *6th Grade Report* (Buckeye Cablevision, Toledo, Ohio) and *Classroom Capers* (Jefferson Cable, Charlottesville, Va.) reflect the norm. Unusual educational programing is typified by *Kidentics* (First Illinois Cable TV, Springfield), in which young people are instructed in "the active expression of thoughts and ideas through body movement." And there's Jefferson Cable's *Karate Classroom*, in which members of the Charlottesville men's and women's karate clubs offer introductory instruction for the novice.

There is programing to children under the premise of entertainment. One example is Continental Cablevision of Jackson, Mich.'s *Information Station*, in which "each night a different puppet hosts a news show making announcements of kids activities in Jackson and introducing taped segments with kids talking about themselves and their experiences."

Other novel programing concepts finding their way onto the cables include a project instituted on Berks Cable TV, Reading, Pa., by the Deafness Research and Training Center of New York University. For several months, deaf and hard-of-hearing persons produced programs oriented toward those with the same handicaps. Then they branched out to offer shows to those with normal hearing. "By doing this," the system told NCTA, "they hope to educate those who hear to the problems of the deaf and prompt better understanding between the two worlds."

Several systems, in addition, have commenced programing for the elderly. *The Tomorrow Show* (Orange Cablevision, Orlando, Fla.), provides news, information and entertainment by a panel of senior citizens. Advertising on the show has been sold out almost since its inception.

Some systems have started programing for foreign-speaking audiences. An example is *Teatro Hispanico* (State TV Cable, Chico, Calif.), an "outlet" for local Spanish-speaking talent. "We feel," explained the operator, "that a valuable

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ond signal without any restrictions. A third priority would be a station that is in-state or within 200 miles.

▪ The definition of an out-of-market signal as one that is local would depend on whether it was viewed by 1% of the viewers involved, as it had been in the commission's original plan, instead of 2%, as in the present rules.

▪ The exclusivity rules governing syndicated programming in markets 51-100, which are designed to protect the broadcaster, "accomplish very little," Mr. Geller contended, and should be eliminated. Mr. Geller saw the rules as extremely complex, "the type of 'nuisance' regulation that the agency should avoid." They were adopted, he says, "largely as a result of broadcaster pressure."

Mr. Geller, in addition, called for revision of the pay-cable rules "to give this pioneer service a fairer chance." He said the present rules "are unduly restrictive and arbitrary because they have no rational connection with the stated purpose—prevention of siphoning from the free system."

As for the basic problem of cable television developing outside the competitive television program distribution market, Mr. Geller expressed the hope that Congress will soon enact copyright legislation. But if it does not, Mr. Geller said, the commission might consider a modification of the retransmission-consent proposal the commission made in 1968 but never adopted. Under his suggestion, the commission would require cable systems in the top 100 markets to obtain retransmission consent of the copyright owners of the programs on the distant signals the systems wish to carry. This would be sought on an over-all rather than per-program basis. If the consent were withheld, the system could carry the program only after entering into compulsory arbitration to determine the fees.

Mr. Geller filed his comments in the commission's proceeding looking to a clarification and modification of the cable television rules (BROADCASTING, April 22). The commission said in the notice that it was not suggesting changes in the signal-carriage rules. But, Mr. Geller said, such a position is unsound and illegal "in that the commission must return to the leapfrogging and local-signal policies" contained in the letter to Congress "or state why new circumstances lead to different conclusions."

Cable Briefs

Protection comments. FCC received two early comments last week—one against, one for—network program exclusivity rulemaking. Mississippi Cable Television Association, in resubmission of comments from last year, said viewers "ceaselessly complain" of exclusivity obstacle to signal reception and asked FCC to rescind regulation. Particularly galling, it said, is practice of some broadcasters to move towers out of town, then demand exclusivity for home town signal. This subverts original FCC purpose of protecting broadcasters in same town as cable and of maintaining status quo of

signals already being carried by cables in 1972, MCTA said. On other side, KNTV(TV) San Jose, Calif., argued that it needs exclusivity to protect its market from encroachment by giant broadcasters in nearby markets. Stations should have exclusivity in city of license, KNTV said, and it should extend to grade A contour, or, where two contours overlap, to midpoint of overlap. Comments are due June 17.

Warner charges play. Warner Cable Corp. last week asked FCC to deny rulemaking petition by National Association of Theatre Owners that would require pay-cable operators to provide commission with rates and other data within 30 days of initiation of pay programing

(BROADCASTING, May 20). Request is another ploy in series of efforts to frustrate pay cable, Warner said, and if approved, it could be used as wedge to loose "more onerous rulemakings." Further, Warner said, armed with such information, NATO could seek FCC relief from hundreds of pay-cable initiations on an individual basis and could thwart commission rules by seeking relief at municipal or state levels. Warner asked FCC to deny petition or hold it in abeyance pending completion of current cable re-regulation.

Moved. Arizona Cable Television Association has moved to 1812 West Monroe, Phoenix 85007. Phone remains (602) 257-9338.

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Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Loco-Motion (2:45) Grand Funk—Capitol	2	1	1	1
2	2	2	The Entertainer (2:57) Marvin Hamlisch—MCA	1	6	2	6
6	3	3	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	3	2	4	7
3	4	4	The Streak (3:15) Ray Stevens—Barnaby	4	4	6	4
5	5	5	Band on the Run (5:09) Paul McCartney & Wings—Apple	6	3	7	2
4	6	6	Dancing Machine (2:29) Jackson Five—Motown	8	7	3	3
11	7	7	Sundown (3:37) Gordon Lightfoot—Reprise	7	5	10	5
8	8	8	You Make Me Feel Brand New (4:45) Stylistics—Avco	5	8	9	9
7	9	9	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	9	9	8	10
10	10	10	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	10	10	5	8
9	11	11	I've Been Searching So Long (4:19) Chicago—Columbia	11	11	11	12
26	▲12	12	Be Thankful (for What You Got) (3:25) William DeVaughn—Roxbury	13	13	13	11
16	13	13	Help Me (3:22) Joni Mitchell—Asylum	14	12	14	13
13	14	14	I Won't Last a Day Without You (3:47) Carpenters—A&M	12	14	12	15
14	15	15	Come and Get Your Love (3:30) Redbone—Epic	16	15	17	14
19	16	16	Don't You Worry 'bout a Thing (3:40) Stevie Wonder—Tamla	15	16	15	17
22	17	17	My Girl Bill (3:12) Jim Stafford—MGM	17	17	18	19
23	18	18	For the Love of Money (3:45) O'Jays—Phila. Int'l.	25	21	16	16
24	19	19	Rock the Boat (3:05) Hues Corp.—RCA	19	18	19	18
15	20	20	Bennie and the Jets (5:00) Elton John—MCA	18	19	20	21
21	21	21	Oh Very Young (2:33) Cat Stevens—A&M	21	22	21	20
29	22	22	Haven't Got Time for the Pain (3:25) Carly Simon—Elektra	20	20	22	22
25	23	23	Star Baby (2:37) Guess Who—RCA	24	23	23	23
27	24	24	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	23	24	25	25
18	25	25	Tubular Bells (3:18) Mike Oldfield—Virgin	22	29	24	24
12	26	26	TSOP (3:18) MFSB—Phila. Int'l.	26	25	26	26
31	27	27	The Air that I Breathe (3:33) Hollies—Epic	27	27	27	27
—	▲28	28	Rock Your Baby (3:14) George McCrae—T. K. Records	28	26	29	29
30	29	29	You Won't See Me (3:07) Anne Murray—Capitol	29	28	30	28
33	30	30	Save the Last Dance for Me (2:58) De Franco Family—20th Century	31	30	28	30
39	31	31	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	33	31	31	31
20	32	32	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	30	33	32	34
38	33	33	If You Wanna Get to Heaven (3:04) Ozark Mtn. Daredevils—A&M	32	34	33	33
46	▲34	34	On and On (3:20) Gladys Knight & the Pips—Buddah	38	32	36	32
28	35	35	Daybreak (3:03) Nilsson—RCA	35	38	34	36
66	▲36	36	Annie's Song (2:58) John Denver—RCA	36	37	35	39
43	37	37	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	42	39	37	40
51	▲38	38	One Hell of a Woman (2:52) Mac Davis—Columbia	37	36	42	43
35	39	39	Hollywood Swinging (4:35) Kool and the Gang—Delite	45	35	40	38
37	40	40	Already Gone (3:39) Eagles—Asylum	39	42	39	42
36	41	41	Train of Thought (2:34) Cher—MCA	40	41	38	45

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
17	42	42	The Best Thing that Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	34	44	52	37
48	43	43	Another Park, Another Sunday (3:39) Doobie Brothers—Warner Brothers	44	43	45	35
34	44	44	Oh My My (3:39) Ringo Starr—Apple	41	40	41	54
60	▲45	45	I'm Coming Home (3:22) Spinners—Atlantic	43	48	44	51
41	46	46	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	46	46	46	49
32	47	47	Hooked on a Feeling (2:54) Blue Swede—EMI	49	47	48	41
54	48	48	LaGrange (3:15) Z. Z. Top—London	48	53	43	48
47	49	49	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	47	50	49	56
40	50	50	I'm in Love (2:48) Aretha Franklin—Atlantic	55	45	54	50
69	▲51	51	Son of Sagittarius (3:12) Eddie Kendricks—Tamla	54	56	50	44
57	52	52	Waterloo (2:46) Abba—Atlantic	50	51	53	56
49	53	53	(I'm a) YoYo Man (2:46) Rick Cunha—GRC	53	55	58	47
59	54	54	Radar Love (2:53) Golden Earrings—MCA	60	60	47	46
44	55	55	Finally Got Myself Together (3:05) Impressions—Curton	59	49	59	53
58	56	56	Come Monday (3:07) Jimmy Buffet—ABC/Dunhill	51	54	57	59
42	57	57	Seasons in the Sun (3:24) Terry Jacks—Bell	58	62	56	52
65	58	58	King of Nothing (2:56) Seals & Crofts—Warner Brothers	52	59	60	60
70	▲59	59	Payback (3:30) James Brown—Polydor	65	52	62	55
50	60	60	Sunshine (3:18) John Denver—RCA	57	61	64	66
—	▲61	61	I'm the Leader of the Gang (3:09) Brownsville Station—Big Tree	64	67	51	64
—	▲62	62	This Heart (3:22) Gene Redding—Haven	*	57	55	61
45	63	63	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	*	58	61	58
—	▲64	64	Billy Don't Be a Hero (3:25) Paper Lace—Mercury	61	65	66	68
64	65	65	Tell Me a Lie (2:59) Sami Jo—MGM South	56	66	*	*
—	▲66	66	Keep on Smiling (3:25) Wet Willie—Capricorn	*	63	67	65
73	67	67	One Chain Don't Make No Prison (3:27) Four Tops—ABC/Dunhill	74	70	63	70
—	▲68	68	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	73	71	68	63
—	▲69	69	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	63	64	73	73
—	▲70	70	One Tin Soldier (3:14) Coven—MGM	68	72	65	69
74	71	71	Georgia Porcupine (2:38) George Fishoff—United Artists	*	68	70	71
63	72	72	A Very Special Love Song (2:44) Charlie Rich—Epic	67	73	71	75
—	▲73	73	Dance with the Devil (3:32) Cozy Powell—Chrysalis	66	*	72	74
68	74	74	Please Come to Boston (3:57) Dave Loggins—Epic	62	75	*	*
53	75	75	Keep on Singing (3:03) Helen Reddy—Capitol	75	*	69	72

Alphabetical list (with this week's over-all rank): The Air that I Breathe (27), Already Gone (40), Annie's Song (36), Another Park, Another Sunday (43), Band on the Run (5), Be Thankful (for What You Got) (12), Bennie and the Jets (20), The Best Thing that Ever Happened to Me (42), Billy Don't Be a Hero (10), Billy Don't Be a Hero (64), Come and Get Your Love (15), Come Monday (56), Dance with the Devil (73), Dancing Machine (6), Daybreak (35), Don't You Worry 'bout a Thing (16), The Entertainer (2), Finally Got Myself Together (55), For the Love of Money (18), Georgia Porcupine (71), Haven't Got Time for the Pain (22), Help Me (13), Hollywood Swinging (39), Hooked on a Feeling (47), I Won't Last a Day Without You (14), If You Love Me (Let Me Know) (24), If You Talk in Your Sleep (69), If You Wanna Get to Heaven (33), I'll Have to Say I Love You in a Song (49), I'm Coming Home (45), I'm in Love (50), I'm the Leader of the Gang (61), I've Been Searching So Long (11), Just Don't Want to Be Lonely (32), Keep on Singing (75), Keep on Smiling (6), King of Nothing (58), LaGrange (58), Let It Ride (63), Loco-Motion (1), Midnight at the Oasis (3), My Girl Bill (17), My Mistake Was to Love You (46), Oh My My (44), Oh Very Young (21), On and On (34), One Chain Don't Make No Prison (67), One Hell of a Woman (38), One Tin Soldier (70), Payback (59), Please Come to Boston (74), Radar Love (54), Rikki Don't Lose that Number (37), Rock the Boat (19), Rock Your Baby (28), Rock & Roll Heaven (31), Save the Last Dance for Me (30), Seasons in the Sun (57), The Show Must Go In (9), Son of Sagittarius (51), Star Baby (23), The Streak (4), Sundown (7), Sunshine (60), Taking Care of Business (68), Tell Me a Lie (65), This Heart (62), Train of Thought (41), TSOP (26), Tubular Bells (25), A Very Special Love Song (72), Waterloo (52), You Make Me Feel Brand New (8), You Won't See Me (29), (I'm a) YoYo Man (53).



Paley declares it's time to end fairness threat to news media

Force of CBS chief executive's attack on governmental incursion is amplified by long avoidance of public forums; he tells Newhouse dedication audience that doctrine makes broadcasting second-class journalistic citizen

The man who has long helped shape CBS policy behind the scenes went center stage last Friday to denounce the fairness doctrine as a mechanism for government suppression of a free press. In a rare public appearance, Chairman William S. Paley proclaimed "with all the strength at my command, that the time has now come to eliminate entirely the fairness doctrine from government rulebooks and statutes."

Mr. Paley told a distinguished audience of broadcast and print journalists and academics last Friday, at dedication ceremonies for Syracuse University's S. I. Newhouse broadcast communications center, that "the very fact that the fairness doctrine confers on a government agency the power to sit in judgment over news broadcasts makes it a tempting device for use by any administration in power to influence the content of broadcast journalism." He cited the current presidential administration in particular for its "systematic effort to discredit both the objectives and the conduct of those journalists whose treatment of the news it disapproves." The threat of fairness doctrine application, he indicated, lies in the "inescapable impression" that "there

are those in positions of power and trust who are, from all appearances, against a free press—and that they are against it, not just because they think it will distort some facts, but also because they know that it will disclose others."

Mr. Paley's extensive and unshrinking remarks were the keynote address for the Friday morning formal dedication of "Newhouse II"—part of the \$15 million print/broadcast communications school given to the university by millionaire publisher and broadcaster S. I. Newhouse (BROADCASTING, March 11). Mr. Newhouse attended the dedication and spoke at a banquet in his honor last Thursday (May 30). Also participating in the formalities were New York Governor Malcolm Wilson and NBC News commentator and correspondent David Brinkley.

Mr. Paley praised Mr. Newhouse's journalism career as "eloquent testimony" to the constructive relationship between print and broadcast journalism. "Journalism transmitted over the air should not . . . be inhibited by government, any more than print media should be, from informing the people, from contributing and stimulating informed discussion among them and from helping to enable them to take the action essential to effective self-government."

Noting the media access case now pending before the U.S. Supreme Court, *Tornillo vs. Miami Herald* (BROADCASTING, April 22), Mr. Paley called it "ironic" and possibly "tragic" that "this shortsighted policy of fairness by government edict is extended to the print media just at the time that it is proving most menacing to the broadcast media. We all know it is no less an abridgement of freedom of the press to compel publication of material than to forbid it."

The current White House administration's antagonism toward broadcast journalism received Mr. Paley's strongest oratorical indictment: "None of the news media has been immune to verbal onslaughts from the White House; but broadcast journalism, in particular, has been subjected to unprecedented direct threats to inhibit, weaken and disable it."

"Even though not all these threats have been actually put into practice and none have succeeded in their motives, they are nevertheless shocking and frightening in their implications. They have been directed at impugning the integrity of able and respected reporters; at setting up monitoring systems, whose findings were to determine whether agencies of the federal government could be used to investigate and intimidate the offending media; also at splitting networks from their affiliates by threatening nonrenewal of the latter's licenses; and at weakening the economic basis of costly broadcast news operations by clumsy appeals to advertisers to boycott networks and stations which fail to report the news as the White House sees it."

Lest his listeners interpret his remarks as "seeing ghosts lurking in every corner," Mr. Paley delivered examples of the distortions conveyed by what he termed "the misapplication" of the fairness doctrine principle. After the FCC

"began considering complaints on a broadcast-by-broadcast basis," he explained, one station "was ruled unfair because the FCC found that, on one news program, 'approximately 425 lines were devoted to expression of views opposing the legalization of casino gambling whereas approximately 115 lines were devoted to the proponent's views.'"

Extending the fairness doctrine principle to entertainment and advertising paves the way for complaints such as one lodged against the CBS TV prime time drama, *The Autobiography of Miss Jane Pittman*, for allegedly uncomplimentary portrayal of whites, Mr. Paley observed. (The FCC "wisely rejected" the complaint.) The principle of "counteradvertising" is another fairness doctrine ploy, he maintained, since free commercial time could be provided, under it, to "opponents of a company or a product or service on the vaguest grounds conceivable." Counteradvertising implies the "reducing of broadcasting as an effective advertising medium, so as to endanger its economic viability and to reduce its effectiveness in all other respects, including its journalistic role," Mr. Paley stated.

The fairness doctrine, which Mr. Paley called "supercrediting by a government agency," is also a "vexing symbol of broadcasting's second-class citizenship in journalism." Its misapplication is "a springboard for attack on the media by various government officials for purposes unrelated to the original concept of fairness" he maintained. And had such attacks not been repeatedly thwarted by



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broadcasters, Mr. Paley added, they would have "led to the weakening of broadcasting as an arm of the free press. . . . In recent years the symptoms of broadcast journalism's second-class status have become so clear as to reveal how the fairness doctrine can be used as a device to influence the content of news and public affairs broadcasting."

The outmoding of the original "scarcity principle" which inspired the Doctrine has consumed its appropriateness, explained the CBS leader. The doctrine was originally designed to "avoid chaos in the use of airwaves," and thereby encourage diversity of opinion; however, Mr. Paley noted, "the arithmetic of the communications field today offers convincing evidence that the scarcity principle has no validity as grounds for enforced fairness. On the contrary, it calls

Mr. Paley vs. the fairness doctrine:

"There are those in positions of power and trust who are . . . against a free press . . . not just because they think it will distort some facts, but also because they know that it will disclose others."

for clear and outright repeal of the doctrine."

Figures cited by Mr. Paley in his lengthy address contrasted the ratio of broadcast to print outlets. In 1927 (when the Federal Radio Act was passed), there were 677 broadcasting stations and 1,949 daily newspapers in the United States. This year, there are 8,434 broadcasting stations and 1,774 daily newspapers, he said. Furthermore, "the vast majority" of broadcast news is the product of local—not network—broadcasts. Of the 555 million hours per average week Americans spend watching TV news broadcasts, 394 million are spent on local news, and 161 million on network news, he explained. And the same ratio applied to radio produces an "overwhelming" fav-

oritism of local to network news listening.

Mr. Paley also found "very little overlapping of control of broadcast stations by newspapers—namely, of the 934 TV stations, 19% are owned by newspapers; of the 7,500 radio stations, 7% are owned by newspapers. "And there are just as many national television networks as there are wire services or national general news weeklies," Mr. Paley inserted, the influence of all of which is diluted through the various "monthly, quarterly, bi-weekly and weekly periodicals."

"All of these add to the giant mix that conveys, appraises or interprets information and presents and discusses issues," he emphasized. "The possibility of any major news source consistently distorting or misusing its function in the face of all these other competing forces for enlightenment is virtually non-existent. This pluralism constitutes the strongest safeguard that a free society can have against abuses of freedom of the press."

The CBS chairman's "firm conviction," he told the Newhouse assemblage, is "that what constitutes fairness should be determined by those responsible for the operations of the media and not by a government agency policing them and imposing upon them its own definitions and its own arbitrary rulings."

Broadcast journalism's plight at the intruding hands of the FCC has been "an open season of attacks upon the basic principal of the free press: namely, that what is published—whether on the printed page or over the air—is best left to those doing the publishing and any judgment as to its interest and value is best left to the people reading, hearing or seeing it."

The CBS chief delivered a Madisonian definition of broadcasting's safeguards against tyranny: the wider the audience's freedom of choice in broadcasts, the wider the range of opinion, and the greater the amount of criticism and scrutiny.

In one of his earlier public surfacings, Mr. Paley recalled, he had affirmed his faith in the public's ability to democratically regulate broadcasting. "Twenty years ago—almost to the day—I had occasion to address myself to the freedom and responsibility of broadcasters," he recalled. Quoting his comments from that

speech, Mr. Paley said: "'Some people may question the desirability of placing in the hands of the broadcaster this important element of control. To this point I would say that undoubtedly there may be abuses, as there are in other media. But I for one have enough faith in the vitality of the democratic process, in the intelligence of the American people and in the freshness of the competitive climate to believe that the good will and determined intent of broadcasters to be fair, coupled with the powerful voice of the people, will provide far better protection against abuse than any other form of control.'"

"Nothing during the past 20 years," said Mr. Paley, "has led me to change my mind or to qualify those words. . . . a free society is not the safety way of life: It is only the best."

TVN and UPITN consolidate in U.S.

Agreement covers domestic service; Coors executive named president

An agreement in principle for Television News Inc. to acquire "substantially all" of the domestic business of UPITN, forming "television's largest independent news service," was announced by the two companies last week.

Jack Wilson, former assistant to the chairman of the Coors Brewing Co., which is the chief financial backer of TVN, was named immediately to the presidency of TVN, and John O. Gilbert, who had been president, was named executive vice president and sales manager.

With the acquisition, the announcement said, TVN will serve 44 TV stations, effective immediately; 26 were already on TVN's subscriber list, 18 on UPITN's.

The announcement gave no details of the financial terms of the acquisition, which is generally seen as a move to combine two presumably unprofitable domestic operations into one successful enterprise.

It was emphasized that the deal will not affect the international operations of UPITN, which will continue to service its international customers without interruption.

UPITN was formed in the late 1960's and for several years served client stations with newfilm. TVN commenced operations about a year ago, providing daily service via AT&T lines, and UPITN then also launched a daily electronic feed.

Mr. Wilson, the new TVN president, was said to have been closely identified with TVN since its inception.

The announcement also said Tom Turley, former senior assignment editor at CBS News, had been named director of news for TVN and that Ray Kupieck had been designated director of production.

UPITN, formed in 1967 by UPI and Independent Television News of Great Britain, currently is a partnership of those two and Paramount Pictures.

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Off again: News Council study of Nixon charges

White House aide Herschensohn gives group silent treatment after trading charges with it

White House deputy special assistant Bruce Herschensohn and the National News Council have severed relations over the former's alleged failure to provide the council with specific instances of alleged TV network antiadministration bias. The result is another scrapping of the council's proposed inquiry into President Nixon's Oct. 26, 1973, charges that network news was "outrageous, vicious and distorted."

Mr. Herschensohn phoned the council May 17 to protest a public statement that he "failed" to illuminate Mr. Nixon's charges. He told BROADCASTING he was "terribly upset" at the council's "half-truthful" and "self-serving" dealings with him. He said he complained of the council's "lack of ethics" to council executive director Bill Arthur, who replied, according to Mr. Herschensohn, "You're a fine one to talk about ethics"—which ended their conversation. Mr. Arthur vigorously denied making such a remark, and said Mr. Herschensohn was very agitated during the call.

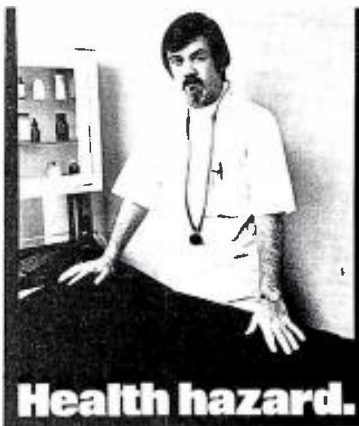
The council's account of the episode involving Mr. Herschensohn is that he neglected to call it, as was agreed, before the council's May 9-10 meeting to confirm whether he would involve himself in the council's study. Three calls to the White House were not returned, and the council issued a statement that Mr. Herschensohn "failed" to come up with specifics. Mr. Herschensohn's account is he was too busy to call the council when he was supposed to, and was not returning many calls due primarily to activity surrounding the April 29 release of the White House tape transcripts. He said he knew nothing of his so-called refusal to comply with the council's request until he saw the news release.

The sore point is Mr. Herschensohn's insistence that the council statement is "absolutely incorrect" in saying he told council directors he had to consult with his "superiors" about working on the council study. Council directors claim he made perfectly clear he had to "secure approval of his superiors."

Now Mr. Herschensohn refuses to deal with the council and the council expressed "surprise and disappointment" at Mr. Herschensohn's "vituperative tone" and closed another chapter in its attempt to study the President's charges.

Lottery issue now up to Supreme Court

The U.S. Supreme Court will consider the question of whether radio and television stations may broadcast winning numbers in a state-run lottery. The FCC had asked the high court to review the decision of the U.S. Court of Appeals in Philadelphia which held that such infor-



Cornering quacks. A five-part special report on how easy it is to become listed as a physician in the *Yellow Pages* began last week on KYW-TV Philadelphia, a Westinghouse Broadcasting station. KYW-TV reporter Matt Quinn spent six months tracking down the licenses of doctors listed in the classified telephone directory in Philadelphia. He found that 104 were not duly licensed. Mr. Quinn also learned that by calling the *Yellow Pages* listing service and posing as a doctor himself, he could automatically gain the stature of a physician referred to by pharmacists to confirm the validity of prescriptions—notably for narcotic drugs—filled by telephone. The special report aired in five-minute segments over KYW-TV's *Eyewitness News 6* and 11 p.m. newscasts.

mation was "hot news," the broadcast of which was protected by the First Amendment (BROADCASTING, Jan. 7). The New Jersey State Lottery Commission, beneficiary of that decision, also asked the Supreme Court to take the case, to clarify broadcasters' rights in the matter.

The FCC, in seeking high court review, said the announcement of the winning number serves to carry on the lottery, in violation of the law barring the broadcast of lottery information. The New Jersey Lottery Commission, however, said, as the Philadelphia court did, that broadcast of the numbers is "undeniably a report of a current event of public interest."

Both sides noted that the Philadelphia court's decision conflicts with one handed down by the U.S. Court of Appeals in New York in 1969.

The court case began after the commission in July 1971 rejected a request by WCMC-AM-FM-TV Wildwood, N.J., for a ruling that broadcasts of the winning numbers in the New Jersey lottery as part of a news program would not violate the lottery law (BROADCASTING, July 26, 1971). The commission, citing the New York court's decision, said the distinction between the WCMC proposal and the promotional practice barred by law was not adequate to warrant an affirmative ruling.

That ruling was appealed by the New Jersey Lottery Commission (BROADCASTING, Oct. 9, 1972), after the commis-

sion denied a request for reconsideration.

The New Jersey Lottery Commission noted in its brief to the Supreme Court that the Philadelphia court's opinion applies only to the third circuit—Pennsylvania, New Jersey, Delaware and the Virgin Islands—while the opinion of the New York court applies in its circuit, which includes stations which broadcast into northern New Jersey.

Macdonald says beepers to be free of bias

Congressman claims he's satisfied government's 'spotmaster' service will present news fairly from now on

Representative Torbert Macdonald (D-Mass.) has the satisfaction he has demanded from federal agencies that have used an audio service to supply radio stations with news reports that were actually plugs for administration proposals. The secretaries of the Labor, Commerce, Housing and Urban Development and Transportation Departments have assured the chairman of the House Communications Subcommittee that their radio "spotmaster" service will be used as an unslanted information source, the congressman said. Mr. Macdonald has campaigned for the last year against the use of the service as "propaganda."

"I am satisfied with the assurances I have received . . . that there will be no recurrence of this type of illegal activity," he said.

Radio stations use the spotmaster services supplied by the federal departments for news of the agencies. In early 1973, Congressman Macdonald found that the recorded reports contained statements in support of administration bills, a practice that proved to be in violation of an anti-lobbying law. The case was investigated by the General Accounting Office, the Justice Department and the FBI. Congressman Macdonald's protests prompted the Office of Telecommunications Policy to set guidelines for all federal agencies on the use of such news services.

All in a White House family

Going on the assumption that "if you liked the book, you'll love the movie," Transcripts Film Co., Boston, has videotaped that best-selling book, transcripts of the White House conversations relating to Watergate.

The project, according to producers Webster Lithgow and Thomas McCann, is an attempt to make the transcripts more accessible to the public. (The series will be offered to TV networks as well as to independents, and an audio version is being prepared for radio distribution.) The leading roles—President Nixon, H. R. Haldeman, John Ehrlichman and John Dean—are played by actors resembling those men and "great pains are being taken to represent the events with objectivity and fairness," according to Mr. Lithgow.

Expletives and deleted material will be indicated with "beeps."

Teleprompter releases record of troubled 1973

The bottom line: company loses nearly \$30 million, attributes loss to write-downs on systems, promises profits in 1974

Teleprompter Corp., which has been through a financially tempestuous year, reported last week a net loss of almost \$30 million in 1973 compared to a net gain of more than \$12 million in 1972.

The corporation effected numerous personnel changes and cost-cutting operations during the last half of 1973 and projected that 1974 will be a profitable year, barring a further sharp rise in bank prime interest rates or other unforeseen developments. Teleprompter said, however, that the first quarter of 1974 will show a loss, largely because some subscriber rate increases are not yet in effect.

Teleprompter, the largest operator of cable TV systems in the U.S., noted that revenues in 1973 rose by 26% to more

than \$76 million but said its net loss was attributable to its write-down of assets and other charges totaling more than \$37 million. Of this amount, almost \$28 million resulted from write-downs of cable systems and the remainder to other nonrecurring items.

When Teleprompter's financial woes surfaced last fall, the Securities & Exchange Commission halted trading in the company's stock for two months and began an investigation which has not yet been officially completed. In last week's announcement of 1973 results and 1974 projections, Teleprompter appended a note saying that it will incorporate into its forthcoming official annual report to stockholders a 10-K report. The SEC requires this report, which is a detailed document on the operations and financial conditions of a corporation, but companies usually do not distribute it to stockholders. Teleprompter's annual report will be issued in about two weeks.

The company claimed it has reduced costs sharply by paring its staff and disposing of cable TV systems. Teleprompter also said its New York headquarters costs have been sliced by more than \$10 million, system operating costs have been reduced by more than \$6 million and staff has been cut by more than 900.

In analyzing 1973 results, the company said pre-tax earnings before write-downs and other charges fell from \$17,278,000 in 1972 to \$1,471,000 last year. This \$15.8 million tumble was attributed primarily to depreciation and amortization expenses growing by \$4,752,000, interest expense rising by \$3,218,000, Teleprompter's share of the losses at its Manhattan and Los Angeles systems increasing by \$2,105,000 and operational losses of systems which started up in 1973 totaling \$1,566,000.

The write-downs and other charges included in the 1973 report consist of provisions for losses on 19 cable TV systems disposed of or to be disposed of in 1974 (\$13,600,000); write-downs to estimated value of investment in Oakland, Calif., and Hillsborough county, Fla., systems (\$14,382,000); write-down of deferred costs no longer believed to be recoverable (\$4,886,000) and provision for losses on other investments disposed of or to be disposed of in 1974 and estimated losses on abandoned leaseholds (\$4,003,000).

For the year ended Dec. 31:

	1973	1972
Earned (loss) per share	\$ (1.86)	\$ 0.74
Revenues	76,723,000	61,062,000
Write-down of assets and other charges	37,444,000	—
Net income (loss)	(29,746,000)	12,579,000

Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. May 29	Closing Wed. May 22	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	24	23 1/2	+ 1/2	+ 2.12	28 3/8	21 5/8	9	16,582	397,968
CAPITAL CITIES COMM.	CCR	N	36	37 1/4	- 1 1/4	- 3.35	39 1/4	22 3/4	14	7,164	257,904
CBS	CBS	N	37 3/4	36 1/4	+ 1 1/2	+ 4.13	38	25	11	28,092	1,060,473
CONCERT NETWDRK*	D		1/4	1/4		.00	7/8	1/4	5	2,200	550
COX	COX	N	13 5/8	13 1/2	+ 1/8	+ .92	19 3/8	13 1/2	7	5,831	79,447
FEDERATED MEDIA***	D		5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A	8 1/2	9 1/8	- 5/8	- 6.84	13 5/8	8 1/2	5	800	6,800
LIN	LINB	O	4 1/8	4 1/2	- 3/8	- 8.33	6 3/4	4	4	2,296	9,471
MOONEY*	MOON	O	2 3/4	2 3/4		.00	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	PSOU	O	4	3 1/8	+ 7/8	+ 28.00	6 1/4	3 1/8	33	1,751	7,004
RAHALL	RAHL	O	4 3/4	4 3/4		.00	6	3 3/4	9	1,297	6,160
SCRIPPS-HOWARD	SCRIP	D	14 1/2	14 1/2		.00	17 1/2	14 1/2	7	2,589	37,540
STARR	SBG	M	5 1/2	5 3/4	- 1/4	- 4.34	9	5 1/2	4	1,069	5,879
STORER	SBK	N	12 3/4	11 1/4	+ 1 1/2	+ 13.33	17 3/8	11 1/4	6	4,751	60,575
TAFT	TFB	N	17 1/8	17 3/4	- 5/8	- 3.52	23 3/8	16 1/2	7	4,219	72,250
WDOOS COMM.*	D		3/4	3/4		.00	3/4	1/4	6	292	219
TOTAL									80,138	2,008,013	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/2	1 3/4	5	1,259	2,203
AVCO	AV	N	4 3/4	4 3/4		.00	8 7/8	4 3/4	4	11,481	54,534
BARTELL MEDIA	BMC	A	1	1		.00	2 3/8	1	3	2,257	2,257
JOHN BLAIR	BJ	N	5	5 1/8	- 1/8	- 2.43	7 1/2	5	4	2,403	12,015
CAMPDOWN INDUSTRIES*	O		3/8	3/8		.00	7/8	3/8	5	1,138	426
CHRIS-CRAFT	CCN	N	2 1/2	2 1/2		.00	4 1/4	2 1/8	28	4,162	10,405
COMBINED COMM.	CCA	A	9	8 7/8	+ 1/8	+ 1.40	13	8 7/8	6	3,274	29,466
CDWLES	CWL	N	6 1/2	6 1/8	+ 3/8	+ 6.12	7	5 5/8	13	3,969	25,798
DUN & BRADSTREET	DNB	N	28 1/8	27 1/8	+ 1	+ 3.68	36	24 1/2	19	26,204	736,987
FAIRCHILD IND.	FEN	N	5 5/8	5 5/8		.00	6 1/4	4 1/8	12	4,550	25,593
FUQUA	FQA	N	7 5/8	7 5/8		.00	10 3/4	6 3/4	4	7,273	55,456
GENERAL TIRE	GY	N	14	14		.00	18 1/4	13	4	21,515	301,210
GLOBETROTTER	GLBTA	D	3 1/4	3 5/8	- 3/8	- 10.34	4 3/4	3 1/4	5	2,759	8,966
GRAY COMMUN.*	D		8 1/4	8 1/4		.00	8 1/2	6 1/2	6	475	3,918
HARTE-HANKS	HHN	N	8 1/4	8 3/8	- 1/8	- 1.49	14 1/4	8 1/4	7	4,337	35,780
JEFFERSON-PILOT	JP	N	26 1/2	24 1/2	+ 2	+ 8.16	38 1/4	24	12	24,121	639,206
KAISER INDUSTRIES*	KI	A	6	6		.00	8 1/2	6	3	27,487	164,922
KANSAS STATE NET.*	KSN	O	3 3/4	3 3/4		.00	3 7/8	3 1/4	7	1,741	6,528
KINGSTIP	KTP	A	4 1/4	4 1/8	+ 1/8	+ 3.03	6 3/4	3 7/8	4	1,154	4,904
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12	12 3/8	- 3/8	- 3.03	13 1/4	10 3/4	8	3,352	40,224
LIBERTY	LC	N	11 1/2	11 1/2		.00	15 5/8	11 1/2	5	6,632	76,268
MCGRAW-HILL	MHP	N	8 1/8	8 3/8	- 1/4	- 2.98	9	6	7	23,486	190,823

Stock symbol	Exch.	Closing Wed. May 29	Closing Wed. May 22	Net change in week	% change in week	1973-1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
MEDIA GENERAL	MEG	A	20 1/2	22	- 1 1/2	-	6.81	26 1/2	20 1/4	9	3,552	72,816
MEREDITH	MDP	N	9 7/8	9 3/4	+ 1/8	+	1.28	11 3/8	8 1/4	4	2,908	28,716
METROMEDIA	MET	N	6	6 5/8	- 5/8	-	9.43	10 5/8	6	5	6,447	38,682
MULTIMEDIA	MMED	O	10 3/4	10 3/4			.00	14 1/4	10 1/2	8	4,388	47,171
OUTLET CO.	OTU	N	8 1/2	8 1/4	+ 1/4	+	3.03	9 3/4	8	4	1,379	11,721
POST CORP.	POST	O	6 3/4	7 1/4	- 1/2	-	6.89	10 3/4	6 3/4	4	882	5,953
PSA	PSA	N	6 5/8	6 5/8			.00	10	6 3/8	19	3,181	21,074
REEVES TELECOM	RBT	A	1 1/4	1 1/4			.00	1 3/4	1 1/8	11	2,376	2,970
RIDDER PUBLICATIONS	RPI	N	11 3/4	11 1/4	+ 1/2	+	4.44	15 5/8	11	8	8,305	97,583
ROLLINS	RDL	N	12 1/2	12 5/8	- 1/8	-	.99	19 3/4	12 1/2	11	13,305	166,312
RUST CRAFT	RUS	A	7	7			.00	10 1/4	7	5	2,366	16,562
SAN JUAN RACING	SJR	N	8 7/8	9 1/4	- 3/8	-	4.05	13 3/8	8 7/8	8	2,367	21,007
SCHERING-PLOUGH	SGP	N	67 1/4	68	- 3/4	-	1.10	74 3/8	61 3/4	33	52,574	3,535,601
SONDERLING	SDB	A	7 1/8	7 1/4	- 1/8	-	1.72	10	7	4	788	5,614
TECHNICAL OPERATIONS	TO	A	4 3/4	5	- 1/4	-	5.00	6 3/4	4 1/2	5	1,344	6,384
TIMES MIRROR CO.	TMC	N	13 7/8	14 1/4	- 3/8	-	2.63	17 5/8	13 3/8	9	31,385	435,466
TURNER COMM.*	O		3 1/2	3	+ 1/2	+	16.66	3 5/8	3	6	1,373	4,805
WASHINGTON POST CO.	WPO	A	19 7/8	20 1/8	- 1/4	-	1.24	24 3/8	14 3/4	7	4,749	94,386
WDMETCO	WDM	N	8 1/2	8	+ 1/2	+	6.25	10 1/4	8	6	6,094	51,799
									TOTAL	335,267	7,093,104	

Cablecasting

AMECO**	ACO	O	7/8	7/8			.00	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 1/4			.00	2 1/8	3/4		1,673	2,091
AMERICAN TV & COMM.	AMTV	O	9 1/2	7 3/4	+ 1 3/4	+	22.58	19 1/4	7 3/4	22	3,181	30,219
ATHENA COMM.**	O		1/2	1/2			.00	3/4	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O	13 3/4	14	- 1/4	-	1.78	24 1/8	13 3/4	16	7,907	108,721
CABLECOM-GENERAL	CCG	A	2 1/4	2 3/8	- 1/8	-	5.26	4 1/2	1 3/4	28	2,560	5,760
CABLE FUNDING***	CFUN	O	6 1/4	6 1/4			.00	7 3/8	5 1/2	52	1,121	7,006
CABLE INFO.++	O		1/2	1/2			.00	3/4	1/2	1	987	493
CITIZENS FINANCIAL**	CPN	A	2 1/8	2 1/8			.00	4 1/4	2 1/8		2,390	5,078
COMCAST*	O		2 1/4	2	+ 1/4	+	12.50	2 1/4	1 1/2	9	1,705	3,836
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 3/4	+ 1/8	+	7.14	3 3/8	1 3/4	21	4,761	8,926
COX CABLE	CXC	A	7 3/8	7 5/8	- 1/4	-	3.27	15 1/4	7 3/8	13	3,560	26,255
ENTRON*	ENT	O	5/8	3/4	- 1/8	-	16.66	3/4	1/2	4	1,358	848
GENERAL INSTRUMENT	GRL	N	10 1/2	10 1/4	+ 1/4	+	2.43	17 1/8	10 1/4	6	7,060	74,130
GENERAL TV*	O		3/4	1 1/2	- 3/4	-	50.00	1 1/2	3/4	38	1,000	750
LVO CABLE	LVOC	O	3 3/8	3 3/8			.00	4 5/8	2 3/4	68	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	7	7 1/8	- 1/8	-	1.75	9 1/2	6 3/4	7	917	6,419
TELE-COMMUNICATIONS	TCOM	N	2 1/8	2 1/8			.00	5 3/4	2 1/8	9	4,619	9,815
TELEPROMPTER	TP	N	4	4 1/8	- 1/8	-	3.03	8 1/4	4	24	16,482	65,928
TIME INC.	TL	N	35 3/4	36	- 1/4	-	.69	40 1/4	30 3/4	7	10,381	371,120
TOCOM*	TOCM	O	3 3/8	3 3/4	- 3/8	-	10.00	4 7/8	3 3/8	8	634	2,139
UA-COLUMBIA CABLE	UACC	O	5 3/4	5 3/4			.00	6	3 3/4	13	1,790	10,292
VIACOM	VIA	N	4 3/4	5 1/8	- 3/8	-	7.31	7 1/2	4 5/8	7	3,850	18,287
VIKOA**	VIK	A	2 1/4	2	+ 1/4	+	12.50	4	2		2,591	5,829
									TOTAL	85,732	772,396	

Programming

COLUMBIA PICTURES**	CPS	N	2 1/4	2 1/4			.00	4 3/4	2 1/4		6,748	15,183
DISNEY	DIS	N	43 5/8	43 3/8	+ 1/4	+	.57	54 1/2	35 1/8	27	29,155	1,271,886
FILMWAYS	FWY	A	3	3 1/8	- 1/8	-	4.00	6	3	5	1,790	5,370
FOUR STAR	O		7/8	7/8			.00	1 3/8	3/4	1	665,950	582,706
GULF + WESTERN	GW	N	22 1/4	22 3/4	- 1/2	-	2.19	29 1/8	22 1/4	4	14,088	313,458
MCA	MCA	N	25 1/2	25 1/4	+ 1/4	+	.99	26 1/2	19 1/4	7	8,386	213,843
MGM	MGM	N	15 1/4	15 5/8	- 3/8	-	2.40	15 5/8	9 1/4	11	5,918	90,249
TELE-TAPE**	O		1/2	3/4	- 1/4	-	33.33	3/4	1/8		2,190	1,095
TELETRONICS INTL.*	O		3 3/8	3 3/8			.00	4 1/8	3 3/8	7	943	3,182
TRANSAMERICA	TA	N	7 1/8	7	+ 1/8	+	1.78	10 3/8	7	6	65,115	463,944
20TH CENTURY-FOX	TF	N	6	5 7/8	+ 1/8	+	2.12	9 1/8	5 1/4	8	8,280	49,680
WALTER READE**	WALT	O	3/8	3/8			.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	11 5/8	12	- 3/8	-	3.12	18 1/2	9 5/8	5	16,317	189,685
WRATHER	WCO	A	6 1/4	6	+ 1/4	+	4.16	8 1/8	4 3/8	69	2,229	13,931
									TOTAL	831,576	3,215,887	

Service

88DD INC.	O		12 5/8	12 1/4	+ 3/8	+	3.06	14 1/4	10	6	2,513	31,726
COMSAT	CO	N	33 1/2	32 3/4	+ 3/4	+	2.29	40 3/8	30 7/8	8	10,000	335,000
CREATIVE MANAGEMENT	CMA	A	4	4 1/8	- 1/8	-	3.03	5 5/8	3 3/8	5	1,016	4,064
DOYLE DANE BERNBACH	DDYL	O	9 3/4	10	- 1/4	-	2.50	11 1/2	8 3/4	5	1,799	17,540
ELKINS INSTITUTE****	ELKN	O	3/8	1/2	- 1/8	-	25.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCH	N	9 5/8	9 5/8			.00	11 1/4	8 5/8	6	2,078	20,000
GREY ADVERTISING	GREY	O	7	6 3/4	+ 1/4	+	3.70	8 3/8	6 3/4	4	1,255	8,785
INTERPUBLIC GROUP	IPG	N	9 3/4	10	- 1/4	-	2.50	13	9 3/4	4	2,319	22,610
MARVIN JOSEPHSON*	MRVN	O	7 3/4	7 3/4			.00	8 1/2	6 3/4	5	957	7,416
MCI COMMUNICATIONS+	MCIC	O	2 5/8	2 3/4	- 1/8	-	4.54	6 1/2	2 5/8		12,825	33,665
MOVIELAB	MOV	A	1	7/8	+ 1/8	+	14.28	1 5/8	5/8	6	1,407	1,407
MPO VIDEOELECTRONICS**	MPO	A	1 7/8	1 7/8			.00	2 5/8	1 7/8		539	1,010
NEDHAM, HARPER	NOHMA	O	5	5 1/4	- 1/4	-	4.76	7 1/2	4 3/4	2	918	4,590
A. C. NIELSEN	NIELR	O	18 1/8	16 5/8	+ 1 1/2	+	9.02	28	14 1/8	17	10,598	192,088
OGILVY & MATHER	OGIL	O	15 3/4	15	+ 3/4	+	5.00	17 1/4	12 3/4	6	1,807	28,460
PKL CO.***	O		1 3/4	1 3/4			.00	1 3/4	1/4	11	818	1,431
J. WALTER THOMPSON	JWT	N	7 1/4	8 1/8	- 7/8	-	10.76	12	7 1/4	11	2,624	19,024
UNIVERSAL COMM.***	O		5/8	5/8			.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	7 1/4	7 1/4			.00	9 5/8	7 1/4	4	1,632	11,832
									TOTAL	57,717	741,805	

Stock symbol	Exch.	Closing Wed. May 29	Closing Wed. May 22	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Electronics											
AMPEX	APX	N	3 3/8	3 1/2	- 1/8	- 3.57	4 7/8	3 3/8	7	10,796	36,436
CCA ELECTRONICS*	CCAE	D	5/8	5/8		.00	7/8	5/8	1	881	550
COMU, INC.	COM	A	2 3/4	2 7/8	- 1/8	- 4.34	3 7/8	2 3/4	6	1,542	4,240
COMPUTER EQUIPMENT	CEC	A	1 1/2	1 1/2		.00	2 1/8	1 1/2	9	2,333	3,499
CONRAC	CAX	N	16 1/2	16 3/8	+ 1/8	+ .76	21	13 1/4	7	1,261	20,806
GENERAL ELECTRIC	GE	N	47 5/8	7 1/2	+ 40 1/8	+ 535.00	65	7 1/2	15	182,114	8,673,179
HARRIS CORP.	HRS	N	23 1/2	23 1/2		.00	33 1/2	23	8	6,229	146,381
INTERNATIONAL VIOED	IVCP	D	4	4		.00	7 1/2	3 1/4	13	2,741	10,964
MAGNAVOX	MAG	N	4 7/8	5 1/8	- 1/4	- 4.87	9 7/8	4 7/8	20	17,799	86,770
3M	MMM	N	70 1/8	69 1/2	+ 5/8	+ .89	80 1/2	68 1/2	26	113,100	7,931,137
MOTOROLA	MDT	N	57	58 1/8	- 1 1/8	- 1.93	61 7/8	40 1/2	19	27,968	1,594,176
OAK INDUSTRIES	DEN	N	10 5/8	10 3/8	+ 1/4	+ 2.40	12 7/8	9 1/2	4	1,639	17,414
RCA	RCA	N	15 5/8	15 3/8	+ 1/4	+ 1.62	21 1/2	15 3/8	7	74,444	1,163,187
ROCKWELL INTL.	RDK	N	26	26		.00	28 3/8	25 1/8	6	30,315	788,190
RSC INDUSTRIES	RSC	A	1 1/4	1 1/4		.00	2 1/8	1 1/8	7	3,458	4,322
SONY CORP	SNE	N	24 1/2	25 7/8	- 1 3/8	- 5.31	29 7/8	20 7/8	17	66,250	1,623,125
TEKTRONIX	TEK	N	42 3/8	42 1/8	+ 1/4	+ .59	47 3/4	34 3/8	17	8,646	366,374
TELEMATION**	TMT	O	1 7/8	2	- 1/8	- 6.25	2 3/4	1 3/4		1,050	1,968
TELEPRO IND.*	O	6	7	- 1	- 14.28	8	2 1/2	38		475	2,850
VARIAN ASSOCIATES	VAR	N	9 1/8	8 3/4	+ 3/8	+ 4.28	13 1/4	8 3/4	8	6,617	60,380
WESTINGHOUSE	WX	N	15 1/2	15 5/8	- 1/8	- .80	26	15 1/2	9	87,876	1,362,078
ZENITH	ZE	N	23 1/4	22 3/4	+ 1/2	+ 2.19	31 5/8	22 3/4	9	18,797	437,030
TOTAL										666,331	24,335,056
GRAND TOTAL										2,056,761	38,166,261
Standard & Poor's Industrial Average			98.13	98.30	- .17						

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

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

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

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

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Gray Communications	9 mo. 3/31	6,528,719	+ 5.2%	442,665	- 7.6%	.93	6,206,928	478,935	1.01
Heritage Communications	3 mo. 3/31	142,215	+ 22.7%	(39,039)	+ 23.4%	(.11)	115,946	(50,963)	(.15)
Lin Broadcasting Corp.	3 mo. 3/31	4,799,209	+ .5%	280,361	- 21.3%	.12	4,774,412	356,327	.15
Rockwell International Corp.	3 mo. 3/31	983,568,000	+ 22.7%	37,715,000	+ 10.0%	1.28	801,326,000	34,277,000	1.10
	6 mo. 3/31	1,891,603,000	+ 26.1%	68,025,000	+ 11.1%	2.29	1,500,790,000	61,213,000	1.77

Fates & Fortunes®

Media



Ramsland
directors.

Odin S. Ramsland, executive VP-general manager, KDAL-AM-TV Duluth, Minn., named president of licensee KDAL Inc. **Daniel T. Pecaro**, executive VP-general manager, WGN Continental Broadcasting Co., Chicago, parent of KDAL Inc., elected to subsidiary's board of

Shelton Fisher, president and chief executive officer of McGraw-Hill Inc., parent of McGraw-Hill Broadcasting Co., elected chairman of board, succeeding **John McGraw**, named executive VP for operating services. **Harold McGraw Jr.** succeeds Mr. Fisher as president and will be chief operating officer.

Arthur B. Church, one-time owner, KMBC-AM-FM-TV Kansas City, Mo. (now Metromedia's KMBC-TV and Bonneville's KMBZ[AM] and KMBR[FM]), awarded honorary doctorate in humane letters by Graceland college, Lamoni, Iowa.

Arthur F. Dees, director of development, noncommercial KETC(TV) St. Louis, appointed general manager, noncommercial WSKG(TV) Binghamton, N.Y.

Bill Winchell, acting general manager, WQWQ(FM) Muskegon, Mich., appointed general manager.

W. Theodore Eldredge, program director, noncommercial KBIA(FM) Columbia, Mo., named general manager.

Dixon C. Lovvorn, VP-broadcast services, Cosmos Broadcasting Corp., Columbia, S.C., named Cosmos staff director for WIS-TV Columbia and WSFA-TV Montgomery, Ala., licensees of corporation.



Paige

L. Stanley Paige, chief, frauds section, Civil Division, Department of Justice, joins Post-Newsweek Stations Inc., Washington, as VP-legal affairs. Mr. Paige, recipient of Department of Justice Distinguished Service Award, had been with Justice for seven years.

Elizabeth Wellman, talent and program negotiator, business affairs department, CBS-TV, New York, named associate director, CBS Television Network business affairs.

Nathan A. Shaw, station manager, non-commercial WUHY-FM Philadelphia, appointed to new position of radio development in Corporation of Public Broadcasting's office of radio activities, Washington.

Johnny West, program director, WNCT-AM) Greenville, N.C., named VP-operations, WGNL(AM) Greenville.

Patrick J. Callihan, health care executive, Lansing, Mich., **Peter Garvie**, dean of College of Fine Arts, University of Texas, Austin, and **Deborah Vogel**, San Francisco, elected to board of directors, National Public Radio.

Broadcast Advertising



Robinson

L. Donald Robinson, sales manager, Television Advertising Representatives Inc., New York, named general manager, Kaiser Broadcasting Spot Sales, with headquarters in New York. He will be in charge of company's five national sales offices, which represent six Kaiser-owned TV stations. He succeeds **Richard Williams** who has resigned.

Joseph Novas Jr., executive VP, Leo Burnett International Inc., elected president of International Advertising Association.

Vincent J. Daraio, department manager, North American Philips Corp., New York, named to new position of advertising manager for consumer products division.

John Bonanni, sales manager, WABC-TV New York, named general sales manager.

Austen G. Smithers, director of sales, WEEI(AM) Boston, joins WMEX(AM) Boston as general sales manager.

Gary S. Koester, with sales staff, CBS Spot Sales, Chicago, named national sales manager, CBS-owned WEEI(AM) Boston. **Richard F. Hartnett**, senior account executive, WEEI, named manager, special projects.

Jim Seemiller, manager, WIXZ(AM) McKeesport, Pa., joins WLYV(AM) Fort Wayne, Ind., as general sales manager.

Dick Tomlinson, formerly with Blair Television, Chicago, named general sales manager, WBTB(TV) Charlotte, N.C.

John P. Hayes Jr., account executive, WGRO(FM) Buffalo, N.Y., appointed local sales manager.

David N. Cordiero, senior marketing executive, Mobil Oil Corp., joins Bo Bernstein & Co., Providence, R.I., as account executive.

Bob Abel, filmmaker-designer, has signed exclusive agreement with EUE/Screen Gems, Los Angeles, to do TV commercials and sponsored films.

Stephen L. Tucker, art director, WTWO(TV) Terre Haute, Ind., joins CRE Inc., Clay City, Ind., as agency art director.

Programming

Maurice Morton, VP-administrative affairs, 20th Century-Fox, appointed VP-business affairs, MGM Television, both Los Angeles.

Gary Nordino, VP and head of New York TV department for International Famous Agency (IFA) appointed senior VP. **Irwin Moss**, head of IFA's business affairs and administration, and chief negotiator in New York TV packaging, appointed executive VP.

William A. Gunn, business affairs director, Time-Life Films, New York, elected VP.

Richard Moran, Midwest sales chief, Hughes Television Network, Chicago, named Eastern sales manager, based in New York.

Leslie Diamond, general manager, Granada Television, Manchester, England, appointed director of company.

Mike Filerman, director of program development, Paramount TV, Los Angeles, named VP-television programming, Play-boy Productions, Los Angeles.

Curt Schwarz, formerly with *Newsweek*, elected executive VP-national sales manager, Film Syndication Division, Global Color Communications Corp., Seattle.

Robert E. Thompson, screen-TV writer and producer, signed to produce Warner Brothers Television's *Harry-O* for ABC-TV next season.

David McNamee, operations manager, WOL(AM)-WMOD(FM) Washington, named program director, WMEX(AM) Boston.

Jack Scollin Jr., announcer, WQWQ(FM) Muskegon, Mich., appointed program director.

Prince Wooten, program director, WJJS-FM Lynchburg, Va., joins WTNJ(AM) Trenton, N.J. in same position.

Broadcast Journalism

Steve Bell, chief Asian correspondent, ABC News, Washington bureau, named White House correspondent. Other changes within news organization: **Jim Kincaid**, correspondent, Washington Bureau, moved to Midwest bureau, Chicago; **Mike Duffy**, New York assignment desk, becomes manager, Washington assignment desk; **William F. Moore**, film editor for network evening news, named administration manager, Washington. **Tom Capra**, writer, Washington bureau, named news producer.

Charles M. Riley, news director, KTTV-TV Los Angeles, elected VP-director of news.

Gene Hodges, anchorman-reporter, WEEI(AM) Boston, joins WWAY(TV) Wilmington, N.C., as news director.

Carolyn Wean, news producer, WJZ-TV Baltimore, named assistant news director-senior producer.

J. Marc Doyle, executive news producer, WAGA-TV Atlanta, named assistant news director.

Steve Geimann, news director for non-commercial WAER(FM) Syracuse, N.Y., joins WHEN(AM) Syracuse as reporter.

Mike Giorgio, formerly with Kentucky Department of Information, Louisville, joins WBKO(TV) Bowling Green, Ky., as reporter, photographer and anchorman.

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WDAK, Columbus, Ga. Says, "CCA Big Opportunity For Community Involvement"

"CCA is the best sales-promotion we've ever been involved with," said **Bernie Barker**, Vice President and General Manager of WDAK, Columbus, in a letter to CCA's national sales manager, **Phil Peterson**. "Not only is CCA an excellent sales vehicle," he continued, "but it affords WDAK an opportunity to get involved with the people in the community."



Bernie Barker

"Our CCA Director is a year-round staffer, now, to continue and expand upon our personal contact and rapport with clubs", Barker said.

"Happily, our seventh annual campaign was the best-ever. With the "PAY-OFF" just behind us, we already have more renewals for next year's CCA than we've ever had before at this time; eight months before we start again".

Barker concluded on a personal note, "Look forward, Phil, to seeing and working with you again when we "KICK-OFF" #8!"

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Cablecasting

Sanford Sussman, VP-marketing, OPCA Division, AVX Corp., Edison, N.J., appointed VP-general manager of newly created Cerro Communications Products, Freehold, N.J., subsidiary of Cerro Corp. Cerro Communication Products division now consists of operations of Cerro CATV, Freehold, N.J., cable equipment manufacturer, and Cerro CATV devices, Anniston, Ala., manufacturer of passive CATV components.

Donald P. Buckelew, communications researcher, Battelle Memorial Institute, Columbus, Ohio, named director of municipal assistance and policy development division, New York State Commission on Cable Television, Albany. **David E. Langdon**, named field representative in municipal assistance division.

Chuck Shank, operations manager, Teleprompter, Gary, Ind., joins Upstate Community Antenna, North Syracuse, N.Y. as systems manager.

Howard Sharpley, president, Michigan Cable Television Association, re-elected to second term during May meeting.

Equipment & Engineering



Fink

Award for invention and development of thermoplastic recording system.

Wayne J. Lee, manager-manufacturing and engineering, International Video Corp., Sunnyvale, Calif., appointed director of manufacturing, Consolidated Video Systems Inc., Mountain View, Calif.

Doyle D. Thompson, chief engineer, WFMV-TV Greensboro, N.C., named director of engineering for Landmark Broadcast Division, which consists of WFMV-TV, and WTAR-AM-FM-TV Norfolk, Va.

Morton J. Fink, VP-analysis, evaluation and development, CBS Inc., joins Sony Corp., New York, as VP-business planning and development.

William E. Glenn Jr., VP-director of research, CBS Laboratories, Stamford, Conn., division of CBS Inc., awarded Kosar Memorial

Allied Fields

Constance C. Anthes, research and promotion director, WMCA(AM) New York, joins Arbitron, New York, as manager, promotion and public relations.

Deaths

Robert E. Andruss, 46, NBC-TV network sports events producer-director, died May 18, in Irvington (N.J.) general hospital, of complications following kidney ailment. Veteran sports broadcaster produced and directed telecasts of New York Mets games for past six years. He is survived by daughter and two sons.

Howard Bloom, 30, traffic reporter for WRVA(AM) Richmond, Va., and pilot, **Walter J. Cottrell Jr.**, off-duty police officer, died May 24 when station's traffic helicopter crashed into Richmond home owned by John Wilson, killing his nine-year-old son. Accident, which occurred during evening rush hour, also injured Mr. Wilson, his wife, and two other children. Station said it will continue helicopter traffic coverage, and that FAA is investigating cause.

For the Record®

As compiled by BROADCASTING, May 20 through May 24, 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. MEOV—maximum expected operation value. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New TV stations

Final actions

■ Meridian, Miss.—Application for new TV station dismissed at request of applicant (BPCT-4548) Ann.

May 22.

■ *Cookeville, Tenn.—Tennessee State Board of Education. Broadcast Bureau granted UHF ch. 22 (518-524 mhz); ERP 427 kw vis., 77.6 kw aur. HAAT 1,395 ft.; ant. height above ground 805 ft. (proposed satellite of WJJK-TV Sneedville, Tenn.). P.O. address 100 Cordell Hull Building, Nashville 37219. Estimated construction cost \$60,000; first-year operating cost \$39,672; revenue none. Geographic coordinates 36° 10' 26" north lat.; 85° 20' 37" west long. Type trans. RCA TTU-30C. Type ant. RCA TFU-30J. Consulting engineer Morris G. Boatright, director of engineering. Principal: Benjamin E. Carmichael is chairman of Tennessee State Board of Education (BPET-467). Action May 16.

Call letter action

* State Educational Board and Television Facility Building, Sioux City, Iowa—Granted K5IN.

Existing TV stations

Final actions

■ San Jose, Calif.—Broadcast Bureau informed

Gary G. Gillmor, mayor of Santa Clara, that no further action was warranted on his complaint that KNTV(TV) San Jose, Calif., had failed to present contrasting opinions concerning honesty and integrity of mayor of Santa Clara, in violation of fairness doctrine. Ann. May 20.

■ WFTV Orlando, Fla.—Broadcast Bureau granted CP to change ERP to 191 kw vis., 19.1 kw aur.; change type ant. and ant. structure; ant. height 1,570 ft. (BPCTI-15). Action May 15.

■ Austin, Minn.—Broadcast Bureau informed Baldy Hansen, member of Minnesota state senate, that since he failed to show that question of merits of sign language method of teaching deaf constituted controversial issue of public importance, no commission action is warranted on his complaint that KAUS-TV Austin had failed to meet its fairness doctrine obligations. Ann. May 21.

■ KAPP Yakima, Wash.—Broadcast Bureau granted request for authority to operate trans. by remote control from 35 South First Street, Yakima; waived rules (BRCTV-137). Action May 16.

Actions on motions

■ Administrative Law Judge Thomas B. Fitzpatrick in Miami (Post-Newsweek Stations of Florida, [WPLG-TV] and Tropical Florida Broadcasting Co.) TV proceeding, denied motion by WPLG-TV for leave to reply; granted motion by WPLG-TV for production of documents to extent that Tropical Florida is ordered to produce documents in requests 1-10 and 12-18 at offices of its counsel in Miami or Washington by June 4 (Docs. 20008-9). Action May 16.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications), TV proceeding, granted petition by Forum to amend its application to reflect change in employment of one of its principals (Docs. 18711-2). Action May 16.

Other action

■ Review board in Denver denied application by Comet Television Corp. for extension of time in which to complete construction of KTOV-TV Denver. CP and call letters have been canceled (Doc. 19985). Action May 15.

Fine

■ North Carolina—North Carolina stations WFMV-TV, WGHP-TV, WHPE-AM-FM, WMFR-AM-FM, all High Point, WTNC-AM-FM Thomasville, and WQMG(FM) Greensboro, have been notified by

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FCC that they have incurred apparent liabilities for forfeitures for broadcast of lottery information: \$8,000 for WFMY-TV and WGHP-TV; \$2,000 for WHPE, WHPE-FM, WMFR, WMFR-FM, WTNC and WTNC-FM; and \$500 for WQMG(FM). Action May 22.

New AM stations

Application

■ Newark, N.J.—Venture III Corp. amended application for new station on 1430 khz, 5 kw, to change main studio and trans. site to Union Avenue, Union, N.J. (BP-19,086). Ann. May 21.

Action on motion

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, Conn. (Quinnipiac Valley Service and Radio Ridgefield), AM proceeding, made final dismissal of application of Quinnipiac Valley Service with prejudice (Docs. 19686-7). Action May 16.

Other actions

■ Review board in Ridgefield, Conn., AM proceeding, denied second motion by Westport Broadcasting Co. to add site availability/suitability and misrepresentation issues against Radio Ridgefield, applicant for new AM on 850 khz, Ridgefield (Doc. 19587). Action May 22.

■ Review board in Milton, Fla., AM proceeding, granted in part petition by Aaron J. Wells, applicant for new AM at Milton, to add issues against Jimmie H. Howell, and Mapoles Broadcasting Co., competing applicants. Board denied Wells's request that staffing and financial issues be added against Radio Santa Rosa, fourth applicant in proceeding (Docs. 19882-85). Action May 16.

Rulemaking petition

■ John H. Davis, Warm Springs, Ga.—Requests amendment of part 73 by addition of following wording to note 5 to section 73.37: "A distance of 25 miles or greater shall be applicable where the proposed operation would be the first broadcast service licensed to a community of 10,000 population or less, provided that the community designated in the application is wholly located in a different county or parish from the community to which the existing station is licensed" (RM-2380). Ann. May 22.

Call letter action

■ Bedford County Broadcast Enterprises, Bedford, Pa.—Granted WAYC.

Existing AM stations

Applications

■ KDHI Twenty-Nine Palms, Calif.—Seeks mod. of CP (BP-19,571) to make slight change to trans. site. Ann. May 21.

■ WMMM Westport, Conn.—Seeks CP to make changes in ant. system. Relocate #1 tower. Ann. May 21.

■ WCOH Newman, Ga.—Seeks CP to make changes in ant. system. Ann. May 21.

■ WHYT Noblesville, Ind.—Seeks CP to make changes in DA radiation pattern. Ann. May 21.

■ WMHI Braddock Heights, Md.—Seeks CP to change station location to Frederick, Md. Ann. May 21.

■ WMSJ Sylva, N.C.—Seeks mod. of CP (BP-18, 193) to relax MEOV's in null areas. Ann. May 21.

■ KWHW Altus, Okla.—Seeks CP to change trans. site 1 block west of Main Street, south of Kimberlin, Altus and increase tower height to 300 ft. Ann. May 22.

■ WSNW Seneca S.C.—Seeks CP to change main studio and trans. site (100 ft.) to 1 mile west of Seneca city limits, 800 ft. south of U.S. Highway 76, near Seneca. Ann. May 22.

■ KTWO Casper, Wyo.—Seeks CP to increase power to 50 kw, with DA-N, unlimited. Trans. site redesignated as South West corner of U.S. Highway 25 and Hat Six Road, 5 miles east of center of Casper; requires waiver of rules. Ann. May 21.

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KFOX Long Beach, Calif. (BP-19,370), May 14; KIPA Hilo, Hawaii (BP-19,456), May 8; WYWY Barbourville, Ky. (BP-19-712), May 10; KNUZ Houston (BP-19-359), May 10.

Final actions

■ KGOE Thousand Oaks, Calif.—Broadcast Bureau granted CP to add nighttime hours operation with 500 w, DA-2, unlimited (BP-14769). Action May 14.

■ WIVS Crystal Lake, Ill. — Broadcast Bureau granted mod. of license to operate trans. by remote control from Old Court House on Johnson Street, Woodstock, Ill. (BRC-3705). Action May 16.

■ KMAM Butler, Mo.—Broadcast Bureau granted

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Summary of broadcasting

According to the FCC, as of April 30, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,382	3	21	4,406	52	4,458
Commercial FM	2,481	0	45	2,526	166	2,692
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	193	0	2	195	35	242**
Total commercial TV	698	1	10	709	39	762
Educational FM	635	0	39	674	80	754
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	12	143	2	147
Total educational TV	219	0	15	234	6	243

* Special temporary authorization

** Includes off-air licensees

CP to increase ant. height to accommodate new FM ant. to be side-mounted on tower; mail studio and trans. location redesigned as 800 East Nursery Street, Butler; conditions (BP-19641). Action May 13.

■ Indianapolis, Ind.—FCC denied motion by Indianapolis Broadcasting Inc. to expedite scheduling of oral argument on exceptions to initial decision released Feb. 14, 1973, proposing denial of application of Star Stations of Indiana for renewal of license of WIFE(AM) Indianapolis, and grant of competing application of IBI for WIFE facilities. Petitions by Star to reopen record and to add issues against IBI were also denied (Doc. 19122-5). Action May 15.

■ WILT Steubenville, Ohio—Broadcast Bureau granted license covering CP for new station (BL-13519). Action May 20.

■ KLAD Klamath Falls, Ore.—Application of 960 Radio Inc., licensee of KLAD, for CP to increase hours of operation was returned by FCC as unacceptable for filing. Action May 14.

■ WMTY Greenwood, S.C.—Broadcast Bureau granted license covering new station (BL-13471). Action May 20.

■ KTSA San Antonio, Tex.—Broadcast Bureau informed Reverend C. Don Baugh, executive director of San Antonio Council of Churches, that no further action is warranted on his complaint that KTSA San Antonio, violated personal attack rule. Rev. Baugh alleged that editorial broadcast by KTSA held him up to personal ridicule and "called into question" both ministry and Church. Ruling pointed out that editorial attacked accuracy of newspaper article entitled "Horse Racing, Gambling" written by Rev. Baugh but did not assail his personal veracity. Ann. May 22.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Puyallup, Wash. (Kaye Broadcasters), KUPY renewal of license proceeding, scheduled hearing for Oct. 1 in Tacoma, Wash., and put parties on notice that dates set were firm and no requests for extensions will be entertained (Doc. 18929). Action May 16.

Call letter application

■ WKWS Rocky Mount, Va.—Seeks WNLB.

Call letter actions

- WKEP Estes Park, Colo.—Granted KSIR.
- WNIR Indianapolis—Granted WNTS.
- WHRF Riverhead, N.Y.—Granted WRCN.

Designated for hearing

■ WCFL Chicago—In response to petition by Better Broadcasting Council, The Task Force for Community Broadcasting, and Illinois Citizens Committee for Broadcasting, three Chicago-based public interest groups, application of Chicago Federation of Labor and Industrial Union Council for renewal of license of WCFL has been designated for hearing by FCC (Commissioner Lee dissenting) to determine whether licensee deliberately misrepresented extent of WCFL's public affairs program (Doc. 20064). (Action May 22).

New FM stations

Applications

■ Arlington Heights, Ill.—Forest View High School seeks 88.3 mhz, 10 w. HAAT 100 ft. P.O. address: 2121 South Goebbert Road, Arlington Heights 60005. Estimated construction cost \$1,505; first-year operating cost \$5,000. Principal: LeRoy S. Thomson, advisor. Ann. May 21.

■ Gulfport, Miss.—Gulf Broadcasting Co. seeks 96.7 mhz, 3 kw. HAAT 207 ft. P.O. address: Box 1588, Gulfport 39501. Estimated construction cost \$27,895.90; first-year operating cost \$45,500.00; revenue \$48,000.00. Principals (33 1/3%, each): Robert Barber Jr. is attorney and real estate investor; F.

M. Smith and George Sliman have interest in WLAU(AM) Laurel, Miss. (Mr. Smith is general manager). Ann. May 23.

■ Nebraska City, Neb.—The KCMY Radio Corp. seeks 97.7 mhz, 3 kw. HAAT 125 ft. P.O. address: 200 Ohio Edison Building, Box 231, Lorain, Ohio 44052. Estimated construction cost \$23,253; first-year operating cost \$10,400; revenue not given. Principals: Carl M. Adams (67.5%), Great Lakes Broadcasting Co., which is controlled by Mr. Adams (22.5%), Robert A. Clark (10%). Mr. Adams has real estate interests and interest in KCMY(AM) Nebraska City, KLUR(FM) Wichita Falls, Tex., and WQTY(AM) WFM1(FM) Montgomery, Ala. Mr. Clark has interest in same stations. Ann. May 20.

Start authorized

■ WWWZ Summerville, S.C.—Authorized program operation on 93.5 mhz, ERP 3kw, HAAT 280 ft. Action May 8.

Final actions

■ Westbrook, Me.—Application of Keith C. and Birdie R. Morton for new FM on 100.9 mhz, ERP 3 kw. HAAT: 148.25 ft dismissed for failure to prosecute, in accordance with commission rules (BPH-7874). Ann. May 21.

■ Commerce, Tex.—East Texas State University, Broadcast Bureau granted 88.9 mhz, 7.1 kw. HAAT 245 ft. P.O. address: E.T.S.U. Commerce 75428. Estimated construction cost \$50,000; first-year operating cost \$3,500. Principal: David Rigney, assistant professor of speech (BPED-1185). Action May 17.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Breckenridge, Colo. (Zap Communications and Breckenridge Broadcasting Co.), FM proceeding, designated Administrative Law Judge Thomas B. Fitzpatrick to serve as presiding judge; scheduled prehearing conference for June 13 and hearing for July 29 (Docs.20047-8). Action May 16.

■ Chief Administrative Law Judge Arthur A. Gladstone in Vail, Colo (Vail Broadcasting Corp. and Radio Vail), FM proceeding, designated Administrative Law Judge Jay A. Kyle to serve as presiding judge; scheduled prehearing conference for June 13 and hearing for July 29 (Docs. 20045-6). Action May 16.

Other actions

■ Review board in Arkadelphia, Ark. granted petition by Arkadelphia Broadcasting Co., applicant for new FM in Arkadelphia, to add issues against Great Southwest Media Corp., competing applicant (Docs. 18992, 4). Action May 16.

■ Review board in Marathon, Fla., FM proceeding, denied petition by WHOO Radio, applicant for new FM on ch. 232A at Marathon, to add issues against Breeze 94, competing applicant. (Docs. 19935-6). Action May 22.

■ Review board in Lexington Park and Leonardtown, Md., denied petition by Key Broadcasting Corp., applicant selected by presiding judge to receive new FM at Lexington Park, requesting addition of contingent issue against Sound Media, competing applicant at Leonardtown, as to whether it broadcast program length commercial (Docs. 19410, 11). Action May 17.

Rulemaking petitions

FCC received following petition to amend FM table of assignments as shown (ann. May 22).

■ Crawford County Broadcasters, Van Buren, Ark.—Seeks to assign ch. 244A to Van Buren (RM-2381).

Rulemaking action

■ Jensen Beach and Vero Beach, Fla.—FCC amended FM table of assignments by assigning ch. 296A to Jensen Beach and ch. 288A to Vero Beach (RM-1943, 1990). Action May 22.

Call letter applications

■ *Western Apostolic Bible College of Stockton, Stockton, Calif.—Seeks KCJH.

■ *Board of Control of Grand Valley State College, Allendale, Mich.—Seeks WSRX.

■ KAO Inc., Duluth, Minn.—Seeks KAOH-FM.

Call letter actions

■ Sun City Broadcasting Corp., Sun City, Ariz.—Granted KWAQ.

■ *Tifton Broadcasting Corp., Tifton, Ga.—Granted WCUP.

■ Northeastern Illinois University, Chicago—Granted WZRD.

Designated for hearing

■ Decatur, Ill.—Broadcast Bureau designated for hearing mutually exclusive applications of Prairie-land Broadcasters, WBIZ Inc., Superior Media, Decatur Broadcasting, and Soy Communications Co. for new FM on 95.1 mhz at Decatur. Issues to be determined include efforts made by applicants to ascertain community problems and means by which applicants propose to meet those problems; financial qualifications issue as to Decatur Broadcasting; standard comparative issue; and which application should be granted (Docs. 20055-9). Action May 22.

■ Westbrook, Maine—Broadcast Bureau set for hearing mutually exclusive applications of Japat Inc., and Down East Broadcasting for new FM on 100.9mhz at Westbrook. Issues to be determined include efforts made by applicants to ascertain community problems and means by which applicants propose to meet those problems, and standard comparative issue (Docs. 20053-4).

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KBRG-FM San Francisco (BPH-8622); KMRC-FM Morgan City, La. (BPH-8836); WLSM-FM Louisville, Miss. (BPH-8719); WVOX-FM New Rochelle, N.Y. (BPH-8277).

Final actions

■ KROG Sonora, Calif.—Broadcast Bureau granted CP to change trans. location and studio location to Johnny Avenue near Racetrack Road, Sonora; change ant. system; ERP 3 kw; ant. height 300 ft. (BPH-8896). Action May 21.

■ WABR-FM Tifton, Ga.—Broadcast Bureau granted license covering new station (BLED-1229). Action May 17.

■ WRNE Holton, Me.—Broadcast Bureau granted license covering new station (BLED-1238). Action May 17.

■ *WKHS Worton, Md.—Broadcast Bureau granted license covering new station; ERP 17.5 kw; ant. height 215 ft. (BLED-1221). Action May 17.

■ KQRS-FM Golden Valley, Minn.—Granted CP to install new trans.; install new ant.; increase height; change TPO; ERP 100 kw; ant. height 350 ft.; remote control from main studio at 917 North Lilac Drive, Golden Valley; condition (BPH-8501). Action May 15.

■ KPRS-FM Kansas City, Mo.—Broadcast Bureau granted CP to change ant.-trans. location to Commerce Towers, 901-923 Main Street, Kansas City; install new trans.; install new ant.; increase height; change TPO; ERP 100 kw; ant. height 450 ft.; remote control from main studio at 2301 Grand Avenue, Kansas City (BPH-8774). Action May 15.

■ KGLM-FM Anaconda, Mont.—Broadcast Bureau granted license covering new station: ERP 3 kw; ant. height 940 ft. (BLH-6094). Action May 20.

■ WKBB West Point, Miss.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 175 ft. (BLH-6161). Action May 20.

■ WQXA York, Pa.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 20.5 kw(H). 17 kw(V); ant. height 720 ft.; conditions (BPH-8771). Action May 15.

■ KAGM Klamath Falls, Ore.—Broadcast Bureau granted license covering new station; ERP 26.5 kw; ant. height 360 ft. (BLH-6191). Action May 20.

Other actions

■ KMAX-FM Arcadia, Calif.—FCC admonished Sierra Madre Broadcasting Co., licensee of KMAX-FM, for failure to maintain adequate control over its foreign language broadcasts. In letter to Sierra Madre, FCC said station's procedures were inadequate to know what is being broadcast. Action May 22.

■ *KESM-TV El Dorado Springs, Mo.—Broadcast Bureau ordered Daryl Fredine, licensee of KESM-FM to show cause why his license should not be modified to specify operation on ch. 288A instead of ch. 296A. (Doc. 19828). Action May 16.

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Call letter applications

- KFML-FM Denver—Seeks KIMN-FM.
- WDLF Deland, Fla.—Seeks WELE-FM.
- WFIM Elkhart, Ind.—Seeks WYEZ.
- KWMT-FM Fort Dodge, Iowa—Seeks KKEZ.
- WALM-FM Marshall, Mich.—Seeks WELL-FM.
- KBNM Albuquerque, N.M.—Seeks KMYR.
- WFIN-FM Findlay, Ohio—Seeks WHMQ.
- KHER Longview, Tex.—Seeks KYKX.

Call letter actions

- KITG Topeka, Kans.—Granted KTPK.
- WWRM-FM Gaylord, Mich.—Granted WWRM.
- WDAF-FM Kansas City, Mo.—Granted KYYS.
- WKNE-FM Keene, N.H.—Granted WNBX-FM.
- KORJ Laramie, Wyo.—Granted KIOZ.

Renewal of licenses, all stations

- Broadcast Bureau granted following applications for renewal of license, including SCA's when appropriate, on May 20: KCCR(AM) Pierre, S.D.; KIDX-AM-FM Dickinson, N.D.; KFMX(FM) St. Louis Park, Minn.; KGFX(AM) Pierre, S.D.; KLGA(AM) Algona, Iowa; KOJM(AM) Havre, Mont.; KOLY(AM) Moberge, S.D.; KSMO(AM) Salem, Mo.; KUSD(AM) Vermillion, S.D.; KWNO(AM) Winona, Minn.; WDRK(FM) Greenville, Ohio; WFVR(AM) Aurora, Ill.; WJPD(AM) Ishpeming, Mich.; WKES(FM) St. Petersburg, Fla.; WKTY(AM) La Crosse, Wis.; WMLS-AM-FM Sylacauga, Ala.; WSPL(FM) La Crosse, Wis.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

- WGTW(AM) Mount Dora, Fla.—Change main studio location to 1445 U.S. Highway 441, Mount Dora; remote control permitted (BRC-3707). Action May 15.
- WXR(AM) Crystal Lake, Ill.—Operate trans. by remote control from WIVS(AM) studio site at 145 Virginia Street, Crystal Lake, Ill. (BRCH-1205). Action May 13.
- WESC(AM) Greenville, S.C.—Change studio location to Berea Plaza Shopping center (outside corporate city limits) Greenville, S.C.; operate by remote control from studio location; rule waived (BML-2509). Action May 13.

Translators

Application

- Libby, Mont.—Libby Video Club seeks ch. 68, rebroadcasting KSPS-TV (ch. 7) Spokane, Wash. Ann. May 22.

Final actions

- Valdez, Alaska—Broadcast Bureau granted City of Valdez CP's for new VHF translators: K04HQ, on ch. 4, rebroadcasting KENI Anchorage (BPTTV-4789); K02HT (ch. 2) rebroadcasting KENI (BPTTV-4832); K11MA (ch. 11) rebroadcasting Anchorage (BPTTV-4833); K13M5 (ch. 13) rebroadcasting KIMO (BPTTV-4834); and for Whittier, Alaska: K07LM (ch. 7) rebroadcasting KIMO (BPTTV-4786). Action May 14.
- K13MR Lavina, Mont.—Broadcast Bureau granted CP for VHF translator on ch. 13, rebroadcasting KULR-TV (ch. 8) Billings, Mont. (BPTTV-4982). Action May 13.
- K68AE Prineville and vicinity, Ore.—Broadcast Bureau granted CP for new UHF translator on ch. 68 by rebroadcasting KOAP-TV Portland, Ore. (BPTT-2621). Action May 15.

Ownership changes

Final actions

- WWSD(AM) Monticello, Fla. (1090 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Jefferson Broadcasting Corp. to Townsend Broadcasting Corp. for \$133,000. Sellers: Millard V. Oakley, president, et al. (100%). Mr. Oakley has 75% interest in WCSV(AM) Crossville and 36% interest in WLIV(AM) Livingston, both Tennessee. He also has 33 1/3% interest in applicant for new AM at Kingston, Tenn. Buyers: Hobart L. Townsend (26%), Ruth D. Townsend (25%) and Frank A. Woods (49%). Townsend Broadcasting owns WTBP(AM) Parsons, Tenn. (BAL-8006). Action May 17.
- WSM(FM) Sault Ste. Marie, Mich. (927 mhz, 3 kw)—Broadcast Bureau granted assignment of

license from Lock City Broadcasting Co. to Chipewa Broadcasting Corp. for \$32,868. Seller: Leon B. Van Dam (100%). Buyers: William H. Thorne, president, et al. Mr. Thorne was announcer with WSOO(AM) Sault Ste. Marie; he is presently community development director for Sault Ste. Marie (BALH-1948). Action May 16.

- KBMS(FM) Billings, Mont. (90.5 mhz, 25 kw)—Broadcast Bureau granted assignment of CP from KBMY Broadcasting Co. to Communications Investment Corp. for \$6,706. Sellers: Howard L. and Stanley Enstrom (together 100%). Messrs. Enstrom own KBNY(AM) Billings. Buyers: George C. and Wilda Hatch (together 100%). Hatch's also have interest in KALL-AM-FM Salt Lake City; KGH-AM Billings; KGEM(AM) Boise, Idaho and KUTV-TV Salt Lake City (BAPH-554). Action May 17.

- KNLV(AM) Ord, Neb. (1060 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Loup Valley Broadcasting Co. to KNLV Inc. for \$124,000. Seller: J. B. Ferguson, vice president, et al. (100%). Buyers: Dean W. Misko owns sporting goods store and Mr. Zikmund has farming interests, both at Ord. Messrs. Misko and Zikmund presently own 5% each of KNNL (BAL-8023). Action May 17.

- KAAR-FM Yakima, Wash. (104.1 mhz, 61 kw)—Broadcast Bureau granted assignment of license from Marinar Broadcasting Co. to KUTI Communicators Inc. for \$80,000. Sellers: John E. Grant, president, et al. (100%). Sellers also own KRDR(AM) Gresham, Ore. Buyers: Clarence Jensen, C. Local Smith (each 30.4%) and Donald M. Heinen (39.2%). KUTI Communicators own KUTI(AM) Yakima and KSMX(AM) Kennewick, both Washington (BALH-1923). Action May 17.

Cable

Applications

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

- Southwestern Cable Co., 1433 Garrett Avenue, San Diego, Calif. 92109, for San Diego (CAC-3814): Add XEWT-TV Tijuana, Mex.

- Cobb Cherokee Communications, Inc., 4441 Academy Street, P.O. Box Drawer N, Acworth, Ga. 30101, for Acworth (CAC-3851) and Kennesaw (CAC-3852). Ga.: WSB-TV, WAGA-TV, WXIA-TV, WTCC, WETV, WHAE-TV Atlanta; WGTV Athens, Ga.

- United States Cablevision Corp., 4182 Clairmont Road, Atlanta, Ga. 30341, for Austell, Ga. (CAC-3861): WSB-TV, WAGA-TV, WXIA-TV, WTCC, WETV, WHAE-TV, WATL-TV Atlanta; WRET-TV Charlotte, N.C.; WRIT-TV Chattanooga, Tenn.; WISP-TV Columbus, Ga.; WCIQ Mt. Cheaha State Park, Ala.; WCLP-TV Chatsworth, Ga.; WGTV Athens, Ga.

- Cable Communication Corp., P.O. Box 30701 Jackson, Tenn. 38301, for Hillsboro (CAC-3842), Nokomis (CAC-3843) and Litchfield (CAC-3844), all Illinois: Add WCIA Champaign, Ill.

- LaSalle Cable T.V., 1425 West Pioneer Drive, Suite 161, Irving, Tex. 75061, for Olla (CAC-3847), Urania (CAC-3848) and Tullos (CAC-3849), all Louisiana: KALB-TV Alexandria, La.; KNOE-TV Monroe, La.; KTVE El Dorado Ark.; WBRZ, WAFB-TV Baton Rouge; KTBS-TV Shreveport, La.; WLBT, WJTV Jackson, Miss.; WMAU Bude, Miss.

- Borough Cablevision Corp., P.O. Box 341, Marlborough, Mass. 01752, for Marlborough, Mass. (CAC-3857): WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV, WGBH-TV, WGBX-TV Boston, WLVI-TV Cambridge, Mass.; WSMW-TV Worcester, Mass.; WGBY-TV Springfield, Mass.; WENH-TV Durham, N.H.; WSBF-TV Providence, R.I.; WOR-TV, WPIX-TV, New York.

- Minnesota All-Channel Cablevision, Inc., 8 East Minnesota Avenue, Glenwood, Minn. 56334, for Alexandria (CAC-3850): Requests certification of existing CATV operations.

- Red Wing Cable TV, 433 West Third Street, Red Wing, Minn. 55066, for Red Wing (CAC-3845): Add WGN-TV Chicago; WVTV Milwaukee.

- Gateway Cablevision Corp., 279 West Main Street, Amsterdam, N.Y. 12010, for Amsterdam (CAC-3841): Add WSBK-TV Boston.

- Cable Television Co., 4420 East Independence Boulevard, Charlotte, N.C. 28205, for Charlotte (CAC-1110): Delete WTCG Atlanta.

- Jefferson TV Cable Co., 234 Findley Street, Punxsutawney, Pa. 15767, for Big Run borough (CAC-3858), Big Soldier (CAC-3859) and Rathmel (CAC-3860), all Pennsylvania: Add WPGH-TV Pittsburgh; WTIE-TV State College, Pa.

- C. P. S. Cable Vision, Inc., Box 336, Colport, Pa. 61627, for Coalport borough (CAC-3853), Irvona borough (CAC-3854) and Becarrin township (CAC-3855), all Pennsylvania: Add WOPC Altoona, Pa.; WPCB-TV Pittsburgh.

- Richland Cable Corp., 1336 Sulphur Spring Road,

Baltimore, Md. 21227, for Richland, Pa. (CAC-3839); WGAL-TV, WLYH-TV Lancaster, Pa.; WHP-TV, WTPA Harrisburg, Pa.; WITF-TV Hershey, Pa.; WSBA-TV York, Pa.; WLVI-TV Allentown, Pa.; WVIA-TV Scranton, Pa.; WPHL-TV Philadelphia; WKBS-TV Burlington, N.J.

- Lubbock Cable TV, Box 10323, Lubbock, Tex. 79408, for Lubbock (CAC-3840): Add KERA-TV Dallas.

- Daniels Properties, Inc., P.O. Drawer 579, Killean, Tex. 76541, for Nolanville, Tex. (CAC-3846): Add KDFW-TV, WFAA-TV, KXTX-TV Dallas.

- Cable TV of Pearsall, P.O. Box 1209, Austin, Tex. 78767, for Pearsall, Tex. (CAC-3856): WOAI-TV, KENS-TV, KSAI-TV, KLRN, KWEX-TV San Antonio, Tex.; KGNS-TV, KVTU Laredo, Tex.

Final actions

- Alabama—FCC granted applications by Mobile TV Cable Co. (Teleprompter of Mobile), for certificates of compliance for proposed cable systems at Fairhope, Daphne, Loxley and Bay Minette, Ala., all in Mobile, Ala.-Pensacola, Fla., major television market (CAC-1100-1, CAC-1103-4). Teleprompter proposed to carry WALA-TV, WKRK-TV, *WEIQ Mobile, Ala.; WEAR-TV, *WSRE Pensacola, Fla.; *WYES-TV, WGNQ-TV New Orleans; *WMAH Biloxi, Miss.; and WTCG Atlanta. Applications by Teleprompter for certificates of compliance to begin cable operations at Bayou La Batre and Baldwin county, Ala. (CAC-1099, CAC-1102), were denied. Action May 22.

- Temple City, Calif.—FCC authorized Theta Cable of California to carry following California signals on new cable system at Temple City, located within Los Angeles-San Bernardino-Corona-Fontana, major television market: KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, *KCTC, KWHY-TV, KMEX-TV *KVST-TV, and *KCLC Los Angeles; KLLA-TV Fontana; KBSC-TV Corona, and KHOE-TV San Bernardino (CAC-1221). Action April 22.

- Topeka, Kans.—FCC denied request for same-day network program exclusivity by Studio Broadcasting System Division, licensee of UHF TV station KTSB Topeka, for network programming on five Kansas cable television systems, each located within at least predicted grade B contour of KTSB. Oppositions to request were filed by five Kansas cable TV systems which carry KTSB. Action May 22.

- Washburn, Me.—FCC granted certificate of compliance and annual recertification to operator of cable system at Washburn (CAC-2213, CACR-5). System will provide following signals: Maine stations, WAGM-TV, *WMEM-TV Presque Isle; WEMT, WLWB-TV Bangor; and CHSJ-TV-1 Bon Accord, N.B. Action May 22.

- Fridlev, Minn.—FCC authorized General Television of Minnesota to carry KMSP-TV, KSTP-TV, *KTCA-TV, and *KTCL-TV St. Paul, WCCO-TV, WTCN-TV, and KTMA-TV Minneapolis; WVTV Milwaukee, and WGN-TV Chicago, on its proposed cable system at Fridlev, located within Minneapolis-St. Paul major TV market (CAC-1722). Opposition by Hubbard Broadcasting dismissed as moot. Action May 22.

- Hermiston, Ore.—FCC denied petition of Apple Valley Broadcasting, licensee of KVEW-TV Kennewick, Wash., for partial reconsideration of FCC Jan. 23 grant of certificate of compliance to Micro-Cable Communications Corp., operator of cable system at Hermiston (CAC-744). Action May 22.

- San Juan, Puerto Rico—FCC authorized Cable Television co. of Puerto Rico to add following signals to its cable TV system: WSVI Christiansted, V.I. and WBNB-TV Charlotte Amalie, V.I. (CAC-122). System presently carries following Puerto Rico stations: WAPA-TV, WKAQ-TV, *WIPR-TV, WTSJ San Juan; WRIC-TV Ponce; and WKBM-TV Caguas. Action May 14.

- New Martinsville, Paden City, W. Va.—FCC denied applications of Five Channel Cable Co., operator of cable systems at New Martinsville and Paden City, W. Va., for authorization not to provide network program exclusivity to WDTV (CBS) Weston, W. Va. Action May 14.

- CATV Bureau dismissed following applications for certificate of compliance at request of applicant. (Action on date shown): Destin TV Cable Co. Holiday Isle, Fla. (CAC-2466), May 9; Vision-Cable Communications, La. Fourche Parish, La. (CAC-3462), May 14; Douglas Community Television System, Douglas, Wyo. (CAC-3234), May 3.

Other actions

- Pennsylvania—FCC ordered Harrisburg Cablevision, operator of 22 cable systems in Harrisburg-Lancaster-York, Pa. television market to cease and desist from further violation of rules not later than June 5, by failing to carry WLYH-TV Lancaster, full-time on certain of its systems (Docs. 19949-55). Action May 15.

- Tacoma, Wash.—FCC ordered A. J. Corvin, Jr., owner and operator of master antenna television system, Colledge Orchard Apartments, Tacoma, to show cause why he should not be ordered to cease and desist from further operation of incidental radiation device causing harmful interference (Doc. 20063). Action May 22.

Classified Advertising

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

RADIO

Help Wanted Management

Are you a young sales leader or manager on the way up? Outstanding sales manager opportunity in mid-west medium market. Equity ownership assured upon sales turn-around. Send detail information on background, work experience, goals and references. A vigorous reference investigation will be made in confidence. Box E-140, BROADCASTING.

Station Manager with small market experience to fully develop daytime independent in single-station market of 20,000. Central New England. Excellent opportunity for small market specialists. Send full personal-business history to Box E-160, BROADCASTING.

Aggressive, big-thinking Eastern station needs sales manager who is likewise. Must be heavy in local sales and a true motivator to assume real responsibility. Account executive applicants will be considered. Box E-234, BROADCASTING.

We're number one in sound and sales in a thriving Southeastern market of 250,000. Now we need a top-notch salesperson to take over a good list and make it better. Box E-238, BROADCASTING.

General Manager for MOR FM station in Upper Midwest. Heavy background in sales and local news origination essential. Box E-250, BROADCASTING.

Staff, new AM, WEOO. Target late summer-Fall. General Manager, Sales Persons, Newscaster, Announcers, Combo engineer. Send resume: President, Radio Tidewater Inc., WEOO, Box 339, Smithfield, Va. 23430.

Station Manager for southwest commercial FM station. Masters degree preferred. Equal opportunity employer. Send resume to P.O. Box 1226, Stillwater OK 74074. Send responses to J. W. Rhea chairman Radio TV firm, Oklahoma State Univ., Stillwater, OK 74074.

Help Wanted Sales

Sales Manager, mature, with good track record. Live in the beautiful Rockies, great recreation area. Supervise and take care of sales for a small station group, base salary commensurate with area living costs, and excellent commission and override. Send complete resume first letter to Box E-175, BROADCASTING.

Sales/Morning DJ. Attractive Midwest growth area. Bright, humorous delivery, successful sales record. \$600 per month versus 25% will yield the individual we're seeking \$18,000 annually on yearly sales of \$72,000. EOE. Resume to Box F-8, BROADCASTING.

Number one Country Music Station in Springfield, Illinois has opening for aggressive, experienced sales person. Good list and top potential. Salary plus commission. Call GM 217 528-3033. Equal Opportunity Employer.

Help Wanted Announcers

First Phone Announcer for small market Maryland station. Send photo and resume. Box E-82, BROADCASTING.

Christian format 50K FM seeks announcer for mid- to 6 shift. Eastcoast major market. Send resume to Box E-219, BROADCASTING.

Top quality voice. Drive shifts. Some production. Uptempo MOR operation. Heavy news, sports. Medium market west-midwest. Box E-243, BROADCASTING.

Morning DJ/Sales. Attractive Midwest growth area. Bright, humorous delivery, successful sales record. \$600 per month versus 25% will yield the individual we're seeking \$18,000 annually on yearly sales of \$72,000. EOE. Resume to Box F-7, BROADCASTING.

Medium Market Station needs part time announcer for summer vacation replacements. Send resume. Equal opportunity Employer. Box F-17, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Steve Campbell, KPOW, Box 968, Powell, WY 82435.

Mid Day Rock jock with chance to learn television on the side. Great opportunity for announcer with some experience. WELK Charlottesville, VA.

Help Wanted Announcers Continued

Experienced announcer—Mature voice—supervisory ability—no D.J. wanted. \$700 a month. Ed Bell—WKTZ, Arlington Expressway, Jacksonville, FL.

Promotion Director—afternoon jock for Rocker. If you are imaginative, professional and are looking for a good situation, send tape and resume to Arnold Lerner, WLLH, Lowell, MA 01853.

Finally, a way to help announcers find work. And the best part about it is it really works! Call 305-772-2300 between 1 and 5 p.m. EDT Mon-Fri.

Need extra cash? If you work in the greater New York City area, you might be the guy or gal we seek. Need a friendly voice with good diction for in-store announcements. 212-979-0900.

Help Wanted Technical

Chief Engineer. New Jersey AM/FM. Strong transmitter and studio maintenance ability. Salary 18-22K, depending on experience. Box E-236, BROADCASTING.

Help wanted-First phone. Engineer, heavy on maintenance, technical. Salary will be \$150.00 per week. Box F-20, BROADCASTING.

Chief Engineer who knows what he is doing and is willing to work and be compensated. Salary range \$900. 5 kw, directional. Remote Control. SW area. Write Box F-29, BROADCASTING.

Chief Engineer for metropolitan university stereo FM, with automated SCA. \$8,900+benefits. Write: Manager, KMUW-FM, 1751 N. Fairmount, Wichita, KS 67208.

Chief Engineer, maintenance experience required for 5 kw directional AM, 50 kw FM Stereo. Must know transmitter and studio and microwave equipment. Call P. Gilmore at 203-333-5551 or write c/o WNAB, Broadcast Center, Bridgeport, CT 06608

Needed immediately—Combo engineer for automated FM. Handle all maintenance and some board work. Salary negotiable. Write G.M., WONT, Box 308, Oneonta, N.Y. Call 607-432-0154.

Help Wanted News

News director. Also backup sports director pbp. Salary plus talent. Emphasis: professional gathering, writing, delivery. Medium market west-midwest. Box E-244, BROADCASTING.

The US's largest agricultural newswire organization is looking for an editor for a new farm radio wire. Experience with farm programming is essential for this job opportunity. Send resume to Sally McKinney, Commodity News Services, Inc., 4800 Main St., Kansas City, MO 64112.

Help Wanted Programing Production, Others

Medium sized New England market needs program director. A real experienced professional self starter who can enforce management policies. Tight board and super commercial delivery are musts. If you are creative, aggressive and have impeccable industry references, this is the job for you. Box E-134, BROADCASTING.

Needed immediately, a full-time production/swing person for 50,000 watt WBT radio in Charlotte. Strong commercial and versatile air work a must. Send tape and resume to: Andy Bickel, Program Director, WBT Radio, Charlotte, N.C. 28208. An equal opportunity employer.

Minimum 3-yr. experience; easy MOR voice; one-to-one communicator; creative writer-production; expertise; neat appearance; meet station acts.; remote broadcasts; 18-member staff in growing market; salary open; resume and audition to personnel dir., WHFB, Box 608, Benton Harbor, MI 49022.

Producer/director—top-rated commercial tape production house has immediate opening for a highly experienced (three years minimum), full-time producer/director or executive producer/director. Emphasis will be placed on your full knowledge of commercial tape production and your track record in producing quality programs including variety, sports and public affairs. We offer excellent working conditions and salary. Send letter and resume to: Brooke Spector, production manager, United Artists Productions, 8443 Day Drive, Cleveland, OH 44129. Equal opportunity employer.

Help Wanted Programing, Production, Others Continued

Producer for 100 kw public FM. Duties include feature and news production. Requires BA plus two years experience. \$8,520. Demo tape and resume first letter to personnel Officer, G-6 Parker Hall, Univ. of MO, Rolla, MO 65401. UMR is an equal opportunity employer. Applications from women and minority groups are encouraged.

Situations Wanted Management

Cost, P&L oriented broadcaster seeks management position in smaller medium market station. Strong news background. Imaginative, community-minded. Degree, 33. Box E-205, BROADCASTING.

Christian Station Manager desires Christian station. Over 10 years experience includes Christian program production, general manager, station programing, Christian sales, commercial sales, and more. Write Box E-215, BROADCASTING.

Large market sales manager looking for right move. Present station grossing just over \$1,000,000—up from \$700,000 3 years ago. Minimum 35K. Box E-235, BROADCASTING.

General Manager, well versed in sales, programing and FCC seeking move to larger market. 31, married, degree. Box E-237, BROADCASTING.

Medium market sales manager ready for top-50 market! Must be in the \$25K range to talk. Young, degree and lots of what it takes to be successful in this business. See for yourself! Box E-239, BROADCASTING.

General Manager. Wide experience all phases small market radio. Selling successful business. Ready to improve your profits. Seeks medium market northeast, southwest or northwest. Family, 35. Box F-21, BROADCASTING.

I am a Hustler! Originator of "community radio"; experience in major market; news director and DJ; experience in medium market; GM-VP, innovative programming; plus automation and sales. Wish to relocate after four-year tenure with present group. Ready to go; willing to work; able to produce great references. Box F-26, BROADCASTING.

Network Scheduling Supervisor seeking a position with professional advancement. Heavy background in creative broadcasting. Looking for an opportunity in program development or management. I'm young, aggressive, ambitious, creative woman who represents the future of this industry. Excellent references and resume available upon contact. Harriet Cohen (212) LT 1-7777 ex. 8055 or Box 1154 Ansonia Station NYC 10023.

Radio Manager Available—I sell It, tape It, air it, and collect it. Prefer medium market S.C., Ga. or N. Fla. Write Box 1086, Birmingham, AL 35201.

Situations Wanted Sales

Community affairs programmer now associated with Canadian Broadcasting Corporation seeks challenging, creative sales spot with organization that would also give consideration to promoting original radio series now concluding under sponsorship in Toronto. Strong sales and personnel background. Available September. Box E-201, BROADCASTING.

Available soon. 4 yrs. sales management. 2 yrs. sports director including all play-by-play and MOR. B.S. Radio/Television degree. Married, age 27. Will relocate for right offer. Phone: 312-696-2464 after 5 CDT or write Box F-32, BROADCASTING.

Sales/Announcer, degree, three years experience announcing, news, first phone-maintenance, prefer small to medium market southeast. P.O. Box 165, Five Points, IN 38457.

Situations Wanted Announcers

DJ, Tight Beard, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Experienced Adult-Rock communicator. First phone. Mediums/Majors. Box E-87, BROADCASTING.

Modern country pro—Enthusiastic and hard working. Looking for the right spot in medium or major market. Box E-249, BROADCASTING.

First phone, part time announcer seeking full time employment near Minneapolis. For tape, resume etc., write: Box E-256, BROADCASTING.

Situations Wanted Announcers Continued

Commercial announcer and DJ fifteen years, not ready for pasture, desires location within one hundred fifty miles of Chicago. Prefers personal interview during vacation June 10-16. Box F-2, BROADCASTING.

D.J. just under one year experience. Prefer up-tempo MOR or equivalent in Northeast. Box F-12, BROADCASTING.

Unique Top 40 superjock in 100,000 market, ready to move up Well developed, can follow directions, excellent references. Box F-18, BROADCASTING.

Eight Year Pro, with MD experience and 1pm numbers seeking change. Married with one child. Prefer South-west. Only pro's respond. Tape and resume on request. Box F-15, BROADCASTING.

Adult continuous beautiful music, EZ. Current major market. Desires East coast. All markets considered Maine to Florida. Salary open. Seasoned pro.-Dependable family man. Impeccable references. Third endorsed. Tape. Box. F-25, BROADCASTING.

Experienced DJ, college AM, 23 yrs. old, third endorsed, will go anywhere. Write Richard Cutter, 56 W. Patterson, Columbus, OH 43202.

Two first phone coekers, looking for gig with stable station, currently employed, go anywhere, available immediately, 4 years experience. Call 606-528-1330; after 5:30, 528-8972, Dan or Jim.

Soul jock—First phone, 6 yrs. exp. Jody Gill, 212-669-8269.

Experienced cable booth announcer—Young (28) single, dying to work max. hrs. Even at min. \$15 in your TV or radio operation. South LA. Call 24 hrs.; 504-488-3810, New Orleans.

1st phone combo tired of weekends looking for fulltime MOR, prog. rock. Good voice, will relocate. Jack, 347 B St., Yuba City, CA 95991. 1-916-674-3517.

Experienced morning man, copy, production, desires secure northeast position. For information, 315-829-3935, Box 133, Kenwood, NY 13421.

Well-trained, talented novice. Third phone endorsed, broadcasting school, college radio work. Strong, versatile voice, special interest in comedy. Married, will move. Kurt Luchs, 127 W. Willow Ave., Wheaton, IL 60187, 312-688-0329.

Talented, young black announcer with excellent track record. Winner of "Billboard's Air Personality Award," looking for medium or major market Gig in top 40 or Drake Style Black. Tapes and resumes 215-688-2609.

Comical jock, 3 years exp., B.A., exp. in theatre, prefer MOR, adult rock. Will relocate. Herb Otter, 1009 Hart Rd., Belto., MD 21204, 301-823-7848.

Situations Wanted Technical

Chief engineer: 25 years experience AM, FM, studio, transmitter, remote control, construction, maintenance, proofs. Prefer south, minimum \$15K. Box E-245, BROADCASTING.

Young engineer in Wisconsin seeks fulltime position as chief of a small-market station in warmer climate. Experienced all phases FM-stereo, AM directional, all maintenance. Box F-19, BROADCASTING.

Engineer—Looking for position as Dir of Eng for group or chief Eng of major market AM-FM-top references-proven qualifications H. Rees 301-270-5548.

Attention Southern California. Radio-TV-Recording Engineer with First. Ten years experience, including announcing and engineering in major markets. 213-487-2870 mornings.

Twenty years, first phone AM-DA, FM, TV. Charles Simpson, 3407 West 65th Street, Cleveland, OH 216-961-7771.

Situations Wanted News

Sports PBP/Salesman 5 years experience college basketball-pro football/proven sales record. Looking for aggressive sports minded station. Box F-13, BROADCASTING.

Wish Position as news announcer. Will send cassette tape and photo. Irv Yorkmark, 3206 W. Ainslie, Chicago, IL 60625. IN-31600, Area Code 312.

Add European perspective and flair to your news. German, 31, slightly accented English, wants to join active news team at your station on one-year leave of absence from editorship of 2 1/2 hr. daily most-listened-to news program in Germany. Creative news seeker, interviewer, analyst of how events effect people. Is that for your listeners? Let's combine European and American techniques. Kurt Gerhardt, 5 Cologne 41, Lothar St. 5, West Germany.

Veteran Newsmen available vacation and sick leave work midwest. Former president Kansas AP and Minnesota UPI Broadcasters. Phone 507-452-3703.

Situations Wanted Programing, Production, Others

Program Director with four years experience in small, medium, and major markets. Two years at present station. First Phone, married, young and ambitious. Best at Contemporary formats. Salary \$190-200 weekly. Box F-30, BROADCASTING.

Black Programmer 5 years experience proven successful as announcer and programmer from small to large market. Ready and willing to apply my talent to right station. For tape and background 215-688-2609.

Programming bogged down? I'm young, but have five years experience including 1 1/2 years in one of the West's major markets. Let me take on your programming problems and give you a saleable product. Prefer Rock or Contemp. MOR. Mike Forrester, 136 Corliss Lane, Eugene, OR 97404.

TELEVISION

Help Wanted Sales

Sales Manager for a growing V in medium size market. Group owner with excellent benefits. Must be thoroughly experienced with proven track record of aggressive sales management. An equal opportunity employer. Send resume to Box E-119, BROADCASTING.

Help Wanted Announcers

Announcer for group-owned VHF NBC-TV affiliate. Experienced in commercial announcing, weather, and sports. Applications will not be considered unless accompanied by VTR and resume. An Equal Opportunity Employer. Send to: Program Manager, WSAF-TV, Montgomery, AL 36105.

Help Wanted Technical

Experienced studio engineer needed at Midwest VHF CBS affiliate. Top pay and benefits. Send complete work record and references in first letter. An Equal Opportunity Employer. Box E-193, BROADCASTING.

Director of Engineering, major West Coast network affiliate. E.E. degree or equivalent. Salary range \$2 to \$6 K, depending on credentials. References will not be contacted without your permission. Submit confidential resume to Box E-198, BROADCASTING.

TV Operations Engineer. Must be a top video switcher and VTR production person. First phone required. Prefer four to five years experience. No beginners please. A growing station in a beautiful area to live. Good pay and fringe benefits. Call Chief Engineer, KSBY-TV, San Luis Obispo, CA, 805-543-8630.

Needed: Engineer with FCC 1st. class license to work transmitter/studio shift. 40 hour week in public TV station. Applicant should have knowledge of electronic theory and maintenance experience. Salary commensurate with experience. Equal opportunity employer. Contact: Ernest G. Hedges, Chief Engineer, KTWU-TV, Channel 11, 301 N. Wanamaker, Topeka, KS 66604. 913-272-8181.

New York-Binghamton, dependable person with first class license, to handle UHF transmitter and studio operations. Salary commensurate with experience. Call Chief Engineer, W8JA-TV, Binghamton, NY. 607-798-7111.

Two first class operator-engineers for control room shifts. Will consider beginners or technical school graduates. Contact chief engineer, WCOV-TV, Montgomery, AL 205-281-7315. An equal opportunity employer.

Engineer with diverse experience in audio, video, Xmt, maintenance and production. First class license required. Contact Walter Cummings, WGBY-TV, Springfield, MA. 413-781-2801.

Chief Engineer for NBC-UHF Affiliated with 5 kw AM and 50 kw stereo FM. Transmitter-Studio maintenance experience required. Good opportunity in Central Connecticut. Contact: P. Gilmore at 203-333-5551 or write in c/o WNAB, Broadcast Center, Bridgeport, CT 06608.

Director of engineering for multi-media group operation. Requires complete background and experience in all phases of broadcast engineering including FCC matters. Excellent opportunity in the west with rapidly growing group. Reply in confidence to: Cleatis R. Carroll, Personnel Director, Donrey Media Group, 920 Rogers—Fl. Smith, AR 72901.

Help Wanted News

Reporter—Needed by major market VHF network affiliated station in upper Midwest. Applicants must have background and minimum one year experience that emphasizes dedication to news. Our station has outstanding facilities, the best in equipment and a great employee benefit program. Also we are an equal opportunity employer. Send resume to Box E-172, BROADCASTING.

Strong weekend anchor person—Field reporter number 1 rated major market station in northeast An equal opportunity employer. Send writing samples, photo, resume with references to Box E-229, BROADCASTING.

Wanted: Aggressive, creative news film camera person for top rated northeast major market station. An equal opportunity employer. Send samples, resume and references and photo to Box E-230, BROADCASTING.

Number 1 rated news operation in northeast needs sharp news writer-producer strong on news film production. An equal opportunity employer. Rush resume with references, samples, and photo to Box E-231, BROADCASTING.

Top 10 market TV station looking for weather person for primary newscasts. Applicants should have on-air experience and must have AMS accreditation. Resume to Box E-258, BROADCASTING.

Film Editor—Leading news station needs additional news film editor for staff. Must have minimum of one year TV news experience. Send resume to Bill Tucker, News Director, KSTP-TV, 3415 University Avenue S.E., Minneapolis, MN 55414.

Photographer—Opportunity for TV news photographer with major market station. Minimum of one year photographic work experience required. We are looking for a dedicated rising professional. Send resume to Bill Tucker, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114.

Help Wanted Programing, Production, Others

Wanted—Production Manager for New Hampshire Network. Mature, responsible, creative Supervisor of production staff of 15, produce and direct on special assignment-advanced degree advantage but not necessary, immediate opening. Box F-9, BROADCASTING.

Producer/Director—Top 10 Market. Versatile and creative with minimum 4 years experience as director with emphasis in commercials and experience in remote telecasting. Box F-24, BROADCASTING.

Experienced and Dynamic play-by-play announcer: Early fall for Washington Capitals hockey. WTOV-TV/Radio, equal opportunity employer. Send to: Hockey, WTOV Broadcast House, 40th and Brandywine Sts, NW, Washington, D.C. 20016. No phone calls please.

Immediate openings, for highly qualified tape editor, video person, remote person. Must have strong engineering background. Contact Vern Totten, Television Production Cir. 445 Melwood Street, Pittsburgh, PA 15213.

Traffic Manager—New ABC VHF station in Boise, Idaho. Call Harry Godsil, General Manager, 208-336-0500.

Situations Wanted Management

General sales manager. Top 20. For large-to-medium market station or group. Competitive-aggressive-can motivate. Excellent references. Box E-200, BROADCASTING.

General Manager-Sales Manager-Program Director, etc., for large-to-medium-market station or group. Thoroughly experienced and successful all phases; all levels, including station-ownership. Expertise in aggressive programming, sales (national and local), promotion, community-involvement, production; lowering overhead costs. Fiercely competitive. Accustomed to formidable challenges and much responsibility. Can increase your profits and prestige. Box F-11, BROADCASTING.

Situations Wanted Technical

Director of Engineering for network of seven television stations in the Middle East is seeking employment, either overseas or in the U.S. Available immediately. Box E-241, BROADCASTING.

Situations Wanted News

Award-winning Documentarian. National Honors, including NATPE. 2 films in Library of Congress. Write, Produce, Direct, Edit, Shoot and Narrate. Films and VTR's Available on request. Box D-245, BROADCASTING.

At WCBS Newsradio New York—the Quality of Mind Counts More Than the Quality of Voice.

The Nation's most listened-to all-news radio station has a job opening to be filled by someone who knows what the radio business is all about and who can demonstrate it on the air.

We figure by the time talent gets here it's time to produce...to be professional...and to prove it.

This is a tough job, and it's not for amateurs. We don't fool around with on-the-job training. We do pay top dollar, and our people are expected to work hard for their money.

If you have a solid news background...can write very well...can ad lib...have a warm personality and come across as a "real person" on-air...are production oriented...know what "pace" means...can identify with the audience...can handle the unexpected...can ask intelligent, probing questions...can cover a disaster on-the-scene with the same expertise as you deliver news in the studio...and can maintain these qualities under pressure, you just might be

the type of person we're seeking.

The person we want is—in a word—exceptional. The successful applicant will be well-read, aware of what's going on in the world and have an inquiring mind. There will be total dedication to objective journalism and total commitment to truth and fact.

We don't want people without substantial experience. We don't want announcers or disc jockeys. Don't waste your time (and ours) by applying if you're not top-drawer talent, because this is a top-drawer operation. And, as we said, we don't mind shelling out some cash to a talent who earns it.

Women and men applicants from all races are desired.

Please do not telephone. Send resumes and tapes to:

Louis C. Adler
Director of News Operations
and Programs
WCBS Newsradio 88
51 West 52 Street
New York, New York 10019

Situations Wanted News Continued

Sports Director—5 years experience, BA degree broadcasting, 27, experienced in all phases of news and sports. Box E-148, BROADCASTING.

Female News Writer/Producer/Talent—Bright, attractive, serious about career, looking for challenging work in television news or documentaries. Four years experience with national ETV program. Winner of two national awards. Box E-177, BROADCASTING.

Anchorman/News Director—Solid, pro, 35, style, ability, credentials, wants news-team selling credibility. Box E-184, BROADCASTING.

Number 1 newscast since taking over; 15th market. Good appearance, conservative delivery. Experience in all phases, strong on-air. 19 years in broadcasting. Will deliver in anchor spot. Box E-218, BROADCASTING.

If you have a heavy commitment for documentaries and public service, I have the experience you need and 15 major awards to prove it. I'd like to win some more, would you? Box E-222, BROADCASTING.

Award-winning reporter-anchorman top 5 looking for any size station to grow with. Box E-223, BROADCASTING.

News or sports—Young with experience. Have done state government, investigative, general and sports reporting. Film. 904-877-0445. Box E-248, BROADCASTING.

Top Rated "Talk" Host, 20 years experience, wants new challenge. Can do news, sports, politics, poetry, comedy and remotes. Writes all copy-news and material—will relocate by personal interview only—so let's talk. Box F-1, BROADCASTING.

Assign. Editor/Producer—Bored military PIO, 29, aggressive, wants to return to demanding news operation. Top 20 TV experience. AB/MA Broadcast journalism/film. Available anytime. Resume, references. Box F-4, BROADCASTING.

Sports Pro, sixteen years experience in radio, TV, newspaper sports coverage. Top-rated TV sports program for 5 years in 3-station market. Super strong basketball and baseball PBP. Seeking radio-TV sports position with PBP. Married, family, will relocate. Box F-6, BROADCASTING.

TV/Radio Sportscaster, major league credits, pro football, basketball, baseball, desires change. Want daily TV/Radio shows, PBP pro football or major college. State award winner, degree, family man. VTR, audio tape, resume on request. Box F-14 BROADCASTING.

Young producer/reporter, bored stiff, seeks challenge. Top 25 market air experience. Midwest only, \$10,500 minimum. Box F-23, BROADCASTING.

Weather-caster, announcer. Major market pro. Desire permanent move, small medium, east coast market. Salary open. Excellent appearance. Industry references. Dependable family man. Handle booth or radio FM shift, studio camera, audio. Box F-31, BROADCASTING.

Dedicated Radio & TV news reporter. Family man—college—also experience in film production techniques. Will relocate for right opportunity. Willing to work hard. Ready now. Call John—714-743-9191

Situations Wanted Programing, Production, Others

Producer/Director—commercial and educational background—Nine years experience in TV production—5 years Producer/Director—BA in TV—28, honest, aggressive professional—available immediately. Box E-58, BROADCASTING.

Young man looking for first job in TV. Graduate of two broadcasting institutions, with degree in television production. Can operate video switcher, cameras, and audio mixing console. Willing to relocate. Formal resume and references available on request. Box E-206, BROADCASTING.

Young, energetic creator with "Great Resume" seeks viable production position in East Coast. Has produced, written and directed 3 dramas for New York station. Indefatigable worker with good ideas and valuable experience. Scripts, tape and resume available. Box F-10, BROADCASTING.

Give me a break! '73 College grad seeks immediate position in TV production. College TV production exp. includes; cameraman, switchings, editing & portapak. Prof. exp. 1" color editing, willing to relocate anywhere. Jeff Russ, 3 Sadore Lane, Yonkers, NY 10710, 914-337-7671.

CABLE

Help Wanted Management

We have several CATV clients nationwide seeking highly qualified engineering management talent in the \$20-\$30K salary range. Confidentially call Fred Harms, Management Consultant at 312-693-6171 for discussion regarding these positions.

Help Wanted Sales

Aggressive, young sales representative needed to service five state Midwestern region for well-known supplier to the CATV industry. Good working knowledge of CATV required. Limited overnight travel. \$18,000 base plus commission with opportunity to earn \$30,000 second year. Send resume to Box E-121, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: GE Color Camera, Model PE-250 or PE-350. KXON-TV, Mitchell, SD 57301.

1KW AM Transmitter. WFAF Farrell, PA 16121.

Tower over 800 ft. needed by radio. WIVK, P.O. Box 10207. Knoxville, TN.

Wanted RCA TR-4HB's TR-50's TR-60's—We buy for cash before you trade: E. J. Stewart, Inc., 389 Reed Road, Broomall, PA 19008. Phone: 215-543-3548.

Classical LP's wanted. Box 10997, Midwest City, OK 73110.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No Junk. Guarantee Radio Supply Corp., 1314 Turbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

G.R. 916A R.F. bridge, clean condx and calib'd. \$375. Box E-259, BROADCASTING.

Mart-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Heliox-Styroflex. Large stock, bargain prices, tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Two GE PE-400 Cameras including two 18 to 1 Angenieux Lenses and one Angenieux 10 to 1, spare plumbicons and 36 spare boards. Equipment like new, used only for special purpose broadcasts, less than 800 operating hours on each set. \$35,000 each set. Also microwave equipment like new consisting of two Microwave Associates Model MAT2MB transmitters, two Model MA85T2 transmitters, two Model MAR2MB receivers and two MA85R2 receivers. \$5,000 per set of transmitter and receiver. For details contact J. Prinz 216-794-3982.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

"Personalized" dropins, "customized" for you, any way you want them. Write for free info or send \$3.00 for audition tape. Sherry Good Productions, Box 293, Signal Mountain, TN 37377.

Contemporary comedy! Sample issue 25¢. Library, 5804 Twining, Dallas, TX 75227.

Political One-Liners. 40 Carson-type originals every ten days. 3 month trial \$10. Jack Posner, 220 Madison Ave., New York, NY 10016.

MISCELLANEOUS

Extra profits, new accounts and bigger orders with "Forgotten Moments." @ Tales of yesterday making profits for radio stations today. Sounds great. Sells great. Write for audition. Advance Media, 4250 Marine Drive, Chicago, IL 60613.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barrier or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

Miscellaneous Continued

Radio Creations in Spanish. Asi Es El Mundo. Paul Rivera Enterprises, Inc. P.O. Box 5128, Dearborn, MI 48128.

Creaciones Radiales. Asi Es El Mundo. Paul Rivera Enterprises, Inc., P.O. Box 5128, Dearborn, MI 48128.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services. 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Tests-Answers for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin June 10, July 15, August 26. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas.*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 5620 N. Western.

Elkins in San Antonio**, 503 S. Main.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on June 17, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

First Phone through cassette recorded lessons at home, also reels, plus one week personal instruction in Atlanta, Boston, Detroit, Washington, St. Paul, Seattle, Los Angeles. Training, Bob Johnson Radio License, 1060D Duncan, Manhattan Beach, CA 90266. Telephone 213-379-4461.

FCC license the right way, through understanding, at a price you can afford. Home study. Free brochure. GTI, 5540 Hollywood, Hollywood, CA 90028.

Broadcast endorsement and third phone preparation on cassettes. Illustration book includes current FCC-type exams. Radio License Training, 1060D Duncan, Manhattan Beach, CA 90266.

RADIO

Help Wanted Management

We need young, ambitious account executives for a corporate development program at radio and television stations in large and medium markets. As consultants to management, we are helping these stations hire, train and develop their future executives to assure continued corporate growth. Qualifications: high intelligence, demonstrated leadership capability in college or organizations, lots of drive and one to three years media sales experience. Candidates selected will be paid commensurate with experience and income requirements. Submit resume, earnings for past three years and geographical preference to:

C. L. Mitchell, RON CURTIS & COMPANY, 5725 East River Road, Chicago, Illinois 60631.

Help Wanted Sales

Need experienced radio salesperson for Eastern Client. Prefer small market salesperson ready for move up.

**HAVERFAM Associates
BROADCAST SALES SPECIALISTS
(703) 323-7812**

Help Wanted Announcers

WANTED!

ONE—PERSONALITY/ENTERTAINER . . . the person we seek is not just a disc jockey! The question is . . . can you get listeners by being topical, humorous, informative and entertaining? If playing "more music" is your idea of getting an audience and being a personality, let's not waste each others time.

ONE—NEWSPERSON . . . we're looking for a person with an authoritative delivery . . . mature news judgment . . . investigative nature . . . ability to gather, write and air the news . . . a desire and ambition to advance. This position calls for a "pro." Talk Show and Commentary experience helpful.

No Beginners, Please!

Send recent audition/air check and resume to:

**Dick Drury
National Program Director
Susquehanna Broadcasting Co., Inc.
140 East Market Street
York, Pennsylvania 17401**

(an equal opportunity employer)

Situations Wanted News

Female Newscaster and/or DJ

5 Yrs. Major Market Experience
Available Immediately
Tape and Resume upon request.

Box F-16, BROADCASTING

Creative Broadcast Newsmen

Seeking news directorship in medium market or newscaster/reporter post in major. More than 8 years experience, on-air, management and research. Communicating news is what I like to do. Currently digging-writing-airing news and doing talk show at medium market rocker. I've received several awards and numerous accolades. Married, available soon.
Box F-22, BROADCASTING

TELEVISION

Help Wanted Programing, Production, Others

ART DIRECTOR

Avco Broadcasting Corporation, WLWD, Dayton, Ohio is seeking a qualified Art Director who is thoroughly experienced in print production, slide photography, and graphic arts design. Company offers good starting salary and fringe benefit program. Please send resume including salary history and requirements to:

**Ray Colie
Vice President, General Manager
WLWD
4590 Avco Drive
Dayton, Ohio 45401**

Situations Wanted News

Sports personality . . . 13 years in TV . . . hard hitting commentaries . . . major markets . . . a sportscaster that people talk about . . . I get the ratings . . . I'm one of a kind . . .

Box F-3, BROADCASTING

REPORTER/ANCHORWOMAN

Need a good newperson? Take a look: on camera experience as commercial talent and anchor; almost three years radio anchor and field reporting, not puffy, "What's new at the zoo" stuff, but coverage from major disasters to politics in Chicago! Now, would like TV reporting in Top 50 market. Reply to: **LINDA M. FUOCO, 1636 N. Wells #3205, Chicago, IL 60614.**

Employment Service

Weekly, Nationwide Employment Listings for Radio & TV Including PD's, DJ's, News, Sales & Engineers.

\$1.50 per issue
\$5.00 per month
\$12.00 3 months
Cash with order, please



BOX #1
LINCOLNDALE, N.Y. 10540

Wanted To Buy Stations

Veteran broadcaster experienced in making stations work wants to buy marginal AM, FM, or TV in top 100 markets. Would also consider outstanding CP for TV station which has gone dark. Reply:

Box F-27, BROADCASTING

SOUTHEAST, NORTHEAST, OR MIDWEST SMALL MARKETS

Experienced broadcaster wants to become owner/operator. Will consider stations up to 275M. Reply to:

**Mr. Bob Dall
1002 Germania
Bay City, Michigan 48708**

For Sale Stations

Gulf South M.W.	Small Metro Sub	AM & FM Fulltime AM & FM	\$165M 800M 485M	Terms Nego Terms	M.W. MidAtl S.W.	Small Metro Major	Daytime Profitable FM	\$260M 825M 2.5MM	Terms Cash Terms
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CHAPMAN ASSOCIATES®

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Atlanta—Chicago—Detroit—Dallas

Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

For Sale Stations Continued

RADIO STATION

1 KW Daytimer on excellent low frequency in thriving Deep South community, rapid growth possibilities for experienced owner-operator. Financing available to responsible parties.

Box E-166, BROADCASTING

Radio Station For Sale

Mountain States daytime facility, now grossing \$300,000 annually. Will take \$150,000 of payment in cash. Excellent Cash Flow. Principals only, no brokerage in price.

Box E-190, BROADCASTING

EXCEPTIONAL OPPORTUNITY

to invest in expanding Broadcast Co. with two existing profitable radio stations in Southeast. Respond quickly for full details to

Box F-5, BROADCASTING

Louisiana—Potential not developed. Fulltime—Non-directional—Qualified Buyers Please. Selling for \$400,000 with 5½ acres of land.

Box F-28, BROADCASTING

Super Potential—10,000 Watt—3.5 Million Population. Regional Southwest Daytime—New Studios, valuable real estate—Stable, \$220,000 to \$250,000 annual gross over last 7 years. \$1.2 million radio sales in market—3 AM competition. \$525,000. Profitable Stereo FM also available on Class C Channel. No brokers, please. **A. J. Dill, P.O. Box 642, Grapevine, Texas 76051.**

Bob Kimel

He's a man you should know . . . "our man in New England" . . . and no one is more qualified to serve you when you want to buy or sell a New England property. Bob knows the territory, and he knows broadcasting; he will share this knowledge with you, and apply it to the successful completion of any assignment you give him. You can call him directly at (802) 524-5963, or write him at Box 270, St. Albans, Vermont 05478. Bob Kimel is "where the action is"—with America's fastest-growing media brokerage firm . . . and he's YOUR man in New England!



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to the
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200 William Street • Elmira, New York 14902
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Tomorrow
could also
be the last
day of the
rest of
your
Life—

If you don't like thinking about safety, think where you might be without it.



A reminder from the National Safety Council. A non-profit, non-governmental public service organization. Our only goal is a safer America.

For Sale Stations Continued

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We are handling an exceptional major market TV property which will be sold by owners with no other broadcast interest. This is a young and fast-growing independent operation with operating profits and a strong future. The physical plant and equipment are excellent, and represent a major investment. The UHF signal offers strong coverage with audience acceptance in one of the finest TV markets in the country. This station is well managed and staffed. It could be a profitable addition to a group operation, or a prudent first TV acquisition. Asking price is \$5.5MM, and there is flexibility in purchase terms. Contact us in confidence for complete details.



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BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per Inch.

—All other \$40.00 per Inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

WCVB-TV's Bob Bennett: making localism work

A natural-born salesman, they say, is never satisfied. No matter how good his last sale was, he always looks forward to making one that will be bigger and better. Which would seem to leave Bob Bennett stymied. He is an accredited natural-born salesman all right, but it seems unlikely that for sheer personal satisfaction he can hope to match, much less top, the first sale he ever made. That was the one that got him into selling television in the first place.

"I was at KTTV Los Angeles, earning \$55 a week as assistant sales service manager and at first I thought of it as only a place to get started," he recalls. That was in 1959 and he was only recently out of UCLA. "But I looked around and liked what I saw, and I decided I wanted to be a salesman more than anything else in the world. So one day I got all psyched up and went to see the general sales manager. I gave him as dramatic a sales pitch as I've ever given anyone—I was emotional and told him how much I wanted to be a salesman and pounded the table and ended with tears in my eyes."

The general sales manager didn't have much to say, but it was exactly what Bob Bennett wanted to hear: "You start Monday." Then, for dessert, "that was the best presentation I ever heard." And finally, as the new salesman started out the door: "Hey—what's your name?"

Thus did he go from \$2,860 a year to a guaranteed \$200 a week plus commissions, which together came to \$15,000 the first year.

But Bob Bennett didn't really plan to get into television. What he had in mind was to study law, but he got diverted. And it wasn't his first pre-career diversion. When he graduated from Staunton (Va.) Military Academy, as regimental commander and president of his class, he planned to enter West Point but changed his mind and entered the Army directly. After a two-year hitch in the artillery, served mostly at Fort Lewis, Wash., and Fort Sill, Okla., he was discharged in 1947 as a sergeant and enrolled at USC. After a year there he transferred to UCLA for three more, concentrating on business courses and planning to go on to law school.

That's when he got sidetracked for life. As "a favor to a friend," who worked at KTTV and told him the station needed an assistant sales service manager, he applied for the job and got it. He still needed convincing that this was the field for his life's work, however. But the longer he stayed and the more he saw, the more sure he became that what he wanted to do was sell.

Once started, the new salesman moved



Robert Martin Bennett—VP, director and general manager, WCVB-TV Boston; b. April 17, 1927, Pittsburgh; graduated Staunton (Va.) Military Academy, 1945; U.S. Army, 1945-47; University of Southern California, 1948, and University of California at Los Angeles, 1949-51; joined KTTV(TV) Los Angeles January 1952 as assistant sales service manager and served successively as account executive 1953-58; local sales manager 1958-59; sales VP 1959-65, and VP and general sales manager 1965-66; VP and general manager, WTTG(TV) Washington, 1966-69; VP and general manager, WNEW-TV New York, 1969-71; VP and general manager-operations, WCVB-TV, June 1971 (before it went on air) to May 1, 1974, and VP and general manager since then; m. Marjie Albright, Nov. 3, 1950; two children—Kelly, 21; Casey, 18.

steadily. Five years after that dramatic selling job to the general sales manager he became local sales manager, the next year vice president, sales, and in 1965, vice president and general sales manager. In the meantime Metromedia Inc. had acquired KTTV and, having made him general sales manager of that station, moved him in 1966 to Washington as vice president and general manager of its WTTG(TV), like KTTV an independent.

In Washington he began to cut the pattern of news and live programming that has distinguished his performance as a manager ever since.

"When I went to Washington," he recalls, "the only live programming [on WTTG] was wrestling, which had been on for 21 years. There was no news. My first day, I canceled the wrestling and started plans for a one-hour nightly news and a three-hour daily news-information-entertainment show called *Panorama*."

Mr. Bennett installed the nightly news at 10 p.m. It wasn't the first *Ten O'Clock News* in the country, or even the first by Metromedia, since KTTV had had one for years, but Metromedia officials say WTTG was where the concept really caught fire. Within a year it moved into the top ratings brackets in town, often outperforming the network newscasts as well as other local news. And *Panorama* is still held up as a model creative local program.

As a whole, his programing package reflected what appears to be his bedrock operating philosophy, which comes down to this: "Whatever you do live and whatever you do in news—that is what determines your image in the marketplace." Having turned WTTG around in three years, Mr. Bennett was then transferred to Metromedia's WNEW-TV New York, also an independent, as vice president and general manager. In New York he faced a more amiable problem. "WNEW-TV was already a success. The best I could hope to do was not screw it up." But he set about in characteristic lively fashion.

WNEW-TV already had a well-rated *Ten O'Clock News*, introduced after WTTG's, but under his guidance the station came up with, among other new shows, *Black News*, a weekly half-hour said to be the first prime-time news series prepared, produced and reported by blacks; a series called *Solutions* that gave viewers a chance to air their views on community problems, and a 90-minute *Midday Show*, a talk-variety series that he started in 1970 and that is still on the air.

In mid-1971 Mr. Bennett left WNEW-TV to join Boston Broadcasters Inc. and run WCVB-TV, which BBI was scheduled to launch that September, culminating the now celebrated dispute with the *Boston Herald Traveler* and its WHDH-TV over channel 5.

WCVB-TV is the first network affiliate (ABC) he's worked for, but his real excitement comes from the station's local programing—51 hours of locally produced shows a week, including some 15 hours of local news. There's a 90-minute *Good Morning* live entertainment-information strip (for which he is putting together what he hopes will be a nine-station regional network); a weekly sport show with live pickups of events and, among others, two local shows now in national syndication (*Jabberwocky*, for children, and *House Call*, a medical information service); a program for the elderly called *Looking Ahead* and a religious program that he says costs \$50,000 a year to produce. He's especially excited about the volume of live programing in all this. "Anything we can do live, we do live," he says. And lest the excitement seem to get out of hand, he adds, when asked, that "yes, we're making money, too."

Editorials

Blowing with the wind

The Federal Trade Commission and the FCC are heading toward regulation of children's programming and advertising on television. It is the politically popular thing to do.

The FTC shows signs of responding to the clamor of professional consumerists who were dissatisfied with a program of commercial self-regulation proposed by the advertising community. The FCC's young chairman, no less insensitive to publicized causes, has announced his intention to impose restrictions on both commercial content and programming. To read the statements and the leaks emerging from the two agencies is to be told that television is a villainous debaucher of the young.

The charges are often extreme and sometimes irresponsible.

There is no evidence whatever that a significant body of public opinion is represented by the Peggy Charrens and Robert Choates who, with the support of foundations or private endowments, have made a crusade of their distaste for commercial TV.

The crusaders have, however, made a stronger impression on the general media and Washington than television and its advertisers have. How else to explain the sudden outburst of FCC Chairman Richard Wiley, reported here a week ago?

Here was a conservative Republican and sworn enemy of federal aggrandizement announcing a determination to move the FCC farther into broadcast content than it has ever proposed to go. The rules that Mr. Wiley wants would not only regulate advertising quality and quantity but would also put the FCC in the program director's chair. Mr. Wiley decried the extent of animation, as though the program form were an evil in itself. "Mediocrity" would be ruled out under Mr. Wiley's "new ethic."

The chairman has not yet described the standards by which the government is to measure broadcast content, but presumably they are to emerge in regulation. Not since Newton Minow ordered his version of Eden to bloom in the vast wasteland has there been as overt a call for government control.

It is a very real threat that broadcasters and their advertisers face. It must be resisted in every legal way while the process of self improvement that has been under way goes on. To be sure, there are advances to be made in the programming and advertising that are directed to the young, as in all kinds of programming and advertising. They will be meaningful only if they evolve internally, responding to genuine public demand and seeking genuine public acceptance.

Wrong premise, wrong pew

The Justice Department has found an ally in its attempt to get the FCC to break up common ownership of broadcast stations and newspapers in Minneapolis-St. Paul, as it also wants the FCC to do in a number of other communities. The official newspaper of the Roman Catholic diocese in Minneapolis-St. Paul has endorsed the Justice Department's petition. Why? Some Catholic elements have objected to a WCCO-TV documentary on abortion, asserting it reflected a general anti-Catholic bias among local media.

Apart from questions that may be raised about the christian charity of a cry for capital punishment as the penalty for offending the church, this editorial puts the diocese in conflict with the same First Amendment that gives the

church life in the United States. Freedom of religion and freedom of the press are decreed in the same sentence. A Roman Catholic's freedom to oppose abortion is in no way enhanced by the proposed denial of a television station's freedom to discuss the subject, in whatever light.

The editorial in Minneapolis-St. Paul bespeaks a disquieting trend toward intrusion into the license-renewal process by institutions or individuals who seek to remold programming toward their private desires. The United Church of Christ has been a pioneer in that meddling movement.

More than ever there is a need for renewal relief, as was delivered recently by the House and is now prospective in the Senate. The Justice Department could also speed justice along by withdrawing its petitions to the FCC and filing antitrust suits in the federal courts — if concentrations of economic power are, as it says, its real targets.

Open all the way

Call it sheer coincidence or neatly contrived, it is timely that a Senate committee is considering antisecrecy legislation as a House committee ponders impeachment proceedings against a President of the United States.

The main consideration is the public's right to know. Except where national security is involved, the assumption is the public at large should be informed just as swiftly as those in the hearing room or chamber.

The Senate Government Operations Committee has under study a "government in the sunshine" act (S. 260) authored by Senator Lawton Chiles (D-Fla.). It would open to the public sessions of congressional committees and regulatory commissions that now meet privately. The Florida state version of this legislation, now operative, allows for direct broadcast of sessions of the state legislature.

The objective is open regulation openly arrived at. It would be up to the media to determine what sessions to cover. Each editor would exercise independent judgment.

There has been enlivened debate for months about possible impeachment of President Nixon by the House. Interwoven is the question of whether a subsequent trial in the Senate should be broadcast live.

If there is a trial, it will be the biggest story in modern political history. Mr. Nixon did what he did because he felt his mandate was from the people who elected him in 1972 with the biggest popular vote ever recorded. The people who elected him have a right to witness his trial, if it is held.



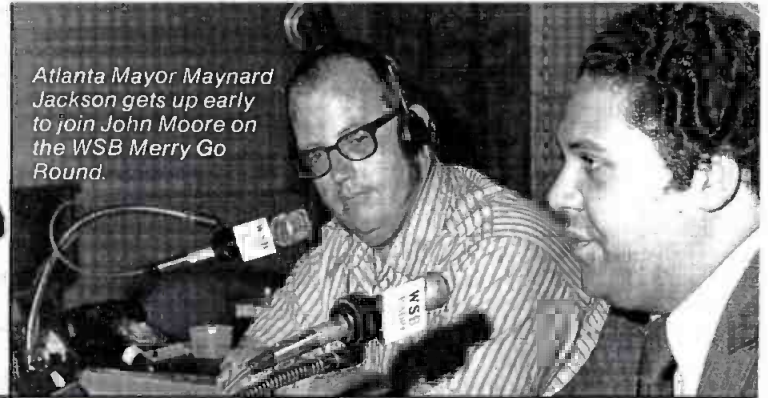
Drawn for Broadcasting by Jack Schmidt

"I know they're re-runs. . . I want to see if they'll all end the same way this time."

WSB News Manager Aubrey Morris (2nd from left) joins the clowns for WSB Night at Ringling Brothers Circus.



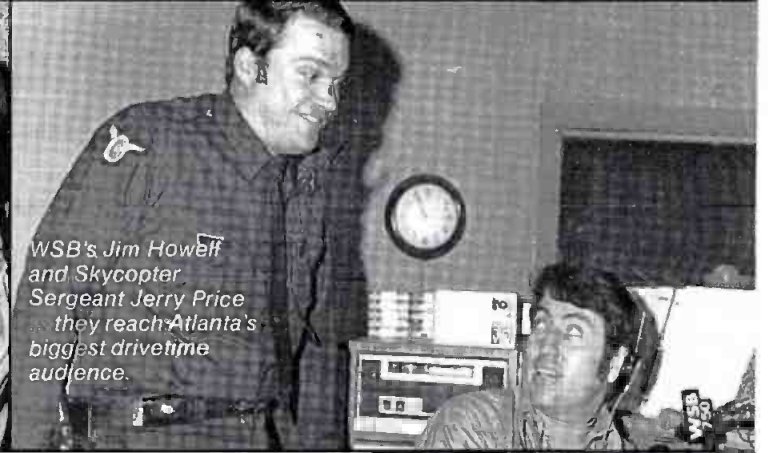
Atlanta Mayor Maynard Jackson gets up early to join John Moore on the WSB Merry Go Round.



WSB's after-midnight man, Bill Vale, brings his Scout troop in for a radio lesson.



WSB's Jim Howell and Skycopter Sergeant Jerry Price they reach Atlanta's biggest drivetime audience.



WSB RADIO 750 means "Personalities"

Thousands of stars... counting the WSB team of professional entertainers and reporters... visiting celebrities and newsmakers... and legions of listeners who participate daily in WSB's popular call-in-shows and fun-to-play games. A family affair that's never been topped in more than 50 years of broadcasting excellence... it's the South's largest gathering of radio fans and advertisers. Want to join us?

WSB Radio Atlanta AM 750/FM 98.5 

NBC Affiliate. Represented by the Christal Company, A Communications Service of Cox Broadcasting Corporation. Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KFI-AM, Los Angeles; KTVU, San Francisco-Oakland.

WSB Sports Director Phil Schaefer at the Masters with Arnie.



WSB Nightbaa, host Jack Anthony welcomes in New Year at Underground Atlanta.



WSB Vice President & Gen. Mgr. Elmo Ellis, Hammerin' Hank Aaron and Easter Seals Ambassadors.



Holt Gewinner—WSB Merchandising Manager—passes out prizes to ladies with the loveliest hair in 750-Land.



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