

Boom: Prospects never brighter as new season opens  
Bust: Tight money ties media in economic knot

# Broadcasting Sep 16

Sept. 16, 1974

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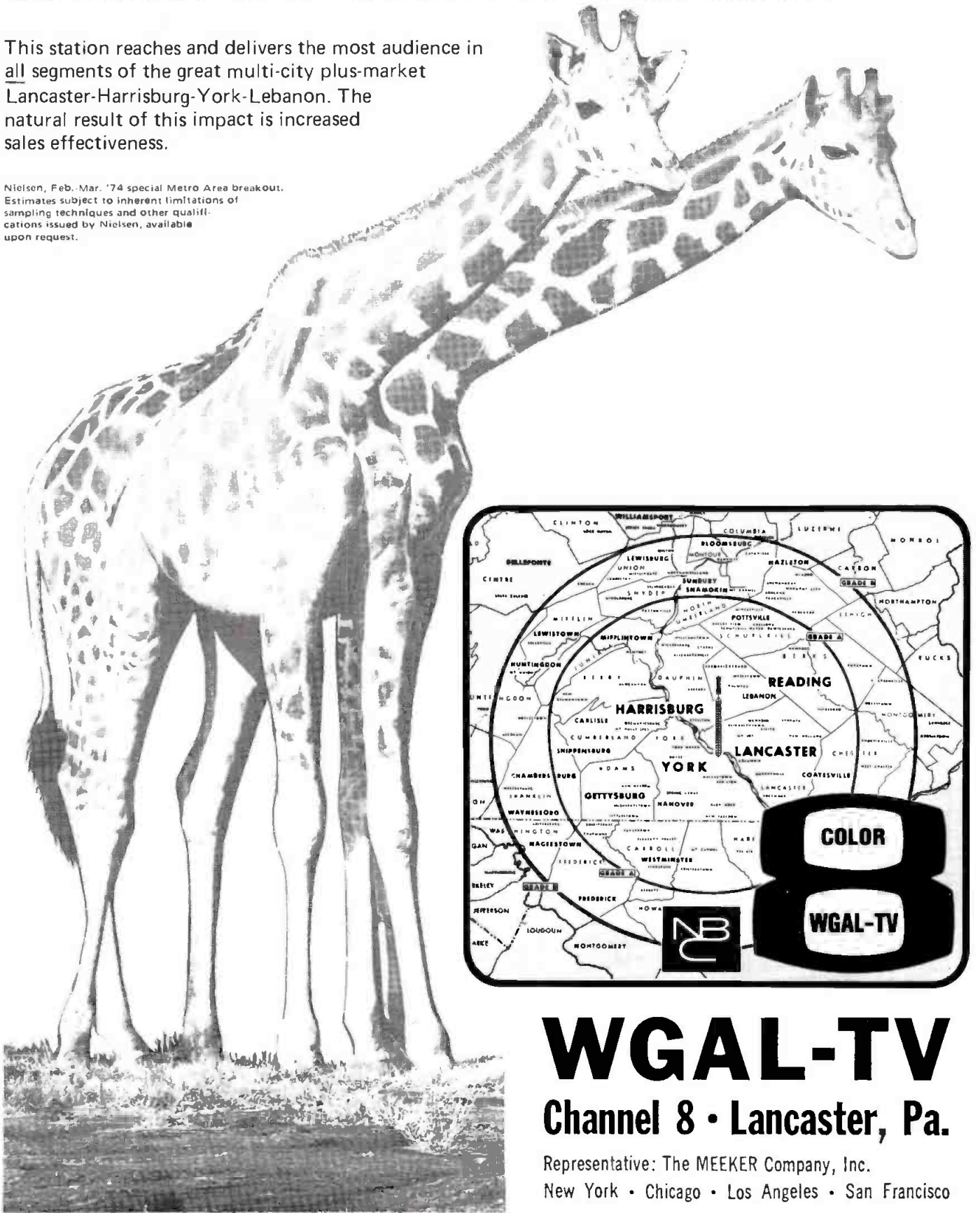
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# WGAL-TV OUTSTANDING FOR ITS AUDIENCE REACH IN THE TOTAL MARKET

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**Coastal crunch.** Hollywood TV program suppliers, their costs skyrocketing and their P&L statements askew, see dreary consequences if networks don't start paying more for software. Pinch is being felt particularly by independents, who now say their only shot at profit is through syndication run after prolonged network exposure of series. Production costs have now outrun producers' negotiating power, they say. There used to be chance to recover costs and make small profit from first run plus first rerun in given network season. Not so now, producers complain. One independent, with four shows in new season's prime time, sees no hope of breaking even on 1974-75 production in next few years if at all.

**Fire zones.** Word that FCC is considering divestitures of newspaper-broadcast crossownerships in small and isolated markets (see page 22) is leading to speculation about which markets it has in mind. If FCC sticks to criteria that Chairman Richard E. Wiley has said cause concern (only newspaper owning only television station in market where no other Grade A TV signal is received), these look ripe for divestiture: Anniston, Ala. (WHMA-TV, ch. 40); Albany, Ga. (WALB-TV, ch. 10); Mason City, Iowa (KGLO-TV, ch. 3); Watertown, N.Y. (WWNY-TV, ch. 7), and Bluefield, W.Va. (WHIS-TV, ch. 6).

Those markets were on longer list of newspaper-TV monopolies submitted by Rand Corp. to FCC earlier in crossownership rulemaking, and there's talk that FCC has more markets under study than five named above, perhaps nine or 10. And if last week's talk of possible divestitures of newspaper-radio monopolies leads to action, list could, of course, stretch much longer.

**No contest.** Highly placed programing source at CBS-TV says it's almost certain network will drop one of its two theatrical-movie nights before 1975-76 season gets under way. In general, CBS has dropped out early in escalating bidding for blockbuster films such as "The Godfather," "Gone With the Wind," "The Poseidon Adventure" and "Dr. Zhivago." CBS's bread-and-butter programing, source says, is weekly series with continuing characters.

**Dispute over pay.** With baseball season fast drawing to close, effort of FCC to decide whether Home Box Office's pay cable distribution of New York Yankee games has been in violation of commission rules broke up in disagreement last week. Willard Walbridge of National Association of Broadcasters pay TV committee had asked commission for ruling nearly three months ago (*Broadcasting*, June 24). Commission's Cable Television Bureau proposed response asserting that HBO is in violation. But that started fur flying at commission meeting.

Commissioner Abbott Washburn said that with only two games left on contract and with no complaints about HBO service from public, Yankees or WPIX(TV) New York, which has contract for telecasting games, it was silly to call halt, particularly with Yankees in hot pennant race. But Chairman Richard E. Wiley felt that commission could not ignore its rules. Commissioner Glen O. Robinson said legal

finding could be made that HBO was operating within rules. Some staffers thought that with commission planning to revisit pay cable rules soon, it might be wise to note this and do nothing. But Chairman Wiley said he was under pressure from Senate Commerce Committee aide Nicholas Zapple and others on Hill to take action. Time available for meeting ran out, so matter comes back on agenda this week.

**FCC vs. OTP.** FCC Cable Television Bureau may have softened tone of its comments regarding Office of Telecommunications Policy's draft bill on cable television, but thrust remains same as that of original comments completed in July. Bureau still views draft with considerable disfavor. And commission, which is expected to review comments this week, is predicted to reach same conclusions. As bureau reads bill, it would strip commission of much of its power over cable; matters with which commission now deals would be settled by Congress in statute.

Commission officials feel this may reflect view that FCC has not been handling its responsibilities wisely. But apart from whether that assessment is fair, they say, it makes little sense to give Congress and courts (which would have to resolve conflicts and complaints under law) job of regulating dynamic industry. Bureau also feels bill is lacking in not clearing up question of whether commission's jurisdiction over cable is "ancillary," as courts say, or primary. And bureau has drawn up long list of technical questions about language in bill; much of it, they feel, is fuzzy.

**Turnabout.** Walter Cronkite, *CBS Evening News* anchorman, will be solo guest on Oct. 17 broadcast of ABC-TV's *Dick Cavett Show* (11:30 p.m.-1 a.m.). Ninety-minute program was taped Aug. 28 at CBS newsman's summer home on Martha's Vineyard, Mass. Mr. Cronkite is joined during one segment by his wife.

**Student jam.** Tight economy is having chilling effect on hiring of journalism school graduates. Faculty representatives at Radio Television News Directors Association convention in Montreal last week said graduates could find few jobs in station newsrooms and some are working at substandard wages. Resolution looking toward closer relationship between news directors and journalism school heads was adopted.

News directors, on other hand, complained that some students had been given exaggerated view of employment opportunities. They added that Watergate expose and other developments glamorizing journalism had vastly increased school enrollments.

**Inflation note.** TV Program Export Committee of Motion Picture Export Association of America will hold strategy session in New York this week to discuss how to increase prices for U.S. television series and motion pictures sold to overseas networks and stations. MPEAA committee, which includes major TV and motion picture companies and is headed by Bill Fineshriver, association vice president, has been working on upscaling prices in individual countries for several years. Total international sales reached record of about \$125 million in 1973.

## Top of the Week

**Fast start.** *This time last year, even the networks were worried about the potential of their new schedules. Not so this premiere season. ABC and NBC are conceding first place to CBS, but each says it will be second — and a much closer second than before. And as far as Madison Avenue is concerned, everyone's a winner. Pages 17-18. Then there are the TV critics, whose remarks on the new crop of programs range from raves to ridicule. Nevertheless, there seemed to be an above-average number of critical kind words written on the first programs out of the box. Page 18.*

**In the meanwhile.** *FCC discloses its interim policy on how to deal with prime-time-access waiver requests. Eight programs get initial clearance; commission professes liberal attitude toward network news shows, runovers. Page 20.*

**How to proceed.** *While nothing is finalized, there was ample indication last week as to how FCC will go in settling media crossownership controversy. Three-hour strategy session leaves commissioners anguished over choice, with manifold pressures on their minds. Signs, however, point to some forced divestiture in small markets, grandfathering in others and prohibition of further acquisitions that would foster crossownership. Page 22.*

**New snags for Star.** *Houston banker Joe Allbritton's plan to purchase controlling interest in Washington Star-News and its broadcast properties hits rough water as buyer ponders labor settlement. Meanwhile, other would-be buyer of newspaper threatens to block transaction with FCC challenge. Page 22.*

**Too late.** *Broadcasters and cablemen emerge victorious in prolonged Senate lobbying contest over copyright bill. Legislation passes by landslide — sans royalty provision, sports blackouts. Action, however, comes too late for House to move, making whole issue item on next year's agenda . . . again. Page 23.*

**Speaking his mind.** *After five months on FCC, Commissioner James Quello candidly assesses new environment for communications lawyers. He hits out at citizen groups, suggests rewards for community-minded stations, analyzes numerous other issues and names his FCC "hall of fame." Page 29.*

**Storm warnings.** *Troublesome times have befallen broadcast journalists, as reflected at RTNDA's Montreal convention. Fairness doctrine branded as primary nemesis. Page 32.*

**Dissent.** *ABC argues that only thing unfair about children's premium advertising on television is FTC's proposed ban of it. Page 38.*

**Feeling the pinch.** *Broadcasting takes a look at how the communications industry is responding to today's troubled economy, finds much reason for concern. While broadcast profits continue to zoom, Wall Street has foreboding tidings. Stocks have declined in proportions exceeding general market downturn. And, analysts warn, the profit balloon stands chance of breaking. But if situation is traumatic for broadcast, it's cataclysmic for cable. Page 39.*

**In there swinging.** *Jack Valenti used to be a President's man. Now he's the movie industry's man, swinging some of the weight he acquired with LBJ. Page 57.*

**Out of the gate.** *Networks were off to uneven start in first three nights of new season. Best news was NBC's, which won Tuesday and Wednesday nights after placing third on Monday (page 17). Pacing Tuesday win was 39 share by controversial made-for-TV movie "Born Innocent" which carried over into 10 p.m. *Police Story* (34 share, to lead time period). On Wednesday, *Little House on the Prairie* (8-9 p.m.) and *Lucas Tanner* (9-10 p.m.) won their time periods and helped give NBC 19.8 rating for night (compared to 18.6 for CBS and 16.9 for ABC).*

### Renewal relief hits major obstacles as Pastore submits mild bill and Hart waits to queer anything stronger

Question of protecting broadcasters against FCC consideration of multiple ownership and ownership participation in station management at license renewal time was left hanging at end of open Senate Commerce Committee session last Thursday during which Communications Subcommittee Chairman John Pastore (D-R.I.) proposed vastly watered-down version of renewal legislation. Pastore amendment would gut House-passed renewal bill (H.R. 12993), deleting controversial section 2(B) prohibiting FCC from considering multiple ownership and ownership integration. All that would remain of House bill is provision directing FCC to complete its multiple ownership rulemaking (Docket 18110) and modified provision outlining what stations must do to be renewed in light of community ascertainment procedures to be established by FCC.

During committee session, Senator Ernest Hollings (D-S.C.) offered amendment to Senator Pastore's substitute. Broadcasters present thought Hollings version would effectively restore some of protection in House bill. Following brief discussion, meeting was abruptly adjourned, apparently because it was heading into controversy that Senator Pastore did not want aired publicly. No votes were taken. Committee meets again tomorrow (Sept. 17).

Introduction of Hollings amendment revived talk of referring bill to Judiciary Committee, move which could kill renewal legislation for this session. Aide to Senator Philip Hart (D-Mich.), chairman of Senate Antitrust Subcommittee, said Senator Hart "will be compelled" to ask for bill's referral if Hollings amendment is adopted to study antitrust implications.

Senator Howard Baker (R-Tenn.), ranking minority member of Communications Subcommittee and cosponsor of Pastore substitute, joined Senator Hart in voiced opposition to Hollings amendment last Thursday, saying effect of amendment would be even more restrictive than House bill's section 2(B).

Hollings amendment would alter Pastore amendment with substitution of one significant word. Pastore amendment says license may be renewed if FCC finds licensee has during preceding license term: (1) followed procedures for ascertainment of service area residents' problems, needs and interests, (2) substantially met those problems, needs and interests in its program service, (3) operated station in manner not otherwise characterized by serious deficiencies. Hollings amendment changes word "may" to "shall" so that license would be automatically renewed if FCC felt station met cited standards.

Pastore amendment does nothing to extend license term beyond present three years. House voted five. Mr. Pastore said five-year term would disadvantage minority and consumer groups that use petitions to deny as instruments to gain access to station programming and hiring.

## Wiley wields heavy fairness doctrine stick in advising newsmen of FCC's expectations; word from Washington — open administration

FCC Chairman Richard E. Wiley said Friday he envisions "new renewal policy" for commission and that in connection with it he plans to make suggestions which may lead to "more meaningful implementation" of fairness doctrine requirement that broadcasters cover public issues.

Chairman, in appearance before Radio Television News Directors Association's international convention in Montreal, suggested he felt that aspect of doctrine was getting short shrift from broadcasters. Yet, he said it might be "more significant" than doctrine's requirement that broadcasters treat public issues fairly.

Mr. Wiley did not elaborate on either his reference to new renewal policy or to suggestions regarding "affirmative aspect" of doctrine. However, in appearance this week before International Radio Television Society in New York, he is expected to discuss commission plans for delegating authority to staff in renewal matters. Commission is developing guidelines as to applications that should be scrutinized with particular care because of deficiencies in such categories of programing as news and public affairs. As for "more meaningful implementation" of affirmative aspect of doctrine, he said it would be by broadcaster, not government.

Chairman noted that commission in July had adopted new report on fairness which, he said, expressed government's desire to permit broadcasters to program their stations as they deem fit, "subject only to what the public interest may require." And if doctrine and its affirmative element are "not to be a charade and a hoax," he added, broadcasters must use their portion of spectrum to inform and enlighten as well as to entertain public.

Chairman made it clear he was disturbed by station managements that regarded news programing as "an interruption to be tolerated on a kind of 'rip and read' or 'happy talk' basis," that "looked on public affairs as the 'FCC hour'" or that considered local programing "only fodder for the graveyard shift." Stations with such management, he said, perhaps do need free speech messages. Last was reference to brief public announcements featuring members of community that number of stations carry. Chairman said such messages can play part in public debate on issues. But he rejected proposal of Committee for Open Media, which originated free-speech-message idea, that stations carrying reasonable number of such messages be relieved of fairness doctrine obligations. Proposal, he said, would stand doctrine on its head; doctrine's central purpose is to "facilitate an informed public," not to produce "bumper crop of self-satisfied speakers."

Other convention speakers, too, addressed problems of fairness doctrine. Robert Wells, former FCC commissioner now manager of Harris station group (Garden City, Kan.), inveighed against doctrine's undue interference with programing but said broadcasters have learned to live with it.

Sol Taishoff, editor of *Broadcasting*, said that as long as there's Section 315 embodying doctrine broadcasters not have full freedom guaranteed by First Amendment. William Ray, chief of FCC's Complaints and Compliance Division, told assembled news directors that two-thirds of his operation's problems would end in event of elimination of fairness doctrine. Moreover, other third would go with repeal of 315. Larry Scharff, RTNDA counsel (Pierson, Ball and Dowd), placed great store in Supreme Court's Miami-Herald decision as helping put broadcast journalism on same footing as print media, although Mr. Ray contended court's Red Lion case was last word and "law of the land."

Ford administration was represented twice at Friday session, once by President (via film proxy), again (live) by

J.W. (Bill) Roberts, White House news staffer in charge of broadcast affairs. Said Mr. Ford: "Unpredictable as the future can be, I can tell you one thing for sure about my new job. To the very best of my ability to make it so, this will be an open administration and that means open to all newsmen." President cited work of two RTNDA members by name — late Richard Cheverton of WOTV(TV) and Jack Hogan of WZZM-TV, both of his home town, Grand Rapids, Mich. And he reiterated half-joking suggestion that Washington correspondents return to home towns for occasional refreshing at grass roots, and that local correspondents try hand at Washington. And, he said, "while some people say that government and the news media are in a sense adversaries, I hope we can always remain friendly adversaries."

Mr. Roberts, ex-RTNDA president (while chief of Time-Life Broadcast's Washington bureau), sought to answer questions put earlier to administration minority specialist John Calhoun (see page 32). He explained that pool correspondents representing all media travel with President on Air Force One, and that 75 to 100 others are on separate plane and not in motorcades. Answer did not appear to placate some delegates who insisted they were subjected to second-class treatment, especially in regard to placement of equipment to cover President's trips to their localities. On another subject, Mr. Roberts expressed astonishment at number of stories that are missed simply because reporters do not ask right questions of President. He also said Mr. Ford shortly will hold news conference at which answers to questions regarding Nixon pardon could be anticipated.

Administratively, RTNDA membership approved plan for consolidation of headquarters functions in Washington, plus hiring of full-time executive director, but deferred to incoming board question of expanding membership to include broadcast journalists other than news directors. Move by Dick Gottschald, WITI-TV Milwaukee, to reopen question of permitting outside sponsorship of RTNDA events was blocked by motion to table. Members reaffirmed position taken last year against sponsorship by such entities as Chrysler and IBM, but concluded that sponsorship by such "affiliated" entities as networks and by certain governmental bodies (as host Province of Quebec) would be acceptable.

Among awards announced at international convention:

First distinguished service award to Gordon Sinclair, CFRB(AM) Toronto, for commentary (later his record) "The Americans"; Edward R. Murrow TV documentary award to WPVI-TV Philadelphia; TV investigative reporting to KNBC(TV) Los Angeles; television spot news to WCCO-TV Minneapolis; TV editorial to WCVB-TV Boston; special award to Russ Nichols of WGR-TV Buffalo, N.Y.; Murrow radio documentary award to WJR Detroit; radio spot news to WCCO Minneapolis; radio investigative reporting to WGN Chicago; radio editorial to WCBS New York.

## Eaton ordered to sell two V's

FCC administrative law judge has proposed granting applications of ch. 9 WMUR-TV Manchester, N.H., for license renewal and of ch. 9 KECC-TV El Centro, Calif., for construction permit, provided owner, Richard Eaton, sells stations in 60 days. Judge Ernest Nash said Mr. Eaton's conduct had strayed from conduct expected of licensee when he paid \$11,750 over five-month period in 1969 to Carmine Patti, then ABC-TV station relations director, while in negotiation to better ABC-TV affiliation agreements for WMUR-TV, KECC-TV and WMET-TV Baltimore. Case is fourth in series involving allegations of bribes passing between broadcasters and ABC employes (*Broadcasting*, July 22).



## In Brief

**On the list.** Challenges filed against renewal applications of *Washington Post*-owned television stations constituted one of several areas in which former President Nixon was under investigation for possible criminal violations at time of his pardon. List of 11 areas drawn up by Watergate special prosecutor's office was released by White House last week. Item 8 referred to challenges filed against Post's WPLG-TV Miami and WJXT(TV) Jacksonville. Portion of Sept. 15, 1972, White House tape shows that in meeting with then-White House aides John Dean and H.R. (Bob) Halde-man, Nixon referred to "damnable problems" that would confront *Post*, which had been leading newspaper in un-covering Watergate scandal, when its television licenses came up for renewal. In making list available, prosecutor's office cautioned that no item listed "rises to the level of our ability to prove even a probable criminal violation by Mr. Nixon."

**Two more for Cox.** Cox Cable Communications Inc., At-lanta, has been awarded cable franchises in adjoining Vir-ginia cities of Norfolk and Portsmouth. Franchises both run 15 years, open up service area of over 120,000 poten-tial subscribers. Cox is 60% partner with local businessmen in both cities.

**In jeopardy.** ABC-TV had no comment Friday on reports that Fred Williamson, black movie actor who replaced Don Meredith as third banana on *NFL Monday Night Football* announcing team, was fired late last week by network. How-ever, ABC officials have made no secret of their disappoint-ment with Mr. Williamson's performance so far this year.

**Added summitter.** Donald H. McGannon, president and chairman, Westinghouse Broadcasting Co., added to select list of communications figures invited to White House's forthcoming economic summit conference (*Broadcasting*, Sept. 9). Mr. McGannon, however, appears on housing panel as head of National Urban League.

**Independence incentive.** Ford Foundation has announced \$1 million grant to Public Broadcasting Service to assist PBS's new station independence project whereby it's hoped that subscriptions to PTV stations can be increased three-fold - to 3 million households - by 1977, bringing in rev-enues of \$60 million.

**Late Fates.** *Warren Bahr*, president of Y&R Ventures, sub-sidiary of Young & Rubicam International Inc., New York, that specializes in new communications methods, has re-signed after 24 years with agency to become publisher of *Everyday*, described only as new print medium for adver-tising in which Y&R has financial interest. Successor at Y&R Ventures is Dick Cox, director of DCA, part of Ven-tures involved in TV program syndication and representa-tion of agencies without TV departments. *Kathryn C. Pel-grift*, 28, assistant to president of CBS Inc. since 1972, named VP-planning, CBS Development Department. Earlier, she was assistant treasurer of International Paper Co., New York. *Steve Berger*, general manager, WDVE-FM Pittsburgh, appointed to additional duties at KQV(AM) Pittsburgh (re-placing *John Gibbs*, who resigned) and as VP, KQV Inc.

## Headliners



Rukeyser

Frawley

Polillo

**M.S. (Bud) Rukeyser Jr.**, VP-corporate information, NBC, New York, promoted to VP-public information - and by informed reports, right bower to **Herbert S. Schlosser**, company president, to whom he will report. Latter, in announcing appointment, cited him as "executive with a potential for expanded responsibilities" that will be "en-hanced by his promotion to his new position." Mr. Rukey-ser joined network in 1958, has served both in New York and Washington. Earlier, he was newspaper reporter and agency staffer with Young & Rubicam.

**Thomas J. Frawley**, Washington news vice president for Cox Broadcasting, assumed office as president of Radio Television News Directors Association Friday (Sept. 13) on final day of Montreal convention (see story page 32). Elec-ted VP and president-elect: **John Salisbury**, news director, KXL-AM-FM Portland, Ore. **Paul Davis**, WCIA-TV Cham-paign, Ill., was re-elected treasurer for three-year term. Elected to two-year terms as directors-at-large: **Ed deForest** of KWKH(AM) Shreveport, La., and **Curtis Beckmann** of WCCO(AM) Minneapolis; to one-year term: **Dick West-brook** of WAND(TV) Decatur, Ill.

**Pat Polillo**, director of news and program development for WAGA-TV Atlanta, and before that news director of KGO-TV San Francisco, has been named VP-executive news pro-ducer for Westinghouse Broadcasting's TV station group, with headquarters in New York, effective Oct. 1. He will work closely with five Group W stations in developing and executing new directions in news programming. Successor at WAGA-TV is **Marc Doyle**, now assistant news director.

**James Killian**, 70-year-old chairman emeritus of Massachu-setts Institute of Technology, re-elected chairman of Cor-poration for Public Broadcasting. Mr. Killian, whose CPB board term expired in March, will serve until successor as CPB board member is confirmed by Congress. Chicago banker **Lucius Gregg** has been nominated, but his candidacy and those of six others to CPB board are under review by Ford administration. CPB Vice Chairman **Robert Benjamin** was also re-elected, as were President **Henry Loomis**, VP-Broadcasting **Donald Quayle**, VP-Treasurer **Ben Posner** and Secretary-General Counsel **Thomas Gherardi**.

**James H. Geer**, VP-finance, CBS Inc., named chief finan-cial officer of corporation, succeeding in latter function **Robert Rice**, who resigned several months ago to become VP and chief financial officer of Rockwell International, Pittsburgh. Mr. Geer has served CBS continuously since 1959 in various executive financial positions.

Broadcast Advertising	38	Datebook	14	For the Record	45	Open Mike	13
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Closed Circuit	3	Finance	39	Music	36	Programing	17

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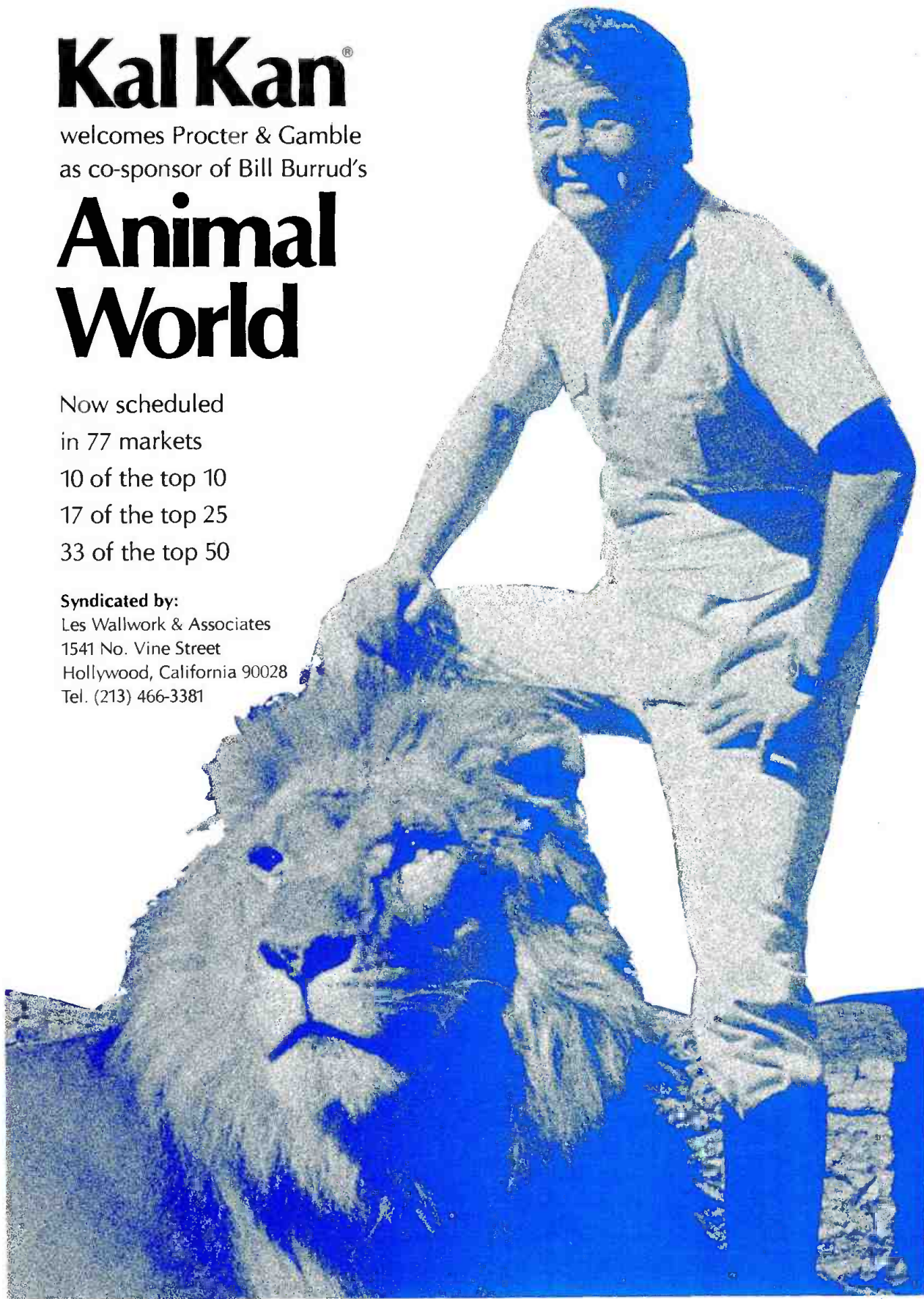
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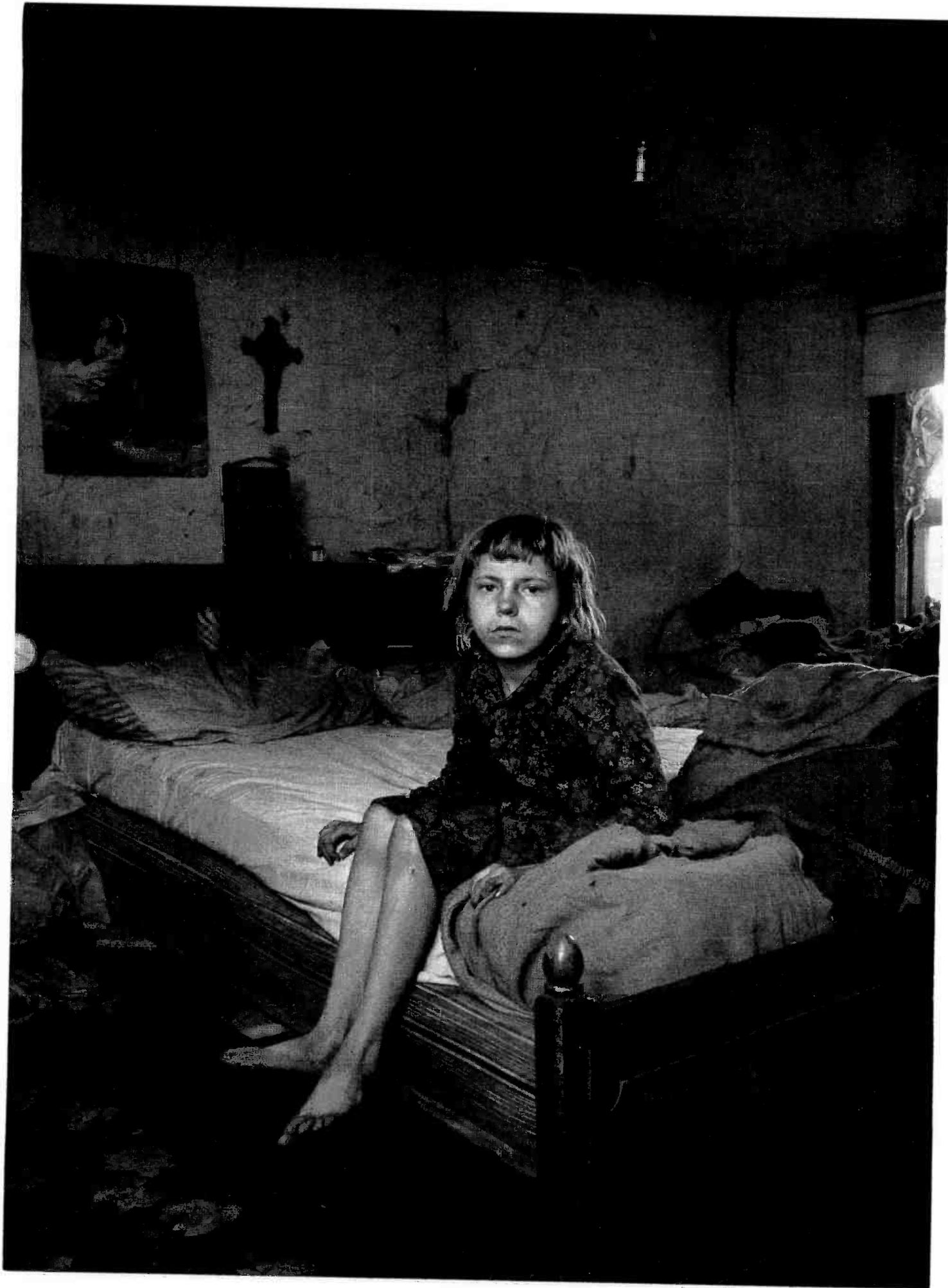
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Included are 21 million "working poor" who remain in poverty because of substandard incomes.

Squalid housing breeds a horde of problems. It drives adults to despair—and children into the streets. It sows the seeds of crime and violence. Drug abuse. Civil unrest. Sickness.

To solve many community problems, Storer radio and television stations believe, you have to start at home. Which explains why an important share of their editorials and specials are devoted to improving housing.

In Cleveland, for example, WJW-TV aired editorials supporting urban homesteading. This program allows citizens to buy an

inner-city home at low cost if they promise to refurbish and live in the home for a number of years, thus revitalizing blighted areas.

Generally homeowners pay higher taxes when they improve their property. WJBK-TV in Detroit has fought for a plan permitting home improvements up to \$4,000 without increasing assessed valuation. The aim: to encourage inner-city and low-income residents to rehabilitate and preserve their dwellings.

In another related effort, WJBK-TV learned of a despicable racket involving victims of serious house fires. Inflated repair orders and padded insurance claims were bilking Detroiters least able to afford it. Using a night scope sound camera, WJBK-TV news crews filmed unscrupulous contractors and insurance adjusters pressuring the victims. WJBK-TV's series "The Fire Conspiracy" also coincided with an arson investigation. Result: two weeks

later, indictments were issued by the local prosecutor.

And this is typical of Storer stations in city after city. WSPD-TV in Toledo, for instance, aired a 30-minute report on the Council of Government's "Fair Share Housing Plan" that allocates low and middle income housing to the suburbs. And in Milwaukee, WITI-TV has backed the use of some 1,200 empty rooms in state college dorms to house elderly citizens in need of decent housing.

We look at it very simply: The more effective we are for our communities, the more effective we are for our advertisers, and the more effective we are for ourselves. Everybody wins.

**Broadcasting that serves.**

THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY

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WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

# Monday Memo®

A broadcast advertising commentary by Richard C. Craiglow, vice president, Tracy-Locke Advertising, Dallas

## And this is the story of Tracy-Locke's commercial that told consumers the business of the business that Jack built

Can a single company's efforts combat the declining credibility of business in the eye of the consumer? After a major effort for Phillips Petroleum Co., including the use of an animated 60-second TV commercial called "The Company That Jack Built," we can answer YES.

To understand the approach we adopted, let's backtrack for a weather report on the "consumer climate" when we were developing our campaign. Numerous surveys, speeches, magazine and newspaper articles all attested to the public's increasing negativism toward business—at the same time that government was moving toward imposing severe restrictions on our competitive free enterprise system. What was needed, as one major consumer magazine put it, was for business to "do a better job of explaining itself."

Phillips's concern over the widespread antibusiness sentiment was not new. Business had been talking to business for years, but Phillips recognized the need for business to tell its story to consumers.

Tracy-Locke helped Phillips's public affairs department develop a comprehensive economic education program as an integral part of the total communications effort for Phillips. Phillips's corporate officials and agency officers agreed that basic economic understanding was essential if consumers were to participate responsibly in a private enterprise economy. Better awareness of the benefits of our economic system would lead to increased understanding, if not acceptance, of business.

We designed a comprehensive 14-point economic education program to be implemented through speeches, forums and educational curricula. And, to reach a broad base of the American public, the program plan relied on network television.

Phillips approved the entire program. We developed an animated commercial, for maximum entertainment value, on some of the benefits of the free enterprise system. For example, we focused on how tax monies from business are translated into new highways, schools and dams.

Before on-air testing, we ran a pre-test to gauge consumer reaction. Approximately 3,000 persons were interviewed and asked, "What was the purpose of this commercial?" Responses included: "To show the company helps build things in the community." "Trying



Richard C. Craiglow joined Tracy-Locke Advertising and Public Relations, Dallas, in 1965 as print production manager and later moved into account work. In 1971 he was named account supervisor on the Phillips Petroleum Co. account and last March he was elected VP.

to tell us where our tax money goes." "Taxes are important." "To make people aware companies contribute more than we think." "To get people to think." When asked "Do you think this is an appropriate or reasonable commercial for an American company to show?" responses included: "Couldn't have been a better one." "It's advantageous to the company and the country." "It's a public service." "It's all right for us to be shown where our tax money goes." "Everyone is entitled to advertise as they want to."

Then we moved to commercial on-air testing. Of 502 persons interviewed, 66% said they'd like to see the commercial again, and 57% affirmed it was appropriate for an oil company to air. In idea playback, or what the commercial conveyed, 36.2% said that companies pay taxes; 20.6% said that taxes build roads, etc., and 10.3% said the commercial showed how the free enterprise system works.

The networks rejected the commercial.

The first network reasoned the commercial was controversial, and wrote, "Unfortunately, we feel that the concept of discussing the free enterprise system goes beyond our policy, which is to sell time for the promotion of goods and services." The second network agreed with the first, saying, "... policy precludes in advertising the discussion of controversial issues of public importance." The third network agreed to run

the commercial, but only with network interpretive qualifiers. We felt it would not be efficient to redo the commercial, knowing that even had these changes been made, the first two networks would still refuse to air the spot.

Instead, we decided to make spot buys on 102 stations in Phillips's major markets. None of the independent or network-affiliated stations approached refused to run the commercial, though aware of the networks' decisions.

"The Company That Jack Built," a 60-second animated commercial on the free enterprise system, appeared in March, 1974, for a four-week flight on spot TV. Target audience was the voting public, adults 18 and over. The media plan called for an average of 127 GRP's per week.

Results have been excellent. Two waves of telephone interviews were conducted, one before the commercial aired, the other after its four-week flight. Approximately 2,500 interviews were completed in each wave, in eight different markets. The following three questions were asked in each wave:

1. What does the phrase, "free enterprise system," mean to you?
2. Why do you think companies or businesses should be allowed to make a profit?
3. How do you think the general public benefits from the profits companies make?

Study results show "The Company That Jack Built" met its primary objective of positively influencing awareness of and attitudes toward the free enterprise system. The percent of respondents saying the phrase "free enterprise system" meant nothing to them decreased by 34%. Responses defining that phrase increased: those calling it private ownership were up 1.5%; freedom to go into business of your choice (up 2.4%); capitalistic system (up 1.3%); and competitive system (up 1.3%). In the third question, "How does the general public benefit from the profits companies make?" the number of respondents mentioning things built from tax money increased 68%.

Phillips is especially pleased with the results of the commercial. The company has received numerous invitations from across the country to speak on the free enterprise system. A corporate responsibility to the public is being fulfilled and the bonus is that the company's image has improved. But Phillips isn't done yet. In addition to scheduling a second flight for "The Company That Jack Built," Phillips is also producing a second commercial on free enterprise to bring the business of business home to the consumer—where it counts.

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## Open Mike®

### More on news

EDITOR: The comprehensive report on television news in the Aug. 19 issue of BROADCASTING . . . was interesting and informative.—*Senator Hugh Scott (R-Pa.), Washington.*

EDITOR: The article on changing tides in television news was indeed informative, and very well presented. I think we all can be proud of the efforts that are being made across the nation by local television in presenting better and more informative news to its viewers.—*Senator Bill Brock (R-Tenn.), Washington.*

EDITOR: Permit me to take this opportunity to commend you on the outstanding service you render to the broadcasting profession.—*Senator Herman E. Talmadge (D-Ga.), Washington.*

### Status quo?

EDITOR: The alleged "flaw" or contradiction in the "Association of Maximum Service Telecasters claims flaw in Rubin's Corporation for Public Broadcasting study" story (BROADCASTING, Aug. 26) seems beside the real point at issue. Talk all you want about "recognizing the need . . . to improve the quality of UHF," the fact remains that VHF is far superior to UHF and may remain so even with more massive doses of power, taller towers, etc. UHF is second and it is better than whatever is third.—*Bert Snow, director of public relations, KCET (TV) (ch. 28) Los Angeles.*

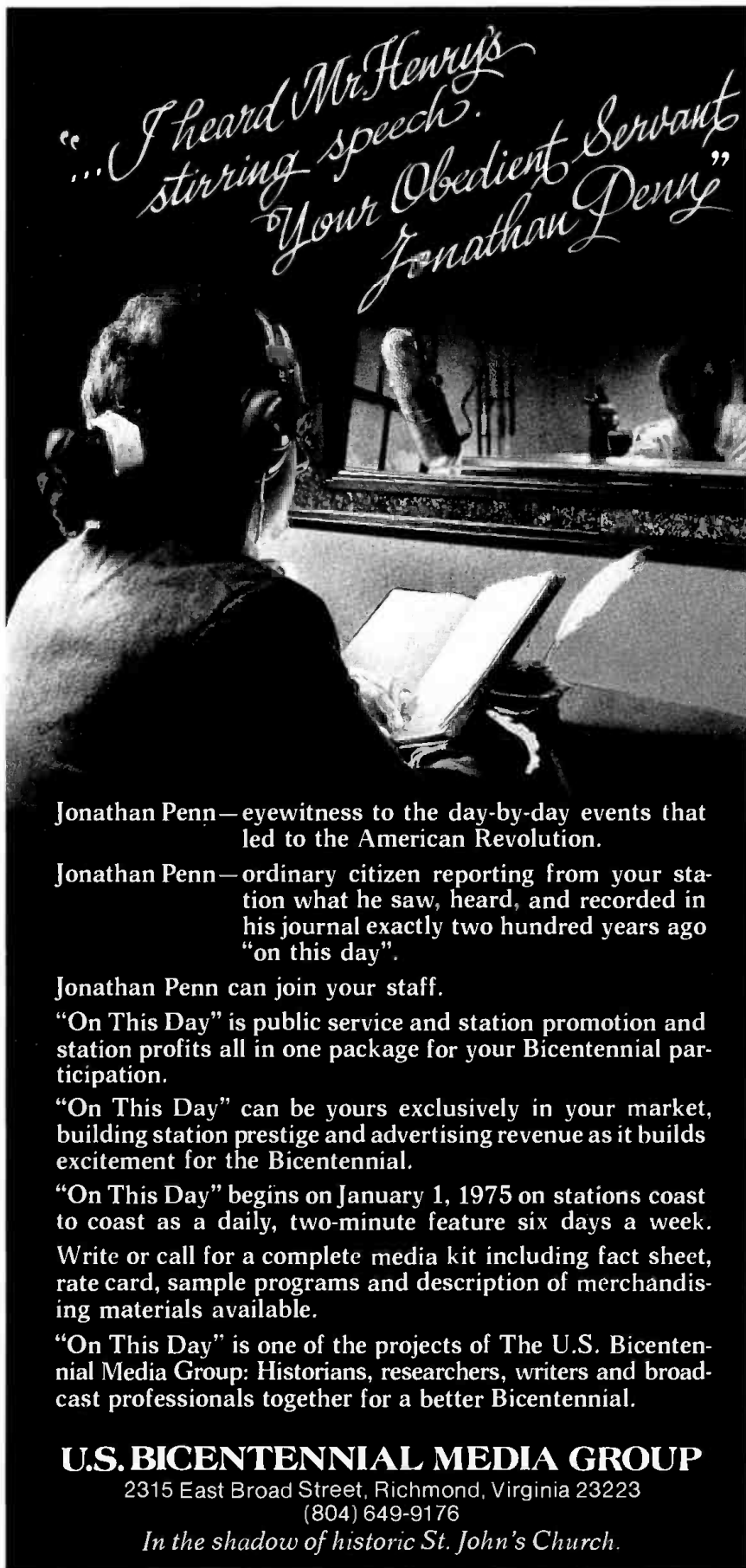
### Firing line

EDITOR: The statements of William F. Buckley Jr., chairman of the Starr Group, with reference to the pending format change of WNCN (AM) New York from classical to rock [BROADCASTING, Sept. 9], are both astounding and shocking. At the same moment Mr. Buckley would "like to be in a position to dictate to a station its programming schedule for my exclusive benefit," he continues that under the new WNCN format he has "no intention whatever of listening to it ever."

This arrogant attitude raises serious question as to his competence to serve as a licensee of 15 stations, and is an affront to the millions of people who apparently have the audacity not to share Mr. Buckley's taste in music.—*Peter M. Bardach, president, WSUS (FM) Franklin, N.J.*

### For 'For the Record'

EDITOR: Your change in organization of "For the Record," which began Aug. 19, is a needed and well conceived format. It is hoped that the section now titled "Fines" could be reviewed at the end of each year and in some fashion placed in tabular form or by subject



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headings to give an over-all picture of the day-to-day regulation problems of the industry.—*Marvin R. Bensman, associate professor, radio-TV-film, Memphis State University, Memphis.*

### Footnote

EDITOR: The editing of my letter ("Open Mike," Sept. 2) omitted one significant point. Contrary to the impression conveyed by your article of Aug. 26 and editorial of Sept. 2, none of the activities of either myself or the Citizens Information Project in opposing license renewal legislation while it has been pending in the Senate received any financial support from license challengers.—*Albert H. Kramer, Citizens Information Project, Washington.*

(As reported in the article and editorial, three clients of the Washington law firm of Welch & Morgan, all seeking to dislodge incumbent television station owners, supported the Citizens Information Project lobbying against license renewal bills in the House, before CIP was under Mr. Kramer's direction.)

### Genealogy

EDITOR: An item in BROADCASTING Aug. 26 says that for the first time in its history the American Bar Association is to have a Committee on Communications Law, mentions Marcus Cohn as chairman and states that I am head of the new ABA Section on Science and Technology. The facts are slightly different.

The ABA had a Standing Committee on Communications Law a number of years prior to 1969. In 1969 the ABA combined the Standing Committee on

Communications Law with the Special Committee on Electronic Data Processing under the title of the Standing Committee on Law and Technology.

This latter committee consisted of seven members, including myself, and functioned from 1969 until August 1974. During this period it found that the scope of matters calling for its attention was far too great to be handled by a committee and required a new section. Therefore it requested, and the ABA authorized, the establishment of a new Section on Science and Technology. The chairman of that section is Weston Vernon, an eminent New York lawyer, and I am the section delegate to the House of Delegates. Within the Section on Science and Technology there is a Committee on Communications and, at my suggestion, Mr. Vernon has appointed Marcus Cohn as chairman of that committee.—*Lee Loevinger, Hogan & Harison, Washington.*

### Too much change

EDITOR: An inaccurate impression was created by the [Aug. 26 report that] "Daytimer KBRT(AM) has changed format to contemporary music. . ." In fact, KBRT continues to program a bright adult music sound and is no way in the "contemporary music" business. Actually, the AM station is a beautiful music format that is simply more contemporary in flavor than our FM station, now called KBIG.—*Fred Seiden, director of operations, KBIG(FM)-KBRT(AM) Los Angeles.*

## Datebook

■ Indicates new or revised listing

### This week

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

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

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

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

Sept. 18—*Radio Advertising Bureau* large market sales clinics. Sheraton Cadillac, Detroit, and Riviera Hyatt House, Atlanta.

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

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

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

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

■ Sept. 19—*Association of Federal Communications Consulting Engineers-Institute of Electrical and Electronics Engineers* joint luncheon. Hotel Washington, Washington.

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

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

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

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

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

### Also in September

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

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

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

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

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

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

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

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

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

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

### October

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

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

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

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

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

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

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

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

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

Oct. 8-9—North Carolina Association of Broadcasters annual convention. Great Smokies Hilton, Asheville.

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

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

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

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

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—Radio Advertising Bureau large market sales clinics. International hotel, Los Angeles, and Marriott hotel, Cincinnati.

■ Oct. 10-11—Tennessee Cable Television Association annual meeting. King of the Road motel, Nashville.

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

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

Oct. 11-13—American Women in Radio and Tele-

vision southern area conference. Mills Hyatt House, Charleston, S.C.

■ Oct. 14—Country Music Awards eighth annual show. Grand Ole Opry House, Nashville.

■ Oct. 14-15—Institute of Electrical and Electronics Engineers broadcast symposium. Philip Rubin, chairman (202) 293-6160. Hotel Washington, Washington.

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

■ Oct. 15—Radio Advertising Bureau large market sales clinic. Parker House, Boston.

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

Oct. 16-19—WSM Grand Ole Opry 49th annual birthday celebration. Municipal Auditorium, Nashville.

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

■ Oct. 17—Radio Advertising Bureau large market sales clinic. Sheraton Inn-Laguardia, New York.

Oct. 17—Federal Communications Bar Association luncheon. Barbara Walters, guest speaker. Army-Navy Club, Washington.

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

■ Oct. 17-19—Information Film Producers of America annual conference. Vacation Village, Mission Bay, San Diego.

Oct. 18-19—New York State Associated Press Broadcasters Association meeting. Holiday Inn, Grand Island.

Oct. 18-20—National Association of Radio Farm Broadcasters annual meeting. Crown Center, Kansas City, Mo.

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

Oct. 18-20—American Women in Radio and Television west central area conference. Lincoln Hilton, Lincoln, Neb.

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

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

### Major meeting dates in 1974-75

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

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

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

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

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

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

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

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

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

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

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

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

Feb. 25-26, 1975—Association of National Advertisers television workshop. Hotel Plaza, New York.

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

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

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

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## Programing

### No recession at networks: sold out in new season at high rates

**Before definitive ratings are in, ABC and NBC give CBS first place but think they'll be close behind; in sales all three say they're hot**

It'll be another month or so before the dust begins to settle and the industry is able to get an accurate fix on the hits and flops of the new television season, but the network hypemeisters were out in force during premiere week (Sept. 9-15), making those seven days sound more momentous than those described in the Book of Genesis.

For example, Fred Silverman, the vice president for programing at CBS-TV, discussing the five new shows his network will be introducing this year, said, "I don't see a dog in the bunch. Last year, we knew going in that *Calucci's Dept.*, *Roll Out* and *The New Perry Mason* were in deep trouble and would probably not survive." (He was right on all three counts.) "But this year, we've got two pre-sold properties that look sure-fire: *Planet of the Apes* and *Rhoda*," the latter a spin-off from *The Mary Tyler Moore Show*. *Friends and Lovers*, he added, is a shoo-in because it's preceded by *All in the Family* (the number-one rated show in 1973-74) and immediately followed by *The Mary Tyler Moore Show* (which consistently places in the top 10). The other two new shows on CBS, *Sons and Daughters* and *Manhunter*, have good survival chances, according to Mr. Silverman, because their competition on ABC and NBC is made up of new shows.

But the president of NBC-TV, Bob Howard, while admitting that "CBS will still be number one again this year," sees weak spots in CBS's schedule that he thinks will cause some erosion in its big lead. "First of all, *The Mary Tyler Moore Show* will be somewhat weaker without the character of Rhoda," he said. "And then the new *Rhoda* show itself may not do that well outside New York because they're playing up the ethnic factor." He said *Apple's Way* is in trouble "because

the people just aren't real" and that *Kojak* will lose some rating points in its shift to Sunday nights, where it will face off against the *NBC Mystery Movie*.

Martin Starger, the president of ABC Entertainment, is also ready to concede that, barring "massive audience shifts," CBS will again be the leader. But Mr. Starger sees one of the indicators of ABC's improvement in what he regards as stronger lead-in shows on Tuesday, Wednesday and Thursday. Tuesday's lead-in, *Happy Days*, was one of ABC's two second-season hits (the other: *The Six Million Dollar Man*), and although it may face stiffer competition from CBS in *Good Times* (another second-season hit, transplanted from Friday) it figures to hang on to a fairly steady audience. Wednesday's lead-in on ABC is the new sitcom, *That's My Mama*, which at least got a good sampling because ABC premiered it a week before the official kick-off of the fall season. But if viewers react the way most of the TV critics did, the show will die through negative word-of-mouth. ABC has shifted its long-running sitcom, *The Odd Couple*, to Thursdays, and Mr. Starger said that although it's up against the second most popular show in the country, CBS's *The Waltons*, it should be able to carve out enough of an audience to provide a decent lead-in to *Paper Moon*, a new comedy based on last year's hit movie of the same name.

But CBS is still in the catbird seat, and network handicappers say it could win as many as six of the seven nights. The consensus: Sunday figures to go to NBC because of the track records of *The Wonderful World of Disney* and of the *NBC Mystery Movie* (which rotates *Colombo*, *McMillan and Wife* and *McCloud*, with a couple of episodes of the new cop series, *Amy Prentiss*, thrown in for good measure).

CBS has shored up its Monday night schedule with the shift of Norman Lear's *Maude* and the debut of *Rhoda*, but ABC stands to finish a close second with *The Rookies* and the fall and winter National Football League games.

CBS's move of two popular comedies, *Good Times* and *M\*A\*S\*H*, and of the equally popular private-eye series, *Barnaby Jones*, to Tuesdays, sandwiched around *Hawaii Five-O* (a perennial top-10 show), should give it the edge on that night, with ABC and NBC in a fairly tight struggle for second place.

*Cannon* at 9 should prove a strong enough anchor for CBS on Wednesday for the two shows that will be adjacent to it, *Sons and Daughters* and *Manhunter*. NBC is banking on *Bonanza*'s Michael Landon to give the new *Little House* on

*the Prairie* a respectable audience at 8 because the network is running three new shows back-to-back on that night (traditionally a no-no in programing strategy). If *Little House* fails, the domino effect would wipe NBC out for the whole of Wednesday night.

The huge popularity of *The Waltons* on Thursday provides a strong lead-in to *The CBS Thursday Night Movies*, and as long as the theatrical-film titles hold up reasonably well, CBS is conceded a lock on the night. ABC is figured to be second because of *The Streets of San Francisco*, its high-rated police show at 9.

CBS's hold on Friday is heavily dependent on whether the new TV-series version of *Planet of the Apes* will do as well as the three theatrical movies did when they were shown on the network last year. If not, ABC may be able to win the night, chiefly because of its high-rated *The Six Million Dollar Man*.

And the programers at ABC and NBC simply throw up their hands on Saturday: CBS's comedy block—*All in the Family*, *Friends and Lovers*, *The Mary Tyler Moore Show*, *The Bob Newhart Show* and *The Carol Burnett Show*—looks impregnable again this year.

As a footnote, in the first national Nielsen ratings, for Monday, Sept. 9, CBS won the night with a 23.5 rating, compared to NBC's 20.6 and ABC's 18.1. NBC's new series, *Born Free* (8-9 p.m., NYT), got a 29 share, finishing a close third behind CBS's *Gunsmoke* and *The Rookies* on ABC. And CBS's new *Rhoda* (9:30-10 p.m.) scored a big 28.2 rating and 42 share to win its time period. ABC was doing an NCAA college game (Notre Dame-Georgia Tech) instead of an NFL contest.

**Exercised.** NBC's New York switchboards lit up Tuesday night (Sept. 10) with 700 calls protesting a graphic gang-rape scene on "Born Innocent" (8-10 p.m.), a made-for-TV movie about a juvenile detention home for girls. In the scene, a 14-year-old girl (played by Linda Blair, who was the victim of Satanic possession in "The Exorcist") is set upon in the shower by several of her fellow female inmates, who hold her down while the ringleader violates her with a broom handle. NBC pre-faced the program with a printed "advisory legend," which pointed out that the film is "realistic and forthright" and went on to suggest that members of the audience "consider whether the program should be viewed by young people or by others in your family who might be disturbed by it."



## Despite upheavals in U.S. economy TV networks report record sales and prospects of rate increases

Network TV sales for the newly-launched prime-time entertainment season are a subject for optimism among three network sales executives, who are predicting TV is going to come out of the so-called inflationary crisis and with increased stability. All three prime-time schedules are sold out for this year's fourth quarter, and approximately 65% of all prime-time positions in the whole 1974-75 season were sold before the season opened last week. ABC, CBS and NBC sales vice presidents interviewed during premiere week were confidently estimating over-all

rate card increases by next year's first quarter and substantial revenue gains over the first quarter of 1974.

"Network television is a continuing necessary ingredient to the marketing of any consumer product," observed Jim Shaw, ABC vice president in charge of sales. "The use of network TV will be an upside down effect of the whole economy." Frank Smith, CBS's sales vice president, said he doesn't "share the point of view that our economy is in terrible turmoil." The broadcast advertising situation looks "terrific" from where Mr. Smith sits. And NBC's sales vice president, Mike Weinblatt, is keeping the faith by "feeling very, very good" about the season's sales prospects.

"I've talked to many clients about the economy," said Mr. Weinblatt, "and they agree that if you want to maintain your position in the marketplace, you must continue to spend in the most effective advertising medium, television, and that cutbacks in TV advertising dollars in any given year might cost double and triple in subsequent years. We think we would be the last place for them to trim their budgets."

Contributing to the buoyancy conveyed by the sales executives is the traditionally steady climb in numbers of U.S. homes equipped with television, which increases the value of the TV advertising dollar and encourages the prospect of rate increases in November when

## Prime-time viewing: the critics' choices

Critics sampling the new-season shows found them, as usual, like the girl with the curl: When they were good they were very, very good, and when they were bad they were awful. The following are comments on last week's (Monday, Sept. 9-Wednesday, Sept. 11) premieres:

### Born Free

(NBC, Monday 8:30 p.m. NYT)

"The humans . . . keep getting in the way. *Born Free* may still make it to the winner's circle, but that marvelous interplay between humans and animals has been diminished to an echo."—Bernie Harrison, *Washington Star-News*.

". . . has possibilities. Unfortunately the plot about poachers would have caused Jane (and Cheetah) to leave Tarzan."—Norman Mark, *Chicago Daily News*.

"*Born Free* is determined to deliver, week in and week out, the 'romantic and thrilling adventures' of George and Joy Adamson, a couple dedicated to the preservation of wildlife in East Africa's Kenya. Their intentions are admirable but their 'dramatic adventure' vehicle is infested with stock cliches."—John J. O'Connor, *New York Times*.

"Unfortunately, the initial episode fails to capture the warmth and the charm of the Joy Adamson book or the 1966 movie. . . . Since one episode does not a season make, I'm still going to root for *Born Free*."—Anthony LaCamera, *Boston Herald American*.

### Rhoda

(CBS, Monday 9:30 p.m. NYT)

"I love Rhoda. I want her to remain as a CBS series forever."—Norman Mark, *Chicago Daily News*.

"It's a rotten dirty CBS trick, putting its hilarious new comedy, *Rhoda*, smack in the middle of a Monday night football game."—James Doussard, *Louisville Courier-Journal*.

". . . has what it takes for a successful show. . . . Continued good scripts and development of relationships will give CBS a Monday night winner to replace Lucille Ball."—Rex Polier, *Philadelphia Bulletin*.

"In the slickly developed tradition of CBS situation comedies, *Rhoda* is bright,

brash and very funny . . . the half-hour of *Rhoda* whizzed by in what seems like 15 minutes. That barometer for TV success shouldn't be casually dismissed."—John J. O'Connor, *New York Times*.

". . . has a joy of life and a brightness that is infectious. . . . A hallmark of this fine new series is its perfect casting . . . a bullseye in every way."—Percy Shain, *Boston Globe*.

"The question . . . is whether Rhoda Morgenstern is a strong enough character to sustain an audience of her own. . . . She has help from her carefully chosen supporting actors, but at first glance they do not seem as varied and winning as the gang she left behind in Minnesota with her pal Mary."—Judy Flander, *Washington Star-News*.

"Rhoda, as admirers of Valerie Harper's work on the *Mary Tyler Moore Show* would expect, is a highly polished, beautifully performed, tart and salty comedy, full of Jewish despair. . ."—Cecil Smith, *Los Angeles Times*.

### Sons and Daughters

(CBS, Wednesday 8 p.m. NYT)

". . . admittedly is badly blemished by heavy overtones of soap opera, and the story line is woefully thin, slow-moving and a bit far-fetched in spots . . . but *Sons and Daughters*, despite the somewhat laborious opener, holds great promise as a quasi-novelistic venture and has the definite potential to grow into another phenomenon like *The Waltons*."—Gary Deeb, *Chicago Tribune*.

". . . Don't watch this one after eating anything not likely to stay down."—Terrence O'Flaherty, *San Francisco Chronicle*.

"*Sons and Daughters* . . . escapes the temptation to force the sentiment and emerge with cutesy-wootsy sentimental slop. . . . One fears the worst in such a case, but actually, what happened was a dignified, sound and sincerely felt narrative. . ."—Morton Moss, *Los Angeles Herald-Examiner*.

". . . the cast and production are generally attractive, and the series should give younger viewers a reasonable alternative to those interminable car chases

on the action-adventure series."—John J. O'Connor, *New York Times*.

"The word for CBS's *Sons and Daughters* is callow. . . . The result is TV to squirm by. . . . Everything ends happily—for everyone but discriminating viewers . . ."—Harry Harris, *Philadelphia Inquirer*.

### Little House on the Prairie

(NBC, Wednesday 8 p.m. NYT)

". . . has a *Waltons* tone, message and lack of violence. Its sentimentality well under control, the program nonetheless scores its heartwarming points, neatly and without mush."—Tom Shales, *The Washington Post*.

". . . a soupbone—a meatless sausage of cloying sweetness, padded dialogue and soap opera background music, all brought together by a lisping little-girl narrator who says innocuous things like 'home is the nicest word there is' and 'we have our own window and we can see the stars' . . . it's warm, tender and sentimental and it's laid on with all the subtlety of a pile driver."—Gary Deeb, *Chicago Tribune*.

". . . it tries to evoke as many tears as *Marcus Welby* does each week, but it's at least a pint short . . . the best of a bad lot at 8 p.m. Wednesdays."—Norman Mark, *Chicago Daily News*.

"This could easily out-Walton the *Waltons* and take the polish off the Apples. [Michael] Landon is likable, the cast is good and all of the warm family values are there."—Kay Gardella, *New York Daily News*.

". . . there's something decent and fine that should give it viewer popularity . . . it has an affirmative, positive outlook that is welcome in these days of crime and grime."—Percy Shain, *Boston Globe*.

### Lucas Tanner

(NBC, Wednesday 9 p.m. NYT)

"John McGreevy's intelligent script keeps Tanner safely balanced . . . between stereotype and sloppy sentiment. Meanwhile, Mr. Hartman retains the toothiest smile on the small screen. If the scripts retain [the premiere's] level, the smile may get him through again."—John J. O'Connor, *New York Times*.

"*Lucas Tanner* is another quality pres-

new season ratings have been thoroughly analyzed. The current prime-time schedule can reach 68.5 million homes compared to the 66.2 million homes equipped with TV during the September 1973-August 1974 period, a 3.5% hike.

Although the schedules were announced some three weeks late this year—due to conditions extraneous of sales—total sales have kept up with or surpassed what they were last year when the programs premiered. ABC and NBC, each with 10 new prime-time shows, are finding themselves about 60% sold for the entire 1974-75 year, an approximate 5% improvement at ABC, and about par with last year's pace at NBC. CBS, with five new shows, reports 75%

of its full season is already scooped up, which parallels last year's premiere week sales pace.

Not to be excluded from reasons for enthusiasm for season's sales prospects are the shows themselves, which, predicts Mr. Weinblatt, might very well bring in a 7-8% revenue increase for 1975's first quarter over that quarter last year. "We'll be getting more money than we anticipated," said CBS's Mr. Smith, "although the only raising of rates will probably turn out to be the shows that are more successful than we estimate." Each of CBS's five new shows, plus each of the returning shows, is selling well, Mr. Smith added, and he reported no "slumps" due to any one program.

NBC and ABC, with double the number of new programs, were a little more specific: ABC's prime-time fare is sold out except for three Saturday night programs, and for Wednesday's *That's My Mama* and *Get Christie Love*, which are almost sold out.

Mr. Weinblatt noted that at NBC, the easiest programs to sell are the *Sunday Mystery Movie*, *Sanford & Son* (Friday); *Police Story* (Tuesday) and *Walt Disney* (Sunday) — all returning hits. The two new programs that "got the most immediate reaction" in sales were *Little House on the Prairie* (Wednesday) and *Chico and the Man* (Friday) which follows *Sanford & Son*. Most other NBC shows had "a few

entation. . . . The fault [however] is that it idealizes the [teaching] profession. . . . Many doctors have long taken exception to their TV image. . . . Now TV has the perfect teacher in a dramatic role. . ."—Barbra Zuanich, *Los Angeles Herald-Examiner*.

"If enough people enjoy being with David Hartman each week, *Lucas Tanner* will teach for a long time."—Norman Mark, *Chicago Daily News*.

". . . a tediously romanticized view of a superteacher who inspires his class to absolute frenzies of enlightenment. One thing in common with *Little House*: Its best performance is by a child (Melissa Gilbert on *House*; Robbie Rist on *Tanner*)."—Tom Shales, *Washington Post*.

"It looks as if tall, amiable David Hartman is going to find a regular weekly berth at last as star of *Lucas Tanner*. [Mr. Hartman is] the Marcus Welby of the high-school classroom."—Rex Polier, *Philadelphia Bulletin*.

### Manhunter

(CBS, Wednesday 10 p.m. NYT)

"There might have been the germ of a workable idea in *The Manhunter* . . . but the same Quinn Martin trash-compact which has already turned *Canon* and *Barnaby Jones* into interchangeable hours of mindless motion seems to have been at work here. . . . *The Manhunter* has nothing whatsoever to separate it from the shows ahead of and to either side of it on the new schedule. Quinn Martin and producer Sam Rolfe have succeeded in wasting film and filling time—or vice versa."—Dick Adler, *Los Angeles Times*.

". . . is mind mush (and it will probably become a popular hit)."—Norman Mark, *Chicago Daily News*.

"It's still action adventure, but it works better than most. The production is good, the period details are attractive, and [Ken] Howard and other cast regulars are pleasantly effective. As escapist fluff, it could settle into the plausible category."—John J. O'Connor, *New York Times*.

". . . CBS flips back to the 1930's and delivers to thrill-seeking viewers a very strong, personable, attractive detective who is dedicated to righting the wrongs done citizens of Colorado. . . . His name

is Dave Barrett and televiewers know him as Ken Howard. This is a good, weekly bread-and-butter series."—Kay Gardella, *New York Daily News*.

". . . routine melodramatics spiced with high-flown exploits. Giant-sized Ken Howard, who plays this remarkable farm-boy-turned-sleuth, is the main hope to make this series work. . ."—Percy Shain, *Boston Globe*.

### Petrocelli

(NBC, Wednesday 10 p.m. NYT)

"The problem with the show is that while [Barry] Newman is an attractive and fairly 'new' star and Tucson, Ariz., is a relatively 'new' location site, the scripts apparently came West with Lewis and Clark."—John Carmody, *Washington Post*.

"*Petrocelli* functions at optimum pitch. It holds your attention and concentration through the hour. The premier script . . . is without a flaw and the story is devoid of the usual whodunit cliches. . . . If subsequent episodes can hold up to the initial segment, *Petrocelli* will emerge as one of the few shows that serious TV viewers will find plausible and fresh."—Barbra Zuanich, *Los Angeles Herald-Examiner*.

"Occasionally a television show comes along that is so sick, so phony, so vicious, so poorly written and amateurishly performed—indeed so second-rate in every way that it should be singled out—as representative of the worst video sleaze of the season . . . tonight's epitome of Vicious Trash '74 appears right up front as the opening episode of . . . *Petrocelli*."—Terrence O'Flaherty, *San Francisco Chronicle*.

"Not since Peter Falk bowed in *Columbo* has TV had a star and series capable of creating as much excitement and entertainment as . . . Barry Newman does in *Petrocelli*."—Rex Polier, *Philadelphia Bulletin*.

". . . the best thing about *Petrocelli* is the commanding presence of its courageous, incorruptible title character, as played by . . . Barry Newman."—Anthony LaCamera, *Boston Herald American*.

". . . has a potent potential . . . an engrossing slam-bang melodrama . . . but the arbitrary way in which the trial is

resolved is disappointingly devoid of either legality or common sense."—Harry Harris, *Philadelphia Inquirer*.

"*Petrocelli* seems to have possibilities as an ethnic figure." [Barry Newman] "has made this character part of his being and is strong in the lead."—Percy Shain, *Boston Globe*.

### Get Christie Love

(ABC, Wednesday 10 p.m. NYT)

". . . it provides gainful employment for a nice young woman named Teresa Graves, who is in no way responsible for its content. . . . All in all, the show's got a good beat and you can dance to it. I'll give it about 13 weeks."—Gary Deeb, *Chicago Tribune*.

"You may not always be sure who is doing what to whom, but Christie goes helter-skeltering and harum-scaruming around in a manner to cause a decent amount of delight. . . . She's flip, whisks hither and yon, and, all the while, practices blatant coquetry on the guys who crowd into the plot and the audience outside of it. . ."—Morton Moss, *Los Angeles Herald-Examiner*.

"The writers try to combine sitcom with police action and don't do a very good job of either. Let's hope that Police-woman Love gets better assignments from what must be white, male-chauvanist writers."—Jean M. White, *Washington Post*.

"It's a cheap, shoddy detective hour . . . has the kind of bargain-basement look a lot of ABC series are getting lately."—Kay Gardella, *New York Daily News*.

". . . standard pyrotechnics in the crime field. . . . Some viewers may like this kind of provocative emoting and Teresa Graves [the star] is very adept at it."—Percy Shain, *Boston Globe*.

"The best thing about this ABC cop show is the attractive presence of Teresa Graves in the title role of a likable, quick-witted, spirited (but too all-powerful) Los Angeles policewoman with a sense of humor . . . far-fetched plot."—Anthony LaCamera, *Boston Herald American*.

"If this is a fair sample," i.e., the opening episode, "all I can say is 'Git!, Christie Love.'"—Harry Harris, *Philadelphia Inquirer*.

scattered minutes" to be sold for broadcast after the first of the year.

Increased production costs due to inflation are being balanced, it was reported, by proportional commercial advertising price boosts, but none of the sales experts had observed any significant trends in new buying habits among network advertisers or evidence of panic buying. "Flight buying"—or short term commercial placement—and "scatter buying"—or buying into a wide variety of programs—have not increased, the vice presidents said. The only new trend, observed by Mr. Shaw and Mr. Smith, appeared to be an increased interest among advertisers in the high identification area of prime-time specials. ABC made available a partial list of fourth-quarter full sponsors of network specials: Timex (three); Mobil Oil Corp. (two); Zale Jewelry Corp. (two); Sentry Insurance (one); Milton Bradley Co. (games) (one); Ford Motor Co. (one); and American Gas Association (two). Zale Corp. is new to network advertising, as are the following ABC fall prime-time buyers: Florsheim Shoes, Aquatec Co. (manufacturer of shower heads), Canon Camera Co., and Denver Chemicals. A list of sponsors new to CBS-TV during prime-time was not available last week. Among NBC's new prime-time purchasers are: Universal Oil Co. (election night coverage); Kinney Shoes (for the movie, *The Godfather*); Texas Instruments Co., heavy industry and pocket calculator manufacturers (scatter buying).

According to Mr. Weinblatt, areas of major commercial expansion this season will include oil and corporate advertising, because of an "awareness that they have roles to play socially and economically in the country." Although prime-time is usually the last daypart a new advertiser chooses to break into network television, Mr. Weinblatt says new placements from oil companies would be seen most prominently in prime-time. Further, an intrepid advertising colloquium—the national retail stores—will be evincing more interest in network TV in the future and will aim that interest directly at prime-time programming, he predicted. "The retailing operations such as Sears, A&P, K-Mart, are growing enormously in network TV," said Mr. Weinblatt.

## TV, closed and open, makes a rich man of Evel Knievel

He will receive millions of dollars in CCTV and broadcast rights for his failed Snake River canyon stunt

Television discovered another \$6 million man last week—Evel Knievel.

Mr. Knievel will rake in at least that much for the closed-circuit and network-TV rights to his failed attempt to rocket across the Snake River canyon in Idaho last Sunday (Sept. 8). His deal with Top Rank Inc., New York, which promoted the event, is for \$6 million or 60% of the gross, whichever is higher. A spokes-

man for Top Rank said the gross figure was still being computed as of last week because some of the arenas and exposition centers that showed the stunt on closed-circuit television (there were 280 locations in all, according to R. D. Corrett, Mr. Knievel's attorney) were new to this sort of box-office setup.

But the spokesman did say that Top Rank shelled out about \$500,000 for the pickup, the telephone long lines, satellite transmission, promotional expenses and personnel. ABC handled the coverage for Top Rank. The network was scheduled to show an edited tape of the event on its *Wide World of Sports* show (Saturday, Sept. 14, 5-6:30 p.m., NYT).

Sources close to Mr. Knievel would not comment on the suit brought by his former business manager Richard St. Johns, which threatens to tie up the proceeds of the event until the dispute is settled in the courts.

These same sources said that reports of vandalism and arson Sunday night (Sept. 8) and Monday afternoon were not untrue but were being overplayed in the press. And an ABC source added that the network was able to get all of its equipment out of the Twin Falls, Idaho, site before any damage could be done by the restless bands of youths that roamed the area in the wake of the abortive stunt.

## How the waivers will work in prime-time access

FCC provides for two off-network series, six children's specials, makes concessions in news area and for network sports runovers

The FCC has announced its policy for waivers of the prime-time access rule for the 1974-75 broadcast season, during which the commission is barred by appeals court order from modifying the rule. The court stayed for one year a commission action amending the rule, which limits the amount of prime-time network and off-network programming major-market affiliates may carry to three hours.

The policy provides waivers for:

- Two off-network series—*Wild Kingdom* and *Animal World*, provided that no more than 49% of the first and 43% of the second are off-network.

- Six children's specials—*Uncle Sam Magoo*, *Mr. Magoo's Christmas Carol*, *Pinocchio*, *The Emperor's New Clothes*, *Jack and the Beanstalk* and *Aladdin*. All were previously shown on either CBS or NBC.

The commission also waived the rule for network news programs in the first half hour of prime time if it is immediately preceded by one hour of local news or public-affairs material, and for "one-time" network news and public-affairs programs aired in prime time.

In addition, the commission said waivers would be granted if requested for "runovers" of network sports telecasts,

to the extent they have been granted in the past; network news or public-affairs programs broadcast in the first half hour of prime time on weekends, if the programs are preceded and followed by a half hour of local news or public-affairs material, and for the *National Geographic* off-network series.

### Program Briefs

**Darrow for PBS.** International Business Machines Corp., sponsor of Henry Fonda one-man show, *Clarence Darrow*, broadcast by NBC two weeks ago, has underwritten presentation of show on Public Broadcasting Service early next year. PBS special will be aired March 17 and repeated March 22. Part of PBC presentation will be an informal discussion between Mr. Fonda and John Houseman, director of stage show, who was advisor for TV show. Other public broadcast specials underwritten by IBM after it sponsored them on commercial TV were *Much Ado About Nothing* and documentary on Leonardo da Vinci.

**Brisk sales pace.** Paramount Television announced that its Portfolio VI of 30 theatrical movies—on market only two months—has been sold to 45 stations, including all five CBS-owned stations. Titles include "Love Story," "Barefoot in the Park" and "Gunfight at the O.K. Corral."

**Abracadabra.** Tiburon Productions, Los Angeles, has been signed by Ideal Toy Co. to produce five one-hour children's specials, under umbrella title *Bill Daily's Hocus Pocus Gang*, to be syndicated on barter basis by Mission Argyle Productions, also Los Angeles. Director is Al Schwartz, winner of eight Emmys for children's shows.

**Special available.** Gold Key Entertainment, division of Vidtronic Co., Los Angeles, has acquired worldwide distribution rights to *In the Attic*, half-hour TV special starring Loggins and Messina and produced by Marty Pasetta Productions. Program was aired on a few TV stations, but not nationally.

**HEW offers help.** Office of Consumer Affairs is producing weekly public information radio series hosted by Virginia Knauer, special assistant to President for consumer affairs, dealing with various consumer concerns. Initial package of 13 four-minute programs is available for broadcast first week in October. OCA plans to offer similar packages quarterly.

**Getting warm.** Fire that destroyed one-fourth of Columbia Pictures Ranch in Burbank, Calif., Sept. 8 caused estimated \$2 million loss, it was reported last week. Ranch is part of the Burbank Studios that was established in 1973 when Columbia and Warner's facilities were merged. During fire, firemen from Burbank and Los Angeles stopped the flames virtually at edge of *Apple's Way* set, permitting Lorimar Productions, producer, to continue filming CBS series with only day's lapse. Filming of first in series of two-hour specials on the FBI for CBS, by Quinn Martin Productions and Warner Bros. TV, was not delayed; it was moved to main studio.



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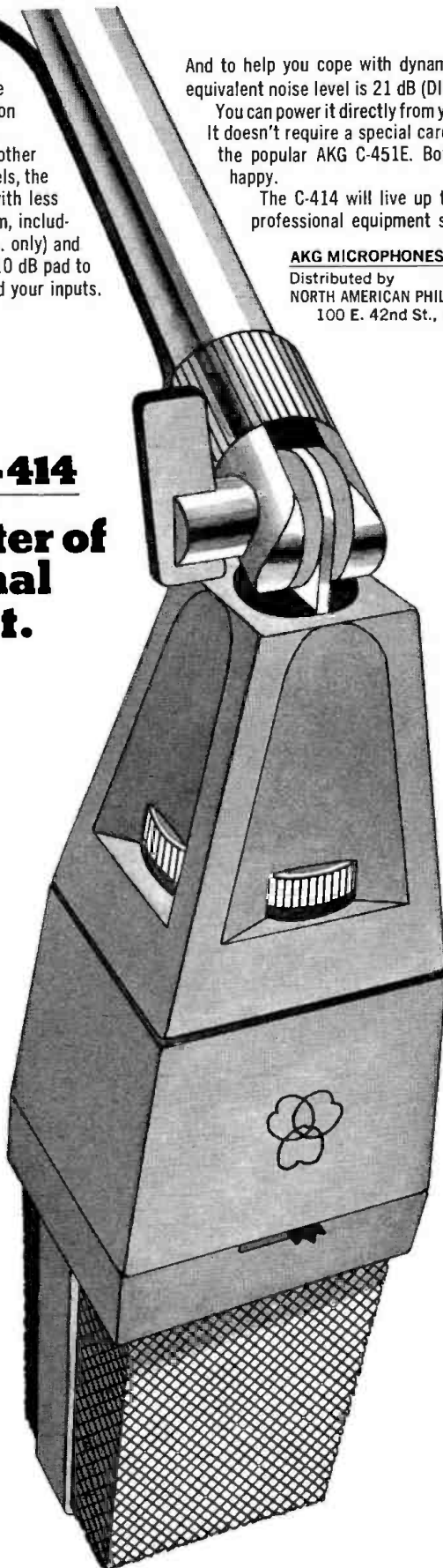
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## FCC heads for compromise on co-located media holdings

**In sight: divestitures in some small markets, grandfathering everywhere else, ban on new crossownership acquisitions**

The details are still obscured by the conflicts among FCC commissioners and the uncertainties plaguing many of them. But the rule that the FCC will eventually adopt to govern media crossownerships in individual markets began taking shape last week.

In a meeting that lasted three hours on Tuesday afternoon, the seven commissioners debated and agonized over a host of options for resolving the four-year-old rulemaking (Docket 18110) looking to the breakup of newspaper-broadcast crossownership in the same market. And, although no votes were taken, the commissioners appeared to reach these conclusions:

First, the main thrust of the rule should be prospective. Officials indicate that the commission will impose a ban on the creation of new television-newspaper combinations anywhere. There is also some sentiment for—but apparently considerable opposition to—a similar ban on the creation of newspaper-radio combinations.

Second, the rule will look to the forced divestiture of existing combinations regarded as representing egregious concentrations of media control. The main concern seems to be with situations in which the only newspaper owns the only television station and where there are no signals from outside the market providing essentially local service. Again, there is some sentiment for also breaking up similar situations involving radio. But again, some commissioners appear to find that distasteful.

The number of markets that would be affected by divestiture was hard to pin down, officials said, because the criteria that would be used for determining the kind of combinations in conflict with the public interest has not yet been decided. Some sources said that, in television cases, for instance, the commission might consider an outside signal that is of city grade or grade A quality or that is "significantly viewed" as sufficient to be considered local.

On the other hand, some officials said consideration was being given to criteria under which concentrations would be regarded as egregious even if, say, a newspaper-owned television station faced competition from one or two TV outlets in the markets. (Concentration would be based on the circulation of the station.)

Given the strictest standards for determining the kind of situation that would raise the question of divestiture, estimates of markets likely to be affected ranged as high as 70. However, indications were that, in the final report and order, the criteria will affect a far smaller number, and most likely small markets dominated by newspaper-television combinations.

According to one official, the staff developed a list of "nine or 10" communities with newspaper-TV monopoly combinations and "21 or 22" cities with monopoly combinations involving newspapers and radio stations.

And whatever criteria are finally adopted, divestiture will not be automatic, officials said. Affected licensees will be given an opportunity in a proceeding to argue the public-interest benefits of continuing ownership of both the broadcast property and the newspaper. One official said that financial records filed with the commission indicating that the properties involved would not be economically viable if separated might be enough to spare the owner an order to divest.

Commission officials cautioned that no final decisions had been reached. A news release issued after the meeting on the issue—which commands considerable interest throughout the broadcasting and newspaper businesses—stressed that point. It said the staff had been given "tentative" instructions to prepare a proposed report. And it added that Chairman Richard E. Wiley said the instructions were "tentative in the sense that some commissioners have indicated a desire to consider the matter further and to defer final judgment until they have an opportunity to review a draft decision. Accordingly, it said, "no conclusion can be reached that the instructions given the staff will represent the commission's ultimate judgment in this proceeding."

The highly qualified language of the news release is known to reflect the uneasiness of some commissioners. There is said to be a wide divergence among them—with Commissioner Glen O. Robinson the strongest for divestiture and Commissioners Robert E. Lee and Charlotte Reid most opposed to any action. Commissioner Benjamin L. Hooks seems of two minds; he is said to find offensive a rule that would hit primarily at small-market operators, yet he is concerned about situations in which monopoly owners of media in rural communities can—and, he feels, do—bar blacks from use of the media.

Chairman Wiley appears to be seeking a middle course. He is said to have no taste for the rule as proposed—it would require the breakup of all newspaper-television-radio combinations—but to feel that some examples of concentration of control that have emerged in the lengthy proceeding cannot be defended. Furthermore, the commission is not a completely free agent. In a number of cases in which it defended the renewal of stations' licenses held by multimedia owners, it has told the court of the rulemaking dealing with the concentration of

control of media issue. The Justice Department's Antitrust Division—which initially suggested the divestiture rule—has been filing petitions to deny renewals of newspaper-owned television stations as a means of prodding the FCC to act on the rule. And an FCC failure to take a substantial action, observers feel, could produce a strong reaction in some sections of Congress.

A clearer picture of the commission's intentions may emerge in two months. That is when the staff is expected to complete the draft order requested by the commission. The commission said it hopes to issue its final report and order by the end of the year.

Meanwhile, the National Black Media Coalition last week submitted its views on how the commission, if it ordered complete divestiture, could limit swaps of properties among owners of broadcast properties. NBMC's concern is in making sure minority groups—who now own less than .5% of the country's broadcast facilities—have an opportunity to acquire broadcast ownership.

The commission, it said, should require owners to give preference to competing buyers of divested properties in the following order: local groups that include substantial if not controlling minority interests; nonlocal groups with substantial if not controlling minority interests; other local groups, and other nonlocal groups.

NBMC said the procedure would not violate Section 310(b) of the Communications Act, which prevents the commission from comparing license transfer applicants. It said the section did not contemplate divestiture transfers pursuant to a commission order.

NBMC also said that safeguards taken "to assure the greatest possible public benefits can, and should, be established in this rulemaking proceeding," and added: "At the end of the transfer process which NBMC suggests, the commission would have only one transfer application before it."

## A hesitant buyer, a rejected buyer present problems in Washington sale

**Approved purchaser Allbritton wants to look at printing difficulties of parent firm of Star Stations; McGoff threatens to go to FCC about turndown of his offer**

The road to the sale of controlling interest in the parent company of the Evening Star Stations and the *Washington Star-News* turned rocky last week, and may turn rockier yet.

The stockholders of Washington Star Communications Inc. last Tuesday delayed their vote on the offer of Houston banker Joe L. Allbritton to purchase controlling interest in the company after Mr. Allbritton raised some questions



**Come see us.** The FCC played host last Monday to members of the National Association of Broadcasters' Small Market Radio Committee. It was the commission's way of reciprocating for the visits of commission personnel to small market stations in Virginia that the SMRC had arranged the past two years. The committee members spent an hour with Chairman Richard E. Wiley and Commissioners Charlotte Reid and Abbott Washburn, in the chairman's office, then were briefed by members of the staff. One solid, encouraging piece of news the broadcasters carried away was provided by Chairman Wiley—automatic transmitters would be "a functional reality" within a year and a half. Shown above, clockwise from Chairman Wiley (with arms folded at left center of picture): Commissioners Washburn and Reid; Charles Jones, vice president and director of NAB's radio information office; Paul Reid, WBHB(AM) Fitzgerald, Ga., chairman of SMRC committee; Valerie Waddelove, administrative assistant in NAB's radio information office; Burns Nugent, NAB's executive vice president for station relations; David Parnigoni, WKVT(AM) Brattleboro, Vt.; Jonathan Hall, NAB regional director; Jack Younts, NAB board member, WEEB(AM) Southern Pines, N.C.; William A. Merrick, KBMN Inc., Bozeman, Mont.; George Allen, KLGa-AM-FM Algona, Iowa; Tim Paulsen (standing), assistant to NAB's director for broadcast management; Eddie Fritts, Fritts Broadcasting, Indianola, Miss.; Edward D. Allen Jr., WDOI-AM-FM Sturgeon Bay, Wis.; George Dorrington, NAB national code subscription manager, and Wayne Cornills, KFSD(AM) Nampa, Idaho.

about the terms of the sale agreement.

Mr. Allbritton, who has offered \$25 million for 37% of the stock of Washington Star Communications Inc., was said to be concerned about a recent contract settlement involving *Star-News* printers.

Company officials met with Mr. Allbritton on Tuesday afternoon and, they said, answered his questions. Now Mr. Allbritton's financial advisers are considering the impact of the contract on the company's financial operations.

Meanwhile, the stockholders have scheduled a meeting for Sept. 24 to act on the offer already approved by the company's board of directors.

However, Mr. Allbritton's questions about the printers' contract may be the least of the company's problems. The operator of a string of 48 Midwestern newspapers has been rebuffed in his efforts to buy the *Star-News*—but not the stations—and said last week he is prepared to go before the FCC in an effort to block the sale, if the Allbritton offer is finally accepted.

"I will throw the case into a hearing on the basis of crossownership," said John P. McGoff, president of the Panax Corp., located in East Lansing, Mich. The sale, which would involve WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C., would require not only FCC approval but a waiver of the commission rule banning the acquisition of television and radio properties in the same market. Furthermore, the waiver request

would come at a time when the commission is considering an additional rule requiring divestiture of co-located newspaper and broadcast holdings (see page 22).

Mr. McGoff also said there were grounds besides crossownership on which he would seek a hearing on a sale. He declined to elaborate but said they were "substantial." He said that as a one-time broadcaster—with interests in stations in Michigan and Missouri—he is familiar with the manner in which the commission operates.

Mr. McGoff has offered \$27.5 million for the *Star-News*. And, in response to a suggestion voiced by a *Star* official that he has not provided any assurance he had the necessary financial resources, Mr. McGoff said, "We're prepared to back up the offer."

Mr. McGoff has made no bones about his resentment at the way he feels he has been treated by the Washington company. "I'm treated like a second-class citizen, and a country cousin," he said.

He also indicated that Panax opposition to the proposed sale to Mr. Allbritton would not be the only one. He said there are "a lot of conservatives" who regard Mr. Allbritton as a liberal and would not want to see the nation's capital served by two like-minded newspapers. The *Washington Post* is the morning newspaper.

Speaking for Panax, he said, "We're waiting for the application to be filed, then we will jump on them."

## Copyright moves briskly down deadend street

**Senate clears bill with major concessions to cable, broadcasters, but clock will run out in House; but observers think groundwork has been laid for next session**

The Senate last Monday (Sept. 9) cleared a logjam of amendments blocking passage of the copyright revision bill (S. 1361), then passed the bill 70-to-1 and sent it on to the House. In so doing, it handed victories to both the broadcast and cable industries.

The broadcasters' victory was the passage of Senator Sam Ervin's (D-N.C.) amendment to delete Section 114, which would have established a performance royalty for recording artists and record manufacturers to be paid by broadcasters, juke box operators and other users of recorded music.

The cable victory was the tabling of Senator Philip Hart's (D-Mich.) amendment that authorized the FCC to promulgate rules restricting sports programming on cable television.

The passage of the Ervin amendment ended a threat by Senator Hugh Scott (R-Pa.), author of Section 114, to attempt to send the entire bill back to the Senate Judiciary Committee to die for this session (BROADCASTING, Sept. 9). Senator Scott wanted to avoid a record vote on the issue of performance royalties so it could not be said that the Senate voted it down this year.

But Senator Scott conceded defeat this session and instead announced his intention to reintroduce performance royalties in a separate piece of legislation early next session.

Senator Scott inserted for the record his views on performance royalty which he stated earlier in the Senate Judiciary Committee's report on the copyright bill. He noted in that report that he has been urging establishment of a royalty for performers for 30 years, because the "creative efforts of the musical artist who performs are equally as valuable as those of the individual who writes the music. In fact, it is the special creative talents of the musical artist which really bring a particular musical composition to life." As an example of a performer's creative input, Senator Scott pointed to Bing Crosby's rendition of "White Christmas." "There must be hundreds of versions of this song," Senator Scott said, "but it is Mr. Crosby's special treatment which is continually popular at Christmas each year."

Senator Scott argued further that the performance royalty fee is not a great burden on broadcasters because they can pass the fees off to their advertisers. In addition, the senator produced a letter from Register of Copyrights Barbara Ringer expressing her opinion that royalties for performers fall within the Con-

stitution's guidelines for copyrightable material.

Performance royalties drew further support during debate from Senator Alan Cranston (D-Calif.), who argued that performers need the added income from royalty fees. ". . . For every Frank Sinatra or Bing Crosby there are literally thousands of creative artists, musicians, singers, and others who never attain the rewards earned by a few superstars," he said. Other voiced support came from Senator Howard Baker (R-Tenn.) and Copyrights Subcommittee Chairman John McClellan (D-Ark.).

Those who spoke against the measure included Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. Senator Pastore called the performance royalty a "can of worms" and "a monstrous pie," in short, a "new family of copyright entitlements which has never existed before. In my opinion that goes much, much too far."

Senator Roman Hruska (R-Neb.) said performance royalties would create an economic hardship for broadcasters. "Contrary to the beliefs of some, radio profit margins have not been increasing at a rate even approaching that of recording companies or the payments to many top flight performers," he said. Senator Strom Thurmond (R-S.C.) also opposed the measure, saying recording artists already receive several payments from their recordings: First they are paid for making the recording, then they receive a percentage of the sales. He added,

if they composed the work they perform they receive copyright royalties and if they own their own recording companies they receive yet another payment.

In the end, the Ervin amendment to delete performance royalties passed 67-to-8.

Floor debate on the Hart sports blackout amendment, added to the bill by the Commerce Committee, was almost wholly in opposition. The amendment's wording was suggested by the FCC, giving the commission authority to promulgate a rule suggesting that the FCC may keep in mind the effects of such a rule on broadcasting, cable television and sports.

Senator Hart voiced the only support for the measure, saying the wording "is what I regard as being as close to a neutral position as one can find."

But Senator Edward Gurney (R-Fla.) said, "If I were a member of the FCC, I would get the impression the U.S. Senate is telling me that cable television is not good for sports and, as a commission, look at it and do something about it."

"Millions of viewers throughout the country rely solely upon cable television in order to receive their sports programs," Senator Gurney said, "and if we do not carry it on cable television, they are not going to see it."

If the FCC makes a rule restricting cable carriage of sports events, Senator Gurney said, "it would certainly hurt the struggling cable systems and might even put them out of business."

Senator Hruska told the Senate that there is no reason for legislative instruction of the FCC because the agency is already engaged in a rulemaking proceeding to determine the relationship that should exist between cable systems and sports programming. "It would be wiser to await the FCC decision on this matter—expected by the year's end—and then assess by thorough hearings next year the need for further legislation on policy instructions to the FCC."

The vote to table the Hart amendment was 36-to-34.

Other amendments considered included a Commerce Committee amendment offered by Senator Norris Cotton (R-N.H.) to exempt from copyright liability those cable systems serving local communities before March 31, 1972, provided the local community is so situated as to be "principally dependent" on the cable systems' access to broadcast signals.

Senator Cotton's avowed aim was to protect so-called "classic" systems, those established in remote communities, such as the small enclaves in the mountainous regions of the senator's native New Hampshire, which are unable to receive over-the-air signals. But the senator conceded his amendment might 'grandfather' in a lot more systems than he had had in mind. By some estimates his amendment might have exempted 65% or 70% of existing cable systems. Admitting that his amendment was imperfect in its present form, Senator Cotton announced that he would not oppose tabling it. It was tabled by unanimous consent.

Another amendment suggested by the Commerce Committee and passed last Monday was one authored by Senator Daniel Inouye (D-Hawaii) to exempt Hawaii and Puerto Rico from a provision in the copyright bill granting a compulsory license for carriage of broadcast signals on a taped delayed basis for systems in the noncontiguous states and territories.

The provision was aimed at helping these areas, which, because of the great distances, have a difficult time obtaining signals from the mainland on the same basis as systems within the contiguous states. But Hawaii and Puerto Rico cable systems do not need this special treatment, Senator Inouye said, adding that it might afford their cable systems an unfair advantage over regular broadcast stations.

Senator Inouye softened his own amendment, however, to permit the FCC to decide when taped delayed broadcasts should be permitted systems in Hawaii and Puerto Rico.

A further Commerce Committee amendment passed by the Senate, authored by Senator Baker, would insure that the Vanderbilt University Television News Archives can continue taping network television newscasts and making the tapes available to researchers. The university has been making off-the-air video tapes of the three TV networks' evening news programs, indexing the contents and leasing copies of the broadcasts since 1968. Vanderbilt ran into trouble with

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CBS, however, when that network filed suit for copyright infringement. The passage of the Baker amendment would end that dispute.

Two other amendments were to be offered—one each by Senator Birch Bayh (D-Ind.) and Senator Charles Mathias (R-Md.)—but neither of the bills' authors were present and no action was taken. Their amendments and comments were, however, inserted in the record.

Senator Bayh's amendment would remove a restriction in the copyright bill which limits to 30 the number of copies which can be made of copyright-exempted educational programs produced for classroom broadcast and which requires the destruction of such programs after seven years. Senator Bayh introduced the amendment at the request of the nonprofit Agency for Instructional Television, one of his Indiana constituents, which produces elementary and high school telecourses for several states' school systems. The senator's concern is that 30 copies are not enough to go around for all public schools in a single state, let alone several states.

Senator Mathias said he introduced his amendment at this point only to stimulate debate in both houses. The amendment would provide compulsory licensing for public broadcasting, limited to educational television and radio programs produced for general-audience noncommercial educational broadcast stations. The senator said the compulsory license would enable public broadcasters to get out from under the burdensome administrative costs of arranging for copyright fees with individual authors of copyrighted works such as books, records and photographs, which are needed for educational programs. Instead they would pay royalty fees to the central Copyright Royalty Tribunal.

The copyright bill now passes to the House where it will be subjected to hearings, committee mark-ups and debate, a process which took the Senate several years to complete. According to one House Judiciary Committee staffer, it is certain the House cannot act on the measure this session. The best that can be expected, he said, is that the House will begin hearings. And because committee make-ups are likely to change after this fall's elections, it is questionable whether hearings would even begin this session, the aide indicated.

When the bill dies this session, both houses will have to begin anew next year. It is likely that the bill will make its rounds through Senate committees and to the Senate floor more swiftly next time around, observers say. Senator McClellan has already indicated he will reintroduce the bill exactly as passed last week soon after the 94th Congress convenes.

In the absence of a copyright revision bill this year, the Senate has already passed and sent to the House an interim measure under which all expiring copyrights are extended until Dec. 31, 1976. This step was taken because the major copyright revision bill would extend the term of copyright protection

from 56 years possible under the 1909 Copyright Law to the author's lifetime plus 50 years.

The interim measure also makes permanent the grant of copyright protection of record and tapes and includes stronger criminal penalties for infringements of record and tape copyrights.

Finally the interim legislation establishes a national commission to deal with copyright problems created by the development of new technology.

## Changing Hands

### Announced

The following broadcast station sale was reported last week, subject to FCC approval:

■ **WTMA(AM)-WPXI(FM)** Charleston, S.C.: Sold by Turner Communications Corp. to newly formed Charleston Communications Corp., of which Jack M. Rice and Charles E. Smith are principals, in stock transaction valued at about \$500,000. Turner, which is publicly traded over the counter, redeemed 148,975 of its shares held by Messrs. Rice and Smith and their families in exchange for Charleston stations. Turner stock has been trading in 3½ range. Mr. Rice has interests in coal company, antique store and real estate. Mr. Smith was VP-broadcasting of Turner. Turner Communications owns **WTCG-TV** Atlanta and **WGOW(AM)-WYNQ(FM)** Chattanooga. Its chairman and

president, R. E. Turner III, is principal owner of **WRET-TV** Charlotte, N.C. **WTMA** operates on 1230 khz with 5 kw day, 1 kw night. **WPXI** is on 95.1 mhz with 10 kw and antenna 385 feet above average terrain.

### Approved:

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

■ **WLPM(AM)-WFOG(FM)** Suffolk, Va.: Sold by Hynda B. Gerstenfeld, Marsha B. Schiff, Marilyn B. Lane and Edmund D. Baydash to Smiles of Tidewater Inc. for \$1,315,000 plus assumption of \$85,000 tax liability. Principals in seller have interests in **WGNI(AM)-WAAV(FM)** Wilmington, N.C. Principals in buyer are Norman J. Suttles and Derwood H. Goodwin who also have interests in **WFBS(AM)** Spring Lake, **WISP(AM)** Kinston, **WSML(AM)** Graham, **WRNC(AM)** Raleigh and **WSMY(AM)** Weldon, all North Carolina. Principals have sold their interests in **WGAI(AM)** Elizabeth City, N.C. (**BROADCASTING**, Sept. 2) to avoid overlap with **WLPM**. **WLPM** is on 1450 khz with 1 kw day, 250 kw night. **WFOG** is on 92.9 mhz with 80 kw and antenna 350 feet above average terrain.

■ **WGIV(AM)** Charlotte, N.C.: Sold by **WGIV** Inc. to New **GIV** Inc. for \$1,011,980. Tracy Broadcasting Co. is parent of **WGIV** Inc. and is owned by Richard B. Stevens, who also owns **KGFJ(AM)** Los Angeles, **KPOK-AM-FM** Portland, Ore., and **KUTE-FM** Glendale, Calif.

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Broadcast Enterprises Network is parent of New GIV, and is licensee of WOAK-(AM) Atlanta. Broadcast Enterprises is owned by Ragan A. Henry (52%), Milton Clark (7%), Ollen Hinnant (7%) and others. Mr. Henry is lawyer, banker, businessman in Philadelphia and has interest in WAMO-AM-FM Pittsburgh, WUFO-(AM) Amherst, N.Y.; and WILD(AM) Boston. Mr. Clark has interest in services of Joe Frazier, boxer, and Mr. Hinnant is lawyer and officer of athletic management firm. WGTV is on 1600 khz with 1 kw day, 500 w night.

■ WPCF(AM)-WPFM(FM) Panama City, Fla.: Sold by Bay County Broadcasting Co. to Magnasonics for \$666,215. Principal in seller is E. L. Duhate (100%), who is retiring as president and manager of licensee. Principals in buyer are Berkeley L. Fraser (50%), former manager and vice president of WYDE(AM) Birmingham, Ala., and Joseph Bruno, Birmingham businessman. WPCF is on 1430 khz with 5 kw full time. WPFM is on 107.9 mhz with 89 kw and antenna 740 feet above average terrain.

■ WMEL(AM) Melbourne, Fla.: Sold by Radio Melbourne Inc. to Elyria-Lorain Broadcasting Co. for \$600,000. Principal in seller is Jack Siegel, president. Buyer owns WEOL(AM)-WBFA-FM Elyria, Ohio, and WROD(AM) Daytona Beach, Fla., and is associated with ownership of Elyria, Ohio, *Chronicle-Telegram*. WMEL operates full time on 920 khz with 1 kw.

■ KGBX(AM) Springfield, Mo.: Sold by

Springfield Newspapers Inc. to Stauffer Publications, Topeka, Kan., for \$500,000, as spin-off from sale of other Springfield Newspapers properties to Gannett Co., Rochester, N.Y. (BROADCASTING, Aug. 26). Stauffer owns WIBW-AM-FM-TV Topeka; KGNC-AM-FM Amarillo, Tex.; KSOK-(AM) Arkansas City, Kan.; KRNT-AM-FM Des Moines, Iowa; KGFF(AM) Shawnee, Okla.; chain of newspapers and *Capper's Farmer*. KGBX is on 1260 khz with 5 kw full time.

■ 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 is on 1450 khz with 1 kw day, 250 w night.

■ Other sales approved last week include: KHOS(AM) Tucson, Ariz., KWCK-FM Searcy, Ark., WKRW(AM) Cartersville, Ga., WTUF(FM) Thomasville, Ga., WBOW(AM)-WBOQ(FM) Terre Haute, Ind., WSTL(AM) Eminence, Ky. and KRWB(AM) Roseau, Minn. See pages 48-49 for details.

## The third round on AM-FM duplication

**Citizen groups see crossownership as real issue; broadcasters see further restrictions as too narrow**

Supporting comments filed at the FCC by citizen groups throughout the AM-FM duplication proceeding advocating stronger nonduplication rules (BROADCASTING, Aug. 19, Sept. 2), the National Citizens Committee for Broadcasting, the Alabama Media Project and the Alabama Civil Liberties Union have jointly argued that the duplication proceeding misses the crux of the problem concerning programing diversity.

The real issue, according to the three groups, is crossownership which is being considered under FCC docket 18110, though question of AM-FM divestiture is not included in that docket. In 1970, the commission separated AM-FM combinations from the crossownership proceeding suggesting that further discussion on radio combinations would take place. That move, the citizen groups argued, "took the basic issue of ownership and tied it to duplication," which they feel will only permit "different outlets for the same voice," rather than insure diverse programing. Alabama Media, short of asking the FCC to prohibit all AM-FM combinations, alternatively suggested divestiture of AM-FM combinations in towns of 25,000 or less. According to Alabama Media the existence of AM-FM combinations in small markets precludes the entrance of independent FM's, especially in very small markets where revenue will not support more than one FM station. In addition the group felt minor-

ity ownership is affected, since newcomers will be at a decided disadvantage in markets with already entrenched AM-FM combinations.

The NCCB, assuming the FCC does not choose to prohibit AM-FM cross-ownership, concluded the "next best policy" would be to completely prohibit duplicated programing on commonly owned AM-FM combinations, thus serving as an impetus for voluntary divestiture.

Over 25 broadcasters, filing jointly or as single licensees, added their comments to the stack already received at the FCC, asking the commission to leave the present duplication rules intact or expressing concern that certain proposed restrictions are too rigid. The group against any change in the rules includes Bonneville International Corp. (KMBZ[AM]-KMBR[FM] Kansas City, Mo., and KBRT[AM] Avalon, Calif., and KBIG[FM] Los Angeles), Wilkes Broadcasting Co. Inc. (WKBC-AM-FM North Wilkesboro, N.C.), Bass Brothers Telecasters Inc. (KDNT-AM-FM Denton, Tex.), Greys Harbor Broadcasting Co. (KGHO-AM-FM Hoquiam, Wash.), WkJB Inc. (WKJB-AM-FM Mayaguez, Puerto Rico), Lebanon Broadcasting Co. (WLBR-AM-FM Lebanon, Pa.), Raymar Communications Inc. (WMOH[AM]-WYCH[FM] Hamilton, Ohio, and KUZZ-AM-FM Bakersfield, Calif.).

The biggest problem other broadcasters saw with the proposed changes in duplication rules is the suggested exemption for news and public affairs. Category limitations would cause undue problems, according to the broadcasters, by excluding such program types as sports, religious services, live opera, stock reports and agricultural news. Further, the broadcasters said such restrictions infringe on a licensee's discretion to program for his particular service area. Hearst Corp., licensee of WTAE-AM-FM Pittsburgh, and Newhouse Broadcasting Corp., licensee of WYSR-AM-FM Syracuse, N.Y. and WAPT-AM-FM Birmingham, Ala., wanted the FCC to allow duplication if an FM station is used as a carrier of sports or other special programs to a regional network. The broadcasters suggested the commission should adopt an exemption based on a set percentage rather than categorize exemptions such as news and public affairs.

Metropolitan Radio Corp., Town & Country and Hearst O'Wisconsin jointly filed comments asking the FCC to adopt a "market test" for establishing what stations constitute AM-FM combinations, rather than relying on the present city of license yardstick. They claimed, as did Metromedia Inc. (BROADCASTING, Sept. 2), inequalities in judging stations that serve the same area yet are licensed in different cities apart from co-located licensees which must adhere to nonduplication requirements.

Other licensees argued against the proposed changes on basis that the current duplication proceeding should be held in abeyance until legislation action is included in all-channel radio receivers. Their view is that once FM reaches parity with AM, no

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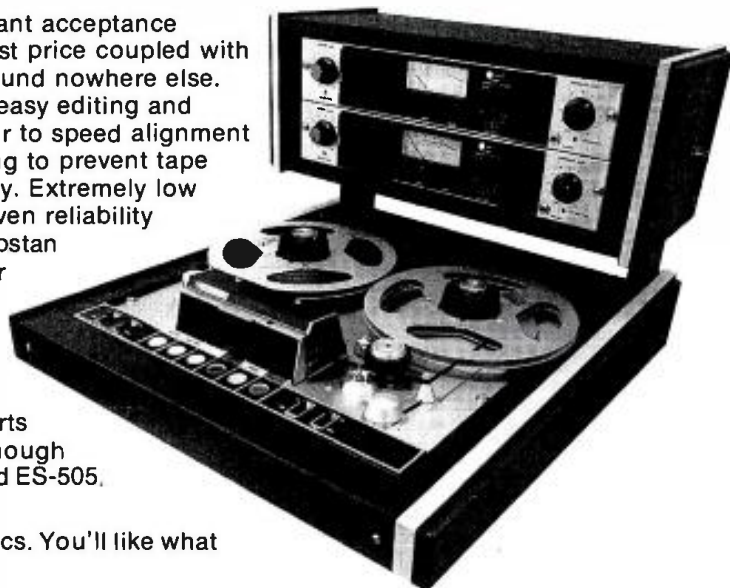
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new rules may be required to prod FM growth.

Golden Triangle Broadcasting Inc. (WEPP-AM-FM Pittsburgh and WHOT[AM] Campbell-WHOT[FM] Youngstown, both Ohio), Franks Broadcasting Co. (WHIM-AM-FM Providence, R.I.), Regional Broadcasters of Michigan (WGRD-AM-FM Grand Rapids, Mich.) and WAIT Radio (WAIT-[AM] Chicago) suggested the commission exempt daytime or limited AM radio from nonduplication to foster night-time service for the public.

The National Association of FM Broadcasters similarly urged the commission to grant FM stations owned by co-located daytime-only AM's exemption from nonduplication requirements, calling such a ruling a "regulatory boost" to the continued growth of FM.

WKRG Inc. (WKRG-AM-FM Mobile, Ala.) felt imposition of any proposed rules would not give FM broadcasters an opportunity to modify their operations, and asked the FCC to apply a go-slow approach. WKRG's suggested timetable would give stations in communities of 75,000 or more until Jan. 1, 1977, to adhere to the proposed 50% duplication rule (for communities under 100,000) and give stations until 1979 for communities of 50,000 or more.

The Washington law firm of Haley, Bader and Potts, usually filing for broadcast clients, filed this time on its own behalf, arguing against the proposed extensions of AM-FM duplication restrictions. Calling the whole proceeding "unnecessary," the law firm said the vast majority of AM-FM combinations already program separately more time than the new rules would require. The commission, the firm added, should concentrate on granting new FM allocations rather than adopting new rules.

## Federal highway agency corrects FM slight

Roadside weather signs now to list all cooperating stations

When the Federal Highway Administration in July endorsed a project in which the frequencies of local radio stations offering emergency weather information would be posted on roadside signs, more than a few eyebrows were raised in the broadcast industry. The FHA, indicating that car radios are virtually the sole domain of AM facilities, excluded FM from the project. (BROADCASTING, Aug. 5).

Now the federal agency has approved the scheme with one alteration. FM will be an active participant after all.

The change of heart followed an effort by Charles Jones, director of the National Association of Broadcasters' Radio Information Office, to convince the FHA that parity was in order. He noted that autos are increasingly equipped with FM receivers and questioned why motorists already listening to FM be asked to switch to the AM band.

Under the FHA-approved project, state highway officials will be authorized to

place the frequencies of all area stations which meet certain criteria—the most significant of which is their willingness to broadcast weather advisories every 15 minutes when adverse conditions prevail—on a clearly visible roadside sign.

The FHA noted that since the majority of automobiles are equipped with AM receivers, participating AM stations "must" be listed on the signs. However, the agency added, "available FM stations meeting all other criteria should be included, if appropriate, to give complete service to all parts of the U.S." The agency agreed that those motorists tuned to an FM frequency "should not be required" to turn to AM in order to determine what's going on outside.

## Public broadcasting, foundations underscore their relationship

At Senate subcommittee hearing, representatives of both cite importance of varied funding sources

Witnesses testifying last week before the Senate Subcommittee on Foundations all agreed on the importance of foundation funding to public broadcasting. Most of them were from the world of foundations and public broadcasting, and they cited foundation money for contributing to the independence of the medium and for encouraging program experimentation.

According to James R. Killian Jr., chairman of the Corporation for Public Broadcasting, funding diversity provides "a precious form of insurance for protecting the independence of public broadcasting from manipulation, undue influence and political misuse." And diversified financing, said Ward B. Chamberlain Jr., senior vice president of the Public Broadcasting Service, "is essential unless we are willing to surrender all responsibility for public affairs to the government." He said that foundation contributions amounted to some \$20 million or 7.9% of public television's 1973 total income.

In addition to program independence, foundation monies have contributed to program diversity and innovation, other witnesses noted. Joan Ganz Cooney, president of the Children's Television Workshop, which produces *Sesame Street* and the *Electric Company*, testified that perhaps the "most important" function of foundations has been in providing seed money for program experimentation. When *Sesame Street* was no more than a gleam in the eye of Mrs. Cooney, the Carnegie Corp.'s initial grant expressed a "willingness to risk an expensive failure" at a time when the program's success was not assured.

But while foundation support contributed to CTW's successes, "Success may bring an ironic financial dilemma," she said, noting that as projects succeed, foundations typically withdraw support in order to transfer funds to other projects. But, she said, "the fact is it costs money to maintain programing

which is attracting audience and achieving its goals."

The Ford Foundation, which for many years has been the single largest source of support for the system—channeling some \$270 million into public TV and radio projects between 1951 and 1973—is one of those phasing out its support, intending over the next four years to withdraw all institutional funding. That decision was reached, according to Fred Friendly, adviser on television for the Ford Foundation and former president of CBS News, because the system had reasonable assurance of long-range funding (in the Public Broadcasting Financing Act [S. 3825]) and had achieved "institutional arrangements"—notably the Station Program Cooperative—"to insulate the system from control or undue influence by a single source." The only "sense of uneasiness" that remained beyond low funding levels for the SPC, "is concern about resources for experimental new programing." "Foundations," Mr. Friendly said, "can continue to have a major impact on the future development of public broadcasting by providing funds for this purpose."

Alan Pifer, president of the Carnegie Corp., said that if long-range funding is guaranteed, foundation funding would turn to "support experimental, risky new projects and really major program productions. . . . Public television will never reach its full potential unless it can periodically reach out to set itself new standards of artistic and educational excellence and create new visions of an exciting future. If it can achieve these breakthroughs, it may well, in the process, challenge commercial television to improve its standards," he said.

Also speaking of the future role of foundations in public broadcasting, Henry Loomis, president of the Corporation for Public Broadcasting, said that the long range funding legislation will act as a "catalyst for increased support of public broadcasting by foundations" because of a matching funding formula that will base federal support on the amount raised by nonfederal sources.

One business corporation was on hand to tell why it supports public broadcasting. According to Herbert Schmertz, vice president for public affairs of Mobil Oil Corp., "We would like to see a spectrum of access to views and opinions that is really very severely limited both on commercial and public TV." (Mobil has been engaged in a controversy with the commercial networks over their refusal to air Mobil's "position" ads on the energy crisis.) "What is at stake here is the principle that debate on national issues be allowed to proceed unshackled by artificial constraints," said Mr. Schmertz, complaining of network news presentations that stress "topical entertainment and emotion" in news and public affairs programing. As a result, Mobil has sponsored the *National Town Meeting* show on public television to explore issues of the day.

The hearings were held Sept. 9-10. The subcommittee, chaired by Philip Hart (D-Mich.), is under the Committee on Finance.



## Quello opens up in maiden talk to FCBA

With five months service at FCC behind him, ex-broadcaster expounds on public-interest groups, public-service broadcasting, violence on TV and a 'commission hall of fame'

FCC Commissioner James H. Quello, who joined the commission in April, is not, apparently, afraid to reach judgments or to express them publicly. Last week, he unloaded a passel of them—impressions of a "freshman year," he called them—in his first appearance before the Federal Communications Bar Association. They ranged from his view of citizen groups to a suggestion that the FCC give extra credit to broadcasters who involve themselves in community affairs. He even dared to suggest his candidates for "a commission hall of fame" composed of seven ex-FCC commissioners.

The commissioner's views on citizen groups was colored by the difficult time many gave him last winter in the drawn-out confirmation hearing to which he was subjected, with his background as a broadcaster—25 years of service with WJR-AM-FM Detroit—the principal cause of complaint. Some groups, Mr. Quello said he came to recognize, "are primarily advocates for their own private version of the public interest," and "a few individuals depend for their existence on promoting and exploiting discontent." However, some groups, he acknowledged, represent sizable constituencies whose views should be considered.

Then, he was off:

▪ **Fairness doctrine:** Commissioner Quello is troubled by the fairness doctrine because he feels that broadcasters are entitled to the same First Amendment rights enjoyed by the print media. However, he feels the commission's new fairness report assures the fairness he says Congress requires of broadcasters, yet "does not impose a heavy regulatory burden on anyone concerned."

▪ **Crossownership:** The commissioner massaged his listeners' egos by stating he was "enchanted by the logic, reasoning, wordsmanship and skilled presentation" many FCBA members made at the oral argument in July on the newspaper-broadcast crossownership question. "The jury," he noted on Monday, when he spoke, was "still out." But he indicated that while he would not favor a rule requiring the breakup of all multimedia holdings in individual markets, he felt there were some "concentrations so extensive that one might question the amount of independent and diverse viewpoints available to the public in that locality."

▪ **News programing:** As for news programing in general, Commissioner Quello said station owners, executives and managers "should more and more assume roles of publishers and editors-in-chief

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Coy, Hennock



Craven



Cox



Loevinger



Ford



Hyde



Webster

**Quello's all-stars.** These eight former members of the FCC emerged from new boy James Quello's surveying for a commission hall of fame. Wayne Coy was picked as chairman, Frieda Hennock as the standout woman member. The other Democrats: T. A. M. Craven, Ken Cox and Lee Loevinger (who tied in the balloting). Republicans: Fred Ford, Rosel Hyde and Edward Webster.

rather than super sales managers, show-business producers or financial experts." None of those latter jobs, he said, has the impact on the public of news and news analysis. He would also like to see stations and networks employ larger news staffs capable of more investigative and more detailed on-the-spot reporting.

▪ **Media vs. government:** As for the adversary relationship between news media and government, Commissioner Quello said, "I believe that newsmen have the right and obligation to seek the truth—the facts—but I'm offended by arrogance or rudeness on their part." He feels government officials should be free to exercise their freedom of speech in criticizing the media "without raising the ominous specter of censorship."

▪ **TV violence:** Commissioner Quello indicated he had no qualms about suggesting program themes, "I believe TV violence must be curbed and more emphasis placed on the 'crime doesn't pay' theme," he said. He is aware of the no-censorship provision of the Communications Act, but: "Broadcasters, and particularly network executives and producers, must exercise the good judgment that will obviate any public demand for government intervention in programing." And he warned that if future research establishes "a direct corollary" between television violence and a high crime rate, Congress could and perhaps should "act to correct abuses."

▪ **Children's programing:** He applauded the broadcasting industry for the steps it has taken to regulate itself in the area of children's television programing. He recalled that shortly after joining the commission he was quoted as saying that commercials on children's programs should be carefully screened and judiciously reduced. "They have been judiciously reduced," he said. "Now I hope

and trust they will be carefully screened."

▪ **Public service involvement:** Public interest programing, important as it is as a measure of a station's public service, is not all that the commission should consider in that regard, the commissioner said. "Official recognition should be accorded stations whose broadcast executives and personnel take the extra time and effort to become personally involved—who assume active roles in community, charitable, educational, religious, government or civic projects—extra public-interest brownie points, if you will, for community involvement above and beyond the call of ascertainment duty."

As an example, he suggested that a station executive take the lead in exchanging ideas for programs and documentaries with other stations, get commitments from these stations and then create, produce and distribute the resulting product. He said that the larger stations in a market could rotate the chairmanship for such activities and that the most profitable stations should volunteer "substantial commitments of time and money" to programing and to public service involvement.

Commissioner Quello was critical of broadcasters who regard public service as a necessary but "annoying" interruption in the march to greater profits. "I'm sorry to say I've heard some say we take care of all public service crap after midnight," he said. "They forget they are licensed to serve public interest, not private gain." Those who use a substantial part of their profits for the public good should be recognized, he said; those who don't should be encouraged and even prodded.

Commissioner Quello's list of nominees for an FCC hall of fame is sure to start old timers among the bar and broadcast-ers casting back through their memories

for their own nominees. Mr. Quello's list, which diplomatically excludes commissioners now serving, was drawn up with the help, he said, of journalists and lawyers with more than 20 years "experience with, or exposure to, the FCC."

Because Democrats outnumber Republicans among the commissioners who have served since the agency was created in 1934, and since he is a Democrat, Mr. Quello said he would name a Democrat as chairman of his mythical commission—the late *Albert Wayne Coy*, who was chairman of the commission from 1947 to 1952 and who "is regarded by many as the architect of our present television system." Mr. Coy, Mr. Quello said, received more votes than any other ex-commissioner.

Other Democrats on the list:

The late *T. A. M. Craven*, who served two terms, from 1937 to 1944 and from 1956 until 1963. He was "a distinguished and respected engineer who developed an interest and considerable expertise in the budding communications industry."

The late *Frieda Hennock*, the commission's first woman member, who served from 1948 until 1955. She was "variously described as a 'gadfly' and 'activist' but [she] made a lasting contribution in the reservation of scarce spectrum space for educational purposes."

*Kenneth A. Cox* and/or *Lee Loevinger*, who tied in the balloting. The two former commissioners, whose terms overlapped during the 1960's, were frequently at odds on policy. Mr. Cox, who served from 1963 to 1970, "contributed to many current commission policies." Mr. Loevinger, a commissioner from 1963 to 1968, was considered by those surveyed as "one of the best informed and effective commissioners."

Three former Democratic chairmen who did not make the list but received substantial support were *E. William Henry* (1962-1966), *Newton N. Minow* (1961-1963) and *Paul Porter* (1944-46).

The Republicans on Mr. Quello's list are headed by *Frederick W. Ford*, a member of the commission from 1957 to 1964 and chairman from 1960 to 1961. He was largely responsible, Mr. Quello said, for the commission's policy statement on programing which was stated during the chairmanship of Mr. Minow.

The other Republicans:

*Rosel H. Hyde*, who holds the record for the longest service on the commission—from April 17, 1946 to Oct. 31, 1969—and who served as chairman twice, from 1953 to 1954 and from 1966 to 1969. "His dedicated efforts resulted in the lifting of the TV freeze [in 1952] and in expediting several hundred initial TV applications."

*Edward Mount Webster*, who served from 1947 to 1956. He was another engineer "who has been described as dedicated, earnest and serious."

Commissioner Quello said he has no ambitions to be on such a list in the future. All he hopes, he said, is to do a good enough job as commissioner "so that a future industry candidate won't have the trouble I had in being confirmed."

## A bluegrass goodbye for 'Country Tom' Whitehead

**Customary trappings of official Washington are left behind as friends and neighbors get together to send him off to MIT**

Tom and Margaret Whitehead's friends said goodbye last week. And they said it in style—bluegrass style. There was beer, there was talk, but mostly—in Ruby's, a small place on Route 1 in the Virginia country south of Washington—there was music, played by Cliff Waldron, and his New Shades of Grass.

Bluegrass is one of the not so secret passions of Dr. Whitehead, the 35-year-old outgoing director of the Office of Telecommunications Policy. There was nothing so relaxing for him after a day of tangling with broadcasters and/or AT&T, as to pull on his cowboy boots and jeans, drive to Ruby's and listen to the string bands that played there.

Thus it was almost inevitable that, when the time came for the going-away party, his friends thought of Ruby's. Some of those who attended are into bluegrass—Bowman Cutter, of the Cable Television Information Center, and his wife, for instance. But not all. But they came anyway, to listen, enjoy and maybe to learn.

And they were a motley crew with not much in common except their relationship with Mr. Whitehead. There was Philip Buchen, the President's counsel,

sitting quietly, puffing on a pipe, the controversy over a pardon for an ex-President apparently far from his thoughts. FCC Commissioner Abbott Washburn (whose invitation probably owed more to his former tour as a consultant to OTP than to his new job as commissioner) and his wife showed up in sweatshirts. Martin R. Hoffman, the special assistant to Secretary of Defense James R. Schlesinger, and Donald Baker of the Justice Department's antitrust division, were there. So were top officials of other agencies and their wives.

And from OTP, there were some of those who had served with Mr. Whitehead, the first director of that office—among them, John Eger, his deputy and now the acting director, and Henry Goldberg, the general counsel. Brian Lamb, who was Mr. Whitehead's press and congressional relations aide, helped arrange the party.

But it was all informal—blue jeans and *gemutlichkeit*. Mr. Whitehead was given a fiddle as a going-away present, and promised to learn to play it.

And then it was over. Mr. Whitehead will spend the next year between Washington and Cambridge, where he will be associated with the Massachusetts Institute of Technology and Harvard. Ruby, of Ruby's, is also moving on. The place was to be torn down this week to make way for a warehouse.

## Media Briefs

**On lower Gulf coast.** WEVU(TV) Ch. 26 station in Naples, Fla., has joined ABC as primary affiliate. Station operates with 2.7 megawatts and is owned by Gulfshore Television Corp.

**Disagreement in Dallas.** Times Herald Printing Co., licensee of KDFW-TV Dallas, has denied charges in Aug. 19 "informal complaint" to FCC by Dallas-Fort Worth Coalition for the Free Flow of Information. Complaint asked FCC to rescind its July 31 license renewal of KDFW-TV, charging licensee had violated agreements with coalition that had been filed as amendments to station's 1971 renewal application. In that agreement between coalition and station, affirmative actions on minority programing and employment were mapped out. KDFW-TV rejected as unfounded, coalition's additional argument that station and FCC hastily pushed renewal through while second series of negotiations with CFFI were underway. Further, KDFW-TV pointed to its employment record and programing over last three years to show accord with 1971 CFFI agreement.

**Appeal.** Better Broadcasting of Atlantic City has filed appeal in U.S. Court of Appeals against FCC's July 30 grant of license renewal to WDLB(AM) Atlantic City. FCC also had returned mutually exclusive application for WDLB facility filed by Better Broadcasting because it was filed after May 14, 1973 deadline.

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WHCN-FM Hartford, Conn., was sold to Beck-Ross Communications, Inc. for \$560,000.

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## Broadcast Journalism

### An uneasy RTNDA expresses fear of tightened vise around newsmen

**Paul White Award winner Bill Small assails fairness doctrine strictures; Lower rebuts some familiar charges; Saxbe delivers a bit of a lecture**

The recipient of the Paul White Award of the Radio Television News Directors Association told that group's Montreal convention last Friday (Sept. 13) that FCC regulation has made "second class citizens" of broadcast journalists. Bill Small, CBS News senior vice president and formerly Washington bureau chief, echoed the words of the CBS Radio News giant whose name the award honors by referring to the FCC as TV news's "worsome ogre."

Mr. Small also voiced the sentiments of his boss, William S. Paley, chairman of CBS Inc., in condemning the fairness-doctrine requirements imposed by the FCC to control license renewals. Mr. Small has joined the growing throng of prominent broadcasters to come out against the fairness doctrine this year, including Mr. Paley and NBC Chairman Julian Goodman (BROADCASTING, June 3).

"As long as the FCC can rule that NBC cannot do a documentary on the shortcomings of pensions without devoting as much time to pensions that do work, that long are we in broadcasting half-free," Mr. Small said. "The nature of what we have always done and how we do television news is permeated with a desire to be fair," he said, adding that "to impose artificial balance to reporting is distortion." Mr. Small took aim at remarks of ex-White House communications spokesman Ken Clawson that "we all have a piece of TV's ass." "As long as White House officials and congressman and access advocates and others feel that they have a piece of television," insisted Mr. Small, "then freedom of the

press will never fully apply to us."

The CBS News executive cited as particularly offensive recent attempts to restrain the use of TV cameras during the once-anticipated Senate trial of former President Richard Nixon. Suggestions that TV cameras be barred from panning the galleries or among senators, and that editorial comment from newscasters and interpretive reporting be controlled by Congress he called "dangerously close to the Russian way of doing things."

Two days earlier, in the convention's keynote address, Elmer W. Lower, former president of ABC News and now vice president, corporate affairs, ABC Inc., predicted that an hour of evening news will be on some network in the not-too-distant future. As for radio, Mr. Lower contended there is "a real need to reglamourize this arm of electronic journalism." He insisted radio is "not a second medium; it's alone in its ability, and it proves it over and over again."

Mr. Lower also used the occasion to defend broadcast journalism against various charges leveled against it. He decried accusations that the broadcast media are "the mouthpiece" of the so-called Eastern, liberal "establishment"; that network news programs unduly created opposition to the Vietnam war, and that TV and radio had dealt unfairly with former President Nixon during the Watergate period. He did say, however, that radio and television coverage of the Vietnam war may have hastened the end of that conflict—but he noted that it took 10 years to do so. Remarking of more recent journalism activity, Mr. Lower said that TV coverage of the House Judiciary Committee's impeachment deliberations will result in far greater acceptance of the broadcast media on both sides of the Hill.

Looking back on his 21 years in the business, at all three major networks, Mr. Lower concluded: "We have come far enough to be proud but not far enough to be complacent. There's a huge job ahead."

Another major convention address was that of Attorney General William Saxbe, who qualified a lengthy testimonial to the First Amendment with a brief—but barbed—criticism of television entertainment. Enumerating the influences he found destructive to contemporary American culture, he noted that "Violence per-

**Dealing with success.** The RTNDA expected 300 delegates in Montreal last week. Almost 600 showed up. It's been that kind of year in broadcast journalism.

The association is moving to deal with its welcome success. Among actions proposed by its committee on long range planning (chaired by Harold Baker of WTLV-TV Jacksonville, Fla.) was an expansion of the membership to include news editors as well as news directors, a move that is designed to triple the present ranks (approximately 1,000), and the consolidation of its headquarters functions—now spread among East Lansing, Mich., the University of Maryland and Washington—into one Washington office with a full-time managing director. It's hoped the membership expansion will be accomplished by next year, the consolidation by January 1976 or soon thereafter. A selection committee will be named to seek out and screen candidates for the management position.

Outgoing President Bos Johnson of WSAZ-TV Huntington, W. Va., told the organization it was solvent (with about \$50,000 in reserves) but that expansion was necessary to undertake the increasing workload of protecting broadcast journalists from government incursions upon their professional freedoms. Also contributing to RTNDA's budgetary demands: the decision to decline the hospitality of outsiders who in the past have picked up tabs for convention entertainment, a practice that reflected adversely on the organization's editorial independence.

Next year: Dallas, Dallas's Fairmont hotel, Sept. 17-19.



meates the mass art forms of movies and television—and the victims are not only sweet reason but millions of children who will never be quite the same again.”

Mr. Saxbe took pains to read broadcast-casters their rights, as it were, in regard to calls to testify in judicial proceedings. The key points:

- Subpoenas are issued to newsmen only as last resorts, if all other efforts fail to obtain desired evidence.

- Even then, voluntary compliance is sought first.

- And even then, only the attorney general may authorize such subpoenas. (Mr. Saxbe has authorized 15 in the last eight months, three in a single case.)

- And after that, newsmen may contest such subpoenas in court.

While stressing that it was up to the press to decide how it would report the news, Mr. Saxbe said that “new technology and the ability to instantly transmit via radio and television events of substantial importance make it essential that fairness be uppermost at all times.” By raising the questions, however, Mr. Saxbe seemed to indicate his feeling that, at least, the newsman’s response should not always be to damn the torpedoes and go full speed ahead. “They are very complex issues,” he said. “One day it might be televising the negotiations of convicts who have seized hostages. Another it may be the agonizing decision on whether to report a breaking story for which you have some—but perhaps not all—of the facts. And it can also involve careful judgments on whether to give coverage to demagogues and cranks seeking to build personal power through manipulation of the media.”

Mr. Saxbe was critical of the Associated Press for firing a reporter who had answered FBI questions about what he had seen at Wounded Knee, S.D. By contrast, he again praised the broadcast newsman (William Anderson of WHBQ-TV Memphis, Tenn.) who foiled a bank robbery by ramming the getaway car. The attorney general’s point: it is the newsman’s duty to help uphold the law—“Just as a doctor has an obligation to answer questions about a crime he has seen in a hospital. Or a lawyer a crime he has seen in his office building. Or a clergyman a crime he has seen in his church.”

The RTNDA convention had less success with two of its planned panel performances. One—billed as “The View from the Other Side”—was to feature two broadcast newsmen now working on the government side of the fence. Neither showed up, and the session was carried on by a single substitute, John Calhoun, a former newsman now assistant to the President for minorities. His appearance came on the heels of last week’s pardon of former President Nixon by President Ford, and the resignation of news secretary Jerald terHorst, and Mr. Calhoun was hard put to explain those events in the face of skeptical questioning. He fared little better in answering complaints of local newsmen that White House staff members failed to cooperate with them on presidential trips. News directors of

stations in Chicago, Columbus (Ohio) and Pittsburgh complained they were blocked out of coverage in favor of White House regulars traveling with the President. One news director commented that he would rather deal directly with the Secret Service and “not have the helpful cooperation of the White House staff.”

Mr. Calhoun, addressing a subject closer to his expertise, said that while conditions have improved in employment of minorities by broadcast media, the problem still exists. “I know you can’t find qualified minorities and women, but that merely compounds the problem and is just an excuse, not a solution. Minorities don’t want you to lower the standards,” he said. “Just open the door.”

And what was billed as an encounter

between Ralph Renick, news chief of WTJV(TV) Miami, and Frank Magid, the news consultant, also failed to develop (Mr. Renick was absent because of having injured himself on some coral, Mr. Magid because of illness in his family). What was left of the session on news doctors was declared a draw by moderator Ray Miller of KPRC-TV Houston with the comment that “You [the consultants] need us as much as we need you.”

[Mr. Magid’s published charge—in BROADCASTING’s Sept. 9 special report on news consultants—that broadcast journalists who criticized that developing specialty were biting the hands that feed them drew sharp challenge from the floor. A Magid associate, Leigh Stowell, said that although he could not confirm that

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the quotation was precise, he believed it to conform to Mr. Magid's thinking.]

Another prominent consultant, Phil McHugh of McHugh and Hoffman, McLean, Va., commented that so much of a station's life is dependent on news that more news directors should become station managers. A station cannot be successful, he observed, unless the news department performs capably. And J. Paul Huddleston of News Aid, Marina Del Rey, Calif., said that consultants come into play because stations tend to get bogged down. "Our only product is news," he commented, denying that it was consultants' intent to make actors out of newsmen. "The greatest story in the world couldn't be told unless the station is able to communicate," he said.

## After terHorst, who?

**Buchen says news secretary may have been misled, but not misinformed on President's pardon for Nixon**

President Ford is looking for a new news secretary, one who would do as much for his credibility as his former one and restore the amiable link to the White House press corps that he had provided.

The President did nothing for his reputation for credibility, and News Secretary J. F. terHorst resigned in protest, when Mr. Ford surprised the nation with his announcement that he was granting

former President Nixon a full pardon.

Mr. terHorst, who as a reporter had covered Mr. Ford for 20 years, was the first person he hired on assuming the Presidency last month. And Mr. terHorst had impressed White House reporters, from whose ranks the President had plucked him, with his candor and non-nonsense style—a relief, most said, from the style of President Nixon's news secretary, Ronald Ziegler.

Mr. terHorst, who is now back on the payroll of the *Detroit News*, said he left the White House job because he felt he could not credibly defend the President's decision to pardon Mr. Nixon. "I felt that mercy, like justice, should be even-handed," he said in a statement. He was concerned about the fate of the others caught up in the Watergate scandal and, indeed, the Vietnam war resisters who are requesting amnesty. Two days later, the White House announced President Ford was considering pardons for all Watergate defendants, a statement modified next day.

That was not his only problem. Mr. terHorst felt he had been badly used two weeks ago by a top White House aide with whom he had checked several reporters' queries about reports that a pardon for former President Nixon was imminent.

On the strength of what the aide, White House counsel Philip W. Buchen, told him, Mr. terHorst advised the reporters there was "nothing to" their reports. Mr. terHorst reportedly was not

informed of the President's decision until Saturday, the day before the Sept. 8 announcement, when aides were discussing plans for breaking the news.

Mr. Buchen, who appeared in the White House press room on Tuesday to answer questions about the Nixon pardon, conceded Mr. terHorst "could have been misled" but denied misinforming him. He said that when Mr. terHorst asked him about queries that a presidential emissary was in San Clemente, he did not tell Mr. terHorst the emissary was not out there discussing pardon. Mr. Buchen said he told Mr. terHorst the meeting was on the tapes and records. He said he avoided mentioning the matter of the pardon which had also been discussed, because he felt bound to secrecy by his attorney-client relationship with the President.

Filling in as news secretary on an acting basis and in line for Mr. terHorst's old job, is Jack Hushen, who had been deputy news secretary. Like Mr. terHorst, Mr. Hushen was a reporter for the *Detroit News*. But unlike Mr. terHorst, who joined the White House press office several weeks ago, Mr. Hushen comes directly from the ranks of government information officers.

He was director of public information at the Justice Department and special assistant to the attorney general. And in the view of some Washington reporters, Mr. Hushen's track record indicates that, if he is named to the top job in the press office, he would not have the same problem hanging in at the White House when controversial actions are taken and announced that Mr. terHorst did.

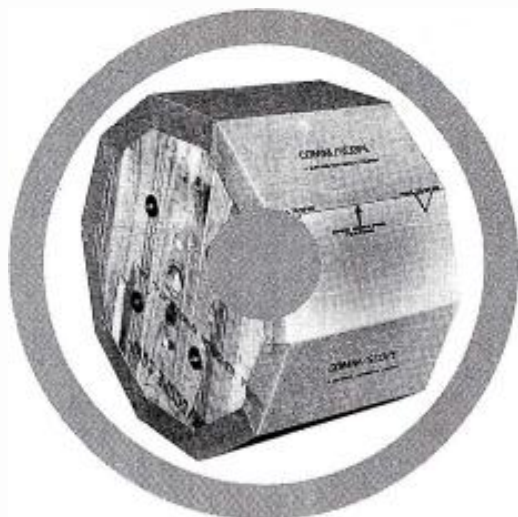
Mr. Hushen's tour at Justice extended from the days when John Mitchell was attorney general in 1970 through the Saturday Night Massacre last October.

## Method, manner of news Emmys criticized

**Confusion of categories, make-up of judging panels questioned**

Hearty pre-publicity from ABC-TV could not save the 1974 news Emmy awards telecast from criticism on the manner in which the ceremonies were handled and on the manner in which the National Academy of Television Arts and Sciences selected the 150 awards judges. The 90-minute awards presentation took place Sept. 4 at the New York Hilton and was hosted by ABC's late-night talk show host, Dick Cavett.

After the ceremonies, several network newspeople commented on the confusing way in which several awards were dispensed for almost every category detailed in the list of nominations. For example, both Harry Reasoner of ABC News and Bill Moyers, formerly of PBS, were named "outstanding television news broadcaster" for 1974; furthermore, the awards did not go to the broadcaster collecting the largest number of awards (four), Walter Cronkite. This was the second year in which the news awards were broadcast separately from entertain-



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ment ceremonies and again, awards were brought to the recipients' tables and no acceptance speeches were made.

Just prior to the awards broadcast, it was revealed by one of the awards judges in Chicago that there were potential conflicts among awards jurors themselves: One of the judges, *ABC News Close-Up* producer Marlene Sanders, screened the work of other *Close-Up* producers, plus the work of her husband, Jerome Toobin, producer of PBS's now defunct *Bill Moyers' Journal*.

*CBS Evening News* won the most awards for a single program, with five. *CBS News's 60 Minutes*, *Bill Moyers' Journal* were next, both with three awards (including Mr. Moyers' "broadcaster of the year").

**The complete list of winners:**

**Outstanding achievement within regularly scheduled news programs (for program segments, i.e. the presentation of individual stories, in single or multi-part, or elements within the programs):**

"Coverage of the October War From Israel's Northern Front," *CBS Evening News With Walter Cronkite*—John Laurence, Correspondent. "The Agnew Resignation," *CBS Evening News With Walter Cronkite*—Paul Greenberg, executive producer; Ron Bonn, Ed Fouhy, John Lane, Don Bowers, John Armstrong and Robert Mead, producers; Walter Cronkite, Robert Schakne, Fred Graham, Robert Pierpoint, Roger Mudd, Dan Rather, John Hart, and Eric Sevareid, correspondents. "The Key Biscayne Bank Charter Struggle," *CBS Evening News With Walter Cronkite*—Ed Fouhy, producer; Robert Pierpoint, correspondent. "Reports On World Hunger," *NBC Nightly News*—Lester M. Crystal, executive producer; Richard Fischer, Joseph Angotti and Fred Flamenhaft, producers; Tom Streithorst, Phil Brady, John Palmer and Liz Trotta, correspondents.

**Outstanding achievement for regularly scheduled magazine-type programs (for program segments, i.e. the presentation of individual stories, individual segments or a single program of a series):**

"America's Nerve Gas Arsenal," *First Tuesday* (NBC)—Elliot Frankel, executive producer; William B. Hill and Anthony Potter, producers; Tom Pettit, correspondent. "The Adversaries," *Behind The Lines* (PBS)—Carey Winfrey, executive producer; Peter Forbath, producer/reporter; Brenda Gill, host/moderator. "A Question of Impeachment" *Bill Moyers' Journal* (PBS)—Jerome, Toobin, executive producer; Martin Clancy, producer; Bill Moyers, broadcaster.

**Outstanding achievement in coverage of special events (for program achievements):**

"Watergate: The White House Transcripts" (CBS)—Russ Bensley, executive producer; Sylvia Westerman, Barry Jagoda, Mark Harrington and Jack Kelly, producers; Walter Cronkite, Dan Rather, Barry Serafin, Box Schieffer, Daniel Schorr, Nelson Benton, Bruce Morton, Roger Mudd and Fred Graham, correspondents. "Watergate Coverage" (PBS)—Martin Clancy, executive producer; The NPACT Staff, producers: Jim Lehrer, Peter Kaye and Robert MacNeil, reporters.

**Outstanding documentary program achievements:**

**A. For documentary programs dealing with events or matters of current significance.**

"Fire!" *ABC News Close Up*—Pamela Hill, producer; Jules Bergman, correspondent/narrator. "CBS News Special Report: The Senate and the Watergate Affair"—Leslie Midgley, executive producer; Hal Haley, Bernard Birnbaum and David Browning, producers; Dan Rather, Roger Mudd, Daniel Schorr and Fred Graham, correspondents.

**B. For documentary programs dealing with artistic, historical or cultural subjects.**

"Journey to the Outer Limits," *National Geographic* (ABC)—Nicholas Clapp and Dennis Kane, executive producers; Alex Grasshoff, producer. "The World at War" (syndicated)—Jeremy Isaacs, producer. "CBS Reports: The Rockefeller"—Burton Benjamin, executive producer; Howard Stringer, producer; Walter Cronkite, correspondent.

**Outstanding interview program (for a single program or one entire program of a series produced by a network news division or dealing with public affairs exclusively):**

"Solzhenitsyn," *CBS News Special*—Burton Benjamin, producer; Walter Cronkite, correspondent. "Henry Steele Commager," *Bill Moyers' Journal* (PBS)—Jerome Toobin, executive producer; Jack

Sameth, producer; Bill Moyers, broadcaster.

**Outstanding television news broadcaster:**

Hary Reasoner—*ABC News*. Bill Moyers—"Essay On Watergate," *Bill Moyers' Journal* (PBS).

**Outstanding informational children's series:**

"Make A Wish," (ABC)—Lester Cooper, executive producer, Tom Bywaters, producer.

**Outstanding informational children's special:**

"The Runaways (ABC)—Joseph Barbera and William Hanna, executive producers; Bill Schwartz, producer.

**Outstanding instructional children's programming:**

"Inside/Out" (syndicated)—Larry Walcoff, executive producer.

**Best cinematography for news and documentary programming (for a series, a single program of a series, a special program, program segments or elements within):**

**A. Regularly scheduled news programs and coverage of special events.**

Delos Hall—"Clanking Savannah Blacksmith," *On The Road With Charles Kuralt* (CBS *Evening News With Walter Cronkite*).

**B. Documentary, magazine-type or mini-documentary programs.**

Walter Dombrow—"Ballerina," *60 Minutes* (CBS).

**Best Music Composition (for a series, a single program of a series or a special program):**

Walter Scharf—"Beneath the Frozen World," *The Undersea World of Jacques Cousteau* (ABC).

**Best art direction or scenic design (for a series, a single program of a series or a special program):**

"William Sunshine," *60 Minutes* (CBS).

**Best film editing for news and documentary programming (for a series, a single program of a series, a special program, program segments or elements within):**

**A. Regularly scheduled news programs and coverage of special events.**

William J. Freese—"Profile of Poverty in Appalachia," *NBC Nightly News*.

**B. Documentary, magazine-type or mini-documentary programs:**

Ann Chegwidden—"The Baboons of Gombe," *Jane Goodall and the World of Animal Behavior* (ABC).

**Best film or tape sound mixing (for a series, a single program of a series or a special program):**

Petar Pilefian, George E. Porter, Eddie J. Nelson and Robert L. Harman—"Journey to the Outer Limits," *National Geographic* (ABC).

**Best film sound editing (for a series, a single program of a series or a special program):**

Charles L. Campbell, Robert Cornett, Larry Carow, Larry Kaufman, Colin Mouat, Don Warner and Frank White—"The Baboons of Gombe," *Jane Goodall and the World of Animal Behavior* (ABC).

**Best Video tape editing (for a series, a single program of a series or a special program):**

Gary Anderson, "Paramount Presents . . ." *ABC Wide World of Entertainment*.

**Best technical direction and electronic camerawork (for a series, a single program of a series or a special program):**

Carl Schutzman, technical director; Joseph Schwartz and William Bell, Cameramen—*60 Minutes* (CBS).

**Outstanding achievement in religious programming:**

Ken Lamkin, technical director; Sam Drummy, Gary Stanton and Robert Hatfield, cameramen—"Gift of Tears," *This Is The Life* (syndicated).

**Outstanding achievement in any area of creative technical crafts (an award for individual technical craft achievement which does not fall into a specific category and is not otherwise recognized):**

Philippe Cousteau, under-ice photography—"Beneath the Frozen World," *The Underseas World of Jacques Cousteau* (ABC). John Chambers and Tom Burman, make-up—"Struggle for Survival," *Primal Man* (ABC). Aggie Whelan, courtroom drawings—"The Mitchell-Stans Trial," *CBS Evening News with Walter Cronkite*.

**Outstanding achievement in news and documentary directing:**

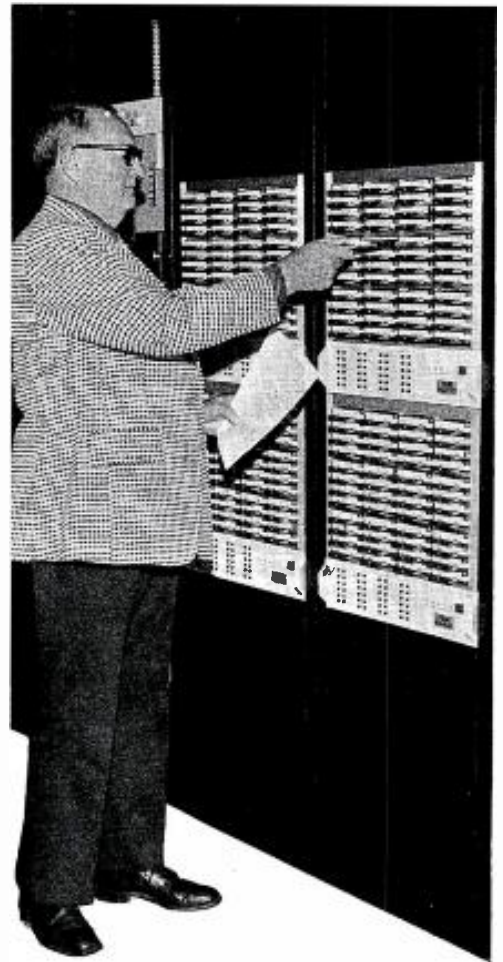
Pamela Hill, "Fire!" *ABC News Close-Up*.

**Outstanding individual achievement in children's programming:**

Ronald Baldwin, art director; Nat Mongioi, set director—"The Electric Company" (PBS). "The Muppets," Jim Henson, Frank Oz, Carroll Spinney, Jerry Nelson, Richard Hunt, and Fran Brill Performers—"Sesame Street" (PBS). Jon Stone, Joseph A. Bailey, Jerry Juhl, Emily Perl Kingsley, Jeffrey Moss, Ray Sipherd and Norman Stiles, writers—"Sesame Street" (PBS).

**Outstanding achievement in engineering development:**

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## Music

### Breaking In

#### Back Home Again—John Denver (RCA)

Although some of the edge has worn off John Denver's popularity, he continues to release singles that receive automatic airplay. His dependably saccharine sound, which allows his records to straddle the demographics of both top-40 and MOR radio, is relatively unchanged since his first hit, *Take Me Home, Country Roads*, and it continues in his latest, *Back Home Again*.

This new song is the title track from his latest LP, from which his current hit, *Annie's Song*, was pulled. His new single jumped on the "Playlist" this week at 55, while *Annie's Song* begins a fast drop, from 17 to 34.

Stations reported on John Denver's latest last week included: WCOL(AM) Columbus, Ohio; WDCY(AM) Minneapolis; WKY(AM) Oklahoma City, KIMN(AM) Denver; KJOY(AM) Stockton, Calif., and KJRB(AM) Seattle.

#### Play Something Sweet (Steelyard Blues)—

*Three Dog Night (ABC/Dunhill)* Three Dog Night's last hit, *Sure As I'm Sittin' Here*, made it to 29 on the "Playlist" in early August and by last week was in the lower regions of the chart. This week it is off altogether, and now comes another Three Dog Night release, *Play Something Sweet*, with a now faddish parenthetical add to the title, *(Steelyard Blues)*.

This is not, however, hard blues, as steelyards might indicate, or, for that matter, even blues. But it is the basic Dog formula—a smartly and commercially produced ballad sound—worked on an Allen Toussaint-penned tune.

This single is off to a good start with WABC(AM) New York playlisting it last week. Other stations reported on *Play Something Sweet* included: WPOP(AM) Hartford, Conn.; KOIL(AM) Omaha; WLS(AM) Chicago and KLIV(AM) San Jose, Calif.

### No time for Lorelei

All-woman DJ staffs have run their cycle, according to Norfolk FM, which revamps its on-air staff

Disclaiming any intention of "sounding chauvinistic," WNOR-FM Norfolk, Va., General Manager Fred Gage said "the consensus of broadcasters" reflects doubt about acceptability of the female voice. So rather than suffer continued rating declines, WNOR-FM has released two women DJ's, two parttime temporary on-air women and moved another to an office position. Mr. Gage, citing a change of formats and a trend away from specialty programming, said the all-women disk jockey staff had run the course of its life expectancy.

He said the station has found success with women voicing commercials—"the young lady doing deodorant commercials

is doing a nice job." However, the turnover for women has been greater than for men on the WNOR-FM staff and in most cases, Mr. Gage maintained, "a woman's destiny is tied to a man." He added: "Females and males alike would rather hear a male voice on the radio."

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

- AMERICA, David Essex (Columbia).
- EARLY MORNING LOVE, Sammy Johns (GRC).
- EVERLASTING LOVE, Carl Carlton (Back Beat).
- HONEY HONEY, Sweet Dreams (ABC/Dunhill).
- JAMES DEAN, Eagles (Asylum).
- MEET ME AT THE CORNER DOWN AT JOE'S CAFE, Peter Noone (Casablanca).
- MIDNIGHT FLOWER, Four Tops (ABC/Dunhill).
- THE NEED TO BE, Jim Weatherly (Buddah).
- SURFIN' U.S.A., Beach Boys (Capitol).
- SUZIE GIRL, Redbone (Epic).
- TRAVELING SHOES, Elvin Bishop (Capricorn).
- WALL STREET SHUFFLE, 10 C.C. (U.K. Records).
- WHY CAN'T YOU GROW UP, Bobby Whiteside (Curtom).
- WOMBLING SUMMER PARTY, Wombles (Columbia).

**Tracking the 'Playlist.'** This week's chart is as slow as the one for the third week in June was fast. Schools are back in session, and the frantic programming activity that coincided with their closing three months ago and continued throughout the summer will probably quiet down now. There are only eight bolts on this week's "Playlist," compared with as many as 18 in recent weeks. Highest is First Class's *Beach Baby* (17), a summertime tune due soon for a fall. Next is Elton John's *The Bitch Is Back* (33), which came out as a single only three weeks ago, although it had received heavy play as an LP cut. *The Ballad of Evel Knievel* is up to 45 from 66, reflecting the interest caused by his Snake River stunt. Gordon Lightfoot's new single, *Carefree Highway*, is 53 in its second week on the chart. In their first week are John Denver's *Back Home Again* (55) and Gino Vanelli's *People Gotta Move* (61). Also new are two versions of *Second Avenue*—one by Art Garfunkel (68), the other by Tim Moore (72). Another song involving a cover battle, *Honey Honey*, is on the "Playlist" in the Abba version (71).

**Editor's note:** Effective with this issue, the basic ratings figures on which "Playlist" calculations are made will be supplied by The Pulse Inc.



# The Broadcasting Playlist™ Sep 16

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

Over-all rank last week	This week	Title (length) Artist—Label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	(You're) Having My Baby (2:32) Paul Anka—United Artists	1	1	1	1
3	2	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	3	2	2	2
2	3	The Night Chicago Died (3:30) Paper Lace—Mercury	2	4	3	4
4	4	Can't Get Enough of Your Love Babe (3:15) Barry White—20th Century	4	3	4	3
8	5	Rock Me Gently (3:28) Andy Kim—Capitol	6	5	6	8
5	6	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	5	7	7	9
6	7	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	7	6	8	5
7	8	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	8	9	5	7
14	9	Nothing from Nothing (2:40) Billy Preston—A&M	11	10	9	6
11	10	I Honestly Love You (3:35) Olivia Newton-John—MCA	9	11	10	11
10	11	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	10	8	11	10
16	12	Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	12	12	12	13
21	13	You Haven't Done Nothin' (3:20) Stevie Wonder—Tamia	15	13	13	12
15	14	Hang On in There Baby (3:23) Johnnie Bristol—MGM	14	15	15	17
19	15	Another Saturday Night (2:28) Cat Stevens—A&M	13	16	16	18
12	16	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	16	17	14	20
28	17	Beach Baby (3:02) First Class—U. K. Records	17	14	17	19
24	18	Skin Tight (2:05) Ohio Players—Mercury	20	20	18	14
23	19	You & Me Against the World (3:08) Helen Reddy—Capitol	18	18	21	21
27	20	Let's Put It All Together (2:55) Stylistics—Avco	19	19	20	16
13	21	Please Come to Boston (3:57) Dave Loggins—Epic	24	21	19	22
26	22	Sweet Home Alabama (3:20) Lynard Skynnyrd—MCA	21	22	23	23
30	23	Clap for the Wolfman (3:29) Guess Who—RCA	22	23	24	25
9	24	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	23	25	25	27
31	25	It's Only Rock 'n Roll (4:46) Rolling Stones—Rolling Stones	29	24	22	24
32	26	Earache My Eye (5:17) Cheech & Chong—A&M	38	31	27	15
29	27	Wild Thing (2:56) Fancy—Big Tree	27	26	26	26
22	28	Rock the Boat (3:05) Hues Corp.—RCA	26	30	28	33
18	29	Rock Your Baby (3:14) George McCrae—T.K. Records	25	29	34	29
33	30	Never My Love (2:27) Blue Swede—EMI	31	28	29	30
25	31	Wildwood Weed (2:40) Jim Stafford—MGM	28	27	31	34
34	32	Can't Get Enough (3:20) Bad Company—Atlantic	39	36	30	28
51	33	The Bitch Is Back (3:50) Elton John—MCA	37	34	32	31
17	34	Annie's Song (2:58) John Denver—RCA	30	35	33	41
38	35	Jazzman (3:43) Carole King—Ode	32	33	35	35
44	36	Do It Baby (2:55) Miracles—Tamia	33	32	36	37
40	37	You Little Trustmaker (2:49) Tymes—RCA	35	39	38	39
39	38	Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	36	38	39	42
36	39	The Air that I Breathe (3:33) Hollies—Epic	43	42	37	32
37	40	Free Man in Paris (2:56) Joni Mitchell—Atlantic	34	40	42	40
20	41	Sideshow (3:25) Blue Magic—Atco	45	44	40	38
45	42	Love Me for a Reason (3:45) Osmonds—MGM	44	46	41	44

Over-all rank last week	This week	Title (length) Artist—Label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
42	43	Stop & Smell the Roses (2:55) Mac Davis—Columbia	42	45	43	45
35	44	Radar Love (2:53) Golden Earrings—MCA	61	37	44	36
66	45	Ballad of Evel Knievel (3:21) John Culliton Mahoney—Amherst	46	41	45	43
41	46	Keep on Smiling (3:25) Wet Willie—Capricorn	41	47	46	49
47	47	I Love My Friend (2:24) Charlie Rich—Epic	47	48	48	48
54	48	Tin Man (3:25) America—Warner Brothers	48	49	47	47
43	49	Waterloo (2:46) ABBA—Atlantic	40	52	59	66
55	50	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	60	43	58	57
57	51	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	63	61	49	46
58	52	Falling in Love (3:30) Souther, Hillman, Furay Band—Asylum	53	53	54	50
64	53	Carefree Highway (3:45) Gordon Lightfoot—Reprise	49	50	62	55
49	54	Kings of the Party (3:20) Brownsville Station—Big Tree	54	62	50	52
—	55	Back Home Again (4:42) John Denver—RCA	52	58	53	51
53	56	Call on Me (4:00) Chicago—Columbia	50	54	55	60
48	57	Rub It In (2:12) Billy "Crash" Craddock—ABC/Dunhill	55	51	57	58
61	58	It Could Have Been Me (3:17) Sami Jo—MGM South	58	60	52	59
70	59	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	59	59	51	61
72	60	Give It to the People (3:18) Righteous Brothers—ABC/Dunhill	62	56	55	53
—	61	People Gotta Move (3:18) Gino Vanelli—A&M	56	64	60	62
62	62	You Can Have Her (3:00) Sam Neely—A&M	57	55	67	65
50	63	I Saw a Man and He Danced with His Wife (3:13) Cher—MCA	64	57	63	69
46	64	Sugar Baby Love (3:33) Rubettes—Polydor	51	63	65	76
56	65	Moonlight Special (3:47) Ray Stevens—Barnaby	65	66	61	64
71	66	I've Got the Music in Me (3:40) Kiki Dee—MCA	71	67	68	54
60	67	Eyes of Silver (2:47) Doobie Brothers—Warner Brothers	67	65	73	68
—	68	Second Avenue (2:50) Art Garfunkel—Columbia	78	70	66	56
67	69	Shinin' On (3:23) Grand Funk—Capitol	68	69	79	67
69	70	Straight Shootin' Woman (2:57) Steppenwolf—Mums	70	73	72	63
—	71	Honey Honey (2:55) Abba—Atlantic	73	77	64	70
—	72	Second Avenue (3:51) Tim Moore—Asylum	66	80	69	72
—	73	On and On (3:20) Gladys Knight & the Pips—Buddah	72	68	74	71
—	74	So You Are a Star (3:45) Hudson Brothers—Casablanca	74	72	71	74
63	75	Boogie Bands & One Night Stands (3:25) Kathy Dalton—Discreet	74	71	76	73

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

## ABC has wholesale objections to FTC premium ad ban

**Network says not only is it discriminatory; it's unnecessary**

ABC Inc. has joined those objecting to the Federal Trade Commission's proposed ban on television premium advertising to children in a brief that claims the FTC has failed to demonstrate that the practice is unfair; that if premiums are unfair, the FTC is seeking to ban only the advertising of the practice rather than the practice itself, and that the restriction of the ban to television and not other media are discriminatory.

On the first point—that premium advertising is not inherently unfair—ABC says that the commission has failed to provide evidence of the staff contentions that premiums confuse the purchaser and focus attention away from the merits of the product. In fact, ABC says, the premium offers an additional consideration which “may well provide the only rational basis for choosing among otherwise identical or similar product offerings.”

And, such a move would be discriminatory, ABC says. Regulation of advertising “should not be medium-directed

## BAR reports television-network sales as of Sept. 1

ABC \$413,463,300 (30.4%), CBS \$497,671,500 (36.5%), NBC \$450,250,100 (33.1%)

Day parts	Total minutes week ended Sept. 1	Total dollars week ended Sept. 1	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	69	\$ 422,000	2,298	\$ 15,515,200	\$ 16,163,600
Monday-Friday 10 a.m.-6 p.m.	988	7,754,000	34,647	297,492,700	256,690,700
Saturday-Sunday Sign-on-6 p.m.	268	2,235,800	9,625	127,290,900	116,715,100
Monday-Saturday 6 p.m.-7:30 p.m.	93	1,438,700	3,420	70,226,500	62,712,600
Sunday 6 p.m.-7:30 p.m.	14	209,200	475	10,059,600	10,279,900
Monday-Sunday 7:30 p.m.-11 p.m.	404	17,381,100	13,682	744,514,300	684,220,100
Monday-Sunday 11 p.m.-Sign-off	180	3,081,600	6,002	96,285,700	83,116,500
<b>Total</b>	<b>2,016</b>	<b>\$32,522,400</b>	<b>70,149</b>	<b>\$1,361,384,900</b>	<b>\$1,229,898,500</b>

but . . . it should be message-directed—i.e., concerned with the advertising practice in question irrespective of the medium of advertising utilized.” ABC went on to draw parallels between the effects of such a ban and the ban on televised cigarette advertising, which, it said, “underscores the folly of focusing only on television.” As in the cigarette case, the prohibition on premium advertising on television will only force a reallocation

of ad expenditures into other media, ABC argues.

Along with what's wrong with the ban, ABC urges the commission to look at what's right with children's TV, pointing out that of all media in which premium advertising appears, television is the only one that has a self-regulatory code dealing specifically with premiums and placing limits on the amount of advertising. But further reductions in the amount of permissible advertising during children's viewing threaten to “cut deeply into the economic viability of such programing” and inhibit the development of high quality children's programing.

And because the FTC proposal is framed in the form of a guide, broadcasters face another and unique burden, ABC asserts. “An ordinary entity whose practice is encompassed by a guide may continue to practice and defend it if challenged in a full-fledged adjudicatory proceeding.” But broadcasters face a sort of double jeopardy, according to ABC, because part of the FCC judgment of licensee responsibility extends to advertising matters. Under existing FCC policies, any licensee that chooses to air premium advertising based on a judgment that an ad is neither unfair nor addressed by the FTC guide, does so only “at the extreme peril of losing its very license to operate.”

In sum, ABC says, if there is basis to adopt regulations more comprehensive than those already in place within the industry's self-regulatory machinery, “such restrictions should only be formulated after a thorough investigation and development of a full evidentiary record.”

**\$6,500,000**

## American Cable Television, Inc.

Senior Notes, due 1984

*The undersigned has arranged the private placement of these securities. This advertisement appears as a matter of record only.*

**A.G. Becker & Co.**  
INCORPORATED

September, 1974

## Army discharges Ayer, looks for new agency

The U.S. Army, which has been investigating alleged impropriety in the awarding of its \$40 million recruitment advertising contract to N. W. Ayer, has

## High profits, tight money, sluggish market for stocks

**The same combination that besets general economy besets broadcast and cable too—sometimes in spades**

The ambiguities of the general economy are showing up in broadcasting and related businesses. Profits are up; stock prices are down. There are venturers wanting to buy stations or expand cable systems, but the price of money is going out of sight.

In the market, broadcast stocks have fallen with the pack, in some cases falling farther (see table, page 40). There have been similar or worse declines in cable, programming and other communications issues.

But price-earnings ratios have never been better. Individual company reports continue to contain record profits, following the trend of 1973 when television earnings were 17.9% ahead of the year before (BROADCASTING, Aug. 19, Sept. 2).

Why then the resistance in the market? "It's not unusual," said Dennis McAlpine, an analyst of Tucker, Anthony and R. L. Day, New York. Broadcasting stocks, like so many others, were subject to the predictions of the experts some months back. Generally, the economists and portfolio managers saw an economy being taxed by inflation to the point where consumer buying power must be impaired. For the electronic media specifically, Mr. McAlpine recalled, investors sensed that advertisers—the immediate consumers in that marketplace—would feel the pinch.

"They sensed that with inflation, advertising would begin to dry up," said Mr. McAlpine. Thus investors, responding to the warnings of their Wall Street mentors, stayed away from broadcast stocks—the performance rate of which has traditionally been viewed as somewhat ahead of the mainstream of the market.

The problem was that the experts were wrong.

"They were wrong," said Dennis Liebowitz, Coleman & Co., New York, "because predictions were predicated on the assumption that corporate profits would be down and people, therefore, wouldn't be advertising as much."

"This is not the first time this has happened," another analyst noted. "People thought the same thing when cigarette revenues were removed. As it turned out, even taking the cigarette loss into account, profits were still up somewhat."

"Essentially, I view the earnings of broadcasters as a step function. Profits go up, then they stabilize, then they go up again. Stocks, on the other hand, are

like a saw tooth. They go up and down in response to the rest of the market."

The malaise afflicting broadcast stocks is general. As Mr. McAlpine put it, "Nobody wants to buy anything. Everybody's just sitting there waiting for something to collapse. Whether it will or not is something nobody really knows."

Some, however, are willing to venture an educated guess. Mr. Liebowitz, initially, sees some difficulties that are purely investor-oriented. "Institutions have complicated the problem," he noted. When they sell, Mr. Liebowitz reasoned, stock prices go down. And they either stay that way or go even lower "just because there's nobody to buy them."

But there's more to it than that. Mr. Liebowitz sees broadcast expenses rising between six and nine percent in the next year. Looking particularly at the networks, he views such things as fatter labor contracts, higher sports royalty payments and new highs for film purchases as signs of decay. "It's a question of whether revenues are going to be high enough to meet the expenses," said Mr. Liebowitz. "It doesn't look like they will."

Mr. Liebowitz isn't alone in that prediction. As one prominent financial observer mused last week: "This economy scares the hell out of me. The real crunch could come a year from now. You could get into a real recession." Right now, he explained, the networks are doing fabulously. "What has happened," this observer said, "is that the networks are coining their money and are being well stocked by their program suppliers, who are getting slaughtered."

However, he notes, cost-cutting is also being employed—to some degree at the networks and to a greater extent at the station level. "Most people have already made whatever cuts that could be made. So unless you increase your revenue dollars, you could get taken apart."

A decline in national spot advertising could begin to work that kind of hardship at the stations. "Networks can easily suck away the spot money," he maintained. "It's a safe, dependable advertising medium. Sponsors trust them."

Nobody seems prepared to forecast a downturn in network advertising at the moment. But "if you cut network expenditures by three or four percent," one analyst observed, "it could really hurt. It doesn't take much to tip the scales."

Peter Allport, president of the Association of National Advertisers, said: "We don't see much indication that advertising expenditures will be severely cut back." But, he added, in the case of a "runaway" inflation, one possible ramification could be an inclination on the part of advertisers to be more selective in their choice of a target audience, thus decreasing the desirability of a network buy and making the more flexible spot business "more attractive."

Network officials, however, see no such development in their crystal balls. "I would hope that nobody is really thinking of any serious decline," said CBS economist Dr. David Blank.

Dr. Blank views the general economic

announced that it will not make use of its option to extend the Ayer contract for one more year, and instead will open bidding for fiscal year 1976 to all major agencies.

An Army spokesman refused to comment on whether the failure to renew the contract was directly tied to the ongoing investigation. But he said, "We stand on our statement denying evidence of criminal conduct." A probe by the Army's Criminal Investigation Division had looked into possible criminal misconduct in the awarding of the contract to Ayer. But a recommendation by an investigator that the case be turned over to the Justice Department for further investigation was rejected, and the matter was instead referred to the Army inspector general's office (BROADCASTING, Aug. 26) for a review of "management controls."

The Army had the option of extending the Ayer contract for two separate one-year periods. The contract has been extended once (for fiscal year 1975), but will not be renewed for the second time, Ayer will, however, be among those agencies invited to submit bids for the new contract.

### Business Briefs

**Rep appointments.** WXIA-TV Atlanta: Peters, Griffin, Woodward, New York ■ WMEX(AM) Boston: Buckley Radio Sales, New York ■ KDJW-AM-FM Amarillo, Tex.; Eastman Radio, New York.

**More time.** Federal Trade Commission has extended from Sept. 9 to Sept. 23 deadline for filing comments on its proposal banning television premium advertising to children (BROADCASTING, Sept. 9).

**JWT adds muscle.** J. Walter Thompson Co., Detroit, has been named agency for Vic Tanny International, Dearborn, Mich., chain of 70 health clubs. Account bills more than \$3 million, predominantly in broadcast. JWT replaces Yaffee, Stone, August Inc., Southfield, Mich., as Tanny agency.

**Streamlining of reports.** The Television Bureau of Advertising has suggested that TV rating services cut demographics in their rating reports from the current 30 columns to approximately 17—plus three that would be used for "experimental" purposes to test acceptance whenever new sets of demographics are proposed. Harvey Spiegel, TVB senior vice president, said the TVB research advisory committee had analyzed more than a thousand availability requests and found the bulk of the demographics called for were contained in 17 basic columns. He expressed concern that the current trend, unless halted, would lead to still more demographic data that "goes unused and increases costs." He said an exploratory meeting is scheduled with A. C. Nielsen Co. for later this month but that he had received no response from Arbitron.

downturn in the past year as "very peculiar." Most of the decline, he observed, "has taken place in particular segments of the economy." For instance, he said, agricultural returns, which have a substantial impact on the fortunes of numerous affiliated lines of business, have been "lousy." Industries reliant on petroleum products "have been taking a beating." On the other hand, Dr. Blank noted, businesses associated with capital spending (iron and steel, for example) are doing quite well. With inflation still out of control, he said, "we will have a sluggish nine to 12 months with essentially no growth," hopefully followed—in mid-1975—by a general recovery.

But broadcasters, Dr. Blank added, do not suffer from many of the problems being experienced by the more vulnerable industries. "We do not have the inputs that have been subject to the same astronomical increases as some industries

have." With manpower rather than material goods as broadcasting's greatest continuing expense, Dr. Blank feels, "we have been sheltered from much of that."

Then why the continuing skepticism among economists about broadcast securities? "I think part of the problem is that the market got down on broadcasting too much," Dr. Blank maintains. "They looked back at the last four or five years to when broadcasting had a lot of trouble. But in that time, it should be remembered that we experienced the loss of cigarette revenues and two recessions. They underestimated the resilience of the broadcast industry."

Statistically, Dr. Blank sees a continuation of broadcast's growth of the past year, although in less dramatic proportions. "We now expect that 1974 will show about a 10% growth in television network revenues, 4 to 6% in spot and 8 to 9% in local," and 1975, he added,

"should be a year of very moderate, sluggish growth." Dr. Blank expects network revenues to be up 8-10% in that year, with spot increasing 5-7% and local by "10% or more."

Similar figures were not available for radio. Most observers, noting both the relative thrift of a radio buy and the maximum flexibility it offers, saw continued signs of prosperity in local advertising. National input, however, could be another story.

In a medium-sized Midwestern market, the head of a traditionally profitable AM-FM facility sees a marked decline in placements from Madison Avenue. "National advertisements aren't coming through like they used to," he said. The decline, coupled with rising costs, is causing problems. "About six months ago," the station official said, "we noticed that our gross was up but our profits were down." The realization caused the station to drop three staffers who had doubled as announcers and technicians, plus one clerical worker (from a total employe roster of 30).

There is another problem for anyone wanting to trade in, up or out of broadcast or cable properties: the money market. With the prime interest rate at 11½%, observers agree, financing must be scrambled for.

"Sellers have been more conscious of the problem of getting cash," said Ted Hepburn, vice president of the R. C. Crisler & Co., media brokerage, Cincinnati. "Buyers," Mr. Hepburn added, "have been more concerned with the possibility of the sellers taking terms at interest rates substantially below prime." To attempt to finance a station at the current interest rates, Mr. Hepburn acknowledged, would be "ridiculous." The art of "taking back paper," he feels, has become a popular pursuit. With a private arrangement between the seller and buyer for financing at 8½%, for instance, "that's still a pretty darn good return for the buyer."

A further difficulty could result from major increases in the availability of salable properties—a development greatly enhanced with the emergence of FM as a competitive medium. "You're broadening your base of potential buying interests," Mr. Hepburn noted. "The properties are still primarily going to [other] broadcasters, but not always the ones you'd be dealing with a couple of years ago. You're seeing the guys who wouldn't branch out before saying that maybe now is the time to make a deal, to get a better price." And, Mr. Hepburn acknowledged, "the premium prices on most properties are not being brought."

James Blackburn Sr., Blackburn & Co., Washington, thinks that less of a problem. "It's hard getting money; that's obvious," Mr. Blackburn noted. "But there are still just as many buyers. Everybody's concerned with the economy. It doesn't matter whether you run a broadcast station or a shoe shine business. But broadcasting is in a real strong position. High interest rates are a problem, and we have to wrestle with it where we didn't before." Mr. Blackburn, however, views

**The bottom line.** This table is designed to show how the fortunes of communications-oriented stocks have progressed in an inflationary economy. January 1973 was chosen as a date against which the present standings could be reasonably compared, primarily for its chronological convenience. The companies listed in the table appear regularly in *Broadcasting's* weekly stock index. They were chosen on the basis of their standing as major concerns that can be considered reflective of other securities in their categories. The firms listed below share one thing in common. The stocks and P/E ratios of each have declined significantly over the past 20 months. Indeed, of all the securities listed, only three—CBS, MCA and Motorola—have outperformed the over-all market as reported by Standard & Poor's. All the others have suffered declines in excess of the S&P-calculated market average of -42.1%.

Company	Close 1/3/73	P/E	Market Capitalization (\$000)	Close 9/4/74	P/E	Market Capitalization (\$000)	% change
<b>Broadcasting</b>							
ABC	39½	17	657,656	14%	5	242,511	-63.0
Capital Cities	61%	24	348,888	25	9	179,100	-57.5
CBS	51%	17	1,450,456	32%	9	916,501	-37.1
LIN	12	16	34,529	2½	2	4,881	-82.3
Starr	24½	13	23,966	4%	4	4,944	-80.8
Storer	43	21	176,229	12½	5	57,605	-71.8
Taft	57%	20	233,172	13½	5	54,148	-76.7
<b>Broadcasting with other major interests</b>							
Avco	15	8	172,455	3%	4	44,488	-74.2
Bartell	3%	87	7,899	7%	2	1,974	-72.0
<b>Combined</b>							
Communications	42%	36	144,286	7%	5	25,830	-81.4
Metromedia	31%	15	181,004	5½	5	33,846	-83.4
Sonderling	14%	10	15,326	4¼	2	3,349	-71.2
<b>Cable</b>							
<b>American TV &amp; Communications</b>							
Cablecom-General	39	•	102,795	6%	16	21,471	-82.7
Cox Cable	8%	†	20,085	2	11	5,120	-77.5
Tele-Communications	31	56	103,124	4	7	14,240	-87.1
Teleprompter	19	55	81,186	1¼	†	6,476	-93.4
Viacom	33%	32	505,763	1%	†	30,024	-94.4
	20	30	74,689	3½	5	13,475	-82.5
<b>Programming</b>							
Columbia	9½	†	58,598	1%	†	12,652	-80.3
Disney	243%	76	3,098,494	31	19	903,805	-87.3
MCA	33%	11	267,897	20¼	6	169,816	-39.8
MGM	23%	15	129,910	13¼	13	78,413	-43.3
Transamerica	17%	13	1,146,021	5½	4	358,132	-68.3
20th Century-Fox	12%	13	98,463	5%	9	48,645	-52.5
Gulf & Western	34	9	557,158	19¼	4	269,433	-43.8
Warner	38¼	14	698,671	7%	3	126,456	-79.7
<b>Service</b>							
Comsat	56	23	560,000	24	6	240,000	-57.1
<b>Foots, Cone &amp; Belding</b>							
Interpublic	12½	12	26,900	6	4	12,390	-52.0
Ogilvy & Mather	24½	10	51,386	8½	3	19,711	-64.8
J. Walter Thompson	32½	12	55,770	12½	5	22,587	-61.5
Wells Rich Greene	23%	11	64,319	6%	16	18,040	-71.2
	20	9	32,700	5½	3	8,976	-72.5
<b>Electronics</b>							
Ampex	6%	†	70,687	3%	8	33,993	-54.5
Harris	46%	21	298,031	14%	5	91,877	-68.5
IVC	14	28	40,341	2½	8	6,820	-82.1
Magnavox	28	16	495,180	8	44	142,392	-71.4
Motorola	66	35	1,845,720	44½	14	1,244,576	-32.6
RCA	37½	16	2,735,376	11%	5	74,457	-68.7
Sony	24%	50	3,372,125	5%	11	973,046	-76.4

\* No P/E ratio reported due to then pending merger of Cox Cable with ATC, later withdrawn

† No P/E ratio is computed; company registered net losses



that as "just another hurdle," and based on the medium's track record, he feels, "we'll get over it."

Maybe so. But the money crunch is hurting elsewhere.

Said Mr. McAlpine of cable's particular plight: "They're getting killed by the interest rates." The reasoning behind that statement, aside from the obvious conclusions that can be drawn from a glance at the declines in cable stock and P&L statements, is apparent. "They need a lot of money," observed a second analyst. "They're trying to wire the nation. It's like trying to rebuild the telephone system." But to build, he noted, you need financing. And with the interest rates so high, "you don't get financed."

The result, one analyst finds, has been generally a period of corporate hiatus. "The whole industry's pulled out its horses," he claimed. "Everybody's being low profile. It's in a hold mode. Pay cable could take off, but right now it's not happening." Thus, he maintained, the current credo is "wait and see, and in the meantime, play it close to the vest."

As one analyst recalled, the stock market might previously have been relied upon to fill some of the void. "In the past," he noted, "some cable firms have been depending on equity revenues to balance out their finances. Hypothetically, if they found themselves with a 65% debt and only 35% equity, they'd sell some stock to even it out. But with the stock going at \$2 a share, they've pretty much lost that option."

But what of the cable operators who are not looking to build or expand at present? As Robert Zitter tells it, there are problems there too. Mr. Zitter, manager of Antietam Cablevision—a 7,000 subscriber operation serving Hagerstown, Md.— is feeling the effects of inflation in a big way. "The buying that we do is in things that have really taken a sack," he said. A case in point: "Lashing wire [for attaching coaxial cable] sold at \$3 for a 1,200-foot reel a year ago. Now it's at \$10.80." Copper products, Mr. Zitter reports, are up 40%; anything with steel, 50%. "We raise our rates 20% [from \$5 to \$6 monthly] and then we have to put

up with this crap in one year. Sure it's hurting us." Another element, Mr. Zitter noted, is that with the prevailing shortage of qualified technical personnel in the cable business, salaries must be kept at a competitive level. That too, he said, is a drain.

Coleman & Co.'s Mr. Liebowitz stressed, however, that not all cable firms are in precarious condition. "There are a lot of negative factors," he conceded, "but there are a lot of positive ones too." He looks with optimism at the wiring of such cable markets as Tulsa, Okla., and San Diego, and at such well financed firms as Cox Cable and American Television & Communications as the industry's near-term forte. But for the marginal firms, Mr. Liebowitz joined other analysts in warning that if interest rates do not improve and stocks stay at their present levels, some companies will be forced to make a choice between merger and departure from the business. Mr. Liebowitz noted: "It's going to take somebody who can afford it and who is willing to stick it out."

### Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Sept. 11	Closing Wed. Sept. 4	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	16	14 5/8	+ 1 3/8	+ 9.40	28 3/8	14 5/8	5	16,582	265,312
CAPITAL CITIES	CCR	24 1/4	25	- 3/4	- 3.00	39 1/4	22 3/4	9	7,164	173,727
CBS	CAS	34 1/4	32 5/8	+ 1 5/8	+ 4.98	40	25	10	28,092	962,151
CONCERT NETWORK*	C	1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	10	10 5/8	- 5/8	- 5.88	19 3/8	10	5	5,831	58,310
GROSS TELECASTING	GGG	6 5/8	7 1/2	- 7/8	- 11.66	13 5/8	6 5/8	5	800	5,300
LIN	LN8	2 1/8	2 1/8		.00	6 3/4	2 1/8	2	2,297	4,881
MOONEY*	MOON	2 1/8	2 1/4	- 1/8	- 5.55	3 5/8	2 1/8	6	385	818
PACIFIC & SOUTHERN	PSOU	4 3/4	4 3/4		.00	6 1/4	3 1/8	1	1,750	8,312
RAHALL	RAHL	2 1/4	2 1/2	- 1/4	- 10.00	6	2 1/4	5	1,297	2,918
SCRIPPS-HOWARD	SCRP	14 1/4	14	+ 1/4	+ 1.78	17 1/2	14	6	2,589	36,893
STARR	SRG	4 3/4	4 5/8	+ 1/8	+ 2.70	9	4 1/8	4	1,069	5,077
STORER	SRK	11 1/4	12 1/8	- 7/8	- 7.21	17 3/8	11 1/4	5	4,751	53,448
TAFT	TF8	13 3/8	13 1/2	- 1/8	- .92	23 3/8	13 3/8	5	4,011	53,647
WOODS COMM.*	W	5/8	5/8		.00	1	1/4	5	292	182
TOTAL									79,110	1,631,526
<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	1 1/2	1 5/8	- 1/8	- 7.69	2 1/2	1 3/8	4	1,259	1,888
AVCO	AV	3 5/8	3 7/8	- 1/4	- 6.45	8 7/8	3 5/8	4	11,481	41,618
BARTELL MEDIA	BMC	3/4	7/8	- 1/8	- 14.28	2 3/8	3/4	2	2,257	1,697
JOHN BLAIR	BJ	4 3/4	4 5/8	+ 1/8	+ 2.70	7 1/2	4 5/8	4	2,403	11,414
CAMPTOWN INDUSTRIES*	C	1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	1 7/8	1 7/8		.00	4 1/4	1 7/8	7	4,162	7,803
COMBINED COMM.	CCA	7 1/2	7 7/8	- 3/8	- 4.76	13	7 1/2	5	3,280	24,600
CDWLES	CWL	4 1/2	4 7/8	- 3/8	- 7.69	7 1/8	4 1/2	8	3,969	17,860
DUN & BRADSTREET	DNR	20	18 7/8	+ 1 1/8	+ 5.96	36	18 7/8	13	26,555	531,100
FAIRCHILD IND.	FEN	4 1/2	4 5/8	- 1/8	- 2.70	6 3/4	4 1/8	6	4,550	20,475
FIJQIA	FOA	5 1/2	5 3/4	- 1/4	- 4.34	10 3/4	5 1/2	3	7,273	40,001
GENERAL TIRE	GY	12 3/8	12 1/2	- 1/8	- 1.00	18 1/4	12 3/8	3	21,515	266,248
GLOBETROTTER	GL8TA	2 1/8	1 3/4	+ 3/8	+ 21.42	4 3/4	1 3/4	3	2,731	5,803
GRAY COMMUN.*	G	5	5 5/8	- 5/8	- 11.11	8 1/2	5	4	475	2,375
HARTE-HANKS	HHN	7 1/8	7 1/2	- 3/8	- 5.00	14 1/4	7 1/8	6	4,330	30,851
JEFFERSON-PILOT	JP	22	21 1/2	+ 1/2	+ 2.32	38 1/4	21 1/2	10	24,126	530,772
KAISER INDUSTRIES*	KI	5	5 1/8	- 1/8	- 2.43	8 1/2	5	3	27,487	137,435
KANSAS STATE NET,*	KSN	3 1/2	3 1/2		.00	3 7/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	2 3/4	2 1/2	+ 1/4	+ 10.00	6 3/4	2 1/2	5	1,154	3,173
LAMB COMMUN.***	L	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	13 1/4	14 5/8	- 1 3/8	- 9.40	16 1/4	10 3/4	8	3,352	44,414
LIBERTY	LC	8 5/8	8 7/8	- 1/4	- 2.81	15 5/8	8 5/8	4	6,632	57,201
MCGRAW-HILL	MHP	6 1/4	6 3/8	- 1/8	- 1.96	9	6	5	23,426	146,412
MEDIA GENERAL	MEG	19	20 1/4	- 1 1/4	- 6.17	26 1/2	19	8	3,552	67,488
MEREDITH	MDP	8 7/8	8 5/8	+ 1/4	+ 2.89	11 3/8	8 1/4	4	2,908	25,808
METROMEDIA	MET	4 1/2	5 1/4	- 3/4	- 14.28	10 5/8	4 1/2	4	6,447	29,011
MULTIMEDIA	MMED	9 1/2	9 7/8	- 3/8	- 3.79	14 1/4	9 1/2	7	4,388	41,686
NEW YORK TIMES CO.	NYKA	8 1/4	9	- 3/4	- 8.33	13 3/4	8 1/4	5	10,231	84,405
OUTLET CO.	OTU	7 3/8	7	+ 3/8	+ 5.35	9 3/4	7	3	1,379	10,170

Stock symbol	Exch.	Closing Wed. Sept. 11	Closing Tues. Sept. 4	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
POST CORP,	POST	5 3/4	6	- 1/4	- 4.16	10 3/4	5 3/4	4	882	5,071
PSA	PSA	5	5		.00	10	5	6	3,181	15,905
REEVES TELECOM	RBT	1	1 1/8	- 1/8	- 11.11	1 3/4	1	11	2,376	2,376
RIDDER PUBLICATIONS	RPI	13 1/8	13	+ 1/8	+ .96	16 5/8	11	9	8,305	109,003
ROLLINS	RDL	7 5/8	6 1/2	+ 1 1/8	+ 17.30	19 3/4	6 1/2	7	12,705	96,875
RUST CRAFT	RUS	6 1/8	5 7/8	+ 1/4	+ 4.25	10 1/4	5 7/8	5	2,366	14,491
SAN JUAN RACING	SJR	8	8		.00	13 3/8	8	6	2,367	18,936
SCHERING-PLOUGH	SGP	56	49 3/4	+ 6 1/4	+ 12.56	74 3/8	46 1/2	26	53,823	3,014,088
SONDERLING	SOB	4 1/4	4 1/4		.00	10	4 1/4	2	788	3,349
TECHNICAL OPERATIONS	TO	3 5/8	3 1/2	+ 1/8	+ 3.57	6 3/4	3 1/2	3	1,344	4,872
TIMES MIRROR CO.	TMC	11	9 3/4	+ 1 1/4	+ 12.82	17 5/8	9 3/4	7	31,385	345,235
TURNER COMM.***	TO	3 3/8	3 3/8		.00	4	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	16 3/8	17	- 5/8	- 3.67	24 3/8	14 3/4	6	4,749	77,764
WOMETCO	WOM	7	7 1/4	- 1/4	- 3.44	10 1/4	7	5	6,034	42,238
TOTAL									346,354	5,943,509
<b>Cablecasting</b>										
AMECO**	ACD	7/8	7/8		.00	1 7/8	1/8		1,200	1,050
AMER. ELECT. LABS	AELRA	1	1		.00	2 1/8	3/4	3	1,673	1,673
AMERICAN TV & COMM.	AMTV	6	6 3/4	- 3/4	- 11.11	19 1/4	6	14	3,181	19,086
ATHENA COMM.**	ATH	1/4	1/4		.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	4 1/2	4 5/8	- 1/8	- 2.70	24 1/8	4 1/2	5	7,907	35,581
CABLECOM-GENERAL	CCG	1 3/4	2	- 1/4	- 12.50	4 1/2	1 3/4	10	2,560	4,480
CABLE FUNDING*	CFUN	4 1/2	4 1/2		.00	7 3/8	4 1/2	20	1,121	5,044
CABLE INFO.	CI	1/4	1/4		.00	3/4	1/4	1	663	165
CITIZENS FIN.**	CPN	1 3/4	1 5/8	+ 1/8	+ 7.69	4 1/4	1 3/8	8	2,697	4,719
COMCAST*	COM	2	2 1/2	- 1/2	- 20.00	2 1/2	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	1 3/8	1 1/2	- 1/8	- 8.33	3 3/8	1 3/8	15	4,761	6,546
CDX CARLE	CXC	3 3/4	4	- 1/4	- 6.25	15 1/4	3 3/4	7	3,560	13,350
ENTRON*	ENT	5/8	5/8		.00	7/8	1/2	4	1,358	848
GENERAL INSTRUMENT	GRL	5 7/8	6 3/4	- 7/8	- 12.96	17 1/8	5 7/8	3	7,060	41,477
GENERAL TV*	GT	1 1/4	1 1/4		.00	1 1/2	3/4	63	1,000	1,250
SCIENTIFIC-ATLANTA	SFA	5 1/4	5 1/2	- 1/4	- 4.54	9 1/2	5 1/4	5	917	4,814
TELE-COMMUNICATION**	TCOM	1 1/4	1 1/4		.00	5 3/4	1 1/4		5,181	6,476
TELEPROMPTER**	TP	2 1/8	1 7/8	+ 1/4	+ 13.33	8 1/4	1 7/8		16,013	34,027
TIME INC.	TL	33 3/4	33 3/4		.00	40 1/4	30 3/4	7	9,986	337,027
TOCOM*	TOCM	3	3		.00	4 7/8	2 1/2	7	634	1,902
UA-COLUMBIA CARLE	UACC	4 1/2	4 3/8	+ 1/8	+ 2.85	6	3 3/4	10	1,795	8,077
UNITED CARLE TV CORP	UCTV	1 7/8	2	- 1/8	- 6.25	4 5/8	1 7/8	38	1,879	3,523
VIACOM	VIA	3	3 1/2	- 1/2	- 14.28	7 1/2	3	4	3,850	11,550
VIKOA**	VIK	1 1/4	1 1/2	- 1/4	- 16.66	4	1 1/4	5	2,534	3,167
TOTAL									85,609	549,835
<b>Programming</b>										
COLUMBIA PICTURES**	CPS	2	1 7/8	+ 1/8	+ 6.66	4 3/4	1 5/8		6,748	13,496
DISNEY	DIS	27 1/4	31	- 3 3/4	- 12.09	54 1/2	27 1/4	17	29,155	794,473
FILMWAYS	FWY	2 1/2	2 1/2		.00	6	2 1/2	4	1,791	4,477
FOUR STAR	FS	3/4	3/4		.00	1 3/8	5/8	1	665,950	499,462
GULF + WESTERN	GW	19 1/4	19 1/8	+ 1/8	+ .65	29 1/8	18 3/8	4	14,088	271,194
MCA	MCA	20 1/4	20 1/4		.00	26 1/2	19 1/4	6	8,386	169,816
MGM	MGM	13	13 1/4	- 1/4	- 1.88	16 3/8	9 1/4	13	5,918	76,934
TELE-TAPE****	OT	1/2	1/2		.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*	OT	2	2 1/8	- 1/8	- 5.88	4 1/8	2	4	943	1,886
TRANSAMERICA	TA	5 3/4	5 1/2	+ 1/4	+ 4.54	10 3/8	5 1/2	5	65,115	374,411
20TH CENTURY-FDX	TF	5 3/4	5 7/8	- 1/8	- 2.12	9 1/8	4 3/4	8	8,280	47,610
WALTER READE**	WALT	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	7 1/8	7 3/4	- 5/8	- 8.06	18 1/2	7 1/8	3	16,317	116,258
WRATHER	WCO	2 1/2	4 1/2	- 2	- 44.44	8 1/8	2 1/2	28	2,229	5,572
TOTAL									831,577	2,377,800
<b>Service</b>										
BRDD INC.	CO	11 1/2	11 1/2		.00	14 1/4	10	5	2,513	28,899
COMSAT	CO	25	24	+ 1	+ 4.16	40 3/8	24	6	10,000	250,000
CREATIVE MANAGEMENT	CMA	3 5/8	3 3/8	+ 1/4	+ 7.40	6 5/8	3	5	1,016	3,683
DOYLE DANE BERNBACH	DOYL	7 1/4	6 1/2	+ 3/4	+ 11.53	11 1/2	6 1/2	4	1,796	13,021
ELKINS INSTITUTE****	ELKN	3/8	3/8		.00	5/8	1/4		1,897	711
FOOTE CONE & REIDING	FCB	6 1/4	6	+ 1/4	+ 4.16	11 1/4	6	4	2,065	12,906
GREY ADVERTISING	GREY	6 3/8	6 1/2	- 1/8	- 1.92	8 3/8	6 3/8	3	1,255	8,000
INTERPUBLIC GROUP	IPG	9	8 1/2	+ 1/2	+ 5.88	13	8 1/2	4	2,319	20,871
MARVIN JOSEPHSON***	MRVN	3 1/4	3 1/4		.00	8 1/2	3 1/4	2	802	2,606
MCI COMMUNICATIONS+	MCIC	1 3/4	1 3/4		.00	6 1/2	1 5/8		12,912	22,596
MOVIELAB	MOV	3/4	3/4		.00	1 5/8	5/8	4	1,407	1,055
MPO VIDEOTRONICS**	MPO	1 3/8	1 1/4	+ 1/8	+ 10.00	2 5/8	1 1/8		539	741
NEEDHAM, HARPER	NOHMA	5	4 1/4	+ 3/4	+ 17.64	7 1/2	4	2	918	4,590
A. C. NIELSEN	NIELS	11 3/8	10	+ 1 3/8	+ 13.75	28	9 7/8	11	10,598	120,552
OGILVY & MATHER	OGIL	12 1/2	12 1/2		.00	17 1/4	12 1/2	5	1,807	22,587
PKL CO.***	PKL	1	1		.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	6 5/8	6 7/8	- 1/4	- 3.63	12	6 5/8	15	2,624	17,384
UNIVERSAL COMM.***	UC	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	7 5/8	5 1/2	+ 2 1/8	+ 38.63	9 5/8	5 1/2	4	1,632	12,444
TOTAL									57,633	543,910
<b>Electronics</b>										
AMPEX	APX	3 1/4	3 1/8	+ 1/8	+ 4.00	4 7/8	2 7/8	9	10,878	35,353
CCA ELECTRONICS*	CCAE	1	1 1/8	- 1/8	- 11.11	1 1/8	5/8	2	881	881

Stock symbol	Exch.	Closing Wed. Sept. 11	Closing Wed. Sept. 4	Net change In week	% change In week	High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
COHU, INC.	COH	A	2 1/8	2 1/4	- 1/8	- 5.55	3 7/8	2	6	1,542	3,276
COMPUTER EQUIPMENT	CEC	A	1 1/4	1 3/8	- 1/8	- 9.09	2 1/8	1 1/4	7	2,333	2,916
CONRAC	CAX	N	11 3/4	12 1/8	- 3/8	- 3.09	21	11 3/4	5	1,261	14,816
GENERAL ELECTRIC	GE	N	33	35 1/8	- 2 1/8	- 6.04	65	7 1/2	10	182,114	6,009,762
HARRIS CORP.	HRS	N	13 3/4	14 3/4	- 1	- 6.77	33 1/2	13 3/4	4	6,229	85,648
INTERNATIONAL VIDEO	IVCP	O	2 1/2	2 1/2		.00	7 1/2	2 1/2	8	2,728	6,820
MAGNAVOX	MAG	N	9 1/4	8	+ 1 1/4	+ 15.62	9 7/8	4	51	17,799	164,640
3M	MMM	N	56	55 1/4	+ 3/4	+ 1.35	80 1/2	55 1/4	21	113,401	6,350,456
MOTOROLA	MOT	N	41 1/8	44 1/2	- 3 3/8	- 7.58	61 7/8	40 1/2	13	27,968	1,150,184
OAK INDUSTRIES	OEN	N	8 3/4	8 7/8	- 1/8	- 1.40	12 7/8	8 3/4	4	1,639	14,341
RCA	RCA	N	11 3/4	11 3/4		.00	21 1/2	11 3/4	5	74,457	874,869
ROCKWELL INTL.	ROK	N	22 1/4	21 1/4	+ 1	+ 4.70	28 3/8	20 3/8	5	30,315	674,508
RSC INDUSTRIES	RSC	A	1	1 1/8	- 1/8	- 11.11	2 1/8	1	6	3,458	3,458
SONY CORP.	SNE	N	6 1/8	5 7/8	+ 1/4	+ 4.25	29 7/8	5 7/8	12	165,625	1,014,453
TEKTRONIX	TEK	N	23 5/8	24 1/4	- 5/8	- 2.57	47 3/4	23 5/8	10	8,651	204,379
TELEMATION	TIMT	O	1 3/4	1 3/4		.00	2 3/4	1 5/8	10	1,050	1,837
TELEPRO INC.***	TPI	O	7	7		.00	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	N	6 3/4	7	- 1/4	- 3.57	13 1/4	6 5/8	6	6,617	44,664
WESTINGHOUSE	WX	N	9 1/8	9 1/2	- 3/8	- 3.94	26	9 1/8	6	87,876	801,868
ZENITH	ZE	N	15 5/8	15 5/8		.00	31 5/8	15 5/8	7	18,797	293,703
TOTAL									766,094	17,756,157	
GRAND TOTAL									2,166,377	28,802,737	
Standard & Poor's Industrial Average		77.1	77.3	-0.2							

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

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

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

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

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Columbia Pictures	year 6/29	256,629,000	+ 21.3%	(2,301,000)	.	(.29)	211,507,000	(50,029,000)	(6.45)
Doyle Dane Bernbach Inc.	9 mo. 7/31	273,557,000	+ 12.7%	2,500,000	- 27.4%	1.39	242,683,000	3,444,000	1.80
Outlet Co.	6 mo. 7/31	42,790,562	+ 8.6%	1,098,832	+ 20.8%	.67	39,438,092	909,232	.53
Telecommunications Inc.	6 mo. 6/30	16,903,000	+ 35.7%	(2,906,000)	.	(.60)	12,458,000	788,000	.13

\* Change too great to be meaningful.

# Fates & Fortunes

## Media



Reed

**Richard E. Reed**, VP-general manager, WLWT-TV Cincinnati, named VP-operations of Gilmore Broadcasting Group, which includes KODE-AM-TV Joplin, Mo.; WEHT-TV Evansville, Ind.; WREX-TV Rockford, Ill., and WSVAM-AM-TV - WQPO(FM) Harrisonburg, Va.

Mr. Reed will be based in Harrisonburg.

**Robert C. Fauser**, national and retail sales manager, WXLO(FM) New York, named general manager, KRBE(FM) Houston.

**Richard Ralston**, production manager, KRMG(AM) Tulsa, Okla., named station manager, KVRO(FM) Stillwater, Okla.

**Don C. Dailey**, VP of Springfield Broadcasting Co. (KGBX[AM] Springfield and

KHMO[AM] Hannibal, both Missouri), assumes management duties with parent company, Springfield Newspapers Inc., which has been bought by Gannett Newspapers (*BROADCASTING*, Aug. 26). He retains vice presidency of KHMO. FCC has approved spin-off of KGBX to Stauffer Publications Inc. (see "Changing Hands," this issue).

**Mike Jorgenson**, national sales and promotion manager, KLAQ-AM-FM Denver and KAYQ(AM) Kansas City, Mo., all Lakewood Broadcasting Service stations, named general manager, KLAQ-AM-FM.

**Bob Rice**, salesman, WMFJ(AM) Daytona Beach, Fla., named station manager, WPAS(AM) Zephyrhills, Fla.

**E. Morgan Skinner Jr.**, assistant station manager, KOOL-FM Phoenix, named station manager.

**Ken Blakey**, announcer, KDOL-AM-FM Mojave, Calif., named operations manager.

**Peter L. Mandell**, promotion manager and public affairs director, WTEV(TV)

Providence, R.I., joins WJXT(TV) Jacksonville, Fla., as promotion manager.

**Bill Wayland**, sales manager, WHDH-AM-FM Boston, named general sales manager, WCOZ(FM) Boston.

**Bruce Chamberlin**, production supervisor, CBS Television Network, Los Angeles, named assistant director of personnel, West Coast, CBS, same city.

**Paul J. Cassidy**, general manager, KSFX(FM) San Francisco, named general manager, KGBS-AM-FM Los Angeles.

**Award.** FCC Commissioner James H. Quello and Dennis Lewin, coordinating producer of ABC-TV's *Wide World of Sports*, will receive Outstanding Alumni Award from Michigan State University College of Communication Arts alumni association Oct. 5. Award is given for prominence in communications field or for contributions to community at large.

**Theodore F. Hardy**, advertising manager, Eagle Thrifty Drugs and Markets, Reno, named marketing director and promotion manager, KORK-TV Las Vegas.

**Richard M. Coulter**, sales manager, wis-TV Columbia, S.C., named assistant general manager-sales manager.

## Broadcast Advertising



Hicks

**E. Wyatt Hicks**, executive VP and managing director, New York office of J. Walter Thompson Co., New York, named executive VP and corporate director of client services for agency. **Denis Lanigan**, managing director, J. Walter Thompson, London,

named to supervise company's European activities. **L. John Sharman**, executive VP, JWT-Asia-Pacific, based in Sydney, Australia, moves to New York, responsible for Asia-Pacific and Latin-American activities.

**James M. Lindsey**, president, Lindsey, Bradley & Johnston Advertising Agency, Chattanooga, elected chairman of board and chief executive officer. **John Brock**, executive VP and chief operating officer, elected president. **Gene Michelson**, executive VP, LBJ Productions, elected president.

**Tony Cassara**, national sales manager,

KTLA(TV) Los Angeles, based in New York, named local sales manager, Los Angeles. **Mike Eigner**, sales representative, Petry Television, New York, named KTLA national sales manager, same city. **Ed Hawkins**, account executive, KTLA, named regional sales manager, based in Los Angeles.

**Frank Fraser Jr.**, VP, Campbell-Ewald Co., Detroit, named management supervisor, Chevrolet truck advertising account. **James H. Berline**, account executive, elected VP, truck advertising account.

**David L. Smith**, VP-director of media planning, Honig, Cooper & Harrington, San Francisco, named marketing partner, Ted Thompson & Partners, advertising agency, same city.

**Richard B. Lowe**, account executive; Metro TV Sales, Chicago, named sales manager, WTCN-TV Minneapolis.

**Mike Giacalone**, senior art director, Altman, Stiller, Weiss, New York, joins Gardner Advertising, St. Louis, as creative group head.

**Earl Bechtel**, general sales manager, Taft Broadcasting's WDAF-AM-FM Kansas City, Mo., named manager, Taft's Cleveland sales office.

**Gene Dugan**, account executive, WNAR-AM) Norristown, Pa., named sales manager, WNAR new studio in Wayne, Pa.

**William B. Hinds**, sales manager, WKSS-AM) Hartford, Conn., named general sales manager, WBNY-FM Buffalo, N.Y.

**Craig K. Howard**, regional sales manager, WGTR-AM) Natick, Mass., named general sales manager.

**Glenn Walser**, local sales manager, KCMO-TV Kansas City, Mo., named assistant to the general sales manager. **Louis Meyers**, account executive, KCMO-TV, named local sales manager.

**Calvin Crane**, on staff of KFMG-AM) Des Moines, Iowa, named sales manager.

## Programming

**Murray H. Schweitzer**, freelance producer-director of West Palm Beach, Fla., joins WLWC-TV) Columbus, Ohio, as producer-director.

**Steve Gilmartin**, sports director, WMAL-TV Washington, joins KTRH-AM) Houston

**Getting set at APR.** Appointments continue at Associated Press Radio, scheduled to begin operations Oct. 1, with **Walter Rodgers**, government reporter, United Press International Television News, named White House correspondent; **Andrew Silberman**, newsman, WTTG-TV) Washington, and **Charles Van Dyke**, news director, WAVA-AM-FM Arlington, Va., named Capitol Hill correspondents; **Shelby Whitfield**, sports talk-show host, WWDC-AM) Washington, appointed sports director, New York; **Gerald Schwinger**, senior engineer, National Public Radio, named assistant chief of communications and **Paula Quick**, newperson in AP Des Moines, Iowa, bureau, named editor,

as sports editor.

**Bill Keen**, sports director, WNBZ-AM) Wellsboro, Pa., named to same post, WKOK-AM-FM Sunbury, Pa.

**Gary H. Griffin**, executive producer, noncommercial KVST-TV) Los Angeles, named production manager, WTMJ-TV Milwaukee.

**Shirley E. Frederick**, director of research and special projects, WAGA-TV Atlanta, named production manager, WLVI-TV Boston. **Kenneth F. Corcoran**, producer-director, KDKA-TV Pittsburgh, named to same position at WLVI-TV.

**Ed Turner**, former VP-director of news, UPITN (since incorporated into Television News Inc.), New York, joins WMAL-TV Washington as executive producer.

**Mike Haffner**, sports director, KDEN-AM) Denver, and **Al Michaels**, play-by-play man for San Francisco Giants baseball team, appointed commentators for National Football League games, NBC-TV.

**Carol Stevens**, manager for special projects, West Coast, public relations department, ABC Television Network, named manager of merchandising, motion pictures for television, ABC Entertainment, Hollywood.

**Carl Miller**, Western division sales manager, Four Star Entertainment, joins Independent Television Corp., New York, in same capacity.

**Lee Abrams**, independent programing contractor, joins Kent Burkhardt and Associates, Atlanta, assigned to FM programing projects.

**Jerry Emanuel**, with Mutual Broadcasting System, New York, named sports director, WOLO-TV Columbia, S.C.

## Broadcast Journalism

**Steve Kusheloff**, newsman-production manager, WPPA-AM) Pottsville, Pa., named news director, WKOK-AM-FM Sunbury, Pa.

**Ellen Fleisher**, reporter, *New York Daily News*, named correspondent, WCBS-TV New York.

**Frank Gentry**, anchorman, KRDL-AM) Dallas, joins KXYZ-AM) Houston as newscaster and co-producer of public affairs program.

**Sandy Hill**, reporter, KIRO-TV Seattle, named co-anchorperson, KNXT-TV) Los Angeles.

**Ronald Canada**, general assignment reporter, WBAL-TV Baltimore, joins WMAL-TV Washington as District of Columbia correspondent.

**Ken Keller**, managing editor, KMOX-TV St. Louis, joins WDAF-TV Kansas City, Mo., as news director.

**Ralph Allen**, on staff, WJIM-TV Lansing, Mich., named anchorman, WSBT-TV South Bend, Ind. **Bill Warrick**, reporter, WBBM-AM-FM Chicago, and **Pat Longworth**, news director, WJVA-AM)-WRBR-AM) South Bend, join WSBT-TV as reporters.

**Peter Lewine**, newsman, KCBS-AM) San Francisco, joins KNTV-TV) San Jose, Calif., as on-air reporter.

**Robert Walker**, news director, WJKS-TV

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Gary Edens  
Vice President & General Manager  
KOY and KRFM  
Phoenix, Arizona

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Jacksonville, Fla., named assignment editor, WJXT(TV) Jacksonville.

**Kenneth R. Kurtz**, news director, WANE-TV Fort Wayne, Ind., named to same position, WFMY-TV Greensboro, N.C. He succeeds David C. Wright, named public affairs director, WFMY-TV.

## Equipment & Engineering

**Ivan D. Barton**, regional manager, Philips Broadcast Equipment Corp., Houston, named district manager, VTR Products, Sony Corp. of America, headquartered in Tulsa, Okla.

**Michael McGowan**, on staff, noncommercial KDNA(FM) St. Louis, named chief engineer, noncommercial KWMU(FM) St. Louis.

**Bert H. Dann**, manager of advanced engineering, International Video Corp., Sunnyvale, Calif., named VP and technical adviser to president. **Donald E. Morgan**, manager of cartridge recording standard products, IVC, named manager, videotape recording engineering.

**John M. Boatman**, sales engineer, RCA Broadcast Systems, Geneva, named manager, field sales, for Europe, Middle East and Africa, RCA International Marketing S.A., Geneva.

## Cable

**R. Josh Lanier**, staff assistant to Senator Herman Talmadge (D-Ga.), named congressional relations coordinator, government relations department, National Cable Television Association, Washington.

**Marvin Jones**, Western division manager, UA-Columbia Cablevision Inc., Yuma, Ariz., elected VP-operations, based at San

Angelo, Tex. **Homer Harmon**, UA-Columbia Eastern division manager, succeeds Mr. Jones. **Steven Sinn**, general manager UA-Columbia system, Wayne, N.J., succeeds Mr. Harmon as Eastern division manager.

**Fred Horowitz**, manager, Teleprompter County Cable TV, Mount Vernon, N.Y., named system manager, Micro-Cable Corp., Oakland, N.J., subsidiary of UA-Columbia Cablevision.

**Mark Savage**, assistant treasurer, United Cable Television Corp., Tulsa, Okla., elected treasurer-assistant secretary.

## Allied Fields

**Paul Rand Dixon**, commissioner, Federal Trade Commission, reappointed to seven-year term. He has served as commissioner since 1970; before that, was chairman for nine years.

**Emmitt B. Kitchen Jr.**, electronics engineer, industrial and public safety facilities division, Safety and Special Services Bureau, FCC, named engineering assistant to Commissioner Charlotte T. Reid. He replaces **Arlan Van Doorn**, named deputy chief, Safety and Special Radio Services Bureau. **Walter Sutter**, assistant director, Office of Telecommunications Policy, named consultant to Office of Plans and Policy, FCC, Washington.

**Joseph P. Dufresne**, senior attorney, division of legal services, office of general counsel, Federal Trade Commission, appointed administrative law judge.

**Vernon A. Stone**, head of broadcast news sequence, School of Journalism and Mass Communication, University of Wisconsin-Madison and former newsman, WHAS-TV Louisville, Ky., joins faculty, University of Georgia School of Journalism,

Athens.

**Clint Formby**, president, KTEM(AM) Temple, KPAN-AM-FM Hereford, and KLVT(AM) Levelland, all Texas, elected chairman of board of regents, Texas Tech University Complex, Lubbock.

**Robert E. Davis**, professor of film and chairman of department of cinema and photography, Southern Illinois University, Carbondale, named chairman, department of radio-television-film, University of Texas, School of Communication, Austin.

**Roger Cooper**, co-manager and retail sales manager, KCRA-TV Sacramento, Calif., resigned Sept. 1 to open broadcast research consultancy, *Route 2, Box 2230, New-castle, Calif. 95658.*

## Deaths

**Samuel H. Fried**, 54, WINS(AM) New York technician, died Sept. 1 at home in Clifton, N.J., of heart attack. He is survived by his wife, Sophie, and two sons, Steven and George.

**Wayne Seal**, 39, news director, WCIV(TV) Charleston, S.C., died in plane crash Sept. 11 near Charlotte, N.C. Mr. Seal was enroute to Washington for conferences with officials of Evening Star Broadcasting, which owns WCIV. He is survived by his wife, Nancy, two sons and one daughter.

**Walter Streng**, 76, veteran cinematographer who was director of photography for Universal Television's *Marcus Welby M.D.* (on ABC), died Sept. 2 in his sleep. Mr. Streng won an Emmy in 1969. Among his other TV series credits are *My Little Margie*, *Wells Fargo* and *Wagon Train*. He is survived by his wife, Jean.

# For the Record®

As compiled by BROADCASTING, Sept. 2 through Sept. 6 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz.—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### TV application

■ Dallas—National Business Network-Foundation for Free Enterprise seeks ch. 33 (584-590 mhz); ERP 300 kw vis., 300 kw aur., HAAT 1,633 ft.; ant. height above ground 1,555 ft. P.O. address: Box 20005, Dallas 75221. Estimated construction cost \$406,000; first-year operating cost \$493,200; revenue \$398,400. Legal counsel Finkelstein & Firestone, Washington; consulting engineer C. P.

Crossno. Principals: Sheldon K. Turner, former general manager of KDTV(TV) Dallas; Nolanda Sue Turner, editor of National Directory for Performing Arts and Civic Center; Nolan R. Butler, realtor. National Business Network is nonprofit corporation. Ann. Sept. 5.

### TV start

■ WEVU Naples, Fla.—Authorized program operation on UHF ch. 26 (542-548 mhz); ERP 1000 kw vis., 100 kw aur., HAAT 710 ft. Action Aug. 19.

### AM applications

■ Brush, Colo.—Pettit Broadcasting Co. application for 1010 khz, 5 kw, amended to add 1 kw CH. Ann. Sept. 4.

■ Dallas—Maxwell Broadcasting Corp. seeks 570 khz, 5 kw, DA-2, P.O. address: 4440 Sigma Rd., Suite 112, Dallas 75240. Estimated construction cost \$87,000; first-year operating cost \$342,600; revenue \$958,396. Format: MOR. Principals: James T. Maxwell and Carroll H. Maxwell Jr. (50% each). Maxwell brothers have interest in several Dallas businesses, including data processing and electronics firms. Ann. Sept. 4.

### AM start

■ WANM Tallahassee, Fla.—Authorized program

operation on 1070 khz, 10 kw-D. Action Aug. 20.

### FM applications

■ Tsaille, Ariz.—Board of Regents, Navajo Community College seeks 91.9 mhz, 10 w. P.O. address: c/o John L. Bray, Tsaille 86503. Estimated construction cost \$2,050; first-year operating cost \$750. Format: ed. Principal: Guy Gorman Sr., chairman. Ann. Sept. 6.

■ St. Helena, Calif.—Young Radio seeks 101.7 mhz, 3 kw, HAAT minus 516 ft. P.O. address: 1124 Foster Rd., Napa, Calif. 94558. Estimated construction cost \$37,050; first-year operating cost \$26,400; revenue \$39,000. Format: standard pops. Principals: Thomas L. Young (52%), William T. Telfer, Samuel O. Christiansen, Bruce Carey (12% each), et al. own KVON(AM) Napa. Ann. Sept. 6.

■ Turlock, Calif.—California State College, Stanislaus seeks 91.9 mhz, 10 w. P.O. address: 800 Monte Vista Ave., Turlock 95380. Estimated construction cost \$2,400; first-year operating cost \$4,800. Format: ed. Principal: Carl Gatlin, president. Ann. Sept. 5.

■ Arcadia, Fla.—Arcadia-Punta Gorda Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT 184 ft. P.O. address: Box 632, Arcadia 33821. Estimated construction cost \$41,522; first-year operating cost \$16,276; revenue \$83,220. Format: variety. Principals: Letha G. Benton (70%), teacher; H. F. McKee (16.7%), department store owner; et al. Ann. Sept. 5.

## Call letters

### Applications

Call	Sought by
	<b>New TV</b>
*KMPT	Educational Broadcasting Commission, Butte, Mont.
	<b>New FM's</b>
WKSI	Eldorado Broadcasting Corp., Eldorado, Ill.
WVNS	New South Broadcasting Corp., Tuskegee, Ala.
*WAIF	Stepchild Radio of Cincinnati, Cincinnati
WEEJ	Broadcast Systems, Port Charlotte, Fla.
WWWY	Bartholomew County Broadcasting Co., Columbus, Ind.
WDFP	WVOC Inc., Battle Creek, Mich.
KMOE	Bates County Broadcasting Co., Butler, Mo.
	<b>Existing AM's</b>
KAXN	KBRN Brighton, Colo.
KSAZ	KBER San Antonio, Tex.
	<b>Existing FM's</b>
KRNQ	KRNT-FM Des Moines, Iowa
KCCQ	KASI-FM Ames, Iowa
WAFM	WQHY Amory, Miss.
KSAQ	KBER-FM San Antonio, Tex.
WQEN	WLJM Gadsden, Ala.
WZEE	WMFM Madison, Wis.
WAKX-FM	KPIR Duluth, Minn.

### Grants

Call	Assigned to
	<b>New TV's</b>
*WHMM	Howard University, Washington
WTIS	Thunder Bay Broadcasting Corp., Alpena, Mich.
	<b>New AM</b>
KFLO	James E. Reese, Shreveport, La.
	<b>New FM's</b>
WYVA-FM	Cradle of Democracy Broadcasting Co., Yorktown, Va.
KXIQ	Juniper Broadcasting, Bend, Ore.
*WSSR	Sangamon State University, Springfield, Ill.
WGRT	Hendricks County Broadcasting Corp., Danville, Ind.
WKCB-FM	Knott County Broadcasting, Hindman, Ky.
WKAA	Rumford Broadcasting Co., Rumford, Maine
*WOCG	Oakwood College, Huntsville, Ala.
*KBBD	Beaver County School District, Beaver, Utah
	<b>Existing TV</b>
WEZF-TV	WVNY-TV Burlington, Vt.
	<b>Existing FM's</b>
WPXY	WROC-FM Rochester, N.Y.
WWCT	WWTO Peoria, Ill.
WPOC	WFMM-FM Baltimore

■ Rockport, Tex.—James H. Belote seeks 102.3 mhz, 3 kw, HAAT 130 ft. P.O. address: 4903 Creekmore Dr., San Antonio, Tex. 78220. Estimated construction cost \$2,000; first-year operating cost \$24,743; revenue \$29,100. Format: C&W. Principal: Mr. Belote is director, U.S. Army Communications Command Agency at Fort Sam Houston, Tex. Ann. Sept. 5.

■ Provo, Utah—Equinox Inc. seeks 94.9 mhz, 29.2 kw, HAAT minus 632 ft. P.O. address: 311 South 1600 West, Provo 84601. Estimated construction cost \$38,600; first-year operating cost \$33,980; revenue \$48,000. Format: contemp. Principals: David S. Grow (45%), real estate developer; Steven L. Grow (35%) Utah attorney; Larry V. Bell (20%), director of Utah Broadcasters Association. They have interest in KEYY(AM) Provo. Ann. Sept. 5.

### FM actions

■ \*New Canaan, Conn.—St. Luke's Foundation. Broadcast Bureau granted 91.7 mhz, TPO 10 w. P.O. address: 5 North Wilton Rd., New Canaan

■ Lehigh Acres, Fla.—Lee County FM seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 835, Lehigh Acres 33936. Estimated construction cost \$55,158; first-year operating cost \$60,160; revenue \$100,000. Format: beautiful music. Principals: Broadcast Management (80%) and Louie L. Garris Jr. (20%). Roger W. Clipp is principal stockholder of Broadcast Management which owns WAYK(AM) Lehigh Acres. Mr. Garris is general manager of WAYK. Ann. Sept. 5.

■ \*Orlando, Fla.—Florida Technological University seeks 88.9 mhz, 36.5 kw, HAAT 1,000 ft. P.O. address: Box 25,000, Alafaya Trail, Orlando 32816. Estimated construction cost \$55,188; first-year operating cost \$56,000. Format: ed. Principal: chairman, university broadcasting committee. Ann. Sept. 5.

■ \*Titusville, Fla.—Florida Public Radio seeks 90.7 mhz, 10 w. P.O. address: 110 La Grange Ave., Titusville 32780. Estimated construction cost \$2,200; first-year operating cost \$300. Format: ed. Principal: Randy Henry, president of Florida Public, is part-time bus driver. Ann. Sept. 6.

■ Chatsworth, Ga.—Cohutta Broadcasting Co. seeks 99.3 mhz, 640 w, HAAT 583 ft. P.O. address: 102 E. Johnston St., Forsyth, Ga. 31029. Estimated construction cost \$45,500; first-year operating cost \$35,650; revenue \$35,000. Format: C&W. Principals: Carmen D. Trevitt (80%) and Calvin R. Means (20%) are respectively owner and general manager of WFNE(FM) Forsyth. Ann. Sept. 5.

■ \*Statesboro, Ga.—Georgia Southern College seeks 91.3 mhz, 10 w, HAAT 69 ft. P.O. address: c/o Dr. Roger Branch, Streetsboro 30458. Estimated construction cost \$12,397; first-year operating cost \$5,603. Format: ed. Principal: Dr. Branch, assistant professor of sociology. Ann. Sept. 6.

■ Twin Lakes, Iowa—Twin Lakes Broadcasting seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 1223 - 10th Ave., N., Fort Dodge, Iowa 50579. Estimated construction cost \$73,669; first-year operating cost \$66,021; revenue \$72,000. Format: standard pops/rock. Principals: Francis N. Donnelly (60%) and wife Carol (40%). Mr. Donnelly is sales manager of KVFD(AM) Fort Dodge. Ann. Sept. 6.

■ Jenkins, Ky.—Cardinal Broadcasting Co. seeks 94.3 mhz, 125 kw, HAAT 1,339 ft. P.O. address: Box 868, Jenkins 41537. Estimated construction cost \$16,095; first-year operating cost \$3,650; revenue \$25,000. Format: C&W/MOR. Principals: H. Gene Sturgill (49%) and James G. Hobbs (51%) own WREM(AM) Jenkins. Ann. Sept. 5.

■ \*Olivet, Mich.—Board of Trustees, Olivet College seeks 89.7 mhz, 10 w. P.O. address: c/o Willis A. Selden, Dole Hall, Olivet 49076. Estimated construction cost \$5,972; first-year operating cost \$3,500. Principal: Willis A. Selden, director of information services. Ann. Sept. 5.

■ Bowling Green, Mo.—Pike County Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT 293 ft. P.O. address: Box 1, Bowling Green 63334. Estimated construction cost \$30,893; first-year operating cost \$14,500; revenue \$25,000. Format: C&W. Principals: Betty A. Salois (30%), J. Paul Salois (29.7%), et al. own KPCR(AM) Bowling Green. Ann. Sept. 5.

■ Huntingdon, Tenn.—Bouldin Corp. seeks 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 276 Clark St., Huntingdon 38344. Estimated construction cost \$46,150; first-year operating cost \$36,000; revenue \$60,000. Format: standards/easy ltnsg/MOR. Principal: Ewell Bouldin, principal of Huntingdon Elementary School. Ann. Sept. 5.

■ Alice, Tex.—Norman Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 731, Alice 78332. Estimated construction cost \$66,086; first-year operating cost \$21,250; revenue \$53,000. Format: Spanish. Principal: Robert N. Aylin Sr. (100%) owns KOPY(AM) Alice and KCFH(AM) Cuero, Tex. Ann. Sept. 6.

■ Austin, Tex.—Dynamic Communications of Austin seeks 102.3 mhz, 741 w, HAAT 548 ft. P.O. address: 8703 Stillwood Lane, Austin 78758. Estimated construction cost \$61,026; first-year operating cost \$65,700; revenue \$150,000. Format: Spanish. Principals: Jose Jaime Garcia Sr. (34%), announcer at KOKE-FM Austin; John Norman Vasquez (24.5%), Austin policeman; Soledad Guajardo (20%), grocery store owner; et al. Ann. Sept. 6.

■ Dallas—Maxwell Broadcasting Corp. seeks 97.9 mhz, 100 kw, HAAT 1,679 ft. P.O. address: 440 Sigma Rd., Suite 112, Dallas 75240. Estimated construction cost \$136,000; first-year operating cost \$93,600; revenue \$117,992. Format: popular. Principals: James T. Maxwell and Carroll H. Maxwell (50% each) are Dallas businessmen. Ann. Sept. 4.

■ El Paso, Tex.—KAMA Radio seeks 93.1 mhz, 100 kw, HAAT 1,158 ft. P.O. address: 4141 Pinnacle St., El Paso 79902. Estimated construction cost \$47,700; first-year operating cost \$30,000; revenue \$35,000. Format: Spanish. Principals: Jack R. McVeigh (51%) and Billie M. McVeigh (49%) own KAMA(AM) El Paso. Ann. Sept. 4.

■ \*Plainview, Tex.—Wayland Baptist College seeks 91.5 mhz, 371 w, HAAT 104 ft. P.O. address: 1900 W. 7th St., Plainview 79072. Estimated construction cost \$16,505; first-year operating cost \$9,000. Format: ed. Principal: Roy C. McClung, president. Ann. Sept. 4.

06840. Estimated construction cost \$2,410; first-year operating cost \$1,500. Principal: Roby Harrington 3d, chairman, board of trustees (BPED-1815). Action Aug. 30.

■ \*Bloomfield Hills, Mich.—Board of Education of Bloomfield Hills School District. Broadcast Bureau granted 88.1 mhz, TPO 10 w. P.O. address: 4175 Andover Rd., Bloomfield Hills 48013. Estimated construction cost \$21,738; first-year operating cost \$5,000. Principal: Dr. David A. Spencer, director of secondary education (BPED-1802). Action Aug. 23.

■ Lincoln, Neb.—Sound Experience Broadcasting Co. Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 117 ft. P.O. address 4503 St. Paul Ave., Lincoln 68504. Estimated construction cost \$33,000; first-year operating cost \$50,000; revenue \$54,300. Principals: Lawrence W. King (43.85%), Larry J. Brandt (12.48%), et al. Messrs. King and Brandt are employed with KOLN-TV Lincoln (BPH-8807). Action Aug. 23.

### FM starts

■ KBLJ La Junta, Colo.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 300 ft. Action Aug. 27.

■ WFPR-FM Hammond, La.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 300 ft. Action Aug. 22.

■ KORQ Abilene, Tex.—Authorized program operation on 100.7 mhz, ERP 100 kw, HAAT 1,280 ft. Action Aug. 26.

■ WPDX-FM Clarksburg, W. Va.—Authorized program operation on 104.9 mhz, ERP 2.35 kw, HAAT 330 ft. Action Aug. 20.

## Ownership changes

### Applications

■ KCRI(FM) Helena, Ark. (103.7 mhz, 3 kw)—Seeks assignment of license from Radio Helena to Phillips County Broadcasters for \$85,000. Seller: C. D. Saunders (100%) owns WSWG-AM-FM Greenwood and WXXX(AM) Hattiesburg, both Mississippi. Buyer: W. Barry Medlin (100%) has interest in KAGH-FM Crossett, Ark. Ann. Sept. 6.

■ WAPG(AM) Arcadia, Fla.—Seeks transfer of control of Arcadia-Punta Gorda Broadcasting Co. from Letah G. Benton (70%), executrix of estate of Woodson G. Benton, to Letah G. Benton. Ann. Sept. 6.

■ KAGY(AM) Port Sulphur, La. (1510 khz)—Seeks assignment of license from Plaquemines Broadcasting Co. to River Bend Broadcasting Co. for \$85,000. Sellers: W. D. Womack Jr., president, et al. Buyers: Chalin O. Perez Jr., Lucile Perez Gram and Linda M. Perez (33½% each), brother and sisters, are Louisiana students. Ann. Sept. 6.

■ WSEL-AM-FM Pontotoc, Miss.—Seeks transfer of control from Ruth Francys Bridges (50%), executrix of estate of W. S. Bridges, to Ruth Francys Bridges. Ann. Sept. 6.

■ WIST(AM) Charlotte, N.C. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Statesville Broadcasting Co. to Metrolina Broadcasting Corp. for \$400,000. Sellers: L. A. Parks, president, et al. own WSIC(AM)-WFMX-FM Statesville, N.C. Buyers: Albert R. Munn (56.7%), sales director at WSOG-TV Charlotte and salesman at WIST; R. T. Belcher (7.2%), owner of motion picture buying and booking service; et al. Ann. Sept. 6.

■ WTMA(AM)-WPXI(FM) Charleston, S.C. (AM: 1250 khz, 5 kw-D, 1 kw-N; FM: 95.1 mhz, 10 kw)—Seeks assignment of license from Turner Communications Corp. through exchange of stock. Sellers: R. E. Turner III, William Saunders, Jim Thrash, et al. own WTCG-TV Atlanta and WGOW(AM)-WYNQ(FM) Chattanooga. Buyers: Jack Rice (36.9%), Charles E. Smith (29.8%), et al. Messrs. Rice and Smith, former stockholders of Turner Communications, have interest in advertising company. Mr. Rice also has interest in coal company, antique store and real estate firm. Ann. Sept. 6.

■ KQTY(AM) Berger, Tex. (1490 khz, 250 w)—Seeks assignment of license from Empire Radio Co. to Big-Tex Media for \$100,000. Sellers: William Lee Anderson and Larry D. Hickerson, general manager of WQD(AM) Homestead, Fla. Buyers: J. Fred Perry, William W. Jamar Jr., Calvin Fryar and Ken Schulze (25% each) are Texas businessmen. Mr. Jamar has interest in KBWD(AM) Brownwood, Tex. and in two CATV companies and Mr. Schulze is station manager of KBWD. Ann. Sept. 6.

■ WBAY-TV (ch. 2) Green Bay, Wis.—Seeks assignment of license from Norbertine Fathers to Nationwide Communications for \$5,737,121. Sellers: Norbertine Fathers, religious community, owns WBAY-FM Green Bay and WHBY(AM) Appleton, Wis. Buyer: Nationwide Mutual Insurance Co. Dean W. Jeffers is general chairman of board of Nationwide Insurance. Nationwide Communications owns WRFD(AM)-WNCI(FM) Columbus-Worthington, Ohio; WGAR(AM)-WNCR(FM) Cleveland; WATE(TV) Knoxville, Tenn.; WEX-TV

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## Summary of broadcasting

FCC tabulations as of July 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,390	2	21	4,413	58	4,471
Commercial FM	2,510	0	57	2,567	154	2,721
Educational FM	670	0	17	687	84	771
<b>Total radio</b>	<b>7,570</b>	<b>2</b>	<b>95</b>	<b>7,667</b>	<b>296</b>	<b>7,963</b>
Commercial TV	695	1	11	707	38	759
VHF	505	1	8	514	5	521
UHF	190	0	3	193	33	238
Educational TV	219	0	15	234	13	251
VHF	88	0	3	91	6	98
UHF	131	0	12	143	7	153
<b>Total TV</b>	<b>914</b>	<b>1</b>	<b>26</b>	<b>941</b>	<b>45</b>	<b>1,010</b>

\* Special temporary authorization

\*\* Includes off-air licenses

Petersburg, Va.; and WLEE(AM) Richmond, Va. Ann. Sept. 6.

### Actions

- **WALX(FM)** Selma, Ala.—Broadcast Bureau granted assignment of license from Thomas E. Alexander to Alexander Broadcasting Co. Principals: Thomas E. Alexander (51%), wife Betty H. (45%) and son Thomas Jr. (4%) (BALH-2026). Action Aug. 27.
- **KDOT-AM-FM** Scottsdale, Ariz.—Central Arizona Broadcasting, Inc.; KPAR(AM)-KMAP(FM) Albuquerque, N.M.; Sun Country Radio, KSET-AM-FM El Paso, Tex.; Rio Grande Broadcasting Co.—Broadcast Bureau granted assignment of licenses to Financial Computer Services, surviving corporation of joint merger with Rio Grande Broadcasting and Sun Country Radio, and separate merger with Central Arizona Broadcasting, subsidiary of Automated Data Processing of El Paso with 100% holding in FCS; Fred Hervey Inc. owns 80% of FCS, and Coaches of America owns 20% and exchanged their stock in FCS for ADP, owned by Fred Hervey Inc. Action Aug. 27.
- **KHOS(AM)** Tucson, Ariz. (940 khz, 1 kw-D, 250 w-N, DA-2)—Broadcast Bureau granted transfer of control of Grabet Inc. from KHOS Broadcasting (100% before, none after) to KLUC Broadcasting Co. (none before, 100% after).
- **KLUC-AM-FM** Las Vegas (AM: 1140 khz, 10 kw-D; FM: 98.5 mhz, 5.78 kw)—Broadcast Bureau granted relinquishment of positive control of KLUC Broadcasting Co. from Peer Pedersen (60%

before, 30% after) to Howard C. Warren (none before, 30% after). Consideration: \$143,051. Principals: KHOS Broadcasting is subsidiary of KLUC Broadcasting Co. Mr. Warren is chairman of Riley Co., Chicago. KHOS and KLUC-AM-FM grants mutually contingent (BTC-7477, 7476). Actions Aug. 26.

■ **KWCK-FM** Searcy, Ark.—Broadcast Bureau granted assignment of license from Horne Industries to KWCK Inc., licensee of KWCK(AM). Consideration: \$65,899. Seller: Horne Industries retains 75% control. Buyer: John Capps (25%) is general manager of KWCK-AM-FM (BALH-2006). Action Aug. 26.

■ **KFAC-AM-FM** Los Angeles, KFAC Inc.; KJTV-TV Bakersfield, Calif.; Kern County Broadcasting Co.; WRYT(AM) Boston, Pilgrim Broadcasting Co.; and WERE(AM) Cleveland, Cleveland Broadcasting—Broadcast Bureau granted acquisition of positive control of ASI Communications, parent corporation of licensees, by Ralph Guild, individually (27.3% before, 46.5% after) and under rights under voting agreements with Burke Stuart Co. (5.8% before, 3.8% after) and Lincoln Dellar (1.8% before, 1.3% after), through exchange of stock in corporation (BTC-7502). Action Aug. 30.

■ **KZAP(FM)** Sacramento, Calif.—Broadcast Bureau granted involuntary transfer of control of The New Day Broadcasting Co., licensee corporation, from George J. Fickes to Dorothy B. Fickes and Security Trust Co., co-executors of estate of Mr. Fickes (BTC-7484). Action Aug. 26.

■ **WETO(AM)** DeLand, Fla. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of WETO Inc. from Jon C. Peterson (100% before, none after) to Keith E. Walker (none before, 100% after). Consideration: \$230,000. Principals: Mr. Peterson is president of WETO. Mr. Walker directs and has interest in WKWL-FM Belvidere, Ill. (BTC-7412). Action Aug. 26.

■ **WMEL(AM)** Melbourne, Fla. (920 khz, 1 kw, DA-N)—Broadcast Bureau granted assignment of license from Radio Melbourne to Elyria-Lorain Broadcasting Co. for \$600,000. Sellers: Jack Siegel, president, et al. Buyers: Otto B. Schoepfle, principal owner of Lorain County Printing and Publishing Co. (60%), et al. Elyria-Lorain Broadcasting owns WEOL(AM)-WBEA-FM Elyria, Ohio and WROD(AM) Daytona Beach, Fla. (BAPL-448). Action Aug. 28.

■ **WKRW(AM)** Cartersville, Ga. (1270 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Bartow Radio Corp. from J. R. Cullins, J. C. Nelson and R. D. Ruff (together 75.5% before, none after) to Don H. Kordecki (24.5% before, 50% after) and Donald S. Ruff (none before, 50% after). Consideration: \$57,000. Principals: Mr. Kordecki is manager and Donald S. Ruff is sales manager of WKRW (BTC-7349). Action Aug. 26.

■ **WSSA(AM)** Morrow, Ga. (1570 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Clayton Broadcasting Co. to Atlantic Broadcasting Co. for \$260,000. Seller: Van A. Temple, et al. (100%). Buyers: James Beattie and James Simmons (50% each). Mr. Beattie has interest in WOHN(AM) Herndon, Va.; Mr. Simmons is car dealer in North Carolina (BAL-8154). Action Aug. 27.

■ **WTUF(FM)** Thomasville, Ga. (107.1 mhz, 1.5 kw)—Broadcast Bureau, upon showing of compliance with exception to three-year holding rule, granted transfer of control of Thomasville Broadcasting Co. from Logan Lewis and Robert Singletary (50% each before, none after) to Mills-Bellamy Enterprises (none before, 100% after). Consideration: \$70,950. Principals: Norris B. Mills (50%), real estate investor, and Chester D. Bellamy (50%), boating store owner (BTC-7015). Action Aug. 30.

■ **WSIL-TV** Harrisburg, Ill.; KPOB-TV Poplar Bluff, Mo.—Broadcast Bureau granted involuntary transfer of control of Turner-Farrar Association (partnership) from Harry R. Horning to Bernice Horning, executrix of estate of Mr. Horning (BALCT-550). Action Aug. 30.

■ **WPRC-AM-FM** Lincoln, WCMY(AM) Ottawa, both Illinois—Broadcast Bureau granted acquisition

of positive control of Virginian Broadcasting Corp., licensee corporation, by Richard K. Holt (34.4% before, 65.6% after) through purchase of stock from estate of F. M. Webb (31.2% before, none after). Consideration: \$40,000 (BTC-7499). Action Aug. 27.

■ **WBOW(AM)-WBOQ(FM)** Terre Haute, Ind. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 107.5 mhz, 46 kw)—Broadcast Bureau granted assignment of license from Eastern Broadcasting Corp. to Ohio Broadcasting Corp. for \$105,889. Seller: Eastern Broadcasting owns WHUT(AM)-WLHN(FM) Anderson, Ind., and WCVS(AM) Springfield, Ill. Buyers: Eastern will retain 90% control of ownership. Harvey K. Gior, general manager of WBOW-WBOQ, is assigned 10% interest in Terre Haute stations in contract for employment. (BAL-8208). Action Aug. 27.

■ **KWNT(AM)** Davenport, Iowa—Broadcast Bureau granted assignment of license from Robert W. Schmidt and Oneita G. Schmidt, joint tenancy, to Oneita G. Schmidt (100%) (BAL-8172). Action Aug. 26.

■ **KHBT(FM)** Humboldt, Iowa—Broadcast Bureau granted acquisition of positive control of Christensen Broadcasting Co., licensee of corporation, by Robert Holden Christensen (41.4% before, 58.9% after) through purchase of stock from Robert Baker (5.6% before, none after), Dale Hanisch and Robert Mickey (both 5.9% before, none after). Consideration: \$4,809 (BTC-7461). Action Aug. 26.

■ **KBAB(AM)** Indianola, Iowa—Broadcast Bureau granted acquisition of negative control of Warren Broadcasting Co., licensee corporation, by Compass Properties and Duane Sandage Real Estate & Farm Management (each 33.3% before, 50% after) through purchase of stock from McCord Real Estate & Auction Co. (33.3% before, none after); consideration \$26,000 (\$13,000 each) (BAL-7746). Action Aug. 26.

■ **WSTL(AM)** Eminence, Ky. (AM: 1600 khz, 500 w-D)—Broadcast Bureau granted assignment of license from WSTL Radio Inc. to Radio 1600 for \$80,000. Seller: Fred A. Grewe Jr. controls Grewe Radio, which has interests in several stations WGOE(AM) Richmond, Va. Buyers: Leon Buck including WEIF(AM) Moundsville, W. Va. and (60%), Robert L. Cook (40%). Mr. Cook is general manager of WSTL. Mr. Buck has interests in WEZJ(AM) Williamsburg, Ky., WXTA(AM) Greencastle, Ind. and WVTL(AM) Monticello, Ind. (BAL-8161). Action Aug. 26.

■ **WFTM-AM-FM** Maysville, Ky.—Broadcast Bureau granted acquisition of positive control of Standard Tobacco Co., licensee corporation, by J. M. Finch Jr. (50% before, 100% after) through purchase of stock from Virginia M. Clarke, executrix of estate of Charles P. Clarke (50% before, none after); consideration \$275,000 (BTC-7505). Action Aug. 27.

■ **KXKW(AM)** Lafayette, La.—Broadcast Bureau granted acquisition of positive control of KXKW Inc. from James Hoffpaur (50% before, 10% after) to John Pickens (50% before, 90% after) for consideration of \$3,405, to be paid to Hoffpaur, and for release from obligation under \$116,000 note for previous acquisition (BTC-7483). Action Aug. 26.

■ **KCMT-FM-TV** Alexandria, Minn., KMNT(TV) Walker, Minn.—Broadcast Bureau granted involuntary transfer of control of Central Minnesota Television Co., licensee corporation, from Thomas K. Barnstable (100% before, none after) to Rozel Barnstable, Thomas K. Barnstable, Jr., Bruce Barnstable, Philip Vogel, and Harris W. Widmer, executors of estate of Mr. Barnstable (none before, 100% after jointly) (BTC-7371). Action Aug. 26.

■ **KRWB(AM)** Roseau, Minn. (AM: 1410 khz, 1 kw)—Broadcast Bureau granted assignment of license from Marlin T. Obie and Henry C. Tweten to William Rendell for \$150,000. Sellers: Messrs. Obie and Tweten are acquiring other business interests. Mr. Obie has interest in KRAD(AM) East Grand Forks, N.D. Buyer: William Rendell (100%), sports director of KNOX(AM) Grand Forks, N.D. (BAL-8157). Action Aug. 27.

■ **WMIS(AM)** Natchez, Miss.—Broadcast Bureau granted acquisition of positive control of Natchez Broadcasting Co., licensee corporation, by Diane Ewing Nutter (50% before, 100% after) through transfer of stock from estate of P. K. Ewing Jr. (BTC-7478). Action Aug. 26.

■ **KGBX(AM)** Springfield, Mo. (1260 khz, 5 kw-WwA-N)—Broadcast Bureau granted assignment of license from Springfield Broadcasting Co. to Stauffer Publications, Inc. for \$500,000. Seller: Don C. Dailey, vice president and general manager, has interest in KYTV Springfield. Buyers: Oscar S. (15.85%), Stanley H. (3.68%), John H. (3.53%) Stauffer, et al. All own part of Stauffer Publications, licensee of KGNC-AM-FM Amarillo, Tex., WIBW-AM-FM-TV Topeka, Kansas, KSOK(AM) Arkansas City, Kan., KGFF(AM) Shawnee, Okla., KRNT-AM-FM Des Moines, Iowa (BAL-8164). Action Aug. 26.

■ **KOLR(TV)** Springfield, Mo.—Broadcast Bureau granted relinquishment of positive control of Independent Broadcasting Co., licensee corporation, by J. H. G. Cooper (77% before, 25% after) thru transfer of stock to John O. Cooper and James H. Cooper (none before, each 26% after) (BTC-7455). Action Aug. 30.

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■ **WGSE(AM)** New Bern, N.C.—Broadcast Bureau granted acquisition of positive control of P&C Broadcasting from G. C. Parker (50% before, 10% after) to J. D. Conner (50% before, 90% after) (BAP-823). Action Aug. 26.

■ **WMTN(AM)-WAZI(FM)** Morristown, Tenn.—Broadcast Bureau granted acquisition of positive control of East Tennessee Broadcasting Corp., licensee corporation, by George R. Guertin (46.7% before, 53.3% after) through purchase of stock from James F. Stair (6.7% before, none after); consideration \$30,000 (BTC-7459). Action Aug. 26.

■ **WSEV-AM-FM** Sevierville, Tenn.—Broadcast Bureau granted assignment of license from Smoky Mountain Broadcasting Corp. to Tennessee Valley Broadcasting Corp., which owns Smoky Mountain (100%) (BAL-8181). Action Aug. 26.

■ **KVET(AM)-KASE(FM)** Austin, Tex.—Broadcast Bureau granted acquisition of positive control of KVET Broadcasting Co., licensee corporation, by Roy A. Butler (48% before, 52% after) through transfer of stock from Ann S. Butler (2% before, 23% after) (BTC-7442). Action Aug. 26.

■ **KSAM-AM-FM** Huntsville, Tex.—Broadcast Bureau granted transfer of control of Huntsville Broadcasting Co., from Verla Cauthen (100% before, 33½% after) to James M. Cauthen and Clyde C. Cauthen (none before, each 33½% after). No consideration (BAL-7949). Action Aug. 30.

■ **KZEE(AM)** Weatherford, Tex. (1220 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Bartlesville Broadcasting Co. to KZEE Radio for \$250,000. Sellers: J. Fred Case, 1; resident, et al. Mr. Case plans to retire. Buyer: Galen O. Gilbert (100%) has interest in several stations, including KSWM-AM-FM Aurora, Mo. and KTLQ-AM-FM Tahlequah, Okla. (BAPL-442). Action Aug. 26.

■ **WFIC(AM)** Collinsville, Va. (1530 khz, 1 kw-D)—Broadcast Bureau granted acquisition of positive control of Radio Collinsville from Peak Industries (100% before, none after) to Collinsville Broadcasters (none before, 100% after). Consideration: \$234,265. Principals: William P. Schwartz Jr. is president of Peak. Collinsville Broadcasters is 70% owned by Blane T. Woody, WFIC station manager (BAPL-442). Action Aug. 26.

■ **WLRV(AM)** Lebanon, Va. (AM: 1380 khz, 500 w)—Broadcast Bureau granted assignment of license from J. T. Parker Jr. to J. T. Parker Broadcasting Co. No consideration. Seller: Mr. Parker retains 60% control of ownership. Buyers: Phil Roberts, general manager of WLRV, and William M. Sandidge, engineer at WLRV (20% each) (BAP-826). Action Aug. 26.

■ **KTVW(TV)** Tacoma, Wash.—Broadcast Bureau granted involuntary transfer of control from Blaidon Mutual Investors (100% before, none after) to Laird B. Peterson, receiver (none before, 100% after) (BTC-7501). Action Aug. 30.

■ **WPAR(AM)** Parkersburg, W.Va. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from WPAR Inc. to Burka Broadcasting Co. for \$500,000. Seller: Fred A. Grewe Jr. (See WSTL, above). Buyers: Melvin S. and Bernard A. Burka (30.7% each), Amherst Coal Co. (26.8%), et al. Burka brothers have interest in WTIP(AM)-WTIO(FM) Charleston, W. Va. Charles T. Jones, Burka V.P., votes stock of Amherst Coal (BAL-8160). Action Aug. 27.

■ **WTAP-TV** Parkersburg, W. Va.—Broadcast Bureau granted transfer of positive control of R. L. Drake Company, parent corporation of Broadcasting Services, from R. L. Drake (52% before, none after) to Third National Bank and Trust Co. of Dayton, Ohio, trustee (none before, 52% after) (BTC-7486). Action Aug. 21.

## Facilities changes

### TV actions

■ **KMUV-TV** Sacramento, Calif.—Broadcast Bureau granted request for authority to operate trans. by remote control from west corner of Canterbury Rd. and Doyal Oak Dr., Sacramento (BRCTV-197). Action Aug. 30.

■ **KBTV** Denver—Broadcast Bureau granted CP to make changes in type trans. (BPCT-4726). Action Aug. 30.

■ **WCKT** Miami—Broadcast Bureau granted CP to change type ant.; ant. height 960 ft. (BPCT-4719). Action Sept. 4.

■ **WLTW** Miami—Broadcast Bureau granted CP to make changes in aux. transmitting equipment (BPCT-4742). Action Aug. 30.

■ **WAGA-TV** Atlanta—Broadcast Bureau granted request for authority to operate trans. by remote control from 1551 Briarcliff Rd., N.E., Atlanta (BRCTV-209). Action Sept. 4.

■ **KCRG-TV** Cedar Rapids, Iowa—Broadcast Bureau granted CP to install aux. trans. and ant. at 2.5 miles north of Highway #150, Cedar Rapids (BPCT-4732). Action Aug. 30.

■ **KTIV** Sioux City, Iowa—Broadcast Bureau granted CP to change type trans. (BPCT-4760). Action Sept. 4.

■ **KTBS-TV** Shreveport, La.—Broadcast Bureau granted CP to install precise frequency control (BPCT-4748). Action Aug. 30.

■ **WRLP** Greenfield, WKEF Springfield, both Massachusetts—Broadcast Bureau granted CP's to install aux. trans. at main trans. locations (BPCT-4750). Action Aug. 30.

■ **WTEV** New Bedford, Mass.—Broadcast Bureau granted request for authority to operate trans. by remote control from 432 County St., New Bedford (BRCTV-205). Action Sept. 4.

■ **KCMT-TV** Alexandria, Minn.—Broadcast Bureau granted request for authority to operate trans. by remote control from 720 Hawthorne St., Alexandria (BRCTV-199). Action Aug. 30.

■ **WSYE-TV** Elmira, N.Y.—Broadcast Bureau granted CP to change type trans. (BPCT-4744). Action Aug. 26.

■ **WNBC-TV** New York—Broadcast Bureau granted CP to make changes in aux. transmitting equipment (BPCT-4739). Action Aug. 30.

■ **WBTW** Charlotte, N.C.—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4741). Action Aug. 30.

■ **\*WOUB-TV** Athens, Ohio—Broadcast Bureau granted CP to change ERP to 479 kw (vis.), 95.5 kw (aur.); change type of trans. (BPET-498). Action Aug. 30.

■ **WJAR-TV** Providence, R.I.—Broadcast Bureau granted CP to change type trans. (BPCT-4745). Action Aug. 30.

■ **WFBC-TV** Greenville, S.C.—Broadcast Bureau granted CP to change type of trans. (BPCT-4720). Action Aug. 30.

■ **WHBQ-TV** Memphis—Broadcast Bureau granted request for authority to operate trans. by remote control from 458 South Highland, Memphis (BRCTV-200). Action Sept. 4.

■ **WNGE** Nashville—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4743). Action Aug. 30.

■ **KIII** Corpus Christi, Tex.—Broadcast Bureau granted request for authority to operate trans. by remote control from 4750 South Padre Island Dr., Corpus Christi (BRCTV-195). Action Aug. 30.

■ **WWBT** Richmond, Va.—Broadcast Bureau granted CP to make changes in transmission line (BPCT-4759). Action Sept. 4.

### AM actions

■ **WFPR** Hammond, La.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to ward Line Rd., 3.7 miles northwest of center of Hammond; increase ant. height to accommodate FM ant. and install limiting series resistor; conditions (BP-19724). Action Aug. 30.

■ **KULF** Houston—Broadcast Bureau granted CP to change trans. site to Hanson Rd., 2,400 ft. south of Frick Rd., Houston, and make changes in ant. system; conditions (BP-19764). Action Aug. 27.

■ **KITE** Terrell Hills, Tex.—Broadcast Bureau denied request for identification as Terrell Hills-San Antonio, Tex. Ann. Sept. 4.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KTRH** Houston, Tex. (BP-19,470), Aug. 21; **WANT** Richmond, Virginia. (BP-19,609), Aug. 27; **WFBR** Baltimore (BP-19,307), Aug. 22; **WLBH** Mattoon, Ill. (BP-17,684), Aug. 27; **WWBD** Bamberg-Denmark, S.C. (BP-19,665), Aug. 27.

### FM actions

■ **KLTA** Dinuba, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to 1.9 mi. northwest of Squaw Valley, near top of Bear Mountain, Dinuba; change trans; change ant., decrease ant. height; change TPO; ERP 1.50 kw; ant. height 2040 ft.; remote control from main studio at 597 N. Alta Ave., Dinuba (BMPH-14183). Action Aug. 27.

■ **WARN** Fort Pierce, Fla.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 74 kw; ant. height 170 ft. (BPH-8656). Action Aug. 23.

■ **WKVO-FM** Havelock, N.C.—Broadcast Bureau granted CP to install new ant.; change TPO and change ant. height, 165 ft.; ERP 3 kw (BPH-9099). Action Aug. 26.

■ **WBEX-FM** Chillicothe, Ohio—Broadcast Bureau granted CP to install new trans.; change transmission line and ERP 16 kw; ant. height 205 ft. (BPH-9031). Action Aug. 27.

■ **KMOD** Tulsa, Okla.—Broadcast Bureau granted CP to change transmission line and TPO; condition (BPH-9080). Action Aug. 26.

■ **WQCR** Burlington, Vt.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 33 kw; ant. height 290 ft. (BPH-8752). Action Aug. 27.

■ **WMFM** Madison, Wis.—Broadcast Bureau granted CP to change trans. location to WKOW-TV site at 5727 Tokay Blvd., Madison; change studio location to WTSO(AM) studio site at 5721

Tokay Blvd.; operate by remote control from studio of WTSO; install new ant.; increase ant. height: ERP 6.3 kw; ant. height 1120 ft. (BPH-8833). Action Aug. 23.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KEZM** Los Angeles (BPH-8636), Aug. 23; **KHKS** Lincoln, Neb. (BPH-8870), Aug. 21; **KLII** Ukiah, Calif. (BPH-8410), Aug. 22; **WBTR** Carrollton, Ga. (BPH-9056), Aug. 20; **WHVY** Springfield, Mass. (BPH-8039), Aug. 23; **WLAB** Lexington, Ky. (BPH-8669), Aug. 23; **KOBC** Joplin, Mo. (BPED-1701), Aug. 22; **\*WUOT** Knoxville, Tenn. (BPED-1502), Aug. 22.

## In contest

### Designated for hearing

■ **Fresno, Calif., FM proceeding:** Atlas Broadcasting Co. and Pacific Quadracasting, competing for 105.9 mhz (Docs. 20143-4)—Broadcast Bureau designated for hearing mutually exclusive applications for new FM at Fresno (BPH-8320). Issues include ascertainment efforts made by Pacific Quadracasting and which proposal would, on comparative basis, better serve public interest. Action Aug. 27.

■ **Fort Valley, Ga., FM proceeding:** Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—FCC designated for hearing mutually exclusive applications of Rocket Radio and Apostolic Council. Issues include whether Apostolic substantially complied with public notice information requirement rules; whether Apostolic is financially qualified to construct and operate station for one year, and ascertainment efforts made by Apostolic. Action Sept. 5.

■ **Brookhaven, Miss., FM proceeding:** Brookhaven Broadcasting Co. and 21st Century Broadcasters, competing for 92.1 mhz (Docs. 20145-6)—Broadcast Bureau designated for hearing mutually exclusive applications for new FM (BPH-8500) and waived spacing requirements of rules with respect to Brookhaven Broadcasting's application. Issues include financial qualifications; ascertainment efforts and which proposal would, on comparative basis, best serve public interest. Action Aug. 28.

### Procedural rulings

■ **Jacksonville, Fla., FM proceeding:** Diamond T. Coal and Realty Co., Bold City Broadcasting Co., Mark L. Wodlinger and Mel-Lin, competing for 107.3 mhz at Jacksonville (Docs. 20076-9)—ALJ Thomas B. Fitzpatrick dismissed request by Mel-Lin looking toward grant of Bold City application and dismissal of Mel-Lin and Mark L. Wodlinger applications. Action Sept. 3.

■ **Decatur, Ill., FM proceeding:** PrairieLand Broadcasters, WHIZ Inc., Superior Media, Decatur Broadcasting and Soy Communications Co., competing for 95.1 mhz at Decatur (Docs. 20055-9)—Review board denied petition by Superior to enlarge issues against Soy. Superior requested addition of cross-interest and rule violation by Soy for not including all information required by particular form on which it is filed. Board said FCC cross-interest policy includes only "overlap" and since Soy amended its application to supply information inadvertently omitted, no inquiry is necessary. Action Sept. 3.

■ **Bangor, Me., FM proceeding:** Bangor Broadcasting Corp. and Penobscot Broadcasting Corp., competing for 92.9 mhz (Docs. 19165-6)—Review board scheduled oral argument for Oct. 8. Initial decision proposed grant of application of Bangor Broadcasting and denial of application of Penobscot. Action Sept. 5.

■ **Norfolk, Va., TV proceeding:** WTAR Radio-TV Corp. (WTAR-TV Norfolk) and Hampton Roads Television Corp., competing for ch. 3 (Docs. 18791-2)—ALJ David I. Kraushaar scheduled hearings sessions to convene Nov. 1 and 4. Action Sept. 3.

### Joint agreement

■ **Case Grande, Ariz., FM proceeding:** Brett E. Eisele and Santa Cruz Valley Communications Systems, competing for 105.5 mhz at Casa Grande (Docs. 20043-4)—ALJ Byron E. Harrison approved joint agreement by applicants; dismissed application of Santa Cruz Valley; granted application of Brett E. Eisele; and terminated proceeding. Eisele granted 105.5 mhz, 3 kw. P.O. address: Box 719, Casa Grande 85222. Estimated construction cost \$29,822; first year operating cost \$14,916; revenue \$36,000. Format: easy listening/contemp. Principal: Mr. Eisele (100%) is presently part-time announcer and engineer at KXTT(FM) Glendale, Ariz. Action Aug. 28.

### Initial decision

■ **High Point, N.C., TV proceeding:** Southern Broadcasting Co. (WGHP-TV) and Furniture City Television Co., competing for ch. 8 (Docs. 18906-7)—ALJ Chester F. Naumowicz Jr. granted Southern Broadcasting Co. renewal of license for WGHP-TV. Judge Naumowicz denied competing applica-

tion of Furniture City, stating that Furniture City, because of defects in its ascertainment, failed to establish its basic qualifications. Ann. Sept. 4.

### FCC decision

■ **WMRE** Monroe, Ga., AM proceeding: Henry P. Austin Jr., seeking extension of operating authority (Doc. 19011)—FCC granted application of Mr. Austin, receiver of corporate assets of Walton Broadcasting Co., for extension of his authority to operate WMRE. Walton is former licensee of station. Grant of 60-day extension of operating authority would serve public interest by maintaining continuity of program service, commission said. Action Sept. 5.

## Complaints

■ **WCVB-TV** Boston—Broadcast Bureau informed Foster Furcolo that no further commission action is warranted on his complaint that station WCVB-TV discriminated against Charles Mark Furcolo, candidate for state treasurer. Furcolo claimed that WCVB-TV's policy of covering all contested state primary elections except state treasurer was discriminatory against Charles Furcolo. Broadcast Bureau pointed out that licensee can limit sale of time to certain categories of candidates, limiting sale of time to those offices which licensee determines are particularly important. Ann. Sept. 3.

■ **WNJU-TV** Newark, N.J.—FCC denied application by Horace P. Rowley III, for review of Broadcast Bureau ruling of April 29. Rowley alleged that WNJU-TV had not afforded opportunity for presentation of contrasting views on program which he claimed discussed Pan-Africanism. Commission said his complaint did not explain how or why this was controversial or of public importance. Action Aug. 28.

■ **Pennsylvania**—Commission denied complaint of Pittsburgh mayor Pete Flaherty, candidate for United States Senate that 10 Pennsylvania television stations violated reasonable access provisions of Communications Act. Mr. Flaherty claimed that stations refused his request to broadcast, in its entirety, his proposed four-and-one-half hour campaign telethon to explain his position on issues and to seek financial support. Commission noted that each station agreed to provide candidate with each to prime time programing, even though each failed to honor his request for four-and-one-half hours. Action Sept. 5.

■ **WCAX-TV** Burlington, Vt.—Commission denied Dennis J. Morrisseau, candidate for Congress in Vermont primary election, review of Broadcast Bureau ruling of Aug. 13 denying fairness complaint against WCAX-TV. Morrisseau argued that when WCAX-TV sells political advertising time to his opponents, it should be required to provide free time to those candidates who cannot afford to purchase such advertising. Bureau ruled that under Communications Act broadcasters are required to permit access to either free or paid time, but that there is no obligation to provide both. Action Sept. 5.

■ **FCC** denied complaint by National Citizens Committee for Broadcasting, Daniel Edelman and Elizabeth Westen, alleging that NBC engaged in censorship prohibited by First Amendment and Communications Act. Complaint contended that on July 4, 1972, NBC deleted word "Crest" from "Tonight Show" monologue joke about excessive lead content in toothpaste tubes. Commission said inference that NBC censored material to protect its private commercial interests would not be basis for FCC intervention. It concluded that NBC's decision to delete word was not arbitrary, capricious, or based on policy of excluding views critical of its advertisers. Action Aug. 28.

## Fines

■ **KBOB(FM)** West Covina, Calif.—Broadcast Bureau ordered Robert Burdette Investments, licensee, to forfeit \$500 for permitting operating holding third-class radiotelephone license not endorsed for broadcast station operation to be in charge of transmitting system and to make entries in operating logs. Action Sept. 3.

■ **WGRA(AM)** Cairo, Ga.—Broadcast Bureau, by letter, notified Grady-Mitchell Broadcasting Co., that it incurred apparent liability for forfeiture of \$1,000 for violation of rules requiring identification of paid announcements and appropriate entries in logs. Action Aug. 28.

■ **WGOV(AM)** Valdosta, Ga.—Broadcast Bureau, by letter, notified WGOV Inc. that it incurred forfeiture of \$1,000 for willful or repeated violation of rules. Action Aug. 27.

■ **WLTH(AM)** Gary, Ind.—Broadcast Bureau notified Northwestern Indiana Broadcasting Corp., licensee, that it incurred apparent liability of \$2,000 for broadcasting telephone conversations without advising parties to calls of such intention. Action Sept. 3.

■ **KOYY(AM)** El Dorado, Kan.—Broadcast Bureau, by letter, notified Neosho County Broadcasting, licensee, that it incurred apparent liability for for-

feiture of \$500 for operating station beyond authorized sign off time on Aug. 28 and 31, and Sept. 8 and 17, 1973. Action Aug. 27.

■ **WSRO(AM)** Marlboro, Mass.—Broadcast Bureau notified WSRO Inc. that it incurred apparent liability of \$500 for failing to make and enter into maintenance log once every seven days results of field strength measurements at monitoring points. Action Sept. 3.

■ **WXRI(FM)** Portsmouth, Va.—Broadcast Bureau, by letter, notified Christian Broadcasting Network, licensee, that it incurred forfeiture of \$500 for violation of rules for station operation by persons not properly licensed. Action Aug. 26.

## Allocations

FCC took following actions on FM allocations:

■ **Kodiak, Alaska**—Commission amended FM table of assignments assigning ch. 261A to Kodiak for educational use. Alaska Educational Broadcasting Commission, in requesting amendment stated that in Alaska so-called educational channels 201-220 and 221-260 are used for other purposes (RM-2423). Action Sept. 5.

■ **Mauston, Wis.**—Broadcast Bureau granted assignment of ch. 221A to Mauston. Proposal would require that \*WHRM(FM) Wausau, Wis. change its channel from 220 to ch. 215. Action was response to petition by George Blum, owner of WRIC(AM) Mauston, seeking Mauston's first FM assignment (Doc. 20178). Action Aug. 29.

## Rulemaking

### Action

■ **Rockford, Ill.**—FCC granted joint petition of CATV of Rockford, operator of cable system in Rockford, Ill., and Rock River Television Corp., licensee of WCEE-TV Rockford, requesting temporary waiver of FCC's mandatory divestiture rule. Shareholders who own 80.5% of common stock of CATV of Rockford also hold 66.3% of Rock River Television's stock. Since CATV of Rockford operates cable system in predicted contour of WCEE-TV, cross-ownership interest exists that must be divested by August 1975 deadline unless permanent waiver of rule is granted. Action Sept. 5.

## Translators

### Applications

■ **Rexford Area TV Club**, Rexford, Mont.—Seeks ch. 5, rebroadcasting KPAX-TV Missoula, Mont. (BPTTV-5082). Ann. Sept. 5.

■ **Makah Communication Enterprises**, Neah Bay, Wash.—Seeks ch. 55, rebroadcasting KOMO-TV Seattle; ch. 57, rebroadcasting KING-TV Seattle; and ch. 59, rebroadcasting KIRO-TV Seattle (BPTT-2675-7). Ann. Sept. 3.

### Actions

■ **K09JU** Lake Havasu City, Ariz.—Broadcast Bureau granted CP for translator to change frequency from ch. 9 to ch. 11; change type trans.; change call letters to K11MC (BPTTV-5027). Action Aug. 28.

■ **K75BD** Weed Heights, Nev.—Broadcast Bureau granted CP to change name from Anaconda Alloys Corp. to The Anaconda Co. and make changes in ant. system (BPTT-2669). Action Aug. 30.

■ **W56AF** Silver Creek, N.Y.—Broadcast Bureau granted CP for new translator on ch. 56, rebroadcasting WNED-TV Buffalo, N.Y. (BPTT-2598). Action Aug. 22.

■ **K08IC** New Pine Creek, Ore.—Broadcast Bureau granted CP for new translator on ch. 8, rebroadcasting KIXE(TV) Redding, Calif. (BPTTV-5030). Action Aug. 28.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Sept. 5 (stations listed are TV signals proposed for carriage):

■ **Warner Cable** of Fayetteville, 75 Rockefeller Plaza, New York 10019, for Fayetteville (CAC-4237) Washington county (CAC-4238), Greenland (CAC-4239), Farmington (CAC-4240) and Elkins (CAC-4241), all Arkansas; Add KYTV, KOLR Springfield, Mo.

■ **Pine Mountain Cable Corp.**, 1900 Avenue of Stars, Los Angeles 90067, for Pine Mountain, Calif. (CAC-4228); KBAK-TV, KERO-TV, KJTV Bakersfield, KEYT Santa Barbara; KCOY-TV Santa Maria; KTTV, KCOP, KTLA, KCEI, KHJ-TV, KNBC, KNIX, Los Angeles, all California.

■ **Warner Cable** of Malibu, 75 Rockefeller Plaza,

New York 10019, for Ventura county, Calif. (CAC-4235); KNXT, KWHY-TV, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KMEX-TV, KCOP, WLCS Los Angeles; KBSC-TV Corona, Calif.

■ **Diversified Communications**, 1 Main St., Mexico, Me. 04257, for Dixfield, Me. (CAC-4234); Add WSBK-TV Boston; CHLT-TV Sherbrook, Quebec; WEMT Bangor, Me.

■ **Six Star Cablevision**, 3047 East Riverview Bay City, Mich. 48706, for Brighton township, Mich. (CAC-4229); WNEM-TV Bay City, Mich.; WJRT-TV Flint Mich.; WEYI-TV Saginaw, Mich.; WJBK-TV, WWJ-TV, WXYZ-TV, WXON, WKBD-TV, WTVS Detroit; WUAB Lorain, Ohio; CKLW-TV Windsor, Ontario; WJIM-TV Lansing, Mich.; WUCM-TV University Center, Mich.

■ **Hallock Cable TV**, Box 357, Hallock, Minn. 56728, for Hallock (CAC-4230); KGFEE-TV Grand Forks, N.D.; CBWF Winnipeg, Manitoba; KXJB-TV Valley City, N.D.; WDAZ-TV Devils Lake, N.D.; KCND-TV Pembina, N.D.

■ **Clear Television Cable Corp.**, Box 340, Berkeley township, Bayville, N.Y. 08721, for Dover township, N.J. (CAC-4042); Add WBTB-TV Newark, N.J.

■ **Sullivan Cable** of New York, 282 Glenn St., Glens Falls, N.Y. 12801, for Ticonderoga, N.Y. (CAC-4236); Requests certification of existing CATV operations.

■ **Cando Cable TV**, Box 487, Grand Forks, N.D. 58201, for Cando, N.D. (CAC-4231); KXJB-TV Valley City, N.D.; WDAZ-TV Devils Lake, N.D.; KTHI-TV, KXMC Minot, N.D.; KGFEE-TV Grand Forks, N.D.

■ **Drayton Cable TV**, Box 461, Drayton, N.D. 58225, for Drayton (CAC-4232); KGFEE-TV Grand Forks, N.D.; CBWF Winnipeg, Manitoba; KXJB-TV Valley City, N.D.; WDAZ-TV Devils Lake, N.D.; KCND-TV Pembina, N.D.

■ **Leeds Cable TV**, Box 325, Leeds, N.D. 58346, for Leeds (CAC-4233); KXJB-TV Valley City, N.D.; WDAZ-TV Devils Lake, N.D.; KTHI-TV, KXMC Minot, N.D.; WGFEE-TV Grand Forks, N.D.

■ **Telsonic CATV**, Box 127, Siegel Rd., Brookville, Pa. 15825, for Foxburg (CAC-4242), Perry township (CAC-4243) and Hovey township (CAC-4244), all Pennsylvania; KDKA-TV, WTAE-TV, WHIC-TV, WQED, WPGH-TV Pittsburgh; WFMJ-TV, WYTV Youngstown, Ohio; WJAC-TV Johnstown, Pa.; WPSX-TV Clearfield, Pa.

■ **Shiner Cablevision**, Box 829, Junction City, Kan. 66441, for Shiner, Tex. (CAC-4117); Add KFRCTV Houston.

■ **Community Tele-Communications**, Box 10727, University Park Station, Denver 80210, for Lander, Wyo. (CAC-4141); Delete KTCM-TV Helena, Mont.

■ **Riverton Cable TV**, Box 10727, University Park Station, Denver 80210, for Riverton, Wyo. (CAC-3778); Delete KTCM-TV Helena, Mont.

### Certification actions

■ **Peoria, Ill.**—CATV Bureau dismissed application for certificate of compliance, at request of Sentinel Communications, applicant (CAC-553). Action Sept. 3.

■ **Highland Falls, N.Y.**—Certificate of compliance canceled at request of Sonic T.V. Systems, applicant (CAC-2289). Ann. Sept. 4.

■ **Texas**—FCC granted applications of Southwest Video Corp., subsidiary of Teleprompter Corp., for certificates of compliance to add KDTV Dallas, KTVI Fort Worth, and KWEX-TV San Antonio, to its cable systems at Webster, Nassau Bay, El Lago, Taylor Lake Village, and Seabrook. Opposition was filed by Gulf Television Corp., licensee of KHOU-TV; FCC noted that Southwest Video must inform Commission when on-channel carriage of KHOU-TV commences, and at that time objection will be dismissed. Action Sept. 5.

### Other actions

■ **Cornelia and Habersham county, Ga.**—FCC granted request by Multivision Northeast, operator of cable systems at Cornelia and adjacent unincorporated portions of Habersham county, to continue its present operations without certificates of compliance until March 31, 1977 (CSR-528-529). Multivision carries Georgia TV signals \*WGTV Athens, WAGA-TV, WHAE-TV, WQXI-TV, WSB-TV, WTCG Atlanta; and South Carolina signals WAIM-TV Anderson, WFBC-TV, WLOS-TV Greenville, and WSPA-TV Spartanburg. Action Aug. 28.

■ **New Jersey**—FCC granted request of WPHL-TV Inc., licensee of WPHL-TV Philadelphia, for reconsideration of grant of certificates of compliance to General CATV. Certificates were modified to limit carriage of WCBS-TV New York to specific areas of General CATV's cable communities. WPHL-TV argued that commission's order limited General CATV's carriage of WCBS-TV to discrete areas in four cable communities where General previously agreed to limit such carriage, and that carriage of WCBS-TV beyond those areas was not authorized by commission rules. Action Aug. 28.

# Classified Advertising

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

## RADIO

### Help Wanted Management

Group-owned AM/FM in top ten market needs experienced local sales manager. Prior management experience necessary as well as heavy emphasis on retail sales. \$35 to \$40K is realistic first-year income figure. Send resume to Box J-65, BROADCASTING.

General sales manager for a major market station owned by a multi-station corporation. Must have proven ability to recruit, train, motivate and direct an aggressive retail oriented sales staff. Applicant should be a dynamic salesperson who works with the sales staff in the field, not from behind the desk. This individual will also be involved in national sales and must know how to translate ratings into sales. Excellent future to move into station management. Our requirements are demanding but the income potential is unlimited. Replies in strict confidence. Box J-126, BROADCASTING.

Sales manager for Southeast Station in 72nd market. Now have good billings but not reaching potential. Must be experienced, innovative and capable of moving to station management. Excellent benefits program. Compensation commensurate with experience and ability. Reply to J-131, BROADCASTING.

Sales Manager needed for number one FM in a top 35 market. Excellent income and fringes for aggressive young account executive with strong local sales background. Send resume to Box J-132, BROADCASTING.

Business Manager for progressive young AM/FM rock station. Responsibilities include all accounting functions to financial statements and payroll tax returns, credit and collections management, supervision of billing and traffic procedures and office staff. Knowledge of FCC R & R. Resume to Box 4227, Mesa, AZ 85201.

### Help Wanted Sales

Experienced individual for sales and airwork. Self-Starter-Proven ability. Equal Opportunity Employer. Box H-195, BROADCASTING.

Combination announcer salesperson wanted for small market in Midwest. We will train in sales. Great opportunity for an announcer ready to advance into sales. Send resume and recent picture to Box J-70, BROADCASTING.

St. Louis station needs two exceptional young account executives to sell the number three product in the market—and help make it number one. Prefer at least one year of selling experience in a Midwest market, but will consider all applications. Send resume to Box J-133, BROADCASTING.

October opening. Experienced Radio Time Salesperson. Active account list, salary plus commission, company benefits. Send resume and sales history to Manager, KHAK-AM-FM, Box 1360, Cedar Rapids, IA 52406.

Creative, aggressive, young account executive wanted for excellent sales/management training position with growing station group. Number one salesmen referring, ready to share top account list. Send resume, references to Ken Coe, General Manager, WJOR, South Haven, MI. Excellent growth potential for the right person.

Colorado medium market sales opportunity. Contemporary format. Career opportunity with expanding radio group for experienced, successful broadcaster. Charlie Powers, Pres. 415/376-0397, P.O. Box 68, Moraga, CA 94556. EOE/M-F.

On Florida's West coast—self-starter with experience. Take over account list and expand. Guarantee plus. Barry Rimler, Box 1038, Bradenton 33505, 813-746-2183.

### Help Wanted Announcers

Central Pennsylvania Contemporary is looking for a strong daytime Personality. We would like someone with a proven record. Time and temp job need not apply. Come join our team in this very competitive market. Resume, references and requirements first package. Box J-22, BROADCASTING.

Wanted: Talented Rock jock, experienced, to entertain to one a.m. Box J-90, BROADCASTING.

### Help Wanted Announcers Continued

Tired of large market rat race? KFGO Radio—790, 5,000 watts, Fargo, North Dakota featuring news, farm, CBS, and modern country music; part of a growing six station chain with many fringe benefits has an opening for an experienced morning communicator. If you are a pro and have outstanding documented qualifications—contact: Dale Alwin or Dick Voight, Box 2966, Fargo, ND 58102.

Experienced announcer to work board shift and program direction. Pleasant midwest community on the move. Network affiliate. Some fringes. Needed immediately. KMCD, Fairfield, IA 52556.

KRFM, one of Phoenix' top rated Beautiful Music stations, has immediate opening for experienced announcer. Send resume and tape, which we may keep, to Tom Churchill, Station Manager, KRFM, P.O. Box 10098, Phoenix, AZ 85064. Starting salary: \$10,000. An equal opportunity employer.

Wanted: Young, experienced announcer/sales person with lots of class. Good pay, good working conditions, plenty of work. Send resume to KTAT Radio, Drawer B, Frederick, OK 73542.

Immediate opening for announcer with First Class license. WAMD, Aberdeen, MD 21001.

Mature announcer — ABC MOR station in beautiful Virginia university market. Must have 1st class license. Rush resume, aircheck tape, references, requirements and snapshot to Ed. Owens, WCHV P. O. Box 5387, Charlottesville, VA 22903.

WDAK needs a worker who is excited about radio and can get involved with his audience, on and off the air. Heavy on production abilities. WDAK is adult contemporary, ARB and Pulse rated No. 1 in Georgia's Second Market. Send telescoped, unedited aircheck, resume, references, and photo if available to Alan Boyd, Post Office Box 1640, Columbus, GA 31902.

Strong personality for top-40 teen time-slot. Forward tape and resume to Bob Charest, WHYN, 1300 Liberty St., Springfield, MA.

Need Soul Jock for up-tempo "Gospel" format. Send resume and tape to Ray Iglehart, Jr., WPFB, 4505 Central, Middletown, OH 45042.

Florida station with country programming needs mature announcer interested in production. Stable position, good future. Send tape, resume and salary requirements. WPXE, Starke, FL 32091. 904-964-5401.

Eastern medium market AM station—stable operation—immediate opening for talented morning individual. Send tape and resume to: Radio, 2711 Magnolia Rd., Vineland, NJ 08360.

If you are young, but mature sounding and "hip" to adult rock and jazz, a major market FM operation is looking for you. No prima-donnas, announcer types, screamers, or bubble gum. If you're there, send tape and resume to: Dina Robbin, c/o #1 Paterson Place, Newton Square, PA 19073.

Central Florida Top 40/Contemp. 5 kw Day, 1 kw Night, now accepting applications from Pro Voice, Good production jocks. 904-629-8008. No collect calls accepted.

Night time rock jock. 1st tkt necessary. Send tapes and resume to Box 1379, Sioux City, IA 51102—market of 100,000.

Top adult Contemporary station, #1 in market needs daytime jock. Strong on production. Send tape and resume to: Box 36, Green Bay, WI 54301.

Top rated Florida medium market AM seeks bright, young rocker for night-time shift. Salary commensurate with ability. Tape, picture and resume to Allen Spertling, 1776 K Street, N.W., Washington, D.C. 20006.

### Help Wanted Technical

Chief Engineer, suburban major market AM directional with sophisticated studio installation. Construction, maintenance and ability to work closely with talent important. Reply Box J-78, BROADCASTING.

Chief Engineer for PBS affiliate with strong emphasis on management skills. Must be able to stimulate professional staff and evaluate their progress. Perform skilled, professional duties involved in the installation, operation and maintenance of radio-television and other electronic equipment. Send resume of training and experience. Box J-97, BROADCASTING.

### Help Wanted Technical Continued

Chief Engineer—Announcer. KBMY, Billings, Montana. Permanent position for sober, able individual who likes to work with top-rated C&W fulltime operation. Good salary and benefits. Call manager at 406-259-4586 or write Box 20316, Billings.

Multi-station group seeks Chief Engineer knowledgeable in all phases, including five kilowatt, four-tower directional array, 100,000 watt stereo FM with SCA, complete microwave STL system and automation systems. Top pay, excellent facilities, profit sharing plan, group insurance and other incentives. Contact Bob Russell, General Manager, KEWI/KSWT, P.O. Box 4407, Topeka, KS 66604. Please send full resume and brief description of your goals.

Good opportunity at 5 kilowatt for enthusiastic chief engineer with some experience. Send letter and resume to KLMR, P.O. Box 890, Lamar, CO 81052. No calls, please! E.O.E.

Chief Engineer for AM-FM Stereo Station in Small College town. Automation experience necessary. Good equipment. Group insurance. Profit sharing plan. Good people to work with. Contact Ed McKernan, Station Manager, KVOE, Emporia, KS 66801. Phone 316-342-1400.

Chief Engineer wanted currently 2 AM suburban stations company expanding. Excellent opportunity, good money, fine benefits. Contact Mr. Vaughan or Mr. Roberts, Radio Station WARE, Ware, MA. 413-967-6231.

Florida coastal station seeks first class engineer capable of maintaining AM-FM, can assist with construction 100 kw, new towers, change of AM-FM site. Prefer person experienced in automation. Delightful living by the sea, opportunity for advancement. Good pay. Send Resume: Hudson Millar, WIRA, Fort Pierce. Equal Opportunity Employer.

Alaska's largest radio-TV facility is looking for qualified engineers including a chief who has administrative qualities. Chief must have radio and TV background. Second opening is for radio or radio-TV background. Send resume, references, and photo airmail to Ron Moore, Vice President, Box 2200, Anchorage, AK 99510 or phone 907-272-3456.

If you hold a First and can handle an FM, non-directional AM, automation and recording studio as Chief Engineer in New Hampshire, give me a call. Chris Dante. 603-542-7735.

Chief for outstanding New Jersey AM-FM stereo operation. Career opportunity for right person. Immediate opening. Call Bob Locke, 609-924-3600.

Experienced Broadcast Chief Engineer—Announcer. Cleveland area radio station. Exceptional working conditions, salary open. Immediate opening—An Equal Opportunity Employer. Call Harry Wilber—216-774-1570.

### Help Wanted News

We're looking for someone to run a one man news department. We're located in a two station market in northern Michigan and offer excellent growth opportunities. You'll work with some of the nicest, dedicated and hard working people in the business. Reply Box J-91, BROADCASTING.

News Director—Experienced news professional needed to supervise department and air top-rated morning news. Authoritative delivery, aggressive reporting. Some editorial and public affairs research. Important MOR in Great Lakes market. Exceptional benefits for well qualified individual. EOE. Box J-134, BROADCASTING.

Wanted: News Director for progressive adult AM/FM, medium market with competitive news climate, to take over local news dept., operate, give leadership and direction. Immediate opening. Box J-154, BROADCASTING.

Experienced newsperson needed at medium market station in Northern Indiana. Income based on ability and experience, creative atmosphere, pleasant surroundings, Christian staff. Send resume. Box J-155, BROADCASTING.

Immediate opening local news director. Good writing ability, sound judgment. Good voice and delivery. KONG, Visalia, CA. Equal opportunity employer.

Wanted: Newsperson for good music, AM/FM, CBS affiliate. Must be young, aggressive, mature sounding and able to write and gather actualities. Immediate opening. Send resume and tape to Don Markwell, WQTY/WFMI, P.O. Box 748, Montgomery, AL. Equal opportunity employer.

## Help Wanted News Continued

**Wanted—Morning Drive-time** newscaster. Number one contemporary rock music station. Number one news, need serious individual with authority, writing abilities and sound judgment. Salary based on experience and ability. Great opportunity with growing Southern Broadcasting Company. Excellent working conditions. Send resume and tape. Immediate opening. Contact: Pete Taylor, WSGN Radio, City Federal Building, Birmingham, AL 35203.

Only Black programmed radio station in Connecticut enlarging news team. Experience a necessity. Salary negotiable. Liberal benefits. Send tape and resume to Hank Williams, P.O. Box 1480, Windsor, CT 06095.

## Help Wanted Programing, Production, Others

Accountant auditor with broadcast industry accounting experience required. Must be sharp and aggressive, some travel. Salary open. Mail resume and salary requirements to: Controller, P.O. Box 10026, Dallas, TX 75207.

Creative producer needed for 50 kw. AM major-mkt. station. Must be capable of classy, polished, creative spots and promo's. Send tape and resume. Box A-3354, Chicago, IL 60690.

#2-#3 rated AM Rocker looking for "exceptional" Program Director with experience and desire to be #1. Send resume and tape to P.O. Box 9168, JFK Government Center, Boston, MA 02114.

Producers-Editors. Part time editing and freelance production work available in NYC area. Top creative production skills required plus knowledge of rock music and good voice. 212-585-2717.

## Situations Wanted Management

Hard-driving medium market general manager ready for the right move up. Heavy sales orientation; increased profits by 32% last year. 33, family, degree. Must have \$20-\$25K to talk. Box J-49, BROADCASTING.

Exceptionally strong top-50 market sales manager desires move upward with aggressive company. Hired, trained, and am leading the 5-person sales force, responsible for 109% increase in gross billings since I arrived 3 years ago. Current income \$27,000. Box J-50, BROADCASTING.

Manager, 41 years old, who knows how to sell. Just completed 6 years of successful management at one station. Will buy in as I have \$40,000.00 cash. Box J-85, BROADCASTING.

Jon Holiday, highly successful in medium, major markets. Can make your station AM and/or FM return biggest profits with proven "between the rock and the soft stuff" format. Will manage, and/or consult. Phone 206-774-4288. Box J-100, BROADCASTING.

Station owner: You need a sharp take charge man who has strong sales-programing-management-technical background. Experience all phases. A good executive, solvent with cash. Let me worry about your station and sales. Any state, absolutely top notch. Box J-111, BROADCASTING.

Present East, age 40, GM 8 years, SM 4 years, 6 more years programing/sales. Ready to make money for both of us. Box J-113, BROADCASTING.

Radio. Thoroughly experienced all phases of operation. Fifteen years successful management in medium and large markets. Strong sales and programing background. Family man. Top references. Available immediately. Box J-149, BROADCASTING.

General Manager medium and large markets. Radio is my life. Over twenty five years experience. Looking for opportunity to run and become part owner small or medium market. Let's talk. Box J-150, BROADCASTING.

Manager-Sales Manager recognized in the industry for ability to promote station growth. Ready for another competitive medium market challenge. Knowledgeable, enthused and stable! What more could you want? Write King, 1529 S. Walnut, Casper, WY 82601.

Sales Manager, track record, credentials, hard work. Small, medium, large market experience. Will send resume or just talk. Call 513-662-8689. Luther Strittmatter.

## Situations Wanted Sales

Street Fighter Available. Selling retailers profit making ideas 15 years. Journalism graduate, 43. Prefer straight commission. Midwest, Mountain States. Box J-84, BROADCASTING.

## Situations Wanted Sales Continued

Experienced, mature Sales or Station Manager available soon for small to medium market radio or TV. Successful approach to all departments. Box J-106, BROADCASTING.

Am 27 years old and am interested to find opening in Sales Department or Business Department in Radio. Graduated from St. Lawrence University. Became Lt. J.G. in Navy. Then graduated this year from Wharton School of Finance. Have worked parts of two summers in Business Office of Radio Station during high school years. Box J-112, BROADCASTING.

## Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

7 years experience 1 small market station. Much sales, pbp, copywriting, morning air time, some mgmt. Will relocate most anywhere east of Rockies. Mtd., 4 children. Resume, tape, on request. Box J-56, BROADCASTING.

Top ten market FM personality with first phone looking for good progressive or hill album station. Affordable. Box J-79, BROADCASTING.

C&W or MOR, 22, married pro with five years experience in both AM and FM seeks new opportunity. Will consider sales and announcing combination. Box J-92, BROADCASTING.

First-phone Announcer—Nine years experience, including production, music-directing, FM, automation, studio engineering, and more. Mature approach to broadcasting, Rock, MOR, or Solid Gold. Prefer southern states, all locations considered. Box J-96, BROADCASTING.

Professional Broadcaster, nineteen years background. Very strong air-work. Knows News, cover beat, writing. Finest of references. Veteran with college. Metro experience. Third endorsed ticket. Box J-98, BROADCASTING.

Hardworking, bright, DJ, tight board, good news, commercials, want break, will go anywhere now. Box J-104, BROADCASTING.

Experienced FM album-rock personality looking. Tapes, resume, interview on request. Box J-107, BROADCASTING.

Experienced DJ currently with a New York City station. Willing to travel. No board work, not yet a citizen. Box J-110, BROADCASTING.

Augment your staff with a capable broadcaster, many years experience all phases radio, looking for permanent position anywhere. First phone, good voice, tight board. Box J-118, BROADCASTING.

Young, aggressive DJ—looking for a break. Tight board, good voice. Can do news and some copywriting. Write Box J-120, BROADCASTING.

Is there a good job somewhere for a good broadcaster? Prefer and have experience in sports and PBP but can do and have experience as Top 40 and MOR jock. Good production and some PD experience. I'm not expensive. All offers considered. Box J-123, BROADCASTING.

Female First phone. 14 years radio/TV. Sound engineer for films, TV shows, commercials, production assistant, continuity writer, and disk jockey in the Top 50 markets. Write Go Get Her. Box J-129, BROADCASTING.

First phone, will relocate, medium market, 28, college graduate, 4 years experience, ready, willing and able. Box J-145, BROADCASTING.

Paul Cavanaugh of WKBW Buffalo, looking for a GOOD opportunity. Powerful pipes, great references, five year stability guarantee, reasonably priced. Paul Cavanaugh, 75 Randolph Ave., Buffalo, NY 14211.

First Phone announcer seeking first break. Don Martin grad, will relocate. Mark-Conrath, 1734 N. Van Ness Ave., Hollywood, CA 90028. 213-464-9452.

DJ Third Phone, tight board, good news, fantastic production. 4 yrs experience black oriented. Some college, call: Isaiah Gay, 716-896-6298.

Rock jock, FCC first, stable and tight, 28, married. Have 1 year small market commercial experience and 2 years college radio. Seek slot in evening or late night in medium or small market. Available immediately. Will consider relocation anywhere. Tape, resume: 308-534-4689, Todd Harrison, 609 South Jeffers, North Platte, NE 69101.

First phone, 6 years experience including good medium market. Looking for medium market Contemporary/MOR operation. Jim Henchey, 2930 Pawtucket Ave., Apt 15, East Providence, R.I. 02915 or call 401-434-8819.

## Situations Wanted Announcers Continued

MOR Announcer wants personality or staff position with easy listening adult format. Good voice, DJ, news, production. Stable, responsible family man with good background and highest references. Steve May, 401-785-1784.

Announcer with one year's experience in MOR and Rock needs to work in a medium or large market. Willing to relocate. Michael Robert Rubin, 615 Garland St., Phila. PA 19120. 215-533-7940.

DJ, 1st Phone, experienced, single, 29, veteran, Terry Scudder 213-630-4339.

First phone needs work today. Mid Atlantic only. 301-460-4712. Ask for Bob.

Communicating morning personality available now. 13 years experience various formats. Good production, top ratings. A jealous PD didn't care for me. But if you can appreciate instead of envy, call 701-252-1499. Upper or midwest preferred.

1st ticket, DJ, sports and newscaster, experienced production ability, tight board, single, 19 yrs. old, Top 40—MOR, 412-538-4064 or write Box 276 RD#2, Mars, PA 16046.

DJ, First phone, seeks Mid-south, south or far-south-west station. 18 years experience. 419-669-5714.

## Situations Wanted Technical

Mature individual wants announcing-engineering position in East. Valuable experience in all phases. Box J-117, BROADCASTING.

Young, experienced and ambitious engineer/DJ combo 2½ yrs DJ, Top 40, MOR, Progressive formats, extremely tight board, mature voice—2 yrs engineer, studio, transmitter, 2 way radio maint. Ham radio oper. Very reliable, seeking warm climate, med. to large markets. Box J-144, BROADCASTING.

Transmitter, Audio, Automation. Send for resume, Ed Jurich, 2545 North Maryland, Apt. 110, Milwaukee, WI 414-332-4594.

## Situations Wanted News

Need a News Director? 10 years experience, presently working TV and AM-FM radio in 500,000 market. Heavy on investigative reporting and features. Box J-86, BROADCASTING.

News Director, Major-Medium Market. McLendon Trained. Take Charge Professional. Highly Experienced. First Phone. Box J-93, BROADCASTING.

Dedicated newsmen available. Medium market news director. Experience in fast-paced markets. Authoritative writing, delivery. Box J-99, BROADCASTING.

Experienced Newscaster/Announcer. First phone, degree. Now in Florida. Looking for evening or overnight news or air shift in major market or university town. Box J-102, BROADCASTING.

Cameraman/Editor/Writer. Documentary, news film, commercial pro. Twelve yrs. Sixth and fourth markets. Also worked as magazine show host/producer. Investigative and series reporter. Wants medium market challenge or news directors job small market. Best references. Box J-103, BROADCASTING.

News Director in medium Michigan market looking for position in California. Four years experience, two years music director. BA degree, third endorsed, 29. Write Box J-109, BROADCASTING.

Sports Director seeks PBP, talk in progressive medium-major market. I've been number one man four years, but willing to backup. The tougher the challenge the better. Let's get together. Box J-114, BROADCASTING.

5 years news experience. Seeking medium market. East Coast or Mid West. Box J-116, BROADCASTING.

Weathercaster: young professional meteorologist with 8 years weather broadcast experience in major markets. BS degree in meteorology. Background in environmental investigative reporting. Excellent references. Box J-135, BROADCASTING.

Thoroughly experienced (13 years) stable pro (six years present job) looking for position in medium-large northeast market. Can do it all from street to administration. Box J-153, BROADCASTING.

Reporter/producer with four years excellent experience, master's degree and awards. Looking for change of environment and position in news, public affairs/info or related field. 614-235-2985.

Self-Starting Female reporter w/solid 4 years experience, wire service, radio-TV, too. Please contact me via 415-283-6418 for news, public information opportunities.



## Situations Wanted News Continued

News (and documentary) reporter, producer, writer with 4 years excellent experience, awards, references—move to the West or Southwest. Please contact me via 415-283-6418 if you have a news public information or PR slot available.

Relocation to Dallas area necessary for former small market ND. Desires reporting job. Intelligent, 22, college graduate, references. David Barrett, Wylie, TX 214-442-5773.

Pro finds Big Apple has worms. Want big gun news operation in major market. Call Don, 212-875-5519.

Dynamic, attractive young man, Europe educated, fluent Norwegian, French, Italian. U.S. college graduate. Excellent interviewer with excellent delivery. Great believable personality, engaging manner. An asset to your station. Write me. Einar Leigh Scott, 183 Battery Avenue, Brooklyn, NY 11209.

Writer/Reporter 2 yrs. exp. top 15 market, BSJ, vet., family, Chicago/Milwaukee area or will relocate Colorado/Wyoming. J. Redfield, 3130 Palmer, Chicago, 60647, tel. 312-252-1920.

Sports Director, incisive journalistic ability. Experienced PBP in all sports. 1st phone, college degree, young and dedicated. Phil Wendell, 415-345-5982, 27512 Loyola Ave., Hayward, CA 94545.

Aggressive female news reporter. Major market experience, solid credentials, Susan McNett, 14306 Lowe, Riverdale, IL. 312-849-2303.

Sportscaster: 3 years PBP experience football, basketball, hockey, baseball. College grad, will relocate, available now. Contact immediately: Peter Cooney, 36 Tanager Rd., Attleboro, MA 02703 or call 617-222-4796 promptly today!

## Situations Wanted Programing, Production, Others

Black Professional B.G.S.-station management. Experience: PD, ND, C.A.D., MD, POP. Box J-59, BROADCASTING.

Professional Good Music programer with management experience. 19 years broadcasting live and automated. Excellent references. Currently top 50 market. 17M minimum. Box J-95, BROADCASTING.

Ohio or nearby. Successful major market personality seeks PD position with medium market MOR/contemporary. No hurry, good opportunities only. Box J-147, BROADCASTING.

Country programer looking for Southeast or West Coast. 8 years experience. Station changing format again. Country's my bag. 517-892-0863.

See My Ad under "Situation Wanted—Management"—Jon Holiday.

Take Charge PD looking. Proven track record in top 40, MOR and Contemporary Country with top ratings both as PD and jock, in competitive markets. Let's make your station a winner. Call 604-763-8438.

## TELEVISION

### Help Wanted Sales

Immediate opening for experienced aggressive TV salesperson with highly rated Mid-America network station in sparkling city of 300,000. Strong emphasis on local sales and creative production. Replacement for man moving on to management. Excellent incentive remuneration plan. Other company benefits, including profit sharing plan. Send resume to Box J-128, BROADCASTING.

Leading broadcast company now adding experienced salespersons. Excellent opportunities in our television stations and company owned rep division. All replies confidential. Send resume to Box J-138, BROADCASTING.

Medium market Midwest station offers excellent starting sales position to right Radio/TV graduate. Some sales experience desirable, but we're looking for someone who can grow. Box J-139, BROADCASTING.

### Help Wanted Technical

Two positions open in large midwestern commercial videotape production company for qualified technicians. Must have strong background in videotape and video operation, with some maintenance ability preferred. Send complete resume—in strict confidence to Box J-52, BROADCASTING.

## Help Wanted Technical Continued

Wanted: Engineer for special job offer. \$15,000 plus for one year guaranteed work plus bonus and fringe benefits. Liberal working conditions. Located in upper mid-west. Must be prepared to oversee maintenance of television, studio and transmitter. Some solid state microwave. This is a unique offer, open to all qualified applicants. Excellent opportunity for C.E. experience. Box J-71, BROADCASTING.

Large Midwest color medical television facility needs experienced television technician knowledgeable in operating all types broadcast television equipment. Maintenance ability preferred. An equal opportunity employer. Excellent fringe and retirement benefits. Salary: \$8,944.00. Box J-72, BROADCASTING.

Require applicant for studio supervisory and maintenance duties at upper Midwest station. Highest premium salary. Incentive compensation. All benefits offered. Ideal working conditions. This is an opportunity for an engineer to gain excellent experience leading up to C.E. Write Box J-136, BROADCASTING.

Experienced Chief Engineer, strong in administration, for Southeastern coastal market. Salary \$22K to \$24K. All replies confidential. Box J-140, BROADCASTING.

TV Studio Engineers. Long-established Midwestern Radio/TV operation with engineering-oriented management seeks engineers with extensive maintenance experience on quad VTRs and color film chains. Send resume in confidence detailing education, experience and salary history. An Equal Opportunity Employer. Director of Engineering Box J-148, BROADCASTING.

WDXR-TV, Paducah, Kentucky is still seeking a qualified chief engineer. A young engineer who is looking for his first job as chief could really benefit from answering this ad. We're in Mid-America's beautiful vacation land with top notch facilities. E.O.E.

Television engineers wanted: operations engineer: will consider recent tech school graduate with first class license. Also need maintenance engineer. Will consider holder of first class license with TV operational experience. Contact Al Scheer, chief engineer, WLEX-TV, P.O. Box 1457, Lexington, KY 40501 or phone 606-255-4404. An equal opportunity employer.

Need Energetic Chief Engineer for a new ABC UHF. Transmitter-Studio experience required. Excellent opportunity planning new construction. WOPC(TV), Altoona. 814-943-2607.

Consulting Engineer. Midwest firm seeks experienced TV and AM/FM engineer, prefer graduate EE with FCC 1st and EIT/PE, will consider equivalent experience. Salary commensurate with experience and qualifications in the 14 to 19K range with good benefit program, send resume with salary requirements, Browne Associates Inc., Telecommunications Consultants/Engineers, 25 West Long Lake Road, Bloomfield Hills, MI 48013.

Experienced UHF Transmitter and Microwave Maintenance Technician. Must be self reliant, considerable in-state travel with network vehicle. Good working conditions, and excellent fringe benefits. Send complete resume to: Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824 an equal opportunity affirmative action employer.

Transmitter Technician immediate opening excellent working conditions and fringe benefits. 1st class required, experience preferred, others considered. Send complete resume to Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824 an equal opportunity affirmative action employer.

Position open for technician. Must be skilled in maintenance. TV Broadcast equipment mostly RCA—including VTR's. First ticket. No age limits. Good climate. Growing community. University of Arizona and Community Colleges. Send brief resume to R. H. Holclaw, C. E. Channel 4 TV, Box 5188, Tucson, AZ 85705.

Wanted: Television chief engineer. South Texas station good working conditions, salary open depending upon experience. Immediate opening. Call 512-968-3131.

Immediate vacancy for television engineers. Highest salary, all fringe benefits. Special bonus situation offered. Call now. Will accept recent first ticket graduates. Call 701-825-6292. Ask for Mr. Vincent.

Television engineers needed. Openings for licensed and unlicensed engineers having television broadcast experience. All-color operation. For more information, contact: University of Missouri Personnel Services, 309 Hitt Street, Columbia, MO 65201. Phone: 314-822-4221. Equal opportunity employer.

### Help Wanted News

News Director, on Air Professional top 75 station wants fresh look and new image. Must be creative communicator with solid background—will consider #2 individual with top credentials for leadership. Southeast. Resume and salary history to: Box J-89, BROADCASTING.

## Help Wanted News Continued

Weathercaster/Announcer, TV experience, challenging position, highly competitive Midwest market. Send resume and pix; will contact you for VTR. Equal Opportunity Employer. Box J-157, BROADCASTING.

We want someone to do sports not just read them. Challenging TV position, competitive Midwest market. Send resume and pix. Will need VTR later. Equal Opportunity Employer. Box J-158, BROADCASTING.

Hard news investigative reporter with TV/film background for aggressive Florida market. Experienced only apply. Equal opportunity employer. Box J-159, BROADCASTING.

Aggressive reporter to handle news beat, standups, some anchor. Excellent salary, plus company paid benefits. Send video tape and resume to Eric Johnson, WICU-TV, Box 860, Erie, PA 16512.

## Help Wanted Programing, Production, Others

Wanted: Experienced television lighting person. Must know commercial and location work. Must have sample reels when requested. Box J-121, BROADCASTING.

Wanted: Director of Graphic Arts at a large Northeastern television station. Must have at least five years of experience in graphic design for television. Will also be responsible for printed material. Must be able to supervise other Graphic Artists. Salary negotiable depending on qualifications and practical experience of the candidate. Equal opportunity employer. Job available as of September 26, 1974. Box J-124, BROADCASTING.

Assistant Art Director, for TV Station in eastern top ten market. Position available for creative artist in well equipped art department, to do on air and print graphics. Prefer bachelors degree in graphic design or equivalent with minimum two years experience. M/F an Equal Opportunity Employer. Send resumes and samples to Box J-151, BROADCASTING.

Wanted: Alert, production director to organize and produce television commercials, programing, handle agency and clients requests. Minimum three years experience in television production using modern color production techniques, able to stage and light as needed. Northern Television, Inc./P.O. Box 2200/Anchorage, AK 99510.

## Situations Wanted Management

19 years TV, Radio, Group; excellent experience—results, all phases; young 40's, family, community active. Box J-88, BROADCASTING.

General Manager-Sales Manager-Program Director, etc., for large to medium market. Thoroughly experienced and successful all phases: station-ownership, management, sales management-sales (national, regional and local), programing, film-buying, production, network newscasting-announcing, promotion, community involvement. Since 1944 have practiced television 18 years; radio 12 years. Now 45. Past 20 years, management-troubleshooter-developer. Have rebuilt several losers into very profitable, prestigious winners. Sales and programing specialist! Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor ready for new challenge, offering opportunity to earn commensurate income. Can increase, substantially, your profits and prestige. Box J-122, BROADCASTING.

Strong sales management background in medium market, plus rep experience makes me ready for bigger things in sales management or general management. 32, marketing degree. Box J-141, BROADCASTING.

## Situations Wanted Announcers

Experienced medium market TV sports director with excellent interview technique. Looking for major market opportunity. Box J-69, BROADCASTING.

Ambitious, creative individual, 4 years all phases radio, desiring move into TV or CATV, any market, will consider any position, Brian Maher, 435 Winthrop, Torrington, CT 06790. 203-489-0048.

## Situations Wanted News

Sportscaster for all seasons. Experienced pro seeking major market affiliation. Top references. Box J-25, BROADCASTING.

Weekend Anchorman in top market seeks regular anchor, news or talk slot in smaller market. Money not prime issue. Solid, stable. Box J-125, BROADCASTING.

Producer-Reporter. Black. Experienced. Film-air. M.S. Seeks TV or radio. Box J-130, BROADCASTING.

## Situations Wanted News Continued

**Meteorological Personality.** I shoot and edit film, do special effect filming such as slow motion, time-lapse, and animations. I like environmental reporting, and I do a very visual weathercast. Box J-137, BROADCASTING.

**Top-20-Market reporter anchorman** seeking relocation to major market. Contemporary look. Salary negotiable. 612-560-9373.

**Reporter/producer/writer** with four years excellent experience, master's degree and awards. Looking for change of environment and position in news, public affairs or allied field. 614-235-2985.

**Self-Starting Female reporter** w/solid 4 years experience, wire service, radio-TV too. Please contact me via 415-283-6418 for news, public information opportunities.

I've acted and directed off Broadway, written video satire and radio comedy pilots, and am now a director-performer with a major NY opera company; seeking news position with arts/entertainment reporter or critic assignments included. Contact Jack Sims, 18 West 87th, NY 10024. 212-595-4748.

**News (and documentary) reporter, producer** with 4 years excellent experience, awards, references—plus master's—earnestly looking for opportunity to move to the West or Southwest. Please contact me via 415-283-6418 if you have a news, public information or PR slot available.

**Olympic Broadcast veteran** available now for news or sports anchor. Five years experience. Excellent references. Call 701-232-1910.

## Situations Wanted Programing, Production, Others

**Studio operations position** desired as cameraman, switcher, audio operator, character generator operator, telecine operator, floor director, broadcast director. Box J-94, BROADCASTING.

**Creative Producer-Director** currently with Top 15 net affiliate available for immediate position with California net affiliate, production house or agency. Fast paced news blocks, commercials and specials turn me on. 9 years video tape experience and technical knowledge. Impressive credits and references. Box J-108, BROADCASTING.

**Promotion Manager, knowledgeable, creative, 5 years** experience in Top 40 market. Know all phases, current income \$15K. Box J-142, BROADCASTING.

**TV Program Manager** ready for greater responsibility. Began in sales, found programing is my thing. Have programed both independent and network affiliates in medium markets. 37 years old, degree. Box J-143, BROADCASTING.

**Art Director, 21 years** experience in the Northeast market network television included, award winner, desires super challenge, will relocate. Box J-146, BROADCASTING.

**Creative, ambitious, cheerful college graduate** seeks challenging production, programing position. B.S. Communications. Advertising, ITV, theatrical experience. Available now. Box J-152, BROADCASTING.

**Female, creative and intelligent, seeks position** in any phase TV production. B.S. in Mass Comm., have directed pilot at WGBY-TV. Will send resume and references upon request. Ellen Landau, 71 Brentwood Lane, Valley Stream, NY 11581, 516-791-5055.

**WTOP-AM-TV** in Washington, D.C. has available competent Assistant Directors. Writers and Reporters who have completed our year-long minority training program. Resumes may be obtained by writing Training Program, WTOP, 4001 Brandywine St., N.W., Washington, DC 20016.

## CABLE

### Help Wanted Management

**Bright, aggressive recent college graduate** with strong interest in cable television sales, marketing and promotion should reply at once. Here is your chance to learn the cable television business inside and out. The last two people to hold this position are now a general manager and marketing director in our company. Send confidential resume to Box J-127, BROADCASTING.

### Help Wanted Technical

**Installers and Technicians** wanted. Top pay and benefits, salary commensurate with experience. For interview, call Mr. Underwood 201-561-2288, or send resume to Plainfield CableVision, Inc., P.O. Box 1069, Plainfield, NJ 07060.

## WANTED TO BUY EQUIPMENT

**RCR TR3** or 4 Lo Band Color VTR. Must have ATC. Call MAZE 205-591-4800.

## FOR SALE EQUIPMENT

**G.R. 916A R.F. Bridge, Clean condition** and calib'd \$375. Box J-105, BROADCASTING.

**New delay recorders \$350. Gates M-5693 Mod. Mon. \$195. Eico 369 sweep gen. Box J-119, BROADCASTING.**

**For Sale Rust Corp. Model AL-402 automatic voltage logging system.** Able to record transmitter voltages 24 hours a day automatically. Near new. Best offer. Contact Muffin, Chief KJOI, Beverly Hills, CA.

**Western Electric operating standby transmitter.** New 1947, removing mid September. Spare tubes and parts. Best offer. KOMW Inc. Omak, WA 98841. 509-626-0100.

**Gates BC-1G AM transmitter 1000/250 watts.** Presently tuned to 1,300 khz. Good condition—3 years old. Available September. \$4,750. Write Kin Jones, KYNO Inc., 2125 N. Barton Ave., Fresno, CA 93703.

**4-SMC—250 carousels** in excellent condition loaded with 12 minute cartridges, 1-581 SMC time announcer, 1-voltage regulator, 1-audio switcher, other related automation equipment. All good shape, reasonably priced, WDLR, Delaware, OH, 614-363-1107, Steve Messer C.E.

**Synchronous Q-prompter system** with two reader units, extra cable and hand controls, four position central control box. Charles Schuerhoff, WGBH Channel 2, Boston, MA 02134. 617-868-3800.

**(2) AEL Exciters, year old,** under "5 year factory guarantee," full transistor, modern, half-price, bar-tains: Endes, WRVR, New York City 10027. Jazz: 212-749-5400.

**50 KW and 5 kw Westinghouse transmitter** available middle Fall. Many spares and tubes for each. Purchaser to dismantle and transport. Offers to John Battison 216-781-1100 WWWE, Cleveland, OH 44114.

**Marti-Used. Remote pickups/studio transmitter links.** Immediate delivery from inventory. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

**Like-new TIM 400 Telestrator (animated-TV-graphics-over unit), \$8,000.** Only 2 years old, and never used except to test another system. Mr. Zanetti, Scott-Engineering Sciences, Pompano Beach, FL 305-946-4470.

**2 Monaural Model 10 SMC Cartridge playback** good condition, \$300 each. FOB Bellingham, Washington. 206-734-9790.

**4CX1000A's, 5762's, 6076's—all other transmitting tubes—including hard to get types—at low prices.** Try us for solid state rectifier replacements, transistors and I.C.'s Lead oxide, I.O.'s and vidicons at fantastic prices; rebuilt 17ENP22 and other scope tubes; Quartz Lamps; G.E.-P.E. 250 camera color chain available; also CATV distribution equipment. Free catalogue. Call or write: TEMTRON ELECTRONICS, 138-91 Francis Lewis Blvd., Rosedale, NY 11422. Tel: 212-978-5896.

## COMEDY

**Deejays: New, sure-fire comedy!** 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

**Joek Shorts!** Twice-monthly Contemporary comedy for top deejays. Free issue. Library. 5804-B Twineing, Dallas, TX 75227.

**"Reminiscing in old-time radio"** Daily 5 minute classic old-time comedy programs. Demo-information—Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, VA 24011. 703-342-2170.

## MISCELLANEOUS

**Prizes Prizes! National brands** for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**"Free" Catalog . . . everything** for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

## Miscellaneous Continued

**Biographies** on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

**Paperhexl Openings** The Chucker 1 yr. \$30; 1/2 yr. \$18; 1/4 yr. \$10; samples 50¢; 249 North St., Buffalo NY 14201.

## INSTRUCTION

**Broadcast Technicians: Learn advanced electronics** and earn your degree by correspondence. Free brochure. Granham, 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 Sept. 30, Nov. 11, July 15 and Aug. 26. REI, 61 N. Pineapple Ave., Sarasota, Fla. 33577. Phone (813) 955-6922. REI, 2402 Tidewater Trail, Fredericksburg, Va. 22401. Phone: 703-373-1441.

**First Class FCC—6 weeks—\$370. Money back guarantee.** Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

**Chicago or Milwaukee. FCC license. Results guaranteed.** Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236 8105 or 414-445-3090.

**Need a 1st phone and practical training?** The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on September 23, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

## RADIO

### Help Wanted Sales

Would you enjoy solving management problems for corporate officers of broadcasting companies? Unique opportunity for account executive with one to three years sales experience or recent R/TV grad for management consultant trainee position. We want candidates with roots in the Midwest who are interested in a career opportunity with substantial income potential. Northwest suburban Chicago offices. Only 25 minutes from downtown area. Limited travel. Send resume to Mike Walker, Ron Curtis & Company, O'Hara Plaza, 5725 East River Road, Chicago, Illinois 60631.

### Help Wanted Announcers

#### PERSONALITY JOCK

Midcontinent rock station seeks real live personality jock. Salary commensurate with ability but not less than \$12,000.

Box H-155, BROADCASTING

You belong in

**Broadcasting**  
The newsworthy of broadcasting and allied arts

## RADIO

Help Wanted Management

# Need help finding the right executive?

## call Ron Curtis & Company

We find outstanding candidates for any position above \$12,000 per year in radio, television or CATV. Contact Mike Walker or Rick Davenport for management, sales, programming, promotion, engineering or financial people. Call 312-693-6171 or write:

Ron Curtis & Company  
O'Hare Plaza, 5725 East River Road  
Chicago, Illinois 60631

### Situations Wanted Management

Employed V/P-Religious Radio  
Major Market. Station Now Well in the Black.  
Seeking Position with Expanding Radio and Television Group.  
Top Track Record and References.  
Box J-115, BROADCASTING

### Situations Wanted Announcers

**EXPERIENCED FEMALE**  
Progressive Announcer seeks medium market. 5 years progressive/MOR announcing, plus music directing, news reporting, commercial production. I want to do more than decorate your Eq. Employment report.  
Contact: Pam Peterson, RD6, Halseyville Rd. Ithaca, New York 14850 or 607-272-9118.

### Situations Wanted Programing, Production, Others

**PAUL MITCHELL**  
Major market and network owned program director with newly created contemporary music format, geared for demolishing not fractionalizing the top 30 competition. Demo tape available. Call: 215-457-7764. You have nothing to lose but a phone call. All replies kept confidential.

**BROADCASTING'S Classified**  
offers an extensive variety of opportunities and services.

## TELEVISION

Help Wanted Programing,  
Production, Others

**TV ARTIST**  
San Francisco

Design, produce and occasionally illustrate print ads for network television station. Participate in planning for on-air promotion. Send resume and salary requirements to J-83, BROADCASTING.

An equal opportunity employer

### Situations Wanted News

**ANCHORMAN—NEWS DIRECTOR**

Victim of "revolving door" policy of new management. Good on camera and accomplished packager of Eyewitness, Action, or other formats.

Available now, 1-702-734-1345

### Miscellaneous

**TV SLIDES: \$6**

•PROGRAM TOPICS  
•NEWS & WEATHER

GET THIS SLIDE FREE  
WHEN YOU SEND FOR  
THE COMPLETE LIST !!

BOB LEBAR FILMS 240 E. 55 ST. NYC 10022



## Miscellaneous Continued

### ATTENTION: STATION OWNERS AND MANAGERS

Successful community service project initiated by Canadian Broadcasting Corporation in 1972 now available to U.S. markets with high unemployment. This concept is local initiative programming at its best and has been praised by senior government officials plus very appreciative audiences. Sold on "First Come" exclusive basis. Your salesmen sell concept under 1, 3, 5 or 10 minute formats. Since programs assist your citizens seeking new opportunities 85% of local firms are potential sponsors.

In markets of 1 million population or more—total cost to your station is \$200.00. 500,000 to 1M—\$150.00. 100,000 to 500,000—\$100.00. Less than 100,000 population, \$65.00. This complete and final price includes right to title in your community, operational formats and selling presentations for your salesmen. This is information radio at its best. It also proves the power of radio in creating jobs and assisting in manpower search. Confirm for your community today!

**RECRUITER-AT-LARGE**  
P.O. BOX 507—STATION 'J'  
TORONTO, CANADA M4J 4Z2  
(416) 465-8570

### ATTENTION —RADIO STATIONS —TV STATIONS

**WOULD YOU BE INTERESTED  
IN A P.I. DEAL THAT PAYS  
YOU 100% ON LEADS . . .???**

FOR INFORMATION  
CALL COLLECT  
317/257-1359

## Broadcast Sales Training At Your Station

Increase your sales with a new sales training aid. This is a nuts 'n bolts, no-nonsense cassette tape to aid salesmen in selling broadcast time more effectively. For the new salesman, it's a must, and it will stimulate (and even educate) the oldest pro! Listen and learn individually, at home, in the car or use in sales meetings.

Over 25 vital tips for radio and TV salesmen including: packaging a sale, the 1-2-3 punch, weekly planning, your best pitch, keeping records, the sales call—3 elements. It's all about broadcast sales—proven advice based on our 20 years of broadcast sales experience and pared down to a practical, useable form that won't be time consuming for your salesmen. It's all on one compact cassette. For your Broadcast Sales Training cassette tape, send \$35 check or money order to:

Richard F. Palmquist, Inc.  
Sales Training Division  
1300 South Green Bay Road  
Racine, Wisconsin 53405

### **GOLDEN DAYS OF RADIO**

Now in its 8th year on AFRTS. The original Golden Days of Radio can be a money maker in your market. Five minute format for disc jockey shows — Half hour version also available. Send for free audition record, and rates.  
**ALEX LITROW ASSOCIATES**  
1207 North Flores  
Hollywood, Calif. 90069

### Wanted to Buy Stations

How far will up to \$50,000 cash go toward buying a profitable radio station, anywhere? I've 20 years in the business, all phases.

Box J-87, BROADCASTING

### Employment Services

**MAKE YOUR TALENTS PAY OFF!**

**Job Leads**

Box 61, Lincolndale, N.Y. 10540

Number "One" in Weekly, Nationwide  
Employment Listings for Radio, TV,  
PD's, News, Sales and Engineers

\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues)  
Remit Cash With Order, Please!

"...I thought you might be interested in the response to an ad which appeared in two issues of BROADCASTING Magazine. We are looking for a public relations man and the ad resulted in close to 100 resumes."

**For Sale Stations**

**RADIO STATION FOR SALE**

Ridder Publications, Inc. hereby announces the proposed sale of WDSM-AM, a radio station located in Superior-Duluth, the properties of which are owned by Northwest Publications, Inc., a wholly-owned subsidiary of Ridder.

Ridder has received from one of its affiliates a firm offer to buy WDSM-AM for \$350,000 cash; however, before accepting said offer, Ridder intends to consider other offers which may be forthcoming from the general public.

Any person who wishes to submit for consideration an offer at a price and on terms more favorable to Ridder than the above-noted offer may do so by submitting such offer in writing to:

**R. C. Crisler & Co., Inc.**  
36 East Fourth Street, Cincinnati, Ohio  
on or before September 17, 1974

Further information may be obtained by contacting R. C. Crisler & Co., Inc. at the above address or by calling (513) 381-7775.

**For Sale Stations  
Continued**

**MIDWEST SMALL MARKET FM**

Steady growth pattern, excellent potential; tight C&W format. Ideal owner-operator situation, good starting place. Priced under 100M (2½ x gross). 30M will handle. Health problem forces move to another climate.

Box J-101, BROADCASTING

**FOR SALE**

**SOUTHERN CALIFORNIA AM-FM**  
Radio stations, medium market, easily worth million 5 years with proper management, capital; \$375,000.

Box J-156, BROADCASTING

**MIDWEST PROPERTIES**

AM-FM Small Mkt. \$160,000  
AM Small Mkt. \$125,000  
FM Class "C" \$200,000

Terms  
Ralph E. Meador, Media Broker  
P.O. Box 36, Lexington, Mo.  
816-259-2544

**Class B Value**

Unusual FM Opportunity in Eastern Metro market. Facility, ratings, equipment and coverage are all plus factors. So is price of \$250M. Approximately two times billing.



Brokers & Consultants  
to the  
Communications Industry

**THE KEITH W. HORTON COMPANY, INC.**  
200 William Street • Elmira, New York 14902  
(P.O. Box 948) • (607) 733-7138  
New England office • St. Albans, Vermont 05478  
(P.O. Box 270) • (802) 524-5963

NE	Metro	Fulltime	325M	29%
MW	Metro	Daytime	265M	Terms
SW	Metro	Daytime	150M	29%
SE	Metro	Daytime	315M	29%



Atlanta—Boston—Chicago—Detroit  
Dallas—San Francisco

Please Write: 5 Dunwoody Park  
Atlanta, Georgia 30341

**BROADCASTING'S CLASSIFIED  
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

**Rates, classified listings ads:**

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

**Rates, classified display ads:**

- Situations Wanted (Personal ads) \$25.00 per Inch
- All other \$45.00 per Inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

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# Profile

## MPAA's Jack Valenti: parlayer of power

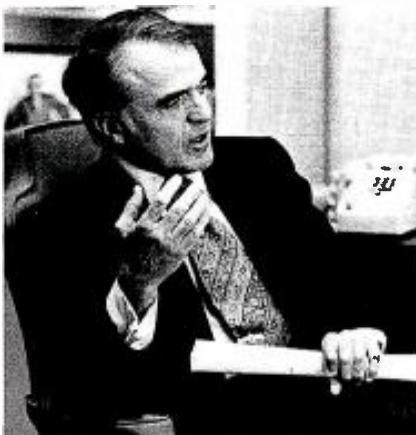
Because it is the nation's capital, Washington is unique in having a population which calls to mind an archeological dig in its layer upon layer of representatives of past presidential administrations. They arrive as mint-new White House aides and cabinet officers, eager to serve the President who appointed them and to use their share of his power. Then, when it is over, some former President's men find the prospect of returning to the law practice in Cincinnati or to the industry job in Seattle less than appealing. So they remain in Washington as resident aliens, in some job in which they can use the experience and skills, and connections, acquired in their association with national power.

Jack Valenti, the president of the Motion Picture Association of America Inc. and its related agencies—the Association of Motion Picture and Television Producers Inc. and the Motion Picture Export Association—is already several layers below the new surface of population being created by former members of the second Nixon administration. He was a Johnson man, although his arrival in Washington was not part of a joyous celebration of newly acquired power but of a national tragedy. It is eight years since he left his job as appointments secretary to President Johnson—a job in which, ex-Johnson aides say, he was closer, personally, to the President than anyone else. And he is now part of that Washington establishment whose existence does not depend on the presence of any particular party in the White House.

According to some appraisals, he is doing a dynamite job as the motion picture industry's representative in Washington (and is paid commensurately—\$175,000 annually, according to informed estimates, plus a generous expense account). But his emergence as solid citizen surprised some. "I'd thought of him as a hot dog," said one Washington hand who has watched him over the years. "You know, he had that superb PR man's touch. He was terribly slick, a good man with the one-liners. But he is a whole lot more than that. His is one of the soundest and sharpest minds in Washington. I find him profoundly impressive."

In appearance, Mr. Valenti, at 53, suggests bottled-up energy. He is something under average height, but broad shouldered and athletic looking. There is a spring to his step when he walks. Indeed, although he pours a great deal of energy into his job, spreading himself over responsibilities stretching, literally, around the world, he has plenty left over. Some of it fuels a mania for physical fitness—he runs a mile and a half every morning, plays tennis and takes karate lessons.

And some of the remainder of his energy is devoted to another of his "passions" (one of his favorite words)—



Jack Valenti—President, Motion Picture Association of America Inc. and Association of Motion Picture and Television Producers Inc.; b. Sept. 5, 1921, Houston, Tex.; U.S. Army Air Corps, 1942-45; BA, University of Houston, 1946; MBA, Harvard Graduate School of Business Administration, 1948; Weekly & Valenti advertising agency, 1951-1963; special assistant to President, Nov. 22, 1963-June 1966; m. Mary Margaret Wiley, June 1, 1962; children—Courtenay, 10; John Lyndon, 8, and Alexandra, 5.

writing. Three years ago, World Publishing Co. brought out his *The Bitter Taste of Glory*, portraits of nine political figures—from Phocion of Athens to England's early 19th century statesman and historian, Thomas Macaulay—for whom triumph meant agony as well as joy. He has about completed the manuscript for *Witness to the Presidency, an Intimate Account of the LBJ White House*, but does not yet have a publisher for it. And he is about 125 pages into a novel with a White House background, although he is "not sure it's going anywhere."

The technological revolution that has overtaken the communications business since Mr. Valenti became president of MPAA has increasingly injected him into the affairs of the broadcast and cable-television industries. For those industries are interfacing, and their conflicting interests are causing them to engage in a series of shifting alliances. Broadcasters were sympathetic to Mr. Valenti in his dispute with cable interests over the liability they should incur for retransmitting copyrighted material. And he has been a staunch supporter of cable in its effort to eliminate or at least liberalize FCC rules (which broadcasters back) that restrict pay cable's opportunity to purchase and transmit films for pay.

These were not the things Mr. Valenti thought he would wind up worrying about when he left his Houston home on Nov. 21, 1963, with a bag packed for two days to accompany Vice President Johnson and President Kennedy on the remainder of a trip through Texas. As

the co-founder and partner of an advertising agency who had a "passionate" interest in politics, Mr. Valenti had known Mr. Johnson since 1957, had written speeches and done other "chores" for him, and in 1960 had handled the Kennedy-Johnson campaign in Texas. The two men grew even closer over the next two years; indeed, in 1962, Mr. Valenti married Mr. Johnson's confidential assistant, Mary Margaret Wiley. So it was only reasonable that Mr. Valenti should have been asked to plan the Houston section of the trip the President and Vice President were making to Texas in November 1963.

"The visit went so well, so perfect, that Lyndon Johnson said, 'Why not go with me the rest of the trip?'" Mr. Valenti recalls. That meant Fort Worth and Dallas and a climaxing dinner in Austin. In Dallas, Mr. Valenti was in the presidential motorcade, in a car eight or nine behind the President's, when Lee Harvey Oswald fired.

Mr. Valenti recalls being summoned to President Johnson aboard Air Force One in time for the presidential oath taking, and being asked to join the White House staff. He left immediately for Washington with the new President and President Kennedy's widow—and never returned to Houston to live.

For the next two and a half years, Mr. Valenti was in the White House when the torrent of social and economic legislation was passed, and later, when the, fateful decisions were made to inject massive U.S. military force into Vietnam and to land troops in the Dominican Republic. He sat in on meetings with Secretary of State Dean Rusk, Secretary of Defense Robert McNamara and presidential aide Bill Moyers, and the notes he took were later used by President Johnson for his book on his presidency, *The Vantage Point*.

In June 1966, he left the White House to head the MPAA. At first, he says, he was not interested in the offer. But the international aspects of the job—51% of the movie industry's revenues comes from abroad—intrigued him. So did the fact he would be operating in the "domestic political arena." And he was looking ahead. The thought of returning to the advertising business in Houston had lost its zest. And finances were a problem. The \$30,000 top White House aides earned in those days had represented a sharp cut in salary.

Mr. Valenti likes his job. He does not consider it work, and attacks it with enthusiasm. But, he says, "I don't think there is anything you can do in private life that compares with working by the side of the President, where everything you do affects people's lives." He called it "a passionate experience," the "apex" of a man's career.

"Maybe," he said, "That's why old White House assistants never die, they just pray for restoration."

# Editorials

## Third down and 10

The substitute license renewal bill offered last week by Senator John O. Pastore (D-R.I.) puts broadcasters just about back to square one in their quest for renewal relief. It is hard to find in the Pastore measure an indication of improvement over existing law.

As may have been forgotten along the tiresome way, renewal legislation was first sought as an antidote to the FCC's freakish 1969 WHDH-TV decision which, by precedent, all but invited challenges to any renewal applicant that had other media holdings or was managed by professional executives instead of owners themselves. Legislation adopted by the House earlier this year would neutralize WHDH. Mr. Pastore's bill provides only a vague reference to the FCC's power to invoke ownership rules. The FCC's first attempt to retire WHDH as the model for industry dismemberment was rebuffed in the courts.

The broadcasters' tacticians keep saying there is hope of recovering something in the Communications Subcommittee's mark-up of renewal legislation this week and in action on the Senate floor. They speak hopefully of retrieving the five-year license term the House granted. Maybe so, but they're off to a standing start.

## Concession

The murky outlines of a national policy on multimedia ownerships began to emerge from Washington last week. It may not be the design that broadcasters would fashion, but neither is it off the drawing boards of interests that would dismantle all crossownerships for ideological gratification or some for private gain.

The FCC is groping toward regulations that would leave most existing crossownerships intact but would expose to divestiture a number of media concentrations in small and isolated markets and would prohibit acquisitions anywhere of co-located newspapers and television stations — perhaps radio too.

If there seems to be an inconsistency in a scheme — devised in the name of competition — that would protect existing media combinations in most places against the competition that would come from the creation of new combinations, it can be attributed to political realities. The FCC is philosophically disinclined to see horrors in existing ownerships, but it is under intensifying pressures to act as though horrors were there.

The search at the FCC is for a formula that will give it a good reason to dismiss all those Justice Department petitions to deny license renewals to stations owned by dominant newspapers. It must also display a vigor in regulatory enforcement that will appeal to Capitol Hill. As prospects now stand, the small-market combinations will be the innocent victims.

There are no signs that the FCC has evidence of monopolistic abuse in any of the communities it has tentatively marked for divestiture. It has simply accepted a theory that media monopolies are bad, even though it individually approved each of those now threatened.

This sort of groundless policy making may be politically expedient, but it cheapens a government that is already in low esteem. As has been said repeatedly on this page, the antitrust laws provide remedies at hand to correct abuses by media concentrations. The Justice Department, however, prefers to avoid the tedious and uncertain course of anti-

trust litigation in the hope of euchering the FCC into doing the job under the infinitely more elastic standards of the "public interest."

We have no doubt that the FCC will find support for the crossownership policy it is shaping — particularly from the larger-market media combinations that may be left untouched. That doesn't hide the disagreeable sight of an FCC responding to politics over principle.

## A start ahead of scratch

Broadcasters won some and cable interests won some in the copyright bill that emerged from the Senate last week. Cable won a little more.

It was a victory for broadcasters when the Senate killed a proposal to grant performers and manufacturers a new right in sound recordings, with broadcast royalties for the use of recorded music fixed by law. Cable won an overwhelming victory in the adoption of a low scale of royalties to be paid into the broadcast retransmission pool and the elimination of restraints on the importation of distant sports coverage.

The victories, however, will probably vanish with the end of the 93d Congress. It would take a legislative miracle, which does not seem to be in making, for the House to start and finish work on the complexities of a copyright bill in the little time remaining. Copyright will once again be put over for another Congress, as has repeatedly happened in recent years.

Cable interests have, of course, scored the biggest victory of all in the postponement of decisive action. By Supreme Court interpretation, cable television is exempt from liability for the carriage of broadcast signals under the existing copyright law, which dates back to 1909. It would be to cable's advantage if the modernization of the law were stalled indefinitely.

In the larger interests of the public and the creators of the music, literature, drama and other works that copyright is intended to encourage and protect, the 94th Congress ought to write a new law. The Senate has now provided a model that may contain imperfections but can be used for a fast start on legislation next year.



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