Now it's up to FCC and hard decision on pay cable
Can public TV find its way at this week's convention?

Broadcasting

The newsweekly of broadcasting and allied arts

3 Academy Awards!

Elmer Gantry

“Gantry is played superbly by Burt Lancaster to Academy Award standards,
Shirley Jones and Jean Simmons are excellent.” — LIFE

Just one of the 30 superb feature films for local telecasting in...

UA Showcase 7

United Artists Television
ANIER1CAN
TELEVISION
COMMERCIALS
FESTIVAL
1976
AMERICAN
TELEVISION
COMMERCIALS
FESTIVAL
THE
ADVERTISERS
CLUB
OF NEW YORK
PRESIDENTS
AWARD
OF EXCELLENCE
ROK
DON ORI TRAY
TELEVISION BROOKLYN
GOLD
KEY
AWARD
1976
GOLD
KEY
AWARD
1976
GOLD
KEY
AWARD
1976
There’s more to film than award-winning commercials.

Even though commercials done on film win more than twice as many of these awards than commercials done with tape.

Film is traveling light. It’s shooting from a racing motorcycle or a playground swing. In the studio next door or in the middle of the Gobi Desert.

Film is freedom from bulky, expensive electronic equipment on location and back home in the editing house.

Film is art. It’s creating exactly what you want when you put your commercials together.

But most of all film is a versatile, flexible medium that gives you virtually precise, uncompromising high quality every time.

That’s important when you’re shooting good commercials. Or winning awards.

The Clio Award; Art Directors Club Gold Medal Award; Venice Film Festival Gold Lion Award; Copy Club Gold Key Award; Advertising Club Andy Award.
Pittsburgh. A city of bridges. And a city of people. Friendly people. People who talk to each other. And listen. Who like getting to know each other. Who share a mutual pride in their city. One of the best ways Pittsburghers bridge the gap between themselves, others, and the world is by watching The Pittsburgh Station, WTAE-TV, Channel 4. Get to know the friendly people of Pittsburgh. And to see how many Pittsburgh friends you can make...

TAKE TAE AND SEE

The Friendly City

PITTSBURGH

WTAE-TV

PITTSBURGH

Represented by the Katz Agency
Hot ticket. Watergate, tapes, Mideast war — continuing onrush of major news events is building television-news audience. A.C. Nielsen reports nearly two-point rise in average ratings of three TV-network evening-news programs (36.3, up from 34.4) in six-week period mid-September to end of October 1973 over same period last year.

Not only is audience growing, its confidence in television journalism has also increased. In syndicated feature to be published in couple of weeks, Lou Harris, pollster, will report that TV news stands higher in public opinion now than at any time in previous four years. And Lieberman Research Inc. poll that was to be reported on ABC-TV's The Reasoner Report last Saturday (Nov. 10) also found improvement in TV journalism image. In 1969 51% of respondents agreed with Spiro Agnew that TV news was biased. Now only 33% agree with President Nixon's charges of slanted news.

Fallout. Last may not have been heard of dispute among directors of Television Bureau of Advertising over future of Norman E. (Pete) Cash, president (see page 6). New board members are to be elected Nov. 28 at membership meeting in Houston and new chairman picked by board. According to custom, board member and secretary, Jim Rupp of Cox Broadcasting, would succeed Jack McGrew of KPRC-TV Houston as chairman. But Mr. Rupp was on executive committee that was repudiated in its proposal for early Cash retirement. No word at end of week as to whether Mr. Rupp would seek election. Next chairman's term will be two years, doubling former term. Members voted at last meeting to extend term to give incumbent better chance to exercise direction.

Net gain. Pay-cable supporters appear to have won some points in all that talk before FCC commissioners last week (see page 23). Although commissioners at week's end had not had time to focus on all that they had heard, officials were predicting rules would be loosened to make it easier for pay-cable operators to obtain movies — perhaps let them run movies up to three or four years old instead of two and liberalize if not abandon rule that limits runs of movies 10 years old to one per month.

On other hand, two-year rule on sports is almost certain to be extended to five-year rule, as is case with over-air pay television. But even in sports, pay-cable forces, backed by professional sports leagues, have made gains; there is sentiment for permitting pay cable to carry games not seen on television, as in case of home-TV blackouts. Effort to move pay cable into area of "new" programing could take two forms — reducing amount of time pay-cable systems can devote to movies and sports (now 90%) and permitting them to run series-type programing, if they develop it themselves and do not siphon it from free television.

Mileage. That pay-cable debate between Vincent T. Wasi lewski, president of National Association of Broadcasters, and David Foster, president of National Cable Television Association (Broadcasting, Oct. 1), goes on and on. NAB offered 30-minute tape of Sept. 30 broadcast on WHN-

(AM) New York to member radio stations. As of last Friday nearly 300 had requested it for rebroadcast or for local forums. No fairness-doctrine issue is involved since both sides are aired in taped debate.

Generation gap. Recent introduction of International Video Corp.'s 1VC-9000, first two-inch helical-scan video-tape recorder ($70,000 to $90,000), is seen as hastening inevitable confrontation with quadruplex recording systems, now in $110,000-to-$150,000 range (see also page 54). Major quad manufacturers have been redesigning their products in effort to reduce prices.

The problems of DST. Close to 600 daytime radio stations will be adversely affected if country goes to year-round daylight-saving time, as President Nixon has urged as part of his answer to energy crisis. According to information FCC was compiling last Friday for Senate Commerce Committee, 580 daytimers are not authorized to begin broadcasting before sunrise — 360 are ineligible because their presunrise service would interfere with Canadian or U.S. clear-channel stations; 220 simply have not applied for presunrise authority. Accordingly, biggest part of their audience will be driving to work while they are still off air if DST goes through.

On other hand, 1,650 daytimers do have presunrise authority permitting them to go on air at 6 a.m. local time. They will have another hour in morning to broadcast. Commission is already hearing complaints from these stations' daytime competitors that do not have presunrise authority. And commission may soon hear from Canada and Mexico, too, for treaties permitting U.S. daytimers to go on presunrise at 6 a.m. local time were made when all three countries assumed U.S. would be on standard time for six months. Switch means American presunrise operations will interfere with Canadian and Mexican stations for far longer period than was expected.

Staying power. Sharp exchanges between President Nixon and Clark Mollenhoff, of Des Moines (Iowa) Register & Tribune, at recent news conferences bespeak radical reversal of Mollenhoff roles. It isn't generally known, but when Mr. Mollenhoff was special counsel to President early in Nixon administration, one of his assignments was to find ways to trump personal publicity FCC Commissioner Nicholas Johnson was getting in attacks on Republican FCC majority and broadcasting establishment. Nothing worked. Now, with Mr. Mollenhoff long gone from White House, his fellow Iowan, Nick Johnson, sits snugly on FCC, five months after expiration of his term and with no date set for confirmation of successor.

Slimming down. Next move in tightening of Metromedia operations will be sale of music-publishing business to New York Times Co., for about $4 million. According to John Kluge, Metromedia chairman-president, sale is in keeping with concentration on development of media profit centers. Record division will be turned over to employee group with MM participating in earnings.

Restructuring, to curb loss operations, began with disposition of Playbill Publishing Co. to its operating head, Arthur Birsh.
Wordfest. FCC played host to everybody who had anything at all to say about cable controversy last week, and to judge by plethora of directions from which rhetoric flew it's apparent agency will have its hands full in resolving issue. Wastewielski leads broadcast camp in arguing that liberalized antiphoning rules would force public to pay for what it now gets free. Foster warns that commission inaction would strangle new industry. Other vested interests fall in between. And in midst of debate only Burch gives any indication of official feelings on subject. Page 23.

TVB board backs Cash over its leaders' proposal to replace him with Otter

Executive-committee plan under which Norman E. (Pete) Cash, president of Television Bureau of Advertising, would have become consultant to that organization at year-end, to be succeeded by John Otter, former NBC-TV sales VP, was aborted last week by full board of directors. Vote was reported to be overwhelmingly against executive committee, board members of which had been said to be unanimous in recommendation.

Board issued statement saying tersely: "Responding to the recent publicity accurately speculated in the trade press, the TVB board of directors met today (Nov. 8) and discussed the long-range plans of the bureau, including present policies, manpower requirements and needs of membership. These evaluations will continue in the future so TVB can best serve the television industry." Statement apparently was directed to two items in Broadcasting's Oct. 29 and Nov. 5 issues, first saying that Mr. Otter's appointment would soon be announced by Mr. Cash, second that Mr. Cash had called "extraordinary" meeting that would include discussion of Otter announcement. TVB officials would not amplify, but Mr. Cash said later that he had never planned announcement and that he viewed last Thursday's meeting as "special," not extraordinary.

Original proposal, which was subject to full board approval and was to be put forward on Nov. 26, preceding annual meeting in Houston, is understood to have called for Mr. Cash, 55, to be given $30,000-a-year consultancy until age 65, when he would go into standard TVB retirement at annual rate of $28,000. He is now salaried at $90,000 under contact that runs another 18 months. Mr. Otter, 42, termed by one source "unwitting victim" of organizational power play, would have been hired as executive vice president and eventual heir at annual salary of $75,000. He, too, was reluctant to comment, except to confirm he would not be joining TVB and that "I am disappointed." He had been on board for six years as NBC representative, thinks "TVB has done hell of a job, and so has Pete Cash."

Jack McGrew of KPRC-TV Houston, chairman of TVB board and of executive committee, yielded chair at last Thursday's meeting to Walter Bartlett of Avco who later joined in general disinclination to comment. In addition to Mr. McGrew executive committee comprises Mr. Cash, James Rupp of Cox Broadcasting, James Richdale of Corinthian's KHOU-TV Houston and Al Gillen of Poole Broadcasting.

Medium in transition. Public broadcasting has weathered year that almost saw demise of system and has found unity and direction in process. But age-old problem of how to wrest adequate funding from federal government still endures, and it's been joined by some new worries. How to cope with them will be dominant topic at this week's National Association of Educational Broadcasters convention in New Orleans. Page 26.

Milwaukee Journal stations eyed in Justice's new interest in multimedia 'concentrations' as antitrust targets

Department of Justice's antitrust division is showing renewed interest in breaking up broadcast holdings it feels raise questions of undue concentration of control of media and of competition. At present, point of interest is Milwaukee Journal Co., which owns WTMJ-AM-FM-TV and city's only two daily newspapers. But department official indicated antitrust division may express similar interest in other licensees' holdings as time goes on.

Thomas E. Kauper, chief of antitrust division, has asked FCC to defer action on three Journal Co. stations' applications for 30 days -- to Dec. 1 -- to give division time to consider whether to intervene in renewal proceeding, which, he said, may raise anticompetitive problems. He said Milwaukee is second largest market in country in which only metropolitan morning and evening newspapers (morning Sentinel and evening Journal) are owned in common with AM-FM-TV combination. This makes WTMJ renewals "especially important" to consider, he said. (In addition, Milwaukee has five television stations, more than score of AM's and FM's.)

Department has moved into broadcasting area before. Petition that it filed with commission in 1969 led to Frontier Broadcasting Co.'s sale of four stations -- three of them TV -- to Lamb Communications Co. Department held that Frontier had undue concentration of control of media in Cheyenne, Wyo. -- only AM and TV stations (KFB-C-AM-TV), one of two FM's, only newspapers and CATV system. About same time, department forced Gannett Co. to sell WREX-TV Rockford, III.; Gilmore Broadcasting Corp. was purchaser. Department had raised questions about Gannett's acquisition of both newspapers in market.

Department is participant in commission proceeding looking to breakup of multimedia holdings in same market. However, that proceeding is three years old, and official indicated that department, which urged breakup of newspaper-TV holdings, may be losing patience with pace of that proceeding. "We're considering moving independently, case by case," he said.

Congressman Van Deerlin says he's willing to trade on renewal legislation. His amendment favoring "clearly superior" competing applicants would be wrapped -- along with advantage to incumbent with "substantial" record. Page 35.

Cooke optimistic as SEC lifts suspension on Teleprompter trading

Securities and Exchange Commission announced last Thursday (Nov. 8) that it was lifting suspension it imposed last Sept. 7 on trading in stock of Teleprompter Corp. Action, which followed Teleprompter issuance of detailed statement on financial condition (see page 46), opens door for trading to resume today (Nov. 12). New York Stock Exchange, which has also been investigating firm, said it will allow shares to change hands Monday, "market conditions permitting." SEC said it was "continuing its investigation" of Teleprompter.

Day after SEC announcement, Jack Kent Cooke, Teleprompter chairman, spoke confidently about future. Amplifying financial statement, he said he expected substantial increase in cash flow in 1974. He said fees for about 128,000 subscribers had been raised by $1 a month. Where franchisers require approval, applications have been made for similar increases. Advertising salesmen have also been added. Mr. Cooke expects advertising revenues to reach $1.5 million this year.
High price of staying alive. Financial drain small station faces when fighting for its life was indicated last week when Washington communications attorney Benedict Cottone withdrew as counsel for KAYE (AM) Puuyallup, Wash. (Mr. Cottone had been ejected from license-renewal hearing by Administrative Law Judge Ernest Nash, climaxing rancorous proceeding.) Attorney is withdrawing "solely" as consequence of "non-payment of huge sums" due him. He put total at about $70,000, including fees and out-of-pocket expenses, and said his bills to station since August 1970 totaled some $170,000, including some $30,000 for out-of-pocket. And he has told commission that station's total expenses resulting from renewal proceeding amount to some $250,000. Mr. Cottone noted that station has relied on donations from listeners to pay litigation expenses, but said source has virtually dried up.

President Nixon's proposal to make daylight-saving time practice might help combat energy crisis, but it's bad news for daytime AM's, many faced with loss of key early-morning time. Clint Formby, chairman of NAB radio board, says FCC and Congress should examine problem, "particularly those in smaller communities and rural areas [who] depend on local radio stations as their only source for weather, local news, emergency information, school closings" and the like. Others echo concern. Page 36.

Weick sets out to abolish OTP, calls it threat to press freedom

Senator Lowell P. Weicker (R-Conn.) says Office of Telecommunications Policy "needs the eraser's edge." He has introduced legislation to abolish unit and transfer its function to FCC. "Government should not be in the business of reviewing the quality and scope of nongovernmental communications," he said, and called OTP "a danger to the freedom of the press which is guaranteed in the First Amendment."

Senator said he was not concerned solely with possible interference in news functions but with broader question of influence over broadcast programming. One of areas currently being studied by OTP is prevalence of reruns on TV, he said. But if, in fact, there are too many reruns, "the solution is not having the executive branch come in and tell the media what kind of programming would be best for the viewing public." He branded such interventions "beginnings of 'big brother.'"

In Senate speech, Mr. Weicker pointed to OTP's license-renewal legislation (S. 1589) as example of attempted intrusion into policy formulation in areas of nongovernmental communications. He quoted OTP Director Clay Whitehead in testimony that said bill was attempt to provide licensee "a little more guidance from the Congress as to how the FCC is going to handle these matters." Senator said that "This attempt . . . is actually an attempt of the executive branch to muscle in on the FCC and set ground rules favorable to the administration."

Point, counterpoint. Most broadcasters were lying low, but a few editorialized on issue of Nixon eviction at Watergate debacle continued to dominate public opinion. Page 52.

President's charges that news coverage of crisis is slanting that opinion finds no support in Columbia Journalism Review, which says events themselves are affecting citizenry. Page 52. Meanwhile, administration says it will cooperate with National News Council's study of Mr. Nixon's charges, but offers little evidence to document attacks. Page 53.

The axman cometh at NBC, CBS

NBC-TV has announced one of biggest midseason upheavals ever, with four canceled shows, six time-slot shifts and two new replacements. CBS-TV has chimed in with two second-season axings.

NBC cancellations: Diana (Monday 8:30-9), Love Story (Wednesday 10-11), NBC Follies (Thursday 10-11) and Needles and Pins (Friday 9-9:30). Identified new show is NBC Wednesday Night at the Movies (9-11). Shows changing time slots are: Lotsa Luck (Monday 8-30 to Friday 8:30-9), Chase (Tuesday 8-9 to Wednesday 8-9), The Magician (Tuesday 9-10 to Monday 8-9), Adam 12 (Wednesday 8-30 to Tuesday 8-8:30), NBC Mystery Movie (Wednesday 8:30-10 to Tuesday 8:30-10) and Girl With Something Extra (Friday 8:30-9 to Friday 9-9:30). Unidentified new hour will fill slot vacated by NBC Follies. All changes will take effect second and third weeks of January.

CBS's new shows are Dirty Sally, comedy western from John Mantley, executive producer of Gunsmoke (replacing Calucci's Dept. Friday 8-30) and, Great Day!, spinoff from Maude starring that show's maid Florida (played by Esther Rolle), produced by Norman Lear's Tandem Productions (and taking over for Roll Out Friday 8:30-9).

Salant's second thoughts on news council

CBS News President Richard Salant has grudgingly agreed to turn over specified news transcripts to National News Council for upcoming investigation of material President Nixon cited in Oct. 26 press conference as "outrageous, vicious and distorted" reporting. But, in Oct. 30 letter to News Council Executive Director William B. Arthur, Mr. Salant established his "serious reservations" about helping council cut its teeth as "forum for, or an adjudicator of, government complaints."

Mr. Salant was only network representative of 14-member task force which last November recommended creation of council. In complying "without enthusiasm" to council's request for news tapes and transcripts, he revealed that "it had not occurred to me that . . . there was any need to provide a forum to which the government would take its complaints. The government, as we know all too well, already has an immense arsenal of weapons, forums and techniques to make itself heard and felt."

Mr. Arthur, who also received agreements from NBC and ABC to turn over their news transcripts, met Thursday (Nov. 8) with Mr. Salant. "We discussed the entire situation and I understand and appreciate his views," Mr. Arthur said. "The networks will provide transcripts of news broadcasts the White House specifically designates. I am grateful for Mr. Salant's letter, and there is no problem whatsoever."

Hard-pressed cable combines ask FCC to call off multimedia divestitures

Citing "recent and adverse economic developments in the cable industry," 12 diversified communication firms asked FCC last Friday (Nov. 9) to take hard look at its cable-crosstownship rules. They said divestiture of cable properties could further dry up sorely needed capital. Petitioners, in brief prepared by Washington law firm of Dow, Lohes & Albertson, asked for oral argument on crossownership rules, which bar common ownership of co-located cable systems and television stations.

Petitioners, all of which have previously filed for crossownership waivers, said that "overly optimistic" predictions of cable's success in major markets at time FCC's present CATV rules were effected "have not, to put it mildly, yet
TOO MANY PEOPLE DON'T KNOW WHAT THEIR REPRESENTATIVES ARE DOING IN WASHINGTON.

But they do in cities where there's a Storer station. Americans usually have a good idea what the President is doing. Or their Governor. Or their Mayor.

But about the only time they're aware of what their representatives are doing is when Congressmen are back home campaigning.

Because what happens in Washington is of vital concern to their local communities, Storer stations regularly send news teams to Washington.

The stations film and tape interviews with local Congressmen. The interviews are broadcast to local audiences, in effect giving them a “quarterly report.”

But besides having crews visit Washington, Storer also maintains a Washington News Bureau. Staffed by six Storer employees, the Bureau is made up of a Bureau Chief, cameraman, soundman and correspondents, including full-time White House correspondent Fay Gillis Wells.

Fay has covered the White House throughout the Johnson and Nixon Administrations. She was one of only 3 women selected for the 87-strong press corps that made the historic visit to Red China with President Nixon last year. She also accompanied the President on his trip to Russia.

Storer’s Washington News Bureau continuously feeds national and local news to all of its stations. That's why Storer stations often provide coverage other news services don't.

It's another example of how Storer stations get deeply involved in the vital affairs of the communities they serve.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

The STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo

WJW Cleveland / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
come to fruition." They listed number of bearish developments of past 18 months. They noted that in past year, total market capitalization of eight of 10 largest MSO's collectively declined by 64.2% (from $1.11 billion to $397.6 million). Evidence of funding shortages, they said, can be found in Warner Cable's request that Birmingham, Ala., city council delay awarding it franchise due to possible difficulties in financing construction. (Warner would neither confirm nor deny report.)

Forced divestiture under ownership rules, companies said, could add further complications. Cable properties forced onto market would probably go to MSO's, which are only experienced cable interests in financial position to make further acquisitions. Investment necessitated by such purchases, they argued, would be "counter-productive" in diverting capital from development of major-market systems to purchase of existing systems.

FCC is reported to be near resolution of several individual crossownership-waiver cases that may set precedents.

Vote of confidence. FCC's Broadcast Bureau says that anti-competitive practices in which RKO General Inc. and its parent, General Tire Co., allegedly engage do not warrant RKO's disqualification as broadcast licensee. Bureau reached conclusion in reply findings it filed last week in comparative hearing in which RKO's renewal application for WNAC-TV Boston is being challenged by two local groups - Community Broadcasting of Boston Inc. and Dudley Station Corp. Bureau said RKO and Community, which is composed of area businessmen, are qualified and that choice should be made between them. It said Dudley, composed principally of local blacks, is not financially qualified.

Traveling. FCC Chairman Dean Burch is scheduled for foreign travel in next few months. He is to spend Nov. 16-17 weekend in London attending conference on cable TV sponsored by United Kingdom's Standing Committee on Broadcasting. He is also tentatively scheduled to visit Rome to participate in Jan 18-19 conference on TV as life force. Aide said Mr. Burch had not made definite plans for Rome trip and decision to do so would not necessarily indicate he is committed to remaining at commission that long; he could attend as private individual.

Private aid. Board of Corporation for Public Broadcasting last week established new board committee for development, which will work to obtain funding from corporations and foundations for "specific projects." Joseph Hughes heads new committee. CPB Director of Legislative Affairs George Linn was named assistant for development to CPB President Henry Loomis. Board took action after spending morning listening to public representatives at open forum, during which Tony Brown, executive producer of PTV's Black Journal, announced that national task force of prominent blacks will soon meet to formulate new entity called "Corporation for Blacks in Public Broadcasting." Mr. Brown said organization is necessary to "oversee the behavior of its white counterpart." Blacks, he warned, will "devise street and suite tactics for the implementation of a free and equal public broadcasting system."

More time. In response to requests by Association of Maximum Service Telecasters and others, FCC has granted indefinite stay of 25-mile exclusivity rules. Stay of new rules was due to expire today (see page 46). Commission emphasized, however, that "it was not foreseeing some revision in its views" on 25-mile rule.

Outcasts? Some 15 television syndicators, including majors, have called New York meeting Wednesday (Nov. 14) to talk about boycotting National Association of Broadcasters convention in Houston next March. Syndicators have been allocated suites in Shamrock hotel, miles from convention center.

Piece of the action. FCC meets today (Monday) with representatives of blacks and minority groups in another of series of conferences. Lengthy meeting is in prospect. Agenda lists dozen major subjects for discussion covering broadcasting and cable.

Late Fates. Rush K. Evans Jr., VP-general manager, KCEN-TV Temple-Waco, Tex., joins KTBC-TV Austin, Tex., in same capacity. Mardi Nehrbass, former music director, Bartell stations, appointed music director for RKO-General, based at KFI (AM) Los Angeles. She replaces Betty Brenneman, who has resigned. Louis Haasman, with CBS for 20 years, later with NBC and then first head of Television Information Office, named VP of Council of Better Business Bureaus, Washington, with responsibilities for information and education activities. Laurence B. Miller, director of advertising and promotion for Mattel Inc., joins Vitt Media International as senior VP and chief operating officer for West Coast operations. Merlin H. Smith, investigator and compliance specialist in complaints and compliance division, FCC's Broadcast Bureau, appointed chief of compliance branch, succeeding John H. McAllister, who retired last June. (For earlier "Fates & Fortunes," see page 38.)

Headliners

Ralph E. Becker, VP-general manager, Rust Craft Broadcasting's WJKS-TV Jacksonville, Fla., will oversee operation of six Rust Craft TV stations in new post, VP-television.

Charles K. Murdock, VP-general manager, Avco Broadcasting's WLW(AM) Cincinnati, elected senior VP, radio, with responsibility for group's seven radio stations.

Dennis Weaver, Marshal Sam McCloud in NBC-TV series, elected president, Screen Actors Guild, in upset election that saw him handily defeat incumbent John Gavin.
Your business's Private Branch Exchange (PBX) is the basic component of your communications system. Now the Bell System has a new family of PBX's. These new PBX's are neatly housed in compact cabinets. They are designed for modular growth, with plug-in expansion features. They can handle up to 2000 phones. Because the consoles of the new units are push-button operated, training new operators is a snap.

In addition to such basic services as interoffice dialing, each PBX offers many options. Like "station add-on" that lets you add a third person to a call. And "attendant camp-on" that lets your operator route an incoming call to a busy phone, and automatically connects it when the extension is free.

When you choose one of our PBX's, you get dependable Bell System maintenance, available locally. For more information, call your Bell Communications Consultant. We know your business communications needs keep changing. Our new generation of PBX's keeps pace.
If we saved

In Rockford it was learning disabilities. Near Evansville it was brain damage. In West Virginia, job training. In Joplin, drugs.

Wherever there's a Gilmore station you'll find people ready to tackle community problems. Getting to the heart of such problems and getting people in the area involved takes both determination and skills. As communicators, Gilmore stations make good things happen again and again with very satisfying results.

Involvement. We practice it.

Brain damaged children can be taught to crawl, walk, and in some cases, even take care of themselves. So proved a group of parents in Jasper, Indiana. WEHT-TV told the story, "Hope for the Helpless," that led to the establishment of training centers in Jasper and other communities. Through therapy and new teaching methods unfortunate children are getting help and guidance.

What makes a child unable to learn... unable to distinguish between "how" and "who"? WREX-TV put together in understandable language a special to show just what learning disabilities are all about. It explored the problem as seen by child, parent and teacher. Educational and interest groups responded and the unique documentary has become a valuable training aid in child development.

Represented nationally by Avery-Knodel, Inc.

Represented nationally by HR Television, Inc.
just one child...

Generation after generation accepted poverty in the mountain country of West Virginia. Then came public and private leadership with emphasis on roads, schools and attitudes. The situation was mirrored by WSVA-TV, reflecting life as it was, how it is and how it can be. Now young people are able to get to schools where they develop skills, providing a labor force as industry moves in. A change badly needed, worth presenting.

Joplin area citizens who thought drugs were only big city problems were aroused when KODE-TV presented an hour-long comprehensive study of drug traffic. Officials representing government, schools and law enforcement agencies warned of the increasing frequency of drug abuse at all economic and age levels. Now the community knows it has a problem and is taking action to stop it from spreading.

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From the grand old days of radio

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Build your audience and your profits with high quality tape reproductions taken from the original Lum and Abner Library. Five 15-minute shows a week for the younger generation to discover in today's search for genuine nostalgia and for the older generation to enjoy with fond memories of the golden days of radio.

Spanning almost a quarter of a century of history-making radio showmanship, the Lum and Abner Show is one of the few remaining classics from this era. Easy to listen to, easy to sell. Tapes are available on a minimum basis of 13 weeks with five 15-minute programs per week.

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Datebook

This week

Nov. 11-14—Annual convention, National Association of Educational Broadcasters, Marriott hotel, New Orleans.


Nov. 11-18-American Forces Network European broadcast management conference. Speakers include: Richard C. Block, VP, Kaiser Broadcasting, and Thomas D'Olier, VP-director of radio news, ABC, Wiesbaden, West Germany.


Nov. 12-18—Media Fair '73, sponsored by department of radio-television, University of Wisconsin, Madison.


Nov. 13-14—Beginning television production seminar, sponsored by Telemation Inc., Orland Park, Ill.

Nov. 14-18—Eighteenth annual seminar, Broadcasters Promotion Association, Sheraton Cleveland hotel, Cleveland.


Nov. 14-17—Annual convention, Sigma Delta Chi, Statler Hilton hotel, Buffalo, N.Y.


Nov. 15-18—Institute of Broadcasting Management/Broadcast Credit Association quarterly director board of directors meetings, Water Tower Hyatt House hotel, Chicago.

Nov. 16-18—Advanced television production seminar, sponsored by Telemation Inc., Glenview, Ill.

Nov. 16-18—Annual fall meeting, Oregon Association of Broadcasters, banquet speakers. Banquet speaker: Benjamin Hooks, Valley River Inn, Eugene.

Nov. 16-18—Mid-American regional expo, National Cable Television Association, Crown Center hotel, Kansas City, Mo.


Also in November

Nov. 16—International Council of National Academies of Television Arts and Sciences’ first directorate meeting, European Broadcasting Union. Awards also to be announced for best documentary and best dramatic CTV among foreign TV programs not yet seen in U.S. Charles Curran, BBC, to accept for EBU and make keynote speech. Plaza hotel, New York.

Nov. 17—Georgia Association of Broadcasters Southeastern broadcasting day with sessions in radio and TV management and engineering, Hyatt Regency hotel, Atlanta.

Nov. 19—Meeting, U.S. National Committee for the International Radio Consultative Committee, 9:30 a.m., Room 4105, Department of State, Washington, D.C.

Nov. 20—Meeting, U.S. National Committee for the International Radio Consultative Committee, 9:30 a.m., Room 4105, Department of State, Washington, D.C.

Nov. 20—Meeting, U.S. National Committee for the International Radio Consultative Committee, 9:30 a.m., Room 4105, Department of State, Washington, D.C.

Nov. 21—Meeting, U.S. National Committee for the International Radio Consultative Committee, 9:30 a.m., Room 4105, Department of State, Washington, D.C.

Nov. 22—National Cable Television Association board meeting; Las Vegas Hilton, Las Vegas.

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

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

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

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

Cable Television and the FCC

A Crisis in Media Control
Don R. Le Duc

A communications attorney, member of the FCC Cable Advisory Committee, looks at the threat which CATV poses to the traditional broadcast structure, the FCC's response to the threat, and that agency's ability to supervise future media expansion. He focuses on what he sees as the central question: will the value of governmental mediation in the process of mass communication be exceeded by its rising cost in information suppressed? $10.00.
Once again... number One!

- PASSWORD
  ALLEN LUDDEN / ABC
- THE PRICE IS RIGHT
  BOB BARKER / CBS
- MATCH GAME '73
  GENE RAYBURN / CBS
- TO TELL THE TRUTH
  GARRY MOORE / SYNDICATION
- WHAT'S MY LINE?
  LARRY BLYDEN / SYNDICATION
- THE PRICE IS RIGHT
  DENNIS JAMES / SYNDICATION
- THE NEW BEAT THE CLOCK
  GENE WOOD / SYNDICATION
- CONCENTRATION
  JACK NARZ / SYNDICATION

Eight television series...
36 half-hours per week.

GOODSON-TODMAN PRODUCTIONS

GOODSON-TODMAN PRODUCTIONS / 375 PARK AVENUE / NEW YORK, N.Y. 10022 / 6430 SUNSET BLVD. / HOLLYWOOD, CALIF. 90028
Major meeting dates in 1973-74

Jan. 11-14—Annual convention, National Association of Educational Broadcasters, Marriott hotel, New Orleans.

Jan. 14-16—Annual convention, Sigma Delta Chi, Statler Hilton hotel, Buffalo, N.Y.


Feb. 23-Dec. 31—Fall convention, National Cable Television Association, Conrad Hilton hotel, Chicago.


March 17-20, 1974—Annual convention, National Association of Broadcasters, Hyatt Regency hotel, Houston.


November 1-2, 1974—Fall convention, California Community Television Association, Las Vegas Hilton hotel, Las Vegas.


January 1974

Jan. 9—One-day conference, "Electronic Distributor of the Year," sponsored by Electronic Industries Association's distributor products division, Chicago.

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


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

February 1974

Feb. 1—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio reporting on medicine or health. Contact: Medical Journalism Awards,AMA,535 North Dearborn Street, Chicago 60610.

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

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

Feb. 6—National Cable Television Association regional directors meeting. Location to be announced, New Orleans.

Feb. 6—Texas Cable TV Association convention, Marriot Motor hotel, Dallas.

Feb. 9—Southern Baptist Radio and Television Commission's fifth annual Abe Lincoln awards presentation, distinguished speaker: Frank Stanton, former CBS vice chairman, now chairman of American Red Cross. Place yet to be announced, Fort Worth.

Feb. 13—Publicable meeting. Location to be announced, Atlantic City.

Feb. 15—Publicable meeting. Location to be announced, Chicago.

Feb. 16-18—Arkansas Broadcasters Association convention, Nassau, Bahamas.


Feb. 18-20—National Cable Television Association
Dear Harry:

When you first proposed the idea of KRLD adding your new "WORDS OF LOVE & OTHER NONSENSE" concept to its programming, we thought you had flipped. But shortly after we began airing four of your brief "thought bits" an hour, we discovered it was our listeners who had flipped.

Harry, we've received literally hundreds of calls and letters from listeners expressing thanks for these delightful selections. And, the Dallas Times-Herald gave us a beautiful five-column feature story, singing the praises of "WORDS OF LOVE & OTHER NONSENSE".

Next came the latest ARB survey, showing that KRLD had wiped out the competition and become the number one station in the Dallas market. There's no question in our minds that "WORDS" played a major role in this achievement.

Keep the great writing, voices and "WORDS" coming. I wouldn't want to think about hearing KRLD without them.

Best regards,

John O. Butler
Vice President and General Manager
KRLD Corporation

JCB/ccw

Mr. Harry O'Connor
Broadcast Producer
Suite 711
1680 N. Vine Street
Hollywood, California 90028

November 1, 1973

March 1974
March 17-20—National Association of Broadcasters 50th annual convention, Albert Thomas Convention and Exhibit Center, Houston.
March 28-29—Institute of Electrical and Electronics Engineers annual international convention and exposition, Statler Hilton and Coliseum, New York.

Open Mike®

Long form
Editor: Thank you for your editorial in the Oct. 29 issue regarding program-length commercials. I guess that I hold the record for the longest run on TV with what is now referred to as a program-length commercial. My House Detective TV real-estate program was on TV continuously from July 1, 1952, to Feb. 18, 1973. At various times, House Detective was on as many as 27 stations around the country simultaneously.

Then, after 21 years, the FCC put me out of business overnight. Hopefully, the FCC will see the light and come forth with an outright statement that programs like House Detective do serve the public interest—Cy Newman, president, HD Productions, Henderson, Nev.

EDITOR: We at Kaiser indeed appreciated the Oct. 29 editorial on so-called program-length commercials. By the way, we think your appellation of "long-form advertising" is a nice touch—Richard C. Block, vice president and general manager, Kaiser Broadcasting Stations, Oakland, Calif.

Out of the blue
Editor: Just wanted to let you know that in my opinion Broadcasting is the most informative and reliable publication in our business. Your in-depth reporting on major issues and your ability to have information on minor items is uncanny. Great work.—Dale Benham, news director, WAKO-AM-FM Lawrenceville, Ill.

In agreement
Editor: May I have your permission to use reprints of the Oct. 22 "Monday Memo." They would be used only in a positive way, because Frank McDonald's commentary [on local prime-time access, programing and the role of the rep firm] reflects my thoughts and Bob Walton's feelings.—Francis S. Mangan, Walton radio-TV reps, Chicago.

WELCOME TO CLEVELAND
WHEN YOU HAVE A FEW MINUTES, DROP BY OUR SUITE AND LET US SHOW YOU HOW WE CAN BE HELPFUL.
OR . . . DROP BY ANYWAY FOR SOME REFRENSHMENT . . . VALUABLE GIFTS WILL BE AWARDED!!

NEW YORK • CHICAGO • LOS ANGELES

Atwood Richards Inc.

A DIVISION OF ADVERTISING CONTRACTORS, INC.

Broadcasting Nov 12 1973
"...the most remarkable
telethon on tv in memory."
Bob Williams, N.Y. Post

On Sunday, October 21, 1973,
the U.J.A. Israel Emergency
Fund Telethon raised more
than THREE AND ONE QUARTER
MILLION DOLLARS...

This incredible outpouring
came in only four and one
half hours, in only one city,
on only one television station.

WPIX ♚ NEW YORK
How not to fumble ads with sports spokesmen

Professional athletes today are generating only a part of their income from their activities on the playing field. Their activities off the field, on behalf of commercial sponsors and major manufacturers across the country, are deriving for them as much income (frequently more) as their performance on a Saturday or Sunday can ever generate.

Advertisers use pros in a variety of ways. There are as many different contracts as there are athletes. And as many different ways of using them as there are clients. Indeed there are some among us, in our profession, who exploit the athlete and have given our business a bad reputation. McCann-Erickson, however, believes there is a better way to use them.

Athletes can be used to do any number of things—be in your advertising, be on your packaging, endorse products, make public appearances, call on buyers or the retail trade, send personal letters to clients and so forth. While there may be a hundred ways to use the pros, we believe in whatever way you use them there are certain guidelines which should be followed in developing your material.

First, develop a clear strategic statement of what you want your advertising or communication to accomplish before you rush out and hire a football hero. The strategy must be specific and not general. It must be durable or at least have a potential for long life. And finally, a good strategy must help define for the creative people what you want advertising to accomplish.

Second, clearly define the target audience you want to motivate with your communication. Are you reaching out for the young, 18-24 market? Or, indeed for the older, more affluent market? Is your advertising designed primarily to motivate your sales force and dealers? Or indeed to motivate the customer? Know precisely who the advertising is designed to reach—once again, before you select the man who is going to carry the message. Different sport figures appeal to different types of people, demographically and psychographically.

Third, select the professional athlete (if, indeed, you want to use pros) who fits your advertising strategy, your objectives and your target audience. Don't hire the athlete before you have taken steps one and two. How many companies do you know which have a president who happens to be a tennis buff, and therefore a tennis player was hired, or whose ad manager is a golfer, and therefore hired golfers? In our opinion, to behave in this manner not only demeans the athletes, but makes your selling message less effective.

Four, integrate the man into the strategy; don't simply make him icing on the cake. Consumers are brighter than we give them credit for. They recognize exploitation and they also recognize misuse of people. Don't simply parade the athlete through the frame with some profound statement about your product that doesn't relate to the execution. Integrate the pro into the execution effectively or don't use him at all. When we first began using Bob Griese, Tom Seaver and Gale Sayers in Sears advertising, we put them on playing fields because in that way we could demonstrate the stretch comfort of knit merchandise in apparel and appropriately use their talents.

The professional athlete appeals to the Walter Mitty in every man in America. Through Bob Griese and his performance, I too can succeed in the competitive arena. As a 90's golfer, through Johnny Miller, I can improve my game even if only in my living room for two hours on a Sunday afternoon.

Athletics also represent one of the great individualistic success stories in America. Although every pro is a member of a team, with, of course, the exception of golfers and tennis players, it is the individual's acts of valor on the playing field that are remembered. In a world of computers, zip codes, area codes, pro athletes are still individuals.

Finally, sports still have a universal appeal. Recently, our agency conducted a massive analysis, "The History of Sports Programming on Television." Some of the figures in this report were astounding, even to me, as a man involved in advertising on a day-to-day basis. Although everyone knows Super Bowl VII reached 27,670,000 households, did you know that on an average Saturday, even college football reaches in 3,890,000 households? That is more people than the number living in the states of Louisiana, Mississippi and Colorado combined.

While I am sure all of you acknowledge the appeal of football, I wonder if you are aware that the CBS Golf Classic last summer reached 3,190,000 households. Or that pro hockey, a traditionally Northeast U.S. sport, generates an audience of 3,890,000 households.

Furthermore, despite the fact that the common stereotype of the sports viewer is the beer-guzzling, blue-collar worker, the facts simply don't bear this out. Some sports television properties reach more men more efficiently in the upper-income, better-educated groups than do Time, Newsweek or U.S. News.

Five, don't make an athlete a professional in an area in which he has no expertise. I recall a recent tire commercial in which a football quarterback explained the five layers of a tire that guard you against road hazards. Exactly what a football quarterback knows about the construction of a tire escapes me, but this in my opinion is the wrong way to use an athlete. Because Bob Griese knows how to quarterback the Dolphins, he doesn't necessarily know how a suit is stitched, or how insurance is best evaluated, or what is a high or low interest rate at a bank. Don't put words in the athlete's mouth which the consumer will know have been put there to borrow interest from his professional sport.

Six, use good taste and good judgment. Once again, consumers are much smarter than we give them credit for and commercials in bad taste reflect adversely on the athlete, the advertiser and sometimes even on the station or newspaper carrying the message.

Seven, athletes are not necessarily actors. Don't force them into dramatic roles unless indeed they can carry them off. Recently, we saw an example of this in Chicago when Gale Sayers retired from the Chicago Bears. Gale was, of course, a great halfback, and is a delightful guy, but somehow CBS tried to make a sports announcer out of him. It simply didn't work.

In summary, I think athletes can be effectively used by advertisers if you consider their use carefully. As I have discussed. They have great identity, they motivate, they have broad appeal and generally they are nice guys to do business with. But use them right—don't prostitute the athlete or your product.
That speaks for our fans and our teams. Hardly a week goes by without big league ball in Milwaukee. The Brewers with a record-breaking attendance well over a million this year. The Bucks with the 4th largest attendance in the NBA this past season. And the Packers. Sold out in their second home at Milwaukee County Stadium!

Milwaukee. Home of Champions.

We believe it's important that you know where we stand in and what we think of our community.

WTMJ TELEVISION FOUR

NBC in Milwaukee.
Represented by Harrington, Righter & Parsons, Inc.
It takes a pro to know another pro. And when the broadcasting pros say you're good—you're good. It happened to WWJ Radio ONE. The Detroit Chapter of the American Federation of Television and Radio Artists has just honored WWJ for having the city's "Outstanding Radio News Staff." When you're Detroit's news and information station, that means you must be doing your job right.

DETROIT'S NEWS AND INFORMATION STATION

WWJ

1973 DETROIT AFTRA GOLDEN MIKE AWARD

OUTSTANDING RADIO NEWS STAFF

DETROIT-TV DETROIT, MICHIGAN • KOLD-TV TUCSON, ARIZONA • WALA-TV MOBILE, ALABAMA
Lead Story

Hard decision
FCC faces now on pay cable

It's told its actions can mean life or death to free TV, pay TV, movies, theaters and sports, and all those positions are argued during four days of FCC hearing.

The FCC, which states as an article of faith that it is not the arbiter of public taste in programing, last week heard itself described, in effect, as the agency with the power to do far more than that—to determine which entertainment media will survive and prosper and which will wither if not die.

The forum was the commission's oral argument on whether the FCC's pay-cable rules should be modified. And for two and a half days, the commission heard more than 80 witnesses urge it to take "public interest" positions that usually coincided with the speakers' private-interest positions. On Thursday, it heard more of the same in a half day of panel discussions.

Liberalizing the rules designed to prevent pay cable from siphoning programs—principally movies and sports—now seen on over-the-air television would result in the public paying for what it now receives free, Vincent Wasilewski, president of the National Association of Broadcasters, told the commission. The NAB wants the rules tightened.

"The real issue before the commission," said David Foster, president of the National Cable Television Association, "is whether an innovative and vital communications service is going to be strangled aborning to appease the apostles of the status quo or whether the creative forces of the marketplace are going to be given free rein."

Nor were broadcasters and cable-industry spokesmen the only ones involved. Representatives of the National Association of Theater Owners conjured up the specter of motion-picture theaters across America going dark as a pay-cable industry begins to thrive. Jack Valenti, president of the Motion Picture Association of America, on the other hand, appeared with a covey of Hollywood stars to boost what he called "family choice cable" as the kind of additional box-office the motion-picture industry desperately needs to pull out of its economic slump.

And professional-sports interests, not

The NAB's Wasilewski:

"If cable interests don't intend to siphon, why are they so intent upon removing present antiphoning rules?"

The NCTA's Foster:

"[Are] creative forces of the marketplace... going to be given free rein?"

producers and distributors how to market their product. And as a possible modification of the pay-cable rules, he at one point suggested giving broadcasters a right of first refusal on programing—with pay cable entitled to purchase the rights that were turned down. The commission's job now, following the torrent of words, is to sort out and balance conflicting promises and fears.

Mr. Foster talked of the "almost infinite" contribution pay cable can make to program diversity—in the fields of education and culture, among others. But he also noted that "the wired nation and its accompanying cornucopia of services depend to a large extent on the cable industry's ability to develop viable revenue-producing ancillary services." And pay cable is one, he said.

NCTA wants the commission to hold the line on the two-year restriction on sports programing. (Some broadcasters have urged that this be extended to five years, to conform with the rules governing over-the-air pay TV.) And it wants the two-year limit on the age of new movies it can show pushed back to five years and the 10-year end of the prohibition brought forward.

Mr. Valenti, who appeared with Charlton Heston, Robert Stack, Greg Morris, and Stephanie Powers, as well as a number of directors and writers to help him make his point, came armed with statistics to argue that the over-30 audience is generally lost to the movies shown in theaters but would make an ideal lucrative market for movies on pay cable—or "family choice cable," as he prefers to call it. And in view of the depressed state of the film economy, he said that if the nation's creative community is to remain viable, new markets must be allowed to develop, with the American family serving as the final arbiter of what is and is not wanted. He estimated that if by 1985, 10 million homes were pay-cable customers and paid $5 or $6 each month (on top of the regular cable-TV fee), the gross revenues film producers received would be two-thirds the amount now available from theatrical release.

(A number of cable system operators appealed for a relaxation of the rule restricting their access to movies. They were concerned not only with quantity but with the quality of the films available to them. Fred Schwab, manager of Warner Cable of Warren, Pa., said that a number of subscribers to the pay-cable channel have canceled because of the "language" in some of the new movies. He was not blaming the FCC for the kind of movies being made, he said. But "there are many other, perhaps more suitable films that my subscribers would like to see but cannot because of FCC regulation," he said.)

Furthermore, both Mr. Foster and Mr. Valenti argued that relaxation of the anti-siphoning rules would not result in any siphoning of programs now available on free television. Mr. Foster noted that the NCTA's chairman, Amos B. Hostetter, had made such a pledge in testimony before the House Communications Subcommittee, on Sept. 7. (For his part, Mr. Wasilewski reminded the commission of the speech the chairman of that subcommittee, Representative Torbert Macdonald (D-Mass.), made two weeks ago, on the sine of pay cable and the question to be answered, Representative Macdonald said, is: "What popular program
Burch predicts security for sports on free television
He says political realities prevent release of mass attractions to any kind of pay-TV system

FCC Chairman Dean Burch last week sought to lay to rest the fear that major sports events have become virtual institutions on free television—the World Series and the Super Bowl, for instance—will ever be spirited away by pay television, over-the-air or on cable.

"Does anyone think the FCC or Congress will stand still for that?" he asked.

The chairman made the comment Thursday morning at the first of two panel discussions that capped three days of oral argument on the question of whether and how the FCC should modify its rules aimed at preventing pay cable from siphoning programs from free TV.

In any event, [that the World Series would be transferred to pay cable] has been moved around the country," he said. "But it's not true." He also indicated that the commission will probably tighten its antiphoning rules as they relate to sports in general. "Each rule denies to pay cable sports events that have been on free television in each of the two preceding years.

Baseball, the chairman suggested, would not keep the World Series off the air in accordance with the present rule in order to sell it to pay cable. "And the rule," he added, "may become tougher." Speculation has focused on a five-year restriction, as is the case with over-the-air pay TV.

Chairman Burch discussed the issue in a colloquy with Bowie Kuhn, commissioner of baseball, who stressed that baseball's devotion to free television was unwavering but who made it clear baseball, like other professional sports, would like to sell to pay-cable systems the rights to games that are not televised on free television.

When Commissioner Nicholas Johnson asked him why he was concerned about possible delays in obtaining movies for television—he noted that Mr. Valenti had suggested the waiting period would not be more than 18 months—Mr. Monderer said his problem was in looking at Mr. Valenti's "bottom line—he doesn't want any rules at all." Mr. Monderer expressed the belief producers will keep movies off free television for a long time, exploiting them until their value is exhausted. "Your decision," he told the commission is "whether you want free over-the-air TV to be a first-class medium or a second-class medium."

ABC was equally firm in opposing an easing of restrictions on pay cable—but with a difference. ABC's Washington counsel, James McKenna, suggested the situation in which the cable industry finds itself gives the commission a golden opportunity to obtain cable's cooperation in reaching a settlement of the long-pending dispute over copyright liability for cable.

The cable industry has refused to agree to arbitration of its dispute with copyright owners—including members of Mr. Valenti's trade association—over the amount of copyright liability cable systems will pay. The November 1972 consensus agreement reached by cable interests, copyright owners and broadcasters that paved the way for commission action on its new cable-television rules, contemplated arbitration, in the event cable interests and copyright owners were unable to reach agreement between themselves. And they have not. However, the cable industry has deferred to Senator John McClellan (D-Ark.), chairman of the Copyright Subcommittee, and the bill he has introduced, which provides for a fee schedule that Congress would adopt.

"Do nothing about the present pay-
Chairman Burch said the commission would take it up at the same time it begins work on the pay-cable rules.

Mr. Burch indicated later that could be as early as this week. He said two weeks ago the commission would reach a decision within a month (Broadcasting, Nov. 5).

The participants on the two panels, who engaged in discussion among themselves as well as with the commissioners sitting on the bench, helped bring into focus many of the arguments heard in the preceding three days. But still the points of difference remained.

Leland Johnson, of the Rand Corp., suggested that the commission relax its pay-cable rules for a specified period of time—say, three years, as an experiment to determine what would actually occur, and then adopt rules the experience dictated.

James McKenna, Washington counsel for ABC, said he didn’t think much could be learned from a test. He suggested instead a rule that would in effect require motion-picture producers, before releasing their product to pay cable, to assure the networks they will agree to sell the movies to them after two years. (The present rule prohibits pay-cable systems from presenting movies more than two years old, except for those 10 years old which may be shown at the rate of one each month.)

But Gordon Stulberg, of 20th Century Fox, did not think much of that idea. He said it was not in accord with producers’ economic interests.

Donald Baker, of the Justice Department’s antitrust division, offered this advice to the commission: Define your goals and then find the least restrictive way to reach them. One proposal he endorsed had been made in the oral argument by former FCC General Counsel Henry Geller, now with the Rand Corp., that producers who sell movies to pay cable must sell them to television five years after their release. “Even that’s an interference,” he said.

Ernest Jennses, counsel for the Association of Maximum Service Telecasters, traditionally in the lead among broadcasters in urging a tight regulatory rein on cable television, was not out of character last week. Michael Horne, AMST’s counsel, foresaw pay-cable siphoning sports events from free television, even if the two-year rule were extended to five years. AMST’s solution, Mr. Horne said, is for the commission to adopt a rule that would in effect ban all major professional sports—and, generally, college and high school sports, too—from pay cable. Otherwise, he said, sports entrepreneurs will be guided by the realization that there is more to be gained than lost in giving up a large number of homes watching a game on free television in return for “increasing the homes that will pay a dollar or two per game.” And he warned that any relaxation of the rules governing pay cable’s use of theatrical films would result in the disappearance of all but the poorest from free television; producers, he said, would find there is more profit in running movies in theaters, then on pay cable and then, possibly, released to theaters than in selling them to free television at an early date.

The cable industry found it had a number of allies in its fight for liberalized pay-cable rules. Academics urged liberalization as a means of enabling cable to earn the money that would enable it to provide programs for education and for the arts and humanities. “Pay programming on a per-channel or program basis could be...
Unified public broadcasters gird to tackle new problems

The internal rifts of past years appear to have healed, but the broader ahead is still beset with obstacles, particularly in the area of funding.

If the various components of public broadcasting were suddenly bundled together, labeled as a free-enterprise commodity and shares were offered to the public, the prospectus might justifiably caution that "this investment involves a high element of risk."

But while those charged with administering the medium might have secretly worked it otherwise, especially when they reach into the kitty and find more air than paper, public broadcasting is a noncommercial, nonprofit enterprise. The risk inherent in the medium entails no potential for personal financial loss. Instead, it is the ability of its people to cope with a seemingly never-ending series of frustrations that is at stake.

But patience and fortitude are qualities of public broadcasters. Never has this been more evident than in the past year. Just last spring, the noncommercial system was close to the brink of collapse. Under the gun from an administration that viewed its public-affairs programmers as the enemy from within, distressingly fragmented by a bitter dispute in its own ranks, and suffering from a federal appropriation that its leaders characterized as a "starvation diet," public broadcasting was in dire need of a direction.

Today that is a fait accompli.

Crisis, however, is something that public broadcasting has never been able to escape and will do so in the immediate future. The medium still faces a serious funding problem. The ramifications of the reorganization process the Public Broadcasting Service has undergone this year are as yet unknown. And while the White House is presently too preoccupied with the Watergate affair to pay too much attention to what the feisty guys on the educational channels are saying about them, there is no indication that the re- siege will endure.

Those issues are bound to dominate conventions in New Orleans this week, when some 4,500 delegates will gather for the 47th annual National Association of Educational Broadcasters convention. But if the more pessimistic participants in that event will have no trouble surrounding themselves with gloom and doom, the freer spirits should find ample cause for jubilation. Much has been done in, to and for public broadcasting this year. To grasp the magnitude of what many in the medium consider to be the phenome-

non of 1973, one must look back two years to another NAEB convention.

It was at the 1971 NAEB gathering in Miami that Office of Telecommunications Policy Director Clay T. Whitehead, carrying the formidable weight of an administration yet to be blemished by political scandal, put public broadcasters on notice that their efforts were being viewed with hostility at the White House.

"What is your status?" Mr. Whitehead asked. "There is evidence that you are becoming a centralized national network." Indeed, there seemed to be some factors that would lend credence to this charge. Public broadcasting, intrigued by the popularity of Big Bird and his friends at Sesame Street, appeared to be looking at its commercial competition with an eye that sometimes took a glance at the ratings sheets as well. The National Public Affairs Center for Television had waved network-caliber salaries in the face of Sand Vanour and Robert MacNeil and had found willing takers. And the PBS interconnection made it possible for PTV viewers across the country to view a given program at the same time, making ABC, CBS and NBC all the more wary of the system's presence.

But the noncommercial broadcasters who heard Mr. Whitehead's rhetoric at that meeting had no reason to believe that the White House would back up the warning in the 'no-holds-barred' manner that it eventually displayed. PTV's public-affairs programs continued to elicit bad vibrations from the administration in the next year, and programers had reason to consider themselves under attack. But could the same be said for the entire system? PBS President Hartford Gunn might not have thought so when, in 1972, he proposed that the role of CPB be radically reduced and that the stations themselves assume the cooperative function of selecting and distributing programs.

The Nixon administration had other plans for the Corporation for Public Broadcasting. Those plans took form in September 1972, when John Macy, who had been the only president CPB had ever known, suddenly found himself among the ranks of the unemployed. In his place stood Henry Loomis, a former deputy director of the U.S. Information Agency whose tenure as chief Executive drew immediate cries from public broadcasters that a hatchet man was walking amongst them. Indeed, Mr. Loomis made no attempt to hide his conviction that some housecleaning was in order at CPB. "You've got to shake it," he said.

The new leader of the Macy-influenced corporation's antipathy toward assuming distinctive authority and responsibility over the medium, "and you weren't successful."

Throughout the winter and early spring of 1973, the storm warnings that the Loomis appointment inspired within public broadcasting finally came to reality. CPB made it clear that, if it wasn't going to call all the shots in the industry, it certainly was going to fire them. And with the power of the federal buck at its disposal, CPB was in a commanding position to achieve goals the White House at CPB would state it publicly, dominance of the entire medium seemed high on the corporation's priority list.

If nothing else, CPB's demands for commanding status in the areas of program selection, scheduling and distribution showed that noncommercial broadcasters are quite capable of doing battle with the feds. To observers, the negotiating sessions involving CPB, PBS and the NAEB's station-representation arm (ETS) more closely resembled a nose-to-nose confrontation than a friendly forum for the airing of differences.

Concessions, however, were eventually forthcoming. One catalyst in that direction came when PBS elected to admit lay members to a board of directors that had previously been the sole domain of station managers. Another was the election of Ralph Rogers, the wealthy steward of KERA-TV Dallas, as PBS board chairman. Mr. Rogers' expertise at the negotiating table earned quick recognition at CPB as well as the respect of Henry Loomis. The stations' final rallying point came March 31 when 300 PTV managers met in Washington and elected to form a new organization encompassing the programming functions of PBS and the representation obligations of NAEB. The move brought the ETS division under PBS's wing. It also brought an entire redefinition of the purpose of NAEB, which was transformed from a trade association to a wide-ranging professional association.

Noncommercial radio stations found new unity within a separate entity—the Association of Public Radio Stations.

With the stations armed with a new and formidable organizational body, the noncommercial sector proceeds with progressively fruitful. In April, Mr. Rogers had just about hammered out a compromise with Thomas Curtis, the former Republican congressman from Missouri who had
OFFICIAL NBA WEEKLY HIGHLIGHTS

NEW EXCLUSIVE FEATURE
NBA WOMEN'S FREE-THROW CHAMPIONSHIP

20 HALF-HOURS FOR TRADE—ADVERTISER: TIMEX
CONTACT WOLPER TV SALES
DICK DINSMORE, DON COLAPINTO
8489 West Third Street
Los Angeles, Calif. 90048
(213) 651-5010 Telex 67-3563

Produced by NBA FILMS / WOLPER
assumed the CPB chairmanship only seven months before. Under the proposed agreement, CPB would make program-funding decisions, the interconnection would be open to material not bankrolled by the corporation, and PBS would maintain jurisdiction over scheduling. Provisions were made for appeals on both sides. The PBS board gave the plan its vote of confidence and Mr. Curtis regarded a like action by his organization a mere formality. Instead, it turned out to be a mere disaster.

On April 17, public broadcasting was startled to learn that Thomas Curtis had abruptly resigned the CPB chairmanship after the corporation's board rejected the compromise plan—under pressure, according to Mr. Curtis, from the administration. In the following month, relations between CPB and PBS plummeted to their lowest point yet. But the hostilities abruptly ended with the election to the CPB chairmanship of James R. Killian, who had served as the corporation's vice chairman since its inception in 1967.

Suddenly, the climate in public broadcasting changed from one of skepticism and antipathy to confidence and enthusiasm. In accepting the reins at CPB, Dr. Killian, whose credibility was regarded as unimpeachable by both sides, made clear his desire to effect a speedy compromise. In fact, that accomplishment was a condition he placed on his assumption of the job. And those who harbored any doubt as to Dr. Killian's sincerity made a speedy retraction after the new chairman made a closed-circuit television plea to station managers for a cessation of hostilities. Appearing with him on the transmission, which came only a week after Dr. Killian's election, was a Henry Loomis who bore no resemblance to the totalitarian figure he had represented to the stations only eight months before.

Predictably, a final reconciliation between the two warring factions took place within two weeks. In announcing the development, both Messrs. Killian and Rogers expressed confidence that a "sense of partnership" would prevail between CPB and PBS. Ironically, the provisions the two sides ultimately accepted were virtually identical to those advanced by Thomas Curtis on his last day at CPB.

Six months later, it would be a difficult task indeed to find a figure of any authority in public broadcasting willing to venture the future of public broadcasting. Certainly, no negative vote would be cast by Mr. Loomis, who has come along way since stepping into the CPB presidency with the acknowledgment that he had never before seen a PTV program.

"It's a very good philosophy," the CPB president said last week of the corporation's working relationship with PBS. "We think we've worked out a satisfactory procedure for program funding and scheduling" (although he added that the latter issue might require reevaluation from time to time). And regarding the corporation's former adversary, Mr. Loomis proclaims: "We believe it is in the interest of everybody to have a successful, working PBS. We are doing everything in our power to help PBS along." And pushing aside the possibility of future communications breakdowns, Mr. Loomis points to the four meetings he has had since the partnership was effected with Messrs. Killian and Rogers and PBS President Hartford Gunn. "These have been very useful gatherings," he said. "They were intimate enough that we could be straight with each other. There could be complete candor...you meet the problem and it gets rectified before it becomes a festering sore."

At PBS, a retrospective look at the partnership is equally positive. "We had some questions in the beginning," said General Manager Jerry Slater. "But as of now, the relationship between CPB and PBS is pretty good. We're both keeping the other party well informed as to the decisions we're each making. They recognize now that PBS is representing the stations, which was not the case six months ago."

One of the more pleasing side effects of the new arrangement has been a considerably more receptive atmosphere toward public broadcasting by the Congress. An indication of the degree of pleasure with which legislators reacted to the development came a month after the compromise was approved, when House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) agreed to hold hearings on the CPB-funding issue. The congressman had previously stated that action on the authorization would be withheld "until public broadcasting gets its house in order." As one lobbyist put it last week, "these past six months have transformed PBS. The climate has been absolutely superb."

The cessation of hostilities was instrumental in the congressional passage of a two-year authorization giving CPB a total of $120 million in fiscal 1974-75. President Nixon also expressed satisfaction in signing the measure, and public broadcasting officials were reminded that Mr. Nixon had vetoed a lesser allocation a year before.

But the authorization notwithstanding, the fact remains that CPB has not received a single fiscal 1974 dollar from the federal government to date. That this situation is completely out of their control is a continuing source of frustration for public-broadcasting officials. The

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**NAEB New Orleans agenda**

**Monday, Nov. 12**

7:30 a.m.  Professional Emphasis Group co-ordinators breakfast.

8 a.m.  Exhibit briefing.

9 a.m.  Exhibits open.

9 a.m.  Opening general session: presentation of NAEB Distinguished Service Award to Wilbur Schramm, communications researcher and currently director of East-West Communications institute; keynote address by Roger W. Heyns, president, American Council on Education.

10:30 a.m.  Concurrent sessions: media now; women in public broadcasting; graphics; adult education using TV; long-range financing; FCC consultations.

12 noon.  General session: Carl T. Rowan, syndicated columnist and radio-TV commentator, speaks.

2 p.m.  Concurrent sessions: Association of Public Radio Stations meeting; Public Broadcasting Service; personnel placement service; engineering; NAEB debate.

3:45 p.m.  Concurrent sessions: Emergency School Aid Act funded projects; radio sub-carrier uses; PBS meeting continues; engineering; Association for Instructional Tele-

vision regional meetings report.

**Tuesday, Nov. 13**

8 a.m.  Early birds: music and dance programing on TV; facilities program; producers; report on leadership in public broadcasting; report on employment of communications graduates.

9:30 a.m.  Concurrent sessions: National Public Radio membership meeting; producers; Children's Television Workshop health show preview; low-power radio; engineering; public-relations development.

10:45 a.m.  Concurrent sessions: NPR meeting continues; developing statewide credit courses, fundamentals of instructional TV utilization for classroom teachers; engineering; TV and its potential for hearing impaired.


2 p.m.  Concurrent sessions: producers; Corporation for Public Broadcasting/TV; graphics; dual audio TV; engineering.

3:45 p.m.  Concurrent sessions: CPB/radio; nonbroadcast use of broadcast materials; putting the public back in public TV; award-winning films; engineering.

6 p.m.  Reception for radio and TV station managers.

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**Wednesday, Nov. 14**

8 a.m.  Early birds: open learning; National Friends of Public Broadcasting breakfast; consumer-producer competition; report on Electric Company; producers.

9:30 a.m.  Concurrent sessions: PBS programing; career-development programing; review of possible NAEB services; designing management-information systems; engineering.

11 a.m.  NAEB business meeting.

12 noon.  General session: Amos Hostetter, chairman of National Cable Television Association, speaks.

2 p.m.  Concurrent sessions: significant locally produced ITV projects; graphics; NAEB debate; engineering; briefing on 1972 Office of Education TV grant award competition; radio documentaries.

3:45 p.m.  Concurrent sessions: local ITV programing; improving instructional media practices; producers; meetings of Central Educational Network board, Southern Educational Communications Association board, Western Educational Network board; cable television, anything in it for education?

7 p.m.  Final reception.

Broadcasting Nov. 12, 1973
Welcome home Frank

Magnavox presents Frank Sinatra

with Special Guest Star Gene Kelly

The television event of the season: Ol' Blue Eyes is Back!

Frank Sinatra's first performance in over two years is presented by The Magnavox Company, and the more than 5,000 authorized Magnavox dealer locations throughout the United States and Canada.

Produced by Howard W. Koch  Directed by Marty Pasetta  Written by Fred Ebb  Executive Producer for Magnavox Alfred di Scipio

Sunday, November 18, 1973  NBC Television Network  8:30 pm EST & PST, 7:30 pm CST
Kaiser now reps Kaiser.

It's a big step for us.
We've been working with really good people at Metro TV Sales. But times have changed.
So now, we've put together a first-class sales force of our own.
We've got people who can handle today's complex broadcast buying world. And make your job easier.
By giving you more information when you need it. More accuracy in estimates. And more all-around service.

It's been great doing business with you through our reps. But now, it's going to be even better.
So give us a call. Only make it direct.

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Detroit 313/444-8500; Los Angeles 213/461-3611;
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Cleveland 216/486-4000.

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problem, in a nutshell, is that the CPB money is just one of many proposed expenditures falling under the blanket appropriation for the Departments of Labor and Health, Education and Welfare. The appropriation is still under study by a joint subcommittee, and many observers fear that the process will not be completed before the current congressional session adjourns. Regardless of the total amount agreed to by the committee, it is evident that the President is going to veto the bill. He has shown no record as being opposed to any allocation that exceeds the administration's budget. The Labor-HEW measure is expected to surpass that figure by well over $1 billion.

A month ago, nobody was giving the possibility of Congress overriding the anticipated veto a chance. But with the decline of Mr. Nixon's popularity on the Hill, public-broadcasting officials have recaptured a glimmer of hope, albeit a small one. "It's totally impossible to predict," said CPB Broadcasting Vice President Donald Quayle. "All we can do is look at the President's record on other legislation, and he seems no less reticent than last year."

Assuming that the veto is sustained, public-broadcasting's only hope of getting any money in fiscal year 1974 than the $35 million it is now receiving under a continuing resolution is the emergence in Congress of a compromise appropriation that is acceptable to the administration. CPB's Mr. Loomis is optimistic that this can be accomplished, but he notes that all programs in the medium have been geared toward the $35-million funding level.

"If you look at it realistically," Mr. Loomis says, "we're not the only one caught in this bind. I would assume that there's a pretty good chance of the log jam being compressed, but as to how and when, I'll be damned if I know."

As the funding situation grows dimmer, public-broadcasting officials are beginning to make grim assessments about the future. "It's a terrible situation," said CPB Assistant Legislative Director William Morse. "It's going to lead eventually to stagnation. We can't go on like this for three straight years without having it cause some real problems."

One of the major problems, according to Mr. Quayle, lies in the fact that, at current funding levels, the medium has no money available to promote its programming. "Promotion is at an all-time low," he said. "This has the effect of making less efficient the minimal dollars that are available for programming. The total effectiveness of the system has been reduced over the past few years. The problem becomes more acute each year that the funding remains the same."

Another problem arising from the funding crisis could have a significantly detrimental effect on PBS's new station representation function. PBS is relying on the community-service awards stations that receive from CPB for the bulk of its membership dues. For fiscal 1974, most of the CSA money was to have come from the $20 million provided in the CPB authorization in excess of the present $35-million allocation. In addition, CPB can receive no CSA money from the fiscal 1974 budget until the Labor-HEW appropriation is cleared. Thus, many PTV stations, particularly those licensed to institutions, which have generally inflexible budgets, will have to hold off on their payments to PBS.

"As of right now," Mr. Slater said, "we don't anticipate a problem." But that situation may change. Observers also note that a good chunk of the CSA money has been used by stations to develop programming which may wind up on the PBS interconnection. Absent those funds, they warn, national program resources could deteriorate.

PBS officials are also playing down reports of dissatisfaction among the stations as to the way its representation body is developing. ("Closed Circuit," Nov. 5). "We didn't run into that kind of dissent," Mr. Slater insists. "We are getting a lot of questions from the stations though. They want to know who is responsible for what decisions and what is the station investment. That's the process that we're going through now."

PBS's success in wining through that process is expected to be an issue surmounted in importance by the funding situation at this week's NAEB affair. As is often the case with the annual gathering of the public-broadcasting tribes, the hard news this week is expected to come more out of the associated organizational meetings that are planned in New Orleans this week.

In addition to a PBS informational meeting, the NAEB membership will gather to vote on its new by-laws; the new Association of Public Radio Stations will hold its first membership meeting; CPB will hold two sessions at which, among other things, the status of its $1 billion, five-year long-range funding proposal will be discussed (hearings on the proposal, which was issued last September, are now taking place before Mr. Macdonald's subcommittee next spring); and National Public Radio will hold its annual membership meeting.

Observers also prophesize lengthy discussions this week on questions arising from the two vacancies now exist on the CPB board and five more will be created when terms expire next March. Seven of the vacancies are Democratic and only three are Republican, which could result in a change in philosophy at the corporation.

The convention agenda itself reflects NAEB's increased interest in telecommunications in general. Among the featured speakers will be Amos Hostetter, chairman of the National Cable Television Association, who will concentrate on the educational possibilities of cable TV. Education will also doubtless be the focus of the keynote address, to be delivered at today's (Nov. 12) opening session by Robert Brey, president of the American Council on Education. Syndicated columnist Carl T. Rowan will be a featured speaker on Monday. Tomorrow's general session will include an address by FCC Commissioner H. Rex Lee, the agency's most conspicuous proponent of educational communications.

On exhibit at NAEB

The following firms are exhibiting their products to the NAEB convention, in the South hall of the Rivergate convention center. The company name is followed by a booth number in parentheses and the products to be shown. Exhibit hours are from 9 a.m. to 6 p.m. on Monday and Tuesday, from 9 a.m. to 5 p.m. on Wednesday.

Amco Engineering Co. (110) Consoles, cabinets and small instrument enclosures for mounting AV equipment.

Ampex (48) One-inch and two-inch video-tape recorders; video camera systems; professional audio products; video and audio tape.

Arden Systems Inc. (76) Video disc, cassette recorder, featuring hi-band color and time-base corrector. Images are recorded magnetically, providing capability of producing freeze frames, titling, animation and other special effects.

Berkey Colortron (5 & 6) Dimmer pack systems; Gyc light system; fresnel lens; galatran; Supernik; new 2000 kits.

Broadcast Electronics (69) Audio tape cartridge systems; video character generator; associated accessory equipment.

Canon U.S.A. Inc. (93) Broadcast television lenses.

CCA Electronics (115, 116 & 117) Audio consoles; turntables; FM transmitter; tape cartridge; accessory equipment.

Century Strand Inc. (44 & 45) Lighting equipment for motion picture and television motion picture and photography.

Cohu Inc. (78) Production switchers; single-tube color camera; single-tube color camera for use with film and slides; color film cameras; color film island; optical multiplexer.

Commercial Electronics Inc. (102) Color television cameras and associated hardware.

Cook Engineering Co. (18) Real-time master clock synchronization equipment; program timers; audio and video program timers; miscellaneous time distribution equipment; audio and video distribution amp; audio pre-amp; audio master amp; video localization amp; pulse distribution amp; and complete line of video patching equipment.

Dak Industries Inc. (66) Video and audio tapes, vest to reel and cassette; accessories.

Danscan Ltd. (20) Video switchers; processing and distribution amplifiers.

Deltion Inc. (84) Two-machine video-tape editing system.

Davis & Sanford Co. (67) Camera tripods.

Dynair Electronics Inc. (56, 57 & 58) Color special-effects generators; color audio/video modulator; television, color, production switchers; modular expandable audio/video routing switcher; modular audio switching system; accessory items.

Dynair Electronics Inc. - Video Products Div. & 2) Program switcher; special-effects generator; auto controller; editor program; video Proc Amp system; sync generator; colorizer; multiburst; image enhancer.

Eastman Kodak (100A) Film videopooper; sound projector; movie camera.

Emcee, division of Electrosence, Missiles & Communications Inc. (61 & 65) Television transmitters, translators and antennas for VHF, UHF and microwave, including MDS and IFS equipment.

Fortune Electronics Inc. (37) Crystal-controlled, fixed-frequency, radio receivers; SCA receiver; radio receiver; crystal controlled and fitted to educational station frequency.

Gordon Yoder Inc. (41) Light weight magnesium motion picture camera.

The Grass Valley Group Inc. (69) Production and routing switching systems; special-effects generators; sync generators; processing amplifiers; bordering generation; television computers; digital machine control systems; chroma key; color background and color insert generators.

Great Plains National Instructional Television Library (6) Receives visual instructional materials for broadcast television, video cassette, closed-circuit and classroom use.

Group W Productions (15) Television programs.

Hitachi Electric Corp. of America (46A) Multichannel television.
Studies analyze PTV programing and financing

Ford-funded report urges stronger minority orientation

Public television is paying more attention to minority groups than its commercial counterpart but "it leaves much to be desired in the quality and quantity of material presented."

That was the conclusion of a report on the extent of minority participation, prepared for the PTV Foundation. The study, based on monitoring of PTV in New York, Los Angeles, Washington and Boston by a 10-member panel, found PTV principally lacking on two points. First, the authors asserted, it fails to provide adequate "information of basic interest to those outside the American mainstream." Second, minorities are inadequately represented on decision-making staffs.

The situation will be corrected only when more minority-oriented programs are put on the air and more minority-group members are given a say as to what goes on the air, the report concluded.

The report found that PTV programming for minorities has "uneven quality."

example, won high marks for its frequent inclusion of minority spokesmen and issues. But the station's Behind the Lines was found "as guilty as any other program of ignoring the opportunity to use black spokesmen, even when they are the most effective advocates of a particular point." The station responded positively to the two black-oriented Public Broadcasting Service programs—Black Journal and Soul—that were being telecast at the time the monitoring occurred. However, even these failures to address all the stations’ commitment to minorities found, mainly because of their limited air time. (Both Black Journal and Soul have been canceled, although the former may reappear in the spring.)

The report was administered by Robert C. Maynard, associate editor and ombudsman of the Washington Post.

Broadcast Institute says sale of time on PTV would help

The results of a study released two weeks ago show that the sale of limited portions of time on public-television stations could provide a useful source of revenue in major markets, but would fall short of eliminating the need for federal funds and private grants.

The study, "An Economic Evaluation of an Alternative Method of Funding Public Broadcasting," was prepared for the Broadcast Institute of North America by Dr. Stanley M. Besen, associate professor of economics at Rice University, Houston. The Institute is an independent, nonprofit organization which sponsors or conducts studies relating primarily to broadcasting and the public interest.

Under Dr. Besen's formulas, income from time sales would be comparable to that of an independent station operating on the same channels in the same market.

After projecting revenues that would accrue if certain percentages of public stations' time were sold, Dr. Besen made this observation:

"One obvious conclusion is that time sales cannot represent more than a part of all income that public television obtains. Even if we accept the largest estimate of the value of time and the public stations sold all of their prime time, 1,460 hours, it would not come close to covering the current level of $140 million of station costs, let alone the remaining interconnections and program development and production costs."

Example: Dr. Besen estimated that if 100% of prime time were sold, the amount raised would range from $73.9 million to $91.6 million, depending on the equation used.

Louis G. Cowan, former president of CBS-TV, is president of the Broadcast Institute of North America. Sig Mickelson, professor of journalism, Northwestern University, and former president of CBS News, is vice president.

She is woman

The radio code board of the National Association of Broadcasters put consciousness-raising into words last week. Meeting in San Francisco, the board amended the language of the "responsibility" section of the radio code (Sec. 1, November 12, 1973
This is one of the best things made in America.

The four-day weekend. With your family. Relaxing.
Or the three-day weekend. Or just Saturdays and Sundays off. And two weeks' (or more) vacation with pay. And sick leave and retirement benefits.

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Profits make possible leisure time . . . and cancer research.

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Profits let people start new businesses and, in the process, create new jobs.

80 million Americans owe their independence to the profit system.

Profits give working Americans more options to do something other than work. If business couldn't earn profits, we'd all have to work much longer and harder just to meet the everyday demands of living.

Not to mention doing without those long weekends, sick leave and retirement benefits.

It's as simple as that.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

Are corporate profits excessive? Not according to the facts.

They all come from the same source. The free enterprise profit system.

Lately there have been some who argue that corporate profits are bloated, unjustified—even immoral.

Not so. After-tax corporate profits average four cents on every gross sales dollar, not 28 cents as the general public is reported to believe today.
The BPA gathers in Cleveland this week to hear and swap ideas

For its 18th annual seminar in Cleveland Wednesday (Nov. 14) through Friday (Nov. 16), the Broadcasters Promotion Association will address itself to three broad areas: general industry-related problems; state-of-the-art information on promotion tools, and management skills and how to realize them.

Focal points of Wednesday's and Thursday's general sessions, according to Rod Warner, the promotion manager of WJW-TV Cleveland who will serve as general chairman of the seminar, are: "motivation (yourself, your staff, your employer); positioning (what you have to sell and want to sell); government relations (how to stay out of hot water), and creativity in presentation design (how to adapt multimedia techniques to your market and your budget)."

There also will be 18 workshops (nine each for TV and radio) covering everything from budget planning to merchandising. Exhibitors' booths will be chockfull of broadcast-promotion techniques, and an "idea center" will feature the latest in promotional concepts as they relate to print, radio and TV.

Highlights of the BPA seminar agenda follow:

**Tuesday, Nov. 13**

- 9 a.m. Registration open.
- 5 p.m. New members reception.
- Time TBA. Network and rep meetings.

**Wednesday, Nov. 14**

- 8:30 a.m. Eye-opener breakfast.
- 9:30 a.m. First general session: "Pro-Motion Motivation," speaker is Dr. Dennis Stevin, University of Pittsburgh.
- 11 a.m. Workshops for radio and TV: Radio-on-air promotion techniques; public service as a promotion tool; merchandising can be fun. TV-syndicators face the promoters: asserting your role on the management team; promoting the independent.
- 12:30 p.m. Luncheon and keynote address by Sol J. Paul, *Television/Radio Age*.
- 2:30 p.m. Morning workshops are repeated.
- 4 p.m. Second general session: "Pro-Motion Positioning," speaker is A. Reis, Reis, Capello, Colwell Advertising, New York.

**Thursday, Nov. 15**

- 8:15 a.m. Early bird General Foods breakfast and idea exchange.
- 9:30 a.m. Third general session: "Staying Out of Jail and/or Hot Water (The Government and You)," speakers are attorney Arthur Stambler, Stambler & Shinsky, Washington, and William Ray, chief, FCC complaints and compliance division.
- 11 a.m. Workshops for Radio and TV: Radio—getting the most out of personal appearances; media comparability; sales promotion—what to do. TV—living with CATV and liking it; media selection; graphics design and production.
- 12:30 p.m. Awards luncheon.
- 2:30 p.m. Morning workshops are repeated.
- 4 p.m. Fourth general session: "Multimedia That Anyone Can Do and Look Good," speaker is Gerald E. Gregg, visual communications specialist, Eastman Kodak.

**Friday, Nov. 16**

- 8:15 a.m. Early bird *Wild Kingdom* breakfast and idea exchange.
- 9:30 a.m. Workshops for radio and TV. Radio—using TV; budget planning and control, sales promotion. TV—promoting news and movies, budget planning and control, sales promotion.
- 11 a.m. Workshops are repeated.
- 12:30 p.m. Luncheon and joint meeting with Cleveland Ad Club.
- 3 p.m. Business meeting.
- 6:30 p.m. Cocktail party.
- 7:30 p.m. Seminar banquet.

**Ping-Pong time again for Orlando ch. 9**

Appeals court bounces TV case back to FCC, with new instructions on relevancy of minority ownership.

The Orlando, Fla., channel-9 case, which the FCC thought it had decided in 1957, last week was remanded to the commission for a fourth time by the U.S. Court of Appeals in Washington. And this time, the court laid down policy for the commission to follow that is certain to boost the hopes of blacks and other minority-group members who are engaged in or plan to engage in a contest for a broadcast facility: "When minority ownership is likely to increase diversity of content, especially of opinion and viewpoint, merit should be awarded."

The issue had arisen in connection with two local blacks who owned 25% each of Comint Corp., one of four applicants for channel 9 in Orlando that the commission had denied in granting the application of Mid-Florida Television Corp.—the company that won the original grant 16 years ago and put WFTV(TV) on the air.

The commission's review board, in a decision the commission accepted, based its decision principally on the grounds of integration of ownership and management—the owners, Mr. and Mrs. Joseph Brechner, intend to work full time at the station and "an unusual good." A reference to Mr. Brechner's previous role as manager and part owner of WGY(AM) Silver Spring, Md. (Broadcasting, Jan. 17).

The review board had rejected Comint's claim that the ownership interests of the two blacks—Paul Perkins and Dr. James R. Smith—was worthy of some credit. Both men were directors of Comint and would serve on committees Comint planned to create if successful in the hearing, and Mr. Perkins was to work part time at the station.

But the board, upholding the position of the administrative law judge in the hearings, said that the Communications Act, like the Constitution, is "color blind," and that "service to the public" and not "the race, creed or color of an applicant" controls the licensing process.

"Black ownership cannot and should not be an independent comparative factor," the board added. "Rather, such ownership must be shown on the record to result in some public-interest benefit." And such a showing was not made by Comint, according to the board.

But the three-judge panel of the appeals court, in an unanimous opinion written by Senior Circuit Judge Charles Fahy, viewed the matter differently. To say that the Communications Act, like the Constitution, is color blind, does not fully describe the breadth of the public-interest criterion embodied in the act," Judge Fahy wrote for himself, Chief Judge David L. Bazelon and Judge Spottswood Robinson III: "Color blindness in

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the protection of rights of individuals under the laws does not foreclose consideration of ownership by members of a black minority where the commission is comparing the qualifications of applicants for broadcasting rights in the Orlando community.

The court held that such ownership by members of a minority group not otherwise represented among the owners of mass media in Orlando (whose population is 25% black) is "relevant to considerations of ownership representation of the local community" and "consistent with the objective of the best practical broadcast service to the community."

Judge Fahy noted that the court had in the past "taken a stand against heavy reliance in the status quo" and had cited the Supreme Court's recognition "of the connection between diversity of ownership of the mass media and diversity of ideas and expression required by the First Amendment." And he said it is consistent with the primary objective of maximum diversification of ownership of mass media for the commission to consider favorably an applicant in a comparative hearing "who, not as a mere token, but in good faith as broadening community representation, gives a local minority group management ownership." Judge Fahy said the court is not requiring a quota system—only that the commission award merit "when minority ownership is likely to increase diversity of content, especially of opinion and viewpoint." And he made it clear that the court does not believe it necessary for the commission to require advance assurance that minority-group ownership will lead to community service, any more than it does in connection with local residence when the issue of integration of ownership with management is being weighed.

The other groups' proposals to present minority views in their programming do not offset the fact that it is ownership upon which "public policy places primary reliance" and diversification of content, and that historically has proven to be significantly influential with respect to editorial comment and the presentation of news," he wrote.

The manner in which the review board evaluated the role of black ownership was not the only matter leading to the court's remand. The court directed the commission to inquire into Mid-Florida's basic character qualifications in light of the federal indictment that had been handed down in 1971 against a man then associated with the company—Martin Segal, who had been secretary, a director and a 1.5% stockholder. The indictment followed a Justice Department investigation of a point under the provisions of the Organized Crime Act. Mr. Segal resigned in November 1971 as an officer and director of Mid-Florida after his wife shot and severely wounded him.

The court also said the commission should also appraise the activities of Mr. and Mrs. Brechner—on which it had relied heavily in awarding Mid-Florida a preference for integration of ownership with management—without reliance on activities related to Mid-Florida's past performance under the Brechners. Such activities constitute "inadmissible evidence," since the comparative hearing was conducted as one in which all the parties were new applicants. Judge Fahy said the court attaches considerable importance to the integration-of-ownership-with-management issue, since it believes the preferred status of Mid-Florida over one of the other applicants, TV Nine Inc., "is closer to the commission indicates."

The evidence regarding the Brechners' management of WFTV is "inadmissible," the court said, since Mid-Florida has never held a valid license. The court vacated the original 1957 grant after it was found to have been one of several commission grants tainted by an ex-parte scandal that hit the commission in the late 1950's. The commission in 1964 concluded that Mid-Florida had not been responsible for the ex-parte contact with a commissioner and reaffirmed the grant. But the court vacated that award, and directed the commission to hold new hearings. Accordingly, the commission revisited new applications in November 1965, but at the same time authorized Mid-Florida to continue operating the station. The court overruled that action also, and directed the commission to permit joint interim operation of the station by the competing applicants. And in January 1969, the commission granted authority to Consolidated Nine, composed of Central Nine Corp., and Florida Heartland Television, as well as Mid-Florida, Comint and TV Nine.

More for Broadcast Bureau

FCC has delegated authority to its Broadcast Bureau to act on a wide range of matters previously handled at the commission level. The new delegations—which the commission says will decrease its workload on routine broadcast matters by about 50%—involve application for renewal of the license of an incumbent station or for new construction, the issuance of licenses and the renewal of licenses, and the issuance of notices of apparent liability and final forfeiture orders of up to $2,000 (as compared to the previous $250 limit).

In making the new delegations the commission reversed the procedure it has followed in the past when it delegated authority to the staff. Rather than detail a description of the specific authority being delegated, the commission spelled out special areas that will be reserved for commission action, and left the remainder to staff.

Silently slipped away

Nick J. Chaconas has given up on his battle to retain WHMC(AM) Gaithersburg, Md. The station's application for renewal of license was denied by the FCC basically on the grounds of the commission, and the U.S. Court of Appeals on Oct. 11 rejected Mr. Chaconas's appeal. Although he could have continued his fight to the Supreme Court, Mr. Chaconas chose to shut the station down on Oct. 29—without formal notification to the commission.

Van Deerlin goes back to square two on renewal relief

He'll scrap his 'superior' promise if others scrap licensees advantage for 'substantial' service—keeping renunciation of WHDH precedent

Congressman Lionel Van Deerlin (D-Calif.) said last week he had agreed to withdraw his amendment to the House Communications Subcommittee's license-renewal bill if the section it amended were also withdrawn. Mr. Van Deerlin said he would support a bill that simply extended license terms from the present three years to four and prohibited the FCC from case-by-case restructuring of the industry.

As reported out of the subcommittee last month (Broadcasting, Oct. 15), the renewal-revision bill contained a provision granting licenses an advantage over competing applicants upon a showing that the incumbents had "substantially" met the needs of their communities—unless competing applicants promised a "clearly superior" program service.

The "substantial performance" test for incumbent advantage against rival claimant stood alone in the subcommittee's original draft. Mr. Van Deerlin's amendment added the "clearly superior" promise as an advantage for new applicants. Both would be eliminated under the new Van Deerlin concept.

Since the subcommittee bill, including the Van Deerlin amendment, was reported, broadcasters have been expressing dismay. The National Association of Broadcasters has been active in seeking an accommodation.

"I'm not going to stand at the parapet on this," Mr. Van Deerlin said last week. "I wanted to see that the door is not closed on prospective licensees that could do a better job. As long as this bill doesn't close this out completely, I'm satisfied."

As to the current usage of the term, "Van Deerlin amendment," the congressman said: "It's like having a disease named after you."

Chairman Torbert H. MacDonald (D-Mass.), of the Communications Subcommittee, would not comment on the compromise. He said nobody had talked to him about it. "You can't ask me to talk about something that hasn't happened yet," he said.

The subcommittee bill awaits action by the parent Commerce Committee, where it could be modified to fit the Van Deerlin specifications.

The bill already contains the two provisions that Mr. Van Deerlin proposes to retain—a four-year license period, a prohibition against consideration of multiple ownership of nonbroadcast interests and management structure—if they conform to FCC rules—in license-renewal proceedings. The latter provision is intended to overcome the effects of the WNEW-TV Boston case in which the FCC found for a rival applicant on the grounds it had no
Daytimers say savings time could cost them a lot of money

They would lose an hour of operations each day and 10% of revenues, by estimate of Ray Livesey

Some AM operators are nervous about the year-round daylight saving time announced last week by President Nixon as part of his energy plan. They fear annual DST could hurt them economically.

One of them is J. R. (Ray) Livesey, owner of two daytime AM's in Illinois, WLBD (and WLBD-FM) Mattoon and WHOW Clinton, who is chairman of the Daytimer Broadcasters Association. He says DST would put daytime AM's at a disadvantage because those stations, such as his, without pre-sunrise service authority from the FCC, would be kept off the air until later in the morning and robbed of valuable time that the extra hour in the evening could not make up for.

Mr. Livesey estimated that daytimers without PSA stand to suffer revenue declines as much as 10% if DST is implemented all year. He also saw disadvantages for daytimers with PSA, pointing out that those outlets would be forced to broadcast at reduced power, and hence coverage, an extra hour each morning.

Sam Morris, president and general manager of KDPI(AM), a daytimer in Alamo Heights (San Antonio), Tex., agreed that DST would adversely affect many daytimers that regard their early-morning time as more valuable than evening time.

The other side of the story came from James Arthur, president and general manager of daytimer WPJK(AM) Alexandria, Va. (a suburb of Washington), and WBCA(FM) Woodbridge, Va.

WPJK has PSA, he said, and even at reduced power could benefit from the extra hour of morning broadcasting because it can cover the Washington area. Legislation to establish all-year DST as a conservation measure was introduced Oct. 19 by Senator Adlai Stevenson III (D-III).

ABC renewals opposed

Dubuque Communications Corp., permittee of KEBB-FM Dubuque, Iowa, has petitioned the FCC to deny renewals for ABC-owned WLS-TV and WDHI(FM), both Chicago, in connection with bribery charges against Thomas G. Sullivan, former ABC Midwest regional representative.

Mr. Sullivan is said to have accepted pay-offs from affiliates in return for influencing ABC to provide benefits to these affiliates. Dubuque Communications was mentioned in connection with this, but was found innocent of complicity in a subsequent hearing. Exceptions to this initial decision are now pending before the review board. Dubuque Communications questions ABC's competence as a licensee, saying it was ABC that "loosed Mr. Sullivan on the broadcast community."

Changing Hands

Announced

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

* KTIV-TV Sioux City, Iowa: Sold by Perkins Brothers Co. to Black Hawk Broadcasting Co. for $2.5 million. Elizabeth Sammons is president of Perkins Brothers, former owner of KDMC(WF) and The Sioux City Journal, both of which have been sold within past two years.

Robert Buckmaster is president of Black Hawk Broadcasting, licensee of KLWV(AM) Cedar Rapids and KFMW(FM) Waterloo, both Iowa and Kaisius-FM-TV Austin, Minn. KTIV-TV is NBC affiliate on channel 4 with 100 kw visual and 20 kw aural and antenna height 1920 feet above average terrain.

Broker: Blackburn & Co.

* KVEE-AM-FM Conway, Ark.: Sold by Brown Broadcast Inc. to Communications Media Inc. for $190,000. Robin Brown owns Brown Broadcast. Communications Media principals are Richard Osborne, attorney in Fayetteville, Ark., and Lloyd Stone Jr., who has interest in automobile agency in Russellville, Ark. KVEE is daytimer on 1330 khz with 500 w. KVEE-FM is on 105.1 mhz with 28.5 kw and antenna height 320 feet above average terrain.

Broker: Ralph E. Meador, Lexington, Mo.

* WKIZ(AM)-WJR(FM) Oil City, Pa.: Sold by WKIZ Inc. to Venango Broadcasters Inc. for $183,750. Olivia T. Rennekamp, president of WKIZ Inc., also owns WOTR(AM) Corry, Pa. Venango is wholly owned subsidiary of Progressive Publishing Co., licensee of WCPA-SM-AM-FM Clearfield and WDAM(AM)-WOMU(FM) Indiana, both Pennsylvania. W. K. Ulerich, president of Progressive, also owns WMAI(AM)-WXLJ(FM) State College, Pa. WKIZ operates full time on 1340 khz with 1 kw day and 250 w night. WJR is on 92.1 mhz with 3 kw and antenna height 320 feet above average terrain.


* KQIE(AM) Lakeview, Ore.: Sold by Pacific Northwest Radio Inc. to Lake County Communications Inc. for $55,000. Ernest L. McKinney is president of Pacific Northwest Radio. Lake County Communications is owned by Ernest Riedelbach, sales executive at KSUB(AM) Cedar City, Utah, and Max J. Thorley, Cedar City businessman with no other broadcast interests. KQIE operates full time on 1230 khz with 1 kw day and...

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 60):

- WETV-TV West Palm Beach, Fla.: Sold by Gardens Broadcasting Co. to PEC Communications Inc. for $3.5 million. John MacArthur is president of Gardens Broadcasting, which also owns WETV-AM West Palm Beach. Owners of PEC are Alex W. Dreyfus and George W. Mergens, who also own Photo Electronics Corp., electronic photographic equipment manufacturer. Weat-TV is ABC affiliate on channel 12 with 288 kw visual, 56.2 kw auroral and antenna height 980 feet above average terrain.

- KPPC-AM-FM Pasadena, Calif.: Sold by National Science Network Inc. to Burbank Broadcasting Co. for $1.35 million, and KPPC(AM) then spun off to other buyer (see below). Ingrid L. and Thomas R. Burns, as executors of estate of Ludwig W. Frohlich, are principals of National Science Network which is also licensee of wnoq(FM) New York, E. H. Bookasta, Jack P. Gonsalves, Sam and Neil Visser and others own Burbank Broadcasting, licensees of kroq(AM) Burbank, Calif. KPPC is on 1240 kHz with 100 kw during specified hours. KPPC-FM is on 106.7 mhz with 55.5 kw and antenna height 660 feet above average terrain.

- KPPC(AM) Pasadena (see above): Sold by Burbank Broadcasting Co. to KPPC Inc. for $50,000. Howard and Miriam Warshaw and Marvin Kosofsky own KPPC Inc. Buyers also have interest in WYLO(AM) Jackson, Wis.; WARD(AM) Canonsburg, Pa.; wtje(AM) Mineola, N.Y. and kuxl(AM) Golden Valley, Minn.

- WICE(AM) Providence, R.I.: Sold by Providence Broadcasting Co. to Crohan Communications for $1 million. Louis J. Appell is president of Susquehanna Broadcasting Co., owner of Providence Broadcasting. Susquehanna is licensee of WQBA(AM) Miami and wris(AM) Orlando, both Florida; wfms(FM) Indianapolis; WQBB(AM) Freeport, N.Y.; whlo-(AM) Akron, whloq(FM) Canton, WLQA(FM) Cincinnati and wlqg(FM) Toledo, all Ohio; warm(AM) Scranton and wsba-AM-FM-TV York, both Pennsylvania. Robert Crohan and Francis X. Correra own Crohan Communications. Mr. Crohan is former vice president and general manager of WJAR-AM-TV Providence and Mr. Correra is vice president of jewelry manufacturer. WICE operates full time on 1290 kHz with 5 kw day and 1 kw night.

- WPDX(AM) Clarksburg, W. Va.: Sold by Continental Communications to Rau Radio Stations for $380,000. Continental Communications is owned by Howard Timkin, who also owns WRGM(AM) Richmond, Va., and WCTV-TV New Bern, N.C. Henry Rau is chairman and major stockholder of Rau Radio Stations, licensee of WDOV(AM)-WSSD(FM) Dover, Del.; WNAV-AM-FM Annapolis and wark-AM-

FM Hagerstown, both Maryland; watq-AM-FM Oak Ridge, Tenn. Rau Radio Stations also own CATV interest in Dover. WPDX is daytimer on 750 kHz with 1 kw.

Media Briefs

Broadcast in backgrounds. No matter who wins, next mayor of Houston will have had broadcasting in his past. As result of last Tuesday's election there will be run-off between Fred Hofheinz, son of Roy Hofheinz, operator of Astrodome fame, who once owned local ktft(AM), and Dick Gottlieb, formerly on staff of KPNC-TV Houston, now city councilman and owner of local advertising agency.

Another try. Boston Community Media Committee, Minority Caucus, has notified U.S. Court of Appeals in Washington that it will appeal FCC's Aug. 2 grant of assignent of wbor-FM Boston from KKO General Inc. to Heftel Broadcasting-Boston Inc. and commission's finding that programming and employment agreement between Heftel and BCMC was not in public interest. BCMC, in petition for stay of grant, had argued that agreement would not have overly restricted Heftel Broadcasting but would have furthered "public-interest goals" (Broadcasting, Aug. 27).

MID-EAST

Full-timer A.M. with good coverage of medium-size market and good cash flow. Priced less than twice.

Priced at $550,000, including real estate.

Contact: Milton Q. Ford in our Washington, D.C. office.

South

Profitable daytimer in progressive small market. Excellent image in community with solid growth prospects.

Price: $200,000 with 29% down and good terms.

Contact: C. L. "Lud" Richards in our Washington, D.C. office.
FTC unveils auto makers' substantiation of ad claims

Car manufacturers pile a mass of documentation on commission, which is looking for nothing wrong, but trying to find out how firms are able to back up advertising

The Federal Trade Commission gave some insight last week into what's behind auto advertising claims with the release of 10 volumes of substantiation material submitted by 12 auto makers. The documents submitted to the commission—technical studies, graphs, tables, affidavits, testimonials, and photographs—indicate there is no dearth of back-up material.

In many instances, the claims singled out by the FTC for proof related to performance or design features and were backed up with relatively straightforward presentations of test results, model specifications and the like. To document a TV commercial for Impala that calls it "America's best selling car ... and it holds its resale value," General Motors relied on vehicle registration figures and published resale estimates to support its claims. Performance claims for other cars involving gasoline mileage, horsepower, exhaust emissions, weight, durability, etc. were supported in much the same manner.

American Motors was on the offensive in replying to the FTC's order to clarify terms of its heavily advertised "buyer protection plan." The plan's actual coverage is "in fact . . . somewhat broader than the claim," AM said in response to the FTC's question of whether warranty would cover repairs necessitated by design defects. Quoting their warranty, AM said it covered defects of workmanship and materials as well as those that were the fault of the supplier or the result of parts wearing out. AM also submitted warranties of five other car makers to back up its claim, "Nobody in the business does all this for you."

While facts and figures were a common form of substantiation provided for performance and pricing claims, those ads that focused on more subjective qualities of "comfort," "smoothness of ride," and "quietness" produced a variety of documentation efforts.

Some of the more unusual ad approaches to come under scrutiny in the FTC order came from Ford—among them a "smooth-riding" test that features a tight-robe walker atop a Torino traveling over 2-by-4-inch planks 26 inches apart; a "quietness" test in which an LTD is compared to a glider, and another smoothness test in which a Mercury drives over a rough course with a bottle of explosive nitro carbol in the back seat. Ford's response (which filled three volumes and 880 pages) included graphs and tables of statistics relating to the outcome of the tests along with signed affidavits from variety of sources—physicists, engineers, explosive experts, a commercial producer and the tight-robe walker himself—all attesting to the validity of the test procedures. The FTC ordered Ford to demonstrate how the tight-robe walking demonstration was "relevant and material" to the question of smoothness of ride. Ford responded with technical graphs and charts showing performance of the vehicle's suspension system and a signed statement from the performer that smoothness of ride substantially affected his ability to perform.

Volvo included 10 photographs of a six-foot-six-inch model sitting behind the steering wheel in a variety of poses to substantiate its claim that "the front seats will accommodate people up to six feet six inches and a half. Comfortably." To back up its claims that the 1973 Mercury Marquis had a ride superior to that of its 1972 model, Ford included 100 pages of questionnaires with the responses of 50 blindfolded chauffeurs who participated in the test.

While some of the more subjective substantiation material submitted may be of little help to the consumer in making purchasing decisions, at least the materials on view at the FTC show that the Mary Mahones and John Reveres—two of the more prominent testimonial-givers included in the material—do exist. To back up its October 1972 TV commercial in which John Revere makes a "now famous call" to "spread the good news" that the cost-per-mile figure for his '66 Volkswagen was two cents, VW offered a photograph of Mr. Revere, a New York engineer, making an entry in his auto expense notebook and included a copy of his expense record as evidence. Toyota provided a transcript of an interview with Mary Mahoney who "put over 130,000 miles on her Toyota delivering daily newspapers in 22 months."

The materials submitted in many instances amount to overkill—not only in quantity but technicality of material. Re- nault submitted 72 pages of documents to back up a gas mileage claim (including documents written in French), in addition to a five-page letter from a satisfied owner, only one sentence of which bore on the claim in question. But despite the voluminous submissions, the materials submitted leave questions unanswered. For one thing, there is difficulty finding a comparative basis for competing products. Several auto makers submitted adequate substantiation of claims such as "lowest price" in their class, but the different models which make up that class vary from one auto maker to another. And in testimonial and "satisfied-owner" type submissions, the documentation on material frequently failed to report whether or how these comments were solicited and what type of remuneration, if any, was involved.

In an attempt to deal with some of the problems of the substantiation program, the commission has focused only on major ad themes and is requesting the submission of materials in readily understandable language. Chairman Eng man also indicated last month (BROADCAST, Oct. 22) that consumer groups may play an expanded role in interpreting and disseminating substantiation materials.

While the FTC reviews materials submitted with an eye toward enforcement action where inadequate substantiation is offered, the commission emphasized that specific ad claims focused on in the order did not constitute complaints against the firms involved. The FTC is, instead, gathering information to determine what substantiation exists as part of an ongoing program initiated July 1971.

18 more must prove it

FTC augments ever-growing list of advertisers who must explain their advertising claims

Four antiperspirant makers and 14 manufacturers of acne preparations are targets of the Federal Trade Commission's latest ad-substantiation request. Among the acne preparations cited in the Nov. 2 order, a number were in radio and TV—TV commercials for Noxzema (Noxell Corp.) and Propa PH (Bio Products) and a radio ad for Listex Acne Scrub (Warner Lambert). As in the other substantiation requests in the last two years, the FTC has focused on claims involving, among others, makers of autos, TV sets, cough and cold remedies, soaps and detergents—firms must provide definitions of the key words and phrases in their claims, list the ingredients for which uniqueness or special properties are claimed and provide detailed accounts of their testing procedures. Acne-preparation makers must define such words as "acne pimples," "grease," "moisturizes," and "does the trick," and provide substantiation for the effectiveness that is claimed. The antiperspirant products cited Nov. 2: 5 Day Roll On and 5 Day Pads (Associated Products), Hour After Hour (Colgate-Palmolive) Right Guard Powder
Enter the Competition for the Janus Awards for Excellence in Financial News Programming and find out.

Nets compete with nets. Stations compete with stations.

The Janus Awards are sponsored each year by the Mortgage Bankers Association of America (MBA) to recognize commercial broadcasting stations and networks whose regularly-scheduled financial news programs have made a significant contribution to the public's understanding of commerce and finance.

Selection of the award-winning entries will be made by a distinguished panel of judges from the academic, business, and journalistic communities.

Awards will be presented during MBA's National Conference in Washington, D.C., April 22, 1974.

News directors are invited to mail the request form for a set of competition guidelines and an entry form.

The financial news program that you always thought was a winner just might turn out to be one. And, its value is more than academic. Think of how much street leverage that Janus statuette will give your national reps and network sales people.
FTC removes shadow over Wonder, Hi-C

Only one element of bakery’s claims fails to get clean bill of health; fruit-drink ads also pass muster

The Federal Trade Commission last week ruled in two cases involving broadcast advertising—Wonder bread and Hi-C fruit drink. The commission ruled that the Wonder bread ads falsely advertised the product as an extraordinary food that would cause dramatic growth in children, but at the same time dismissed the remainder of its charges of falsely advertised uniqueness, exploitation of children’s audience and need for corrective advertising. In a separate ruling, the FTC dismissed allegations of false nutritional advertising against Hi-C.

The commission unanimously held that Wonder bread advertisements “had the capacity to deceive children and parents because they portrayed Wonder bread as an extraordinary food for producing dramatic growth,” and issued a cease and desist order against this type of claim for any food product manufactured by ITT Continental Baking Co., Rye, New York, Wonder bread maker. ITT Continental’s agency, Ted Bates & Co., New York, is also cited in the order.

The Wonder bread case centered on a heavily used “Wonder years” ad campaign begun in 1964 in which a super-imposed time-sequence picture is used to depict the rapid growth of a child through age 12 while an announcer states that Wonder bread “helps to build strong bodies 12 ways.” The “Wonder years” theme was replaced in 1970 by a “How big” campaign running until 1971. The commission said its decision wasn’t based solely on the fantasy growth sequence, but on “the totality of the impression and representations” conveyed by the ads.

One major issue in the Wonder bread case had been the commission’s authority to prohibit the advertising of “unique” qualities that are contained in competing products (e.g. that Wonder bread is an outstanding source of nutrients distinct from other enriched breads). But the commission found that ITT Continental did not make express nutritional superiority claims. The commission said in its majority opinion that “evidence that consumers may retain [the perception of
Wonder bread as a source of nutrition distinct from other breads] is not equivalent to evidence that consumers retain the view that Wonder bread is an extraordinary source of nutrition.” Since the need for corrective advertising was premised primarily on the issue of nutritional uniqueness, the commission found insufficient basis for corrective ads.

The original FTC complaint had also focused on alleged false nutritional claims made for Hostess cupcakes, but the majority opinion upheld Administrative Law Judge Raymond J. Lynch in his earlier finding that ITT Continental did not make false “good nutrition” or “major nutritional advance” claims when Hostess cupcakes were enriched with vitamins and minerals for the first time. The central message in those ads was not that the cakes offered “good nutrition” to children as food, but rather that the product now offered the benefits of improved nutritional formulation, the commission said. The commission added that “reasonable latitude” is justifiable “in promoting a product which represents an important and beneficial technological innovation.”

FTC Chairman Lewis Engman issued a dissent to a portion of the ruling that failed to sustain allegations of unfair advertising to children. Mr. Engman, who initiated the ongoing study of children’s ad control guidelines (BROADCASTING, Aug. 6), said that advertising directed at children which “exploits their known anxieties or capitalizes upon their propensity to confuse reality and fantasy is unfair.”

Commissioner Mary Gardiner Jones also dissented to portions of the decision saying that only counteradvertising could offset the “Builds Bodies 12 Ways” image of Wonder bread. She also said that Hostess ads “clearly exaggerated the vitamin content” and contended that Wonder bread had been falsely represented as an “essential food for proper growth and development.”

ITT Continental has said it would appeal the “extraordinary food” portion of the ruling.

In its other ruling last week, the commission upheld the ruling by Administrative Law Judge William K. Jackson that Coca-Cola Atlanta, and its agency, Marshalk, New York, did not misrepresent the vitamin C content of Hi-C fruit drink. The commission found support for literal claims for the product which center on Hi-C as “sensible” or a “high” source of vitamin C and also found no misrepresentations or superlative claims of uniqueness in implied or suggested comparisons to orange and other citrus juices.

Commissioner Jones issued a dissenting statement in which she called the Hi-C ads a “classic example of a message conveyed by words, ambiance and picturization using suggestion, ambiguous comparison and subtle innuendo.” She said that the pictorial elements in which fresh fruit and tropical scenes figure prominently, combined with verbal portions of commercials conveyed the “impression of an equivalency—nutritional and economic—” between Hi-C and other citrus juices.

TVB meeting will likely go over the top

Registration is headed for record for convention that will feature first ‘man of the year’ honors

Registration for the 19th annual Television Bureau of Advertising meeting in Houston, Tex. (Nov. 27-29) has already passed the 300 mark and TVB expects record-breaking attendance.


The meeting opens Tuesday evening (Nov. 27) with the first annual “Man of the Year” dinner, honoring five outstanding television personalities selected by TV management as having most influenced the public to buy sets and businessmen to advertise on television during the past 25 years. They will subsequently be elected to TVB’s newly created “Hall of Fame.”

As a prelude to the meeting, TVB president Pete Cash will give a major address to top executives of the oil industry on the energy crisis at Monday’s (Nov. 26) board of directors’ luncheon.

Five of the board members who served as the program committee, have planned an audio-visual backdrop presentation for the meeting.

just one of many
Stainless
MICROWAVE TOWERS for MCI (MCI Telecommunications Corporation)

Stainless Towers, like the one pictured here, make up an entire network of towers to carry the nationwide communications services of MCI Telecommunications Corporation. They are built for present needs...with spare routes and add-on capabilities for the future.

Microwave towers like these are sturdy, long lasting and low maintenance structures. Low cost, too. Because they’re economically manufactured standard sections that can be erected as building block units. Another aid to keep costs low.

Whether your communications network needs a single tower or many towers, contact

Stainless, inc.
North Wales, Pa. 19454
Telephone (215) 699-4871
In Canada: Walcan Ltd., Toronto 12, Ontario
IBFM's credit set-up is to go or go soon

Broadcast Credit Association is hopeful, but short of money; fate to be decided at board meeting

The Institute of Broadcasting Financial Management’s Broadcast Credit Association should soon be on firm financial ground, IBFM Executive Director Robert E. McAuliffe predicted last week.

The IBFM board of directors meets this week (Nov. 15-16) in Chicago and will, among other things, decide BCA's future (BROADCASTING, Oct. 8). According to Mr. McAuliffe, BCA has two-thirds of the $90,000 it needs for first-year funding, but is still actively seeking television and radio station members.

BCA, incorporated since July 1972 as a subsidiary of IBFM, was formed after several agency bankruptcies. It has been providing members with a monthly “agency aging summary” showing agencies' track records in paying accounts receivable. This compilation is made by BCA from confidential information supplied by its members.

The reports have "tremendous value" to broadcasters, Mr. McAuliffe said, because station management can at a glance pinpoint habitual slow-payers, whose delinquency could be a sign of impending failure.

Mr. McAuliffe said BCA plans to hire a full-time staff to expand BCA's services. In the future, he said, BCA will act as a clearinghouse for agency credit information, assist in serious slow-pay or discrepancy problems and participate in negotiations to resolve the problem of agency/advertiser joint and several liability. He noted that BCA has already been endorsed by the Radio Advertising Bureau, Television Bureau of Advertising, Station Representatives Association and National Association of FM Broadcasters and counts among its members the ABC, CBS, NBC television and radio networks and their owned stations.

Mr. McAuliffe said BCA's reports also have bearing on the joint-and-several-liability problem. He explained that when agencies have gone bankrupt broadcasters have held both the agency and the advertiser liable for payment. Under a proposal developed by Metromedia's legal department—and under consideration by the American Association of Advertising Agencies, the Association of National Advertisers and IBFM/BCA—a section would be added to the standard AAAA contract making the agency liable for full payment unless it becomes insolvent. In that event the unpaid portion of a contract would be paid to the station by the advertiser, which would also pay the commission to the agency's insolvency fund.

Mr. McAuliffe said the principal objection to the proposal is that it is presumably difficult to determine when an agency is insolvent. The BCA reports, he said, can pinpoint when accounts receivable merely involve discrepancies or when a serious agency problem exists.

Membership in BCA will benefit small- as well as major-market broadcasters, Mr. McAuliffe said. He explained that BCA plans to publish a primer on establishing and maintaining effective credit and collection procedures that will be of particular value to small-market stations.

Bill with provisions for broader FTC powers headed for approval

Alaska pipeline bill, with amendments to give commission power to seek court injunctions to stop unlawful trade practices, moves toward floor

Stalled by disputes over amendments strengthening the FTC's regulatory powers, the Alaska pipeline bill (S. 1081), passed through final snags, and passage by the House and Senate appeared likely to come this week.

The FTC amendments would allow the commission to ask for preliminary court injunctions to halt deceptive or unfair trade practices and represent itself in court if the Justice Department fails to act within 10 days on action proposed by the FTC. Another provision would allow the FTC and other independent regulatory agencies to seek information from businesses without prior approval of the Office of Management and Budget.

Business representatives as well as top administration officials have been lobbying congressmen and Rules Committee members in recent weeks in an attempt to ditch the FTC provisions. OMB director Roy L. Ash raised objections to the amendments and apparently in response to that Representative Dave Martin (R-Neb.) introduced a resolution before the Rules Committee that separate votes be taken on various portions of the bill. The Rules Committee failed to act on that resolution last week, and instead the bill was returned to the conference committee to iron out some unrelated technicalities.

Employes acquire Meeker

The Meeker Co., New York-based station representative, has been sold to Robert L. Dudley, president, and other executives for an undisclosed price. The company had been owned by Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., members of the Steinman family and the estate of Robert Meeker.

The Steinman Stations were principal clients among the 30 TV and 85 radio stations the company is said to represent.

With the transfer of ownership, Fin Hollinger has joined the Meeker firm as president of its radio division. Mr. Hollinger has previously been associated in ownership and management at KMER-AM San Bernardino and KMAR(AM) Fresno, both California, and KPOJ-AM-FM Honolulu.

IBFM’s credit set-up

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Employes acquire Meeker

The Meeker Co., New York-based station representative, has been sold to Robert L. Dudley, president, and other executives for an undisclosed price. The company had been owned by Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., members of the Steinman family and the estate of Robert Meeker.

The Steinman Stations were principal clients among the 30 TV and 85 radio stations the company is said to represent.

With the transfer of ownership, Fin Hollinger has joined the Meeker firm as president of its radio division. Mr. Hollinger has previously been associated in ownership and management at KMER-AM San Bernardino and KMAR(AM) Fresno, both California, and KPOJ-AM-FM Honolulu.
Censoring politics: costs maximum fine

Stamford stations are judged to have sanitized speeches of non-Republican candidates

Western Connecticut Broadcasting Co., licensee of WSTC-AM-FM Stamford, Conn., was slapped last week with a $10,000 fine—the maximum allowed—for censoring political broadcasts in Stamford's 1969 majority election. The FCC levied the fine as an alternative to the license revocation it had been considering.

Western's licenses expired in April 1972 but it continued to operate while its renewal application was held in abeyance because the commission found the stations' programing "good enough to tip the scales" against revocation. An initial decision issued in July 1972 found that a $10,000 fine should be levied against Western.

In its finding last week (Doc. 19043) the commission agreed, stating that the evidence showed that Julian Schwartz, general manager of Western, required all mayoralty candidates except Republicans to submit for review the scripts they wanted to broadcast over the WSTC stations. On several occasions, the commission said, Mr. Schwartz deleted material he considered objectionable.

Although Kingsley Gillespie, president and majority owner of the stations, was unaware of the deletions, he was not paying proper attention to the operation of the stations and must bear the responsibility, the commission said.

The commission found Western guilty of violating the anticensorship provision of Section 315 of the Communications Act and FCC rules prohibiting licensees to require prior submission of political scripts.

The commission found that Western's "grievous violations" of the Act were mitigated by its over-all programing. It noted the stations' non-entertainment programing "reflects close attention to the goal of a well-informed electorate."

The commission also noted that the proceeding will become part of Western's file and may be considered when action is taken on the stations' renewal applications. A competing application for the WSTC stations facilities was filed in March 1972 by Radio Stamford Inc.

Old shows still tops

CBS-TV was still in the driver's seat as the 1973-74 season wound up its eighth week (Oct. 29-Nov. 4) of national Nielsen overnights. CBS won three nights: (Wednesday, Thursday and Saturday, all by substantial margins), NBC two (Friday and Saturday) and ABC two (Monday and Tuesday, although the latter night ended up in a virtual tie between ABC's 21.6 rating and CBS's 21.5). Season-to-date Nielsens (Sept. 10 through Oct. 28) show CBS with a 21.3 average, NBC with a 19.1 and ABC with a 17.5.

The biggest numbers of the week were racked up by All in the Family (CBS Saturday, 8-8:30 p.m.; a 55 share), The World of Disney (NBC, Sunday, 7:30-8:30 p.m.; a 51 share, helped quite a bit by a low-rated CBS News hour, The Embattled President), and Sanford and Son (NBC, Friday, 8-8:30 p.m.; a 49 share).

Other shows that ended up with shares in the 40's last week were Maude (CBS, Tuesday, 8-8:30 p.m.) and Kojak (CBS, Wednesday, 10-11 p.m., the only new show to break into the top 10), The Waltons (CBS, Thursday, 8-9 p.m.), The CBS Thursday Movies showing of Steve McQueen's "Bullitt" (9-11 p.m.), The Dean Martin Show's roast of Johnny Carson (NBC, Friday, 10-11 p.m.), M*A*S*H (CBS, Saturday, 8:30-9 p.m.), The Mary Tyler Moore Show (CBS, Saturday, 9-9:30 p.m.) and the "Columbo" segment of the Sunday Mystery Movie (NBC, 8:30-10:30 p.m.).

Puerto Rican stations press for approval of two-language TV

However, San Juan U applicant warns go-ahead in Caribbean could open can of worms elsewhere for FCC

Spanish-language television stations in Puerto Rico are anxious to expand dual-language operations, according to comments filed at the FCC. Dual-language programing involves the telecast of a program with the audio in one language and the simultaneous FM broadcast of the spoken material in a second language.

WAPA-TV San Juan, which has conducted dual-language operations on a limited basis, urged the commission to adopt rules to permit dual-language broadcasts on a regular basis.

Two other stations, WKJF-TV Ponce, P.R., which had previously been refused dual-language permission by the commission, and WJIB-AM-FM Mayaguez, P.R., termed the WAPA-TV operation a success and are eager to see the dual-language potential developed. They claim that dual-language transmission is popular in Puerto Rico and that it serves the community needs—even with regard to the use of the allotted FM channels.

So far, FM appears to be the most successful way to conduct the dual-language transmission. However, all the stations left themselves open to other technical possibilities such as FM subcarrier frequencies and multiplexing on the television aural signal.

Some solid support for this last technique was supplied by the Micro-Link products division of Varian Associates which said that significant improvement in the quality of multiplexing can be expected in the near future.

Opposition to dual-language transmission was expressed by Suburban Broadcasting Corp., applicant for a new English-language UHF in San Juan. Suburban claimed that expansion of dual-language in Puerto Rico will lead to similar re-

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McCLOTHY BROADCASTING

BASIC ABC AFFILIATE REPRESENTED NATIONALLY BY KATZ TV WEST
quests in New York, San Antonio, Tex., and other bilingual communities—a regulatory can of worms the FCC would not want to open.

Suburban also charged that dual-language transmission does not serve the unique needs of the minority interest (in this case, the English-speaking residents of Puerto Rico) and that it does not make proper use of the FM channels assigned to a community. Suburban also raised the question of unfair competitive advantages with regard to joint advertising rates—for advertisers who wanted to reach both the Spanish- and English-speaking markets.

Why the Rich gets richer
How a Madison Avenue agencyman went to Hollywood and eventually found happiness in Virginia hills

A pudgy, ex-advertising man who struck a rich TV vein a couple of years ago with a story of a plain family living in Virginia during the Depression suddenly has struck a motherlode.

He’s Lee Rich, whose Lorimar Productions in Hollywood produces the highly rated The Waltons, and this week has the distinction of seeing its four-hour movie, “The Blue Knight,” run on NBC for four consecutive nights (Nov. 13-16)—a first.

Formerly senior vice president of Benton & Bowles, where he was TV program-production chief for such national accounts as Proctor & Gamble and General Foods, Mr. Rich bowed out in 1962 when, he says, advertisers began buying 30- and 60-second spots instead of whole programs.

Two years ago, Mr. Rich produced Earl Hamner Jr.’s “The Homecoming” as a movie for CBS. The network liked it so well it asked for a series, and the rest, as they say, is history. Earlier this year, The Waltons won six Emmy awards, a record of sorts for a TV show only in its first year.

“The Blue Knight” days-long airing will may be a forerunner of other multi-day formats on TV. Coming is Screen Gems’ six-hour “QB V11” for ABC that does not yet have an air date, but that is also expected to run on a variable time format. And Universal TV is at work on “Rich Man, Poor Man,” also for ABC but still unscheduled. That, too, is planned to run in five-two-hour episodes.

Lorimar, which is jointly owned by Mr. Rich and a moneyed, nontheatrical partner, is riding high on the apparent disasters of some of this season’s network program schedule. The Rich firm already has an order for Apple’s Way, another Hamner creation about a family that leaves Los Angeles for the peace and quiet of small-town Davenport, Iowa, to replace CBS’s New Perry Mason Show and authorization to increase the number of once-a-month Doc Elliott programs on ABC from four to 14. It also is working on two jobs for ABC: a two-hour movie, “A Christmas Dream,” about a black minister in Los Angeles, and the other a series starring Barbara Eden. Also, due for airing on CBS Nov. 15, is a two-hour Thanksgiving special of The Waltons.

Just a few months ago, Lorimar had two of its movies of the week on ABC: the critically acclaimed “Dying Room,” with Cloris Leachman, and “Don’t Be Afraid of The Dark,” with Kim Darby. And in various stages of development are a number of series and movies for each of the three networks.

Mr. Rich represents the new breed in Hollywood—indepen dent producers who now account for 20% of the program hours on prime-time network TV and whose contribution is seen as growing.

Following his escape from Madison Avenue, Mr. Rich teamed with Walter Mirisch for a succession of TV movies and series. He returned briefly to advertising—joining Leo Burnett in Chicago as senior vice president. He returned to Hollywood in 1968, and Lorimar Productions was born.

“Independents,” Mr. Rich says, “have an advantage that major studios don’t. No studio. So there’s no overhead. We shop everything—writers, producers, even insurance.”

Major studios, he continued, have to pay for “all those guards, those acres of unused studios.” Those expenses, he calculated, can cost up to 25% of the negative costs of a program. “We put everything we spend on the screen,” he added. “And the networks are beginning to realize that.”

It was not until 1971, when he produced “The Homecoming” that his Lorimar Productions became a force in the new TV-oriented Hollywood.

Right now, Mr. Rich is the spokesman for the growing Hollywood view that no account should be taken of the traditional program segmentation into half hours or hours. That, he noted, was a carryover from radio.

The message that he’s been carrying is: “I don’t see any reason why a TV program can’t be 46 minutes or 99 minutes long. That’s the way things are going now—mini-series, anthologies. But, he added, “regular weekly series will keep on going; people want to visit with the same characters each week.”
fore.” According to General Manager Robert L. Houglum, the station is indeed “trying to be serious about this.” Aside from a lot of generally positive response from listeners as to the idea of the reward itself, the station has netted one plywood and aluminum foil spaceman model (left anonymously on its lawn), a sack of meteorites from Sacramento and a tape from Sharon, Pa., allegedly the recorded sound from a “hairly, six-to-nine-foot animal with glaring red eyes that sounds like Jacques Cousteau’s singing whales.” So the reward money remains intact while the folks in Corvallis are still searching everywhere, “even under their own beds.”

WAYE(AM) Baltimore, is not giving away any rewards, but for six days in late October, it tried an experiment in reaching visitors from other planets. General Manager Harvey Tate explains there was 15 seconds of silence every two hours following a station spot that urged listeners to use their telepathic powers to communicate with a being from outer space while a Morse code message tapped out “We are members of the planet earth. If you hear us, please answer.” No one answered, but as more than one ham operator noted, their message was garbled due to mispellings.

All three stations felt that the positive response far outweighed the plague of crank phone calls that inevitably followed each announcement.

**NCAA clears more football**

The expanded television football plan proposed by the National Collegiate Athletic Association (Broadcasting, Oct. 1) has been approved by 300 of the member schools. According to Seaver Peters, chairman of the NCAA television committee, there were 10 votes against the plan and two abstentions.

Major features in the plan for 1974-75 are provisions for three doubleheader telecasts (two day, one night), TV coverage of the National Collegiate II (smaller schools) championships and an optional televised game on the Friday following Thanksgiving.

The referendum approval clears the way for negotiations for a new two-year network contract. ABC-TV has been the regular-season rights holder for the last eight years.

**SAL into other things**

Survival Anglia Ltd., London, which is represented in the U.S. with a variety of wildlife programs, will expand into the areas of children's TV programs and made-for-TV features during 1974-75.

John Ball, president of Survival Anglia Productions, New York, an affiliate of the J. Walter Thompson Co., said last week that 15 different projects are in various stages of development for 1974-75. Scheduled for continuance is the fourth year of World of Survival half-hour wildlife series, now carried in more than 70 markets on a barter basis for Miles Laboratories. SAL has also produced network wildlife programs during the past two years.

West side. Pictured above is the New York half of a coast-to-coast news conference at which Mutual Broadcasting announced it would carry the Rod Serling serial series, Zero Hour (Broadcasting, Nov. 5). Mr. Serling is at left; to his left is Ed Little, Mutual president, and John Hardin, chairman of the network. Negotiations have just begun between Mutual and its 630 affiliates, with a target date of Dec. 17. Zero Hour is a joint venture between Mutual and the Hollywood Radio Theater, which is producing 13 complete dramas (a total of 65 half-hours). The series is now running on 40 stations as a result of separate deals made earlier this year by the Hollywood Radio Theater. These runs will all end before Dec. 17, according to Jay M. Kholos, the president of Hollywood Radio Theater. Mutual has also announced that it will give five of the seven commercial minutes on each half-hour of the series back to its affiliates as an inducement to carry the show, according to Gary Worth, Mutual vice president. But, he continued, to cover the production cost of Zero Hour, which runs to more than $200,000 for every five episodes (five half-hour episodes equal one complete drama), Mutual has set up a fee schedule for the affiliates based on market size. For example, the New York station (If Mutual's New York affiliate WMCA[AM] decides against taking Zero Hour, it will be offered to another station in the area, on the same terms) will have to compensate Mutual to the tune of $262 a week, the Chicago affiliate will have to pony up $281 for a week's worth of Zero Hour's, Los Angeles $225 a week, right down to Mutual's smallest affiliate, which will be billed $25 a week.
years, and in preparation are 11 others.

SAL is venturing into the children's area with a series titled The Adventures of Ranger Rick, based on the National Wildlife Federation's Ranger Rick Magazine. In addition, SAL plans to produce one or more feature films based on the detective stories of ex-jockey Dick Francis, and another movie, The World's Great Hoaxes. According to Mr. Ball, both feature film projects will serve as pilots for TV series.

FCC keeps hands off fairness at CPB

Ruling, however, understood to have drawn dissent from Hooks

The FCC has concluded it does not have the authority to enforce a so-called "super-fairness doctrine" in connection with programs funded by the Corporation for Public Broadcasting. The commission issued an inquiry on subject in January at the request of Accuracy in Media, Washington, which had complained about alleged unfairness of two CPB-funded programs (Broadcasting, Jan. 29).

At issue is a provision in the law establishing the corporation that its programs and series of programs dealing with controversial issues meet a strict standard of "objectivity and balance." The act does not make clear who is to enforce that provision.

The commission, in an order being circulated for final vote, says that the language of the act and legislative history do not warrant the commission attempting to oversee the corporation's execution of its duties. It also notes that individual stations remain subject to the fairness doctrine for programs they broadcast.

Accordingly, the commission contends, it is unnecessary for it to add another layer of fairness supervision to its present enforcement of the doctrine.

FCC Commissioner Benjamin L. Hooks, who is believed to be the sole dissenter, has circulated an opinion among his colleagues asserting that either the commission has jurisdiction over and authority over "codified activities" of CPB or else such jurisdiction has never been pinpointed and the commission should assert it.

FCC asked for more time

The Association of Maximum Service Telecasters has urged the FCC to extend the stay of the commission ruling restricting exculsivity of nonnetwork programming to 25 miles. The current stay is due to expire today (Nov. 12).

AMST said that the 25-mile rule raised unanticipated questions with regard to multi-city markets (as opposed to overshadowed markets) and cable exclusivity regulations.

AMST's request for an extension was supported in a comment filed by the National Association of Broadcasters and a joint petition filed by KKO General Inc., Time-Life Broadcasting Inc., Universal Communications Corp., WXY Television System Inc. and WAB Inc. Opposition to an extension of the stay was filed by Corvallis TV Cable Co., licensee of KXLO-TV Corvallis, Ore. The Corvallis station, overshadowed by the Portland, Ore., market, felt that an extended stay would be an unnecessary delay in the protection that the commission's rule is designed to provide for overshadowed markets.

Late afternoon at CBS-TV. CBS Television Stations Division is planning daily, 90-minute variety-talk series for afteroon time periods, starting in September 1974. Speaker said series will be carried on CBS-owned WBAM-TV Chicago from 3:30-5 p.m. and on WCAT-TV Philadelphia and KNXT-TV Los Angeles from 4:30-6 p.m. Plans for other two CBS-owned outlets, WCBW-TV New York and KMOX-TV St. Louis, are indefinite since they now teletecast syndicated Mike Douglas Show in late afternoon. CBS also plans to teleteast syndicated Mike Douglas Show in late afternoon.

Not Cosell this time. Sports color reporter Don Meredith referred to President Nixon as "tricky Dick" during ABC-TV's coverage of professional football last Monday (Nov. 5), using term in light-hearted remark. Missed was the fact that Nixon would be in Pittsburgh with Coach George Allen of Washington Redskins following team's loss to Pittsburgh. An ABC spokesman said company did not intend to pursue matter with Mr. Meredith, had not received any complaints, spokesmen said division might place it into syndication outside distributor.

Shooting 'Paper Moon'. Paramount Television, Hollywood, in conjunction with The Directors Company will produce new series, based on motion picture "Paper Moon," for ABC-TV fall 1974 line-up. Original script by Alvin Sargent will serve as series' executive story consultant. Jodie Foster will play role of Addie Loggins; others in cast are yet to be determined.

Withdrawal. Hughes Sports Network has canceled contract to teletecast final round of $500,000 World Open golf championship at Pinehurst, N.C., Nov. 17. Hughes said attempt to teleteast round was "unrepresentative." Such stars as Lee Trevino, Jack Nicklaus, Tom Weiskopf and Tony Jacklin had said their schedules would not permit them to compete, though Arnold Palmer, Gary Player and Johnny Miller had indicated they would participate.

The detailed financial statement Teleprompter Corp. has been promising since its stock trading was suspended by the Securities and Exchange Commission two months ago was released yesterday. It projected sharp declines in profits and all but abandonment of new-system growth.

It said Teleprompter expects its 1973 earnings to total less than one-sixth of the level it achieved last year, and that even that expectation could be proved too optimistic. It revealed that the company, at the request of its lenders, has agreed to new and restrictive financing conditions that, among other things, demand that Teleprompter attain specific levels of subsidiary. It reported that Teleprompter's announced $15 million cutback in cable construction may result in the loss of franchises for 22 cable systems that are either unfinished or under arrested construction.

The statement last week represents the first time Teleprompter has formally discussed its current problems since former Chairman Raymond Shafer announced the company's decision to retard construction on Sept. 4. (Mr. Shafer has since been replaced as chairman and chief executive officer by Jack Kent Cooke, Teleprompter's largest stockholder (Broadcasting, Oct. 22); he is now vice chairman and chairman emeritus.) The SEC imposed the stock-trading suspension a few days later. No Teleprompter securities have changed hands in the interim, and the SEC announced last week that the suspension will remain in effect until Thursday (Nov. 15).

In its statement last week, Teleprompter said it expects 1973 income to total $2.5 million or 75 cents per share. This contrasts with a 1972 total of $12.6 million or 79 cents per share (restated). But the company further stated that the effects of cost-reduction and marketing programs "prove to have been overly optimistic, net earnings for 1973 could be lower than projected." Earnings per share, it said, could be adversely affected if the price of Teleprompter's stock declines from the 96% level at which it had been trading on Sept. 7, when the SEC imposed the suspension. All per-share calculations, the statement explained, include some 1.18 million "contingently issuable shares" committed to earlier acquisitions. Additional shares would be deemed to be outstanding if the market price per share dropped, Teleprompter attributed its profit drop to several reasons. One is an anticipated $5.8 million increase in depreciation, $2.1 million of which is attributable to 24 cable systems that became operational this year and have not shown a profit. (Collectively they project an operating

Leans times for Teleprompter

Company forecasts dwindling profits, build-up of existing systems, near end to franchise exploitation

Advertising
loss of $1.8 million.) Others, it said, included higher expenses for program origination, leasing interest and marketing. It said a decision to write down program origination and data processing costs resulted from management's determination that Teleprompter's investments in these activities may not be recoverable.

At present, the company said, it is unable to determine whether it will have to write down its investments in 22 unconstructed systems. But it added that its decision to cut back construction "may cause it to be unable to meet its franchise construction commitments." And one result of that dilemma, it noted, may be "the forfeiture of the affected franchises." At present, the 22 systems represent approximately one-fourth of Teleprompter's total cable property ($53 million out of $202 million). The firm added that it has "other investments" totaling $5 million in those uncompleted projects.

Teleprompter's abbreviated construction program is limited by terms of its loan commitments to $65 million, which has been largely expended this year and $14.5 million in 1974.

At present, the firm said last week, "Teleprompter is concentrating its efforts on obtaining new subscribers on existing systems, on obtaining rate increases in those systems and on cutting costs. Future franchising activity is being pursued on a more limited basis."

According to the statement, Teleprompter has a $735 million-odd credit line with a group of lending institutions headed by the First National Bank of Boston (which added another $7 million to the loan Oct. 12). It has now borrowed a total of $102 million. The remaining $48 million, Teleprompter said, may be borrowed over a 14-month period, provided that all conditions of the agreement with the lenders are met.

The first disclosed that "certain amendments" have been made to the original loan agreements, prompted byTeleprompter's cash-flow and capital-expenditure projections. The amendments, it said, include revised cash-flow covenants, new limitations on spending and a provision that Teleprompter must attain 960,000 subscribers by December 1973 and 1.11 million by December 1974. (Teleprompter estimates that it has about 900,000 subscribers at present. An official said the firm is "confident" it can reach the 960,000 figure by year-end.) Compliance with these terms is necessary, Teleprompter said, "to avoid a default under the credit agreement."

According to a revised credit arrangement, Teleprompter may borrow up to $5 million next year (in addition to the $145 million limit on capital expenditures) to finance construction of unfinished systems. It may spend an additional $50 for each subscriber over the 975,000 level in 1973 and the 1.3-million level in 1974. The arrangements do not cover cable systems in New York and Los Angeles, in which Teleprompter has interests of 51% and 50%, respectively. A company spokesman said the facilities in those two cities (which are co-owned by Hughes Aircraft Corp.) are leased from several groups of investors, and therefore are not subject to the general credit agreements.

He added that the only other connection between the cable interests and the lessors is Hughes ownership of 49% of NRG Corp., the broker that has handled the rental transactions.

The Teleprompter statement also addressed two related issues that have arisen since its stock was suspended. One involved rumors that there has been "fraud in connection with its construction program." The company said it is "actively investigating its construction program to determine whether these rumors have any foundation. No fraud has been found although the investigation is continuing." The company also made note of three class-action suits filed against it in September, charging it with irregularities in its construction efforts and other "unspecified" discrepancies. It said it has been advised by counsel that those suits are "without merit."

One small step for in-home shopping

New firm produces taped program for cable that pitches 13 products, returns percentage of sales to system

A sort of Sears, Roebuck catalogue of the cable kicked of last Thursday (Nov. 1) on 40 systems with a hoped-for audience of more than 500,000 people in 15 states.

Shop-at-Home is the title of a 30-minute video tape produced by a new company called Cable Response Network Inc.

The company has already purchased a warehouse full of 13 specialty items, ranging from a flashlight that is selling for $7.95 to a wall of shelves that goes for $67.45.

These items are showcased in the tape, hosted by show-business personalities Johnny Andrews and Suzanne Astor, which is sent free to each cable system.

Cable Response encourages each system to show the tape as often as it can at the inducement of a fixed percentage (which the company wouldn't disclose) of each item sold. The viewer places his order either in writing to the Cable Response's main address in New York (101 Park Avenue) or by phone to a toll-free number, area code (800) 243-6000.

Cable Response's president is Robert W. Shaw, a former operations vice president of Bonded Services and a former executive vice president of the Motion Picture Advertising Corporation.

A no vote in Houston

Voters reject city council's choice for single cable franchise; it means new start from scratch

The citizens of Houston last week voiced their overwhelming opposition to the city council's selection of Greater Houston CATV Inc. as the city's sole choice to run its cable system. In a referendum ordered in response to petitions from several citizen groups (Broadcasting, Oct. 1), the voters rejected the cable firm by a two-to-one plurality. In the process, the future of cable in Houston was cast in doubt.

The final tally of the Nov. 6 referendum showed 116,189 (64.5%) votes in opposition to the Greater Houston franchise and 64,129 (35.5%) in favor. With a 450,000 subscriber potential, the Houston system could have become the world's largest cable operation.

Greater Houston is a venture of several prominent Houston businessmen including Lester Kamin, its president and a close friend of Houston Mayor Louie Welch. It was chosen by the city council after a two-year period that included charges of internal favoritism. Minority activists in the city had objected to the manner in which the council had handled the entire cable issue. They complained that the franchise area is too large and potentially lucrative to be trusted to a single interest, and lodged at the city government for a new cable ordinance which would have divided the city into several sectors, each to be served by a separate operator. Although the dissidents succeeded in forcing the council's selection of Greater Houston to a referendum, they failed to have a further issue added to the vote which would have asked whether the citizens favored a multi-franchise concept.

The voters' action is viewed as particularly significant in that it appeared to confirm not only that the Houston public does not want Greater Houston as a franchisee, but also that it does not want cable at all this time. It had been widely anticipated before the vote, particularly by Mr. Kamin, that due to the nature of the referendum, a vote against Greater Houston would indefinitely stall the coming of cable in the city. City Attorney William A. Olson stated last month that "if this ordinance is rejected, there simply will not be any CATV in Houston in the foreseeable future."

In order for the issue to be re-examined, the city council must now be petitioned to write an entirely new ordinance. Observers believe that, in light of the council's response two years before this could come about. The franchise-selection process would entail even more time.
Cable Briefs

No favors. New York State Commission on Cable Television has ruled that landlords may not charge cable firms set fee in return for privilege of installing CATV service in rental dwellings. Commission declared that landlords must seek its approval on proposed charge 60 days prior to cable installation.

Turning on. Service has begun on Big Valley Cablevision Inc.'s newly constructed cable system serving Stockton and San Joaquin county, both California. Company, subsidiary of Continental Cable Corp., reports 200 miles of proposed 600-mile plant has been installed. Ten TV signals are being carried, and 39 FM stations are also available.

FCC asked to protect U's network programing

Kennewick station charges CATV's delayed showing of ABC football violates nonduplication obligations

A UHF station in Kennewick, Wash., has asked the FCC to enjoin four area cable-television systems from duplicating its ABC network telecasts, particularly the ABC-TV Monday night football games. In a petition to the commission, KVEW-TV charged that cable systems owned by Teleprompter Corp. in Walla Walla and Richland and systems owned by Columbia TV Co. (now Micro-Cable Communications Corp.) "have demonstrated their repeated and continuing disregard for their nonduplication obligations under the FCC's rules." In the case of football, KVEW said it carries the Monday night telecasts at 6 p.m., yet the four systems take the same telecast from KREM-TV Spokane, Wash., and delay the start of the telecast until 7 p.m.

KVEW charged the systems rely on "a distinctive construction" of the nonduplication rules to permit them to carry network programs from Spokane. "It should be clear that when the commission's nonduplication rule requires that a local station's network program is entitled to simultaneous exclusivity protection, that it should be entitled to receive such protection for the entire length and duration of that program," KVEW asserted.

KVEW also charged that the systems from time to time have duplicated an entire evening of KVEW's ABC programs. "This repeated duplicating cable carriage on these four systems continues to cost KVEW a substantial part of the local audience on which it would normally rely for its network programing, and which is so important to its audiences, network ratings and advertisers," the station told the commission.

KVEW also contended that its signal, carried on the upper VHF band on the four systems, is inferior in technical quality to the signals of other service distant stations carried on the system's lower VHF band. It asked the commission to require the systems to provide KVEW equal treatment.

Music

For want of a nail: Small-market stations worry the oil shortage may ultimately force a cutback in deliveries of promotional records

Many radio stations that, up until a month ago had never heard of the chemical polyvinyl chloride, are now worried that the shortage of the petroleum by-product may drastically affect their programing. The chief component of phonograph records is in short supply due to the current energy crisis. The idea that the disk companies may cut down on the pressings of promotional copies is worrying the small suburban and rural broadcaster who assumes he will be the first name crossed off their free-records list.

At least one station, WTBQ(AM) Wallingford, N.Y., echoed concern of what it called its "sister industry" to area congressmen and senators. In a letter to the legislators two weeks ago, Program Director John Benedict voiced fears that suburban and local stations would be cut from promotional record lists, which would prevent them from airing currently popular records and, thereby, delivering bigger audiences to large-market outlets. "These [large-market] stations are not able to provide these [area] listeners," he said, "with the local news and community programing so vital to today's radio. This dilemma would be further compounded in view of the fact that the promotional value of the nation's small stations, considered in toto, can be crucial to a young artist's recording success." Mr. Benedict urged the members of Congress to support a request by the Recording Industry Association of America for insurance of adequate supplies of vinyl.

An MCA Records' statement to the press last week that promotional disk service would be cut in half was revised by national promotion director Pat Pipolo to "an effort to allay such fears. What is being cut is duplication and triplicate servicing of disks to stations from factory-branch and field representatives. "Our mailing list has not been affected in this regard," Mr. Pipolo explained, "But we now find it impossible to participate in station give-aways, even if the station had been paying a special price as opposed to getting them for free," he added.

To further conserve the increasingly precious polyvinyl chloride, MCA is also launching a program of more selective releases, eliminating the issuing of "fringe and borderline" disks.

Warner Bros. Records vice president and director of creative services, Steve Cornyn, also issued a statement designed to soothe the small-town programers. "We will continue to do business exactly as we have in the past," he emphasized. "But we will not send promo copies to baby sitters, maiden aunts, gardeners and the president of our corporation," he quipped, al-
New Year's Day in Broadcasting, comes on December 31

That's the date for our annual double issue, devoted this year to a study of the broadcast advertising agency in today's economy.

It will profile the men and women who are now the dominant influences in broadcast media planning, creative direction, copy, art and—regardless of professional discipline—in impact.

It will dissect the best television and radio advertising campaigns—as judged by the broadcast advertiser:

It will report Broadcasting's exclusive ranking of the top 50 agencies in broadcast billing—and describe the accounts that put them there.

It will present a retrospective on high moments in broadcast commercials—from Coca-Cola's "Country Sunshine" to Sears's Die-Hard batteries to Sunbeam's Billie Jean King.

It will describe the impact of the independent buying service. And of barter. It will tell how it is to buy television in a seller's market, and how it is to sell radio in a buyer's market.

It will, in general and in particular, report the state of the broadcast-advertising art.

The editors intend it to be a first-of-the-year issue readers will still be consulting at year's end.

And the advertising it contains will still be delivering its message a year later.

Deadline: December 17.

You belong in Broadcasting-Dec31
luding to a high degree of dead weight on current mailing lists for free disks outside the broadcast realm.

“Yes, there are cutbacks, but hardly at the radio level,” Mr. Cornyn concluded. 

Mr. Saul says that stations are increasingly selectively about mailing procedures, and are now only sending disks which fit the exact format of the stations they service through the mail. Some cutback of review copies of albums to free-lance press is also implied. Other record companies have simply stated that from the standpoint of expense alone, more “appropriate” mail service to stations has long been overdue and that present market situations have only increased the rate of impending streamlined procedures in this regard.

Two more decry playlist strictures

KRLA’s Hayes likens uncertainty of music trends to ‘hunger’... It can strike at any time

Because the tight playlist situation at radio stations sucks much of the life-blood out of the bodies of record-promo- tion executives, they have long been on record against the practice. Warner Bros. Records promotion chief Ron Saul is the latest to voice his objections from the ranks of the record industry, but it now seems he has a major ally in radio itself in the person of Johnny Hayes of KRLA-(AM) Los Angeles.

While KRLA continues under the non-profit interim control of Oak Knoll Broadcasting Corp., pending a decision of the FCC review board (BROADCASTING, Feb. 19), its program director, Mr. Hayes, continues to dispute the unwritten laws of top-40 radio, which many have renamed “top-30.” Moving into his present position four months ago after an eight-year stint as an air personality (a spot he now concurrently occupies via KRLA’s automation system), he acted on beliefs long-held: that a station which plays only 30 records, revises its list but once a week and admits its contact with record-promotion men to a set day each week, is “abusing its listeners.”

The playlist at KRLA knows no upper limit in numerical terms (last week, it totalled a staggering 89, including LP cuts), and it draws upon artists from all categories of pop music including country, jazz and “so-called progressive rock.”

Mr. Hayes contends a program director should be constantly surrounded by new music and chides some of his peers “who don’t even own a phonograph and who are never at concerts and clubs.” He contends that programing only music that is selling in the area served by the station leaves out the 94% of the listeners who never set foot in a record shop but who still have tastes that must be considered in programing decisions.

Johnny Hayes maintains a high level of excitement over new music as exemplified by his observation: “Music is like hunger. It can strike at any time. That it is anything less is a supreme fallacy.”

“Mind Games” — John Lennon (Apple)

John Lennon’s militantly feminist wife, Yoko Ono, has a new solo album out and is off on a small club tour to promote it. And his new single is also a solo effort, the first since “Imagine” and the first since the Mr.-Ms. Lennon collaboration on “Woman Is Nigger of the World,” a record most programers found too hot to handle. Stations seem to be adding this record more out of relief than anything else.

“Mind Games” is musically heavy-handed, with an incessant, Lennon piano. Comparisons to “Imagine” have been running hot and fast since its release two weeks ago and there is in fact much basis for it. For a number of years, John Lennon has been espousing the idea of replacing the present world order with the tenets of world love “Imagine, there’s no countries...”). “Some think it magic to search for the grail, but love is the answer...,” says “Mind Games.” And later, “Yes is the answer, ‘yes’ is surrender.”

Those stations that were playing “Mind Games” last week included WXRY (AM) Cleveland, WPON (AM) Hartford, Conn., WCFL (AM) Chicago, KJJJ (FM) Los Angeles, KELP (AM) El Paso, WHJQ (AM) Memphis and KJRM (AM) Seattle.

“Until You Come Back To Me (That’s What I’m Gonna Do)”— Aretha Franklin (Atlantic) A&R executives at Atlantic were not pleased at all by Aretha Franklin’s first out-of-house produced records, “Master of Eves” and “Angel,” both handled by Quincy Jones. Together, they worked for more than a year on Ms. Franklin’s ill-fated Hey Now Hey album. “I hope we learned something from it,” one A&R man said after the release of “Master of Eves.”

“Until You Come Back To Me” is Aretha’s first Jerry Wexler-produced single in more than a year and a half. It is a subtly wrought Stevie Wonder song with the soaring chorus highly tasteful, but working in recent years. And it is getting immediate reaction from radio.

Those playing the new Aretha Franklin last week included KSJO (FM) San Jose, Calif., KSFO (AM) San Francisco, WCAR (AM) Detroit, KIS (AM) Los Angeles and KLIF (AM) Dallas.

Tracking the ‘Playlist,’ According to the ‘Playlist,’ top-40 programers stood pat last week. Except for the addition of several new records by established artists—John Lennon’s “Mind Games”(50), the Staple Singers’ “If You’re Ready (Come Go With Me)” (49), Steely Dan’s “My Old School” (44) and Stevie Wonder’s “Living for the City” (56)—there is little movement on the chart. No new records enter the top-10 positions this week and only two records break into the top-40—Loggins and Messina’s “My Music” (39 and bullet) and Neil Diamond’s “Be” (34 and bullet). There are 10 bulleted records between positions 41 and 52, promising a body of new music within the top chart numbers in the next few weeks. Some of the new records this week are the Dramatic’s “Fell for You” (43), Barry White’s “Never Never Gonna Give You Up” (51) and the Persuaders’ “Some Guys Have All the Luck” (52). All these songs are bulleted.

Extras. The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s “Playlist” reporting below the first 75:

- CHEAPER TO KEEP HER, Johnnie Taylor (Stax).
- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- THE DAY THAT CURVY BILLY SHOT CRAZY SAM MCCOOG, Hollies (Epic).
- FOR OL’ TIMES SAKE, Elvis Presley (RCA).
- FUNKY STUFF, Kool & the Gang (De-lite).
- THE COMING HOME, Johnny Mathis (Columbia).
- LITTLE GIRL GONE, Donna Fargo (Dot).
- LOUE, Lou Zerato (Atlantic).
- LOVE HAS NO PRIDE, Linda Ronstadt (Asylum).
- LOVE REIGN OVER ME, Who (MCA).
- ME AND BABY BROTHER, War (United Artists).
- REASON TO FEEL, Scuffy Schew (Metro-media).
- RIVER OF LOVE, B. W. Stevenson (RCA).
- SALLY FROM SYRACUSE, Stu Nunnery (Evolution).
- SISTER MARY ELEPHANT, Cheech & Chong (Ede). [NOTE: A complete list is not provided.]
- A SONG I’D LIKE TO SING, Kris Kristofferson & Rita Coolidge (A&M).
- STEALIN’, Uriah Heap (Warner Bros.).
- WALK LIKE A MAN, Grand Funk (Capitol).

Right photo, but the wrong side. The picture accompanying last week’s article on Ringo Starr’s new Ringo album was mistakenly of the man at left in this picture, musician Derek Van Eaton, instead of the real Ringo, at right.
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of those programs that report contemporary, "top-40" formats. Each song has been "weighted" in term of American Research Bureau audience ratings for the reporting station on which it is played and for the part of the day in which it appears. Bullet (++) indicates an upward movement of 10 or more chart positions over the previous week.

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<th>Over-all rank</th>
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Broadcasting

Nov 12 1973

51
On-air editorials: Most duck issue, but a few call for Nixon departure

And one station reports heavy mail running 4-to-1 for impeachment

A scattering of broadcast stations have called for President Nixon's resignation or impeachment since he fired Archibald Cox, special prosecutor, on Oct. 20. On the networks, Howard K. Smith of ABC News has urged resignation (Broadcasting, Nov. 5), and several CBS correspondents have at least hinted at the suggestion.

On the other side are stations that have defended the President and at least one that has criticized news coverage of his travails. On Oct. 22, Jim Malone, editor-in-chief at WHAG-TV, said on the air: "If . . . President Nixon prevents the lawful investigation of any possible criminal acts, then we fear that the experiment that is America fails. We could then claim no distinction from other nations where law and decency are ignored by virtue of muscle or popular whim. To save this honorable experiment, now marking its 200th anniversary, our representatives must act."

Robert Shulman, editorial commentator on WHAS-TV Louisville, Ky., said in his One Man's Opinion broadcast of Nov. 6 that "the ultimate result of the tainted fallout from the mess of misdeeds and evasion called Watergate is a President like Mr. Nixon, so caught in twisting and turning that resignation seems his only choice."

WSPA-AM-FM-TV Spartanburg, S.C., broadcast an editorial critical of the press on the weekend after Mr. Nixon's news conference at which he said he had "no respect" for journalists (Broadcasting, Nov. 5). The editorial characterized the type of questions asked by journalists as "in the vein of a prosecuting attorney." It said the press conference a "low-water mark in this type of vindictive journalism . . . A free press, especially the electronic medium, without responsibility and dedication to objectivity . . . can be . . . detrimental to our form of government."

On Oct. 24, WGN-AM-TV Chicago reiterated a May 19 editorial stand on impeachment in a commentary directed at the confirmation of the vice-presidential nominee, Gerald Ford. "To put the nation through the trauma of a presidential resignation or impeachment would do much more harm than seeing Mr. Nixon serve out his term, the wiser for previous errors of judgment, the better able to serve the country in the capacity stated."

In New York, two stations broadcast anti-Nixon editorials: WMCA (AM), which called for impeachment, and WRR (FM), which urged the President to resign.

"When should the constitutional procedure of impeachment for high crimes and misdemeanors be set in motion?" asked R. Peter Straus, the president of WMCA, in his Oct. 21 editorial. "To WMCA, it seems the answer is now. With what higher crime can one charge a President of the United States than that he bluntly disregards the Constitution which he has sworn to uphold?"

Mr. Straus ended his editorial by asking his listeners to respond with cards and letters, and by last Wednesday (Nov. 7) the station had collected almost 20,000 replies, with a breakdown of 4-to-1 in favor of impeachment, according to Mr. Straus.

John Wicklein, the vice president and general manager of WRR New York, said in an editorial he delivered on Oct. 21, "We must demand now that the House of Representatives vote to indict Nixon . . . through the process called impeachment."

But on Monday (Nov. 5) Mr. Wicklein issued a second editorial on the subject, which stated, "While I think it is necessary for Congress to proceed on impeachment, it would be far better for the country if the President resigned, right now . . . In a final act of statesmanship, he should turn his office over to a Republican, untainted by Watergate, who would be able to lead the people over the next three years. My choice would be Senator Charles Percy, and not Gerald Ford."

Among the networks, ABC has been the bluntest. Its Howard K. Smith on Oct. 31 suggested that "either Congress, or the President, through his own decision, should relieve us of a burden too heavy to carry any longer." On Nov. 2 Mr. Smith pursued a positive theme with a recommendation that this country adopt the British-type vote of confidence. In his regular evening commentary Mr. Smith said under the British system, "when serious issues arise, the legislature is virtually required to debate, then vote whether it has confidence in the executive."

With a legislative vote-of-confidence system, Mr. Smith said, "if the executive wins he can govern with new vigor. If he loses, he is replaced by someone in whom there is confidence."

CBS News, in a special report Nov. 4 on The Embattled President, presented what resembled an impeachment source book. In the opening remarks the show's anchorman, Roger Mudd, said: "Just a year after that great election victory Richard Nixon is now perceived by an increasing number of Americans to be unworthy of the mandate; and so there is tonight, at the heart of and substantial question of whether the President can in fact carry out his responsibilities."

After a thorough look at what precipitated the impeachment movement, CBS took a historical overview of the impeachment procedure. The show concluded with an interview from Richard Neustadt in Washington and from correspondent Dan Rather in Miami.

Mr. Rather remarked that for "a man under the kind of pressures that President Nixon has been under for so long . . . another hospitalization might be in the foreseeable future."

Mr. Sevareid said he didn't "see how it can go on like this." The veteran commentator noted the President "could do a couple of things voluntarily. He could resign, or, if it occurs to me, perhaps he could take the bull by the horns and go to the House of Representatives, request the impeachment, perhaps ask the House to stipulate it, go directly to the Senate for trial."

"That might be two or three months of agony, but the alternative looks to be three years of it," Mr. Sevareid continued. "He might very well win in the Senate; there are a lot of reasons to think he would take a two-thirds vote. And perhaps the people of the country—if the two-thirds vote was not there—would take that as a finding of not guilty, and we could get on with our business."

The two summed up with observations on the President's fighting spirit and resiliency but left anchorman Mudd to close the program with the statement: "Seems to me that the administration has asked the country to believe just once too often.

A general editorial policy of sticking to local issues or local stands on "safer" national issues such as pollution seems to prevail at stations and groups. NBC's-owned-station policy is "local," but David Brinkley on NBC News (Oct. 25) took the following stand: "There is no doubt the country is strong enough and stable enough to survive that (meaning "the almost overwhelming loss of confidence in the Nixon administration"). He concluded: "It's up to Congress to decide if it has to."

Similarly the CBS-owned stations editorialize on local and regional problems but not on national issues.

Nixon-media feud keeps bubbling

White House says it will cooperate with National News Council's probe of mistreatment by news media; NBC's Goodman deplores threat of government reprisals against TV

Almost immediately after President Nixon tore into them at his televised news conference on Oct. 26 (Broadcasting, Nov. 5), reporters began demanding that the White House produce a "bill of particulars" in support of the President's charges of the "most outrageous, vicious and distorted reporting" the President had seen in 27 years.

The White House News Secretary Gerald Warren promised to look into the matter, but never produced any illumination. Last week, however, reports of the President's specific complaints—solely involving television, and things not done as well as things done—began surfacing. The source was Ken Clawson, a former Washington Post reporter who now runs the White House Office of Communications.

The complaints presumably will be re-
viewed by the new National News Council, which has announced plans to investigate the President. Mr. Clawson last week said the White House will cooperate in the probe, which will be the first conducted by the council that was established to study complaints about news-media accuracy and possible infringement of individual free press guarantees. The networks have already said they would cooperate, at least to the extent of making specific transcripts or tapes available.

CBS News's Walter Cronkite figures prominently on the President's list. Mr. Clawson said on the interview Mr. Cronkite did with fired Watergate Prosecutor Archibald Cox was the "biggest softball interview" he ever heard.

Mr. Clawson also noted that none of the three news personalities Mr. Cronkite has interviewed at length over the past several years could be regarded as friendly to the President. Besides Mr. Cox, they are Daniel Ellsberg and former White House Counsel John Dean III. (The Cronkite interview with Leon Jaworski, who has been named to succeed Mr. Cox, was also brushed off by the White House as a relatively brief one, unlike those involving Messrs. Cox, Ellsberg and Dean.)

The President was also disturbed by the manner in which the networks handled reaction to his firing of Mr. Cox. The White House counted 19 news pieces it regarded unfavorable, one that was neutral and two favorable. Mr. Clawson indicated the White House considered the performance designed to whip up sentiment for impeaching the President.

The White House list also includes quoted anti-Nixon remarks by Representative Morris Udall (D-Ariz.), Senator Daniel Inouye (D-Hawaii), and George Meany, president of the AFL-CIO.

Another complaint is that the three networks carried in full the news conferences held by Mr. Cox and by Elliot L. Richardson, after he resigned as attorney general, but that only CBS carried in full the secretaries of State Henry Kissinger's news conference on the Middle East situation.

The White House is putting out word that the President will continue his attacks on the media; he apparently feels it will win him the sympathy of the public. Whether he succeeds in that or not, Mr. Clawson says, the attacks are "therapeutic" for the President.

But one network official mounted something of a counterattack last week, although the target was not the President. NBC President Julian Goodman criticized "those who would use the machinery of government to restrict the freedom of those they don't like—for instance, the tentative networks."

Mr. Goodman cited presidential aide Patrick Buchanan as "one of those who make no bones about wanting to clamp down" on freedom of the media. He noted that Mr. Buchanan has a close relationship with the President, as speech writer and editor of the news summaries which supplies the President with his knowledge of what broadcast and print journalism are reporting, and that on more than one occasion he said the networks have too much power. Two weeks ago Mr. Buchanan recommended legislation to "break" that power.

Mr. Goodman in San Diego spoke at the annual meeting of the American Association of State Colleges and Universities, which presented him with its Distinguished Alumni Award.

**Watergate itself,**

**not TV coverage,**

**called responsible for public opinion**

**That's conclusion of one article in new issue of 'Columbia Review'; another finds reporting errors**

The plunge in the public approval of President Nixon is due only in part to television's Watergate coverage. That is the tentative conclusion of an article in the November-December Columbia Journalism Review, written by social scientists Kurt and Gladys Engel Lang. "Tevised Hearings: the Impact Out There" cautions that research is still in its early stages, but that it may be safe to conclude that the events of Watergate are more influential than the media's coverage of them.

The gavel-to-gavel coverage of the senatorial Watergate panel, while being the most dramatic element of the coverage, has been shown to be less than directly related to changes in public opinion. Before the hearings, the Langs say, "people were making very pragmatic judgments about Watergate based on their experiential capacities." They also cite a study purportedly showing that while some 42% of the public changed their minds about the nature of the Watergate situation itself, only 7% changed attitudes toward the media after the coverage.

In a comparison piece in the same issue of the Review, titled "Some errors and puzzles in Watergate coverage," Finlay Lewis, Washington correspondent for the Minneapolis Tribune, says journalists and politicians stand in the same line on judgment day.

"The fumbles of journalists deserve to be reported as do the follies of public officials—and for much the same reasons,"

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writes Mr. Lewis, a political reporter who covered the Watergate hearings. "Not only do journalists have a duty to clear up confusions they create... they must balance the competitive pressure to be 'first' against the even greater need for reliable information."

Mr. Lewis's article details 12 examples of errors he says were committed by journalists covering Watergate. "Such blemishes are few," he said, "a tiny fraction of the total coverage." His report cites as bases for such errors "intense competitive pressures among newsmen... that led to inaccuracies... carelessness... the pressure of deadlines... typographical mistakes... and heavy reliance on 'source stories'."

Mr. Lewis cites five instances in which he says television newsmen either made errors in fact or neglected to note on the air that a development in the Watergate case was at odds with what the reporter had said in earlier coverage.

Henry Buchanan, brother of White House communications specialist Patrick Buchanan, is suing CBS for reporting that campaign funds were "laundered" through his Bethesda, Md., accounting firm. But Buchanan later turned out to be an "ordinary" trust account.

In late March, according to Mr. Lewis, Sam Donaldson of ABC News credited a reliable source as saying that Watergate conspirator James McCord had told the Watergate special committee that White House aide Henry Dent was involved in a "general sabotage and espionage operation directed by the White House." Eleven days later on April 9, Mr. Donaldson apologized for the report after he had been assured by Mr. McCord's lawyers that the statement about Mr. Dent had never been made.

CBS News correspondent Lesley Stahl reported on July 9 that former Attorney General John Mitchell had told an executive session of the Watergate committee he had neither covered up of the break-in on June 21. Mr. Mitchell denied that he took part in any cover-up when he testified in open session, and CBS News made no reference to the conflicting statements on the air, Mr. Lewis noted.

NBC's "Nightly News" anchorman John Chancellor was caught in a copywriter's error on Aug. 1 when he made reference to former Attorney General Richard Kleindienst when he meant former Attorney General John Mitchell, according to Mr. Lewis.

Marshall B. Davidson, correspondent of the National Public Affairs Center for Television, summarized the testimony before the Ervin committee as saying the exact opposite of what White House aide John Caulfield said, according to the Lewis article. Mr. Laher said that Mr. Caulfield had testified to "his involvement in trying to convince James McCord to join the Watergate team and go to jail quietly, please."

Mr. Laher, in his summary, suggested that Mr. Caulfield played the role of an activist, Mr. Lewis says.

Mr. Caulfield denied an activist's role in carrying an offer of executive clemency from former White House Counsel John Dean to Mr. McCord. "At no time in any conversation with Mr. McCord," Mr. Caulfield testified, "did I advise him that I threaten him in an attempt to make him accept the offer of executive clemency."

Mr. Lewis explains the predication of the newsmen in the conclusion of his article: From the beginning the story (Watergate) was continuously fluid, with the rush of events often making accurate coverage a transitory accomplishment at best. And this difficulty has been compounded by the continual need to rely on unidentified sources, with the result that reporters frequently write on the basis of opinion rather than on the basis of their own observation. Then too, while the source may be reliable, the people the source is quoting may turn out to be liars."

Broadcasters can bring us all together—Lower

Communicators must step in where politicians do not tread in an effort to contribute to a freer flow of worldwide information. At the Second World Conference of Broadcasting Organizations held in Rio de Janiero Nov. 2, Elmer L. Lowe, president of Paramount News, called for an input of ideas on an international scale by professional broadcasters as a means of striving for better understanding between nations.

"This does not mean we should try to solve the media problems," Mr. Lower remarked, calling instead for broadcasters to create a more informed atmosphere in which "a greater understanding on a professional level" is achieved. Mr. Lower stressed both the long-accepted immediacy of radio and the increasing impact of television news through satellite technology. "The whole world today lives in an age of instant communications," he observed.

Journalism Briefs

'ROVING' expansion. UPIITN, electronic news service owned by United Press International, Independent Television News of Britain and Paramount Pictures, plans to expand offering to TV stations early next year with half-hour Roving Reports program, in-depth examination of two or three top stories of week. UPIITN now sells Roving Reports in about 50 overseas markets in four frequencies.

Leasing. McCraw-Hill Broadcasting Co. will close its three-man Washington bureau on Nov. 16. Move is attributed to inability to sustain independent office for four stations; when bureau was operated by Time-Life Broadcasting, which sold four TV stations to McCraw-Hill, there were 13 stations being serviced. Budget will be redeployed to local station operations. Bureau chief Bill Roberts has not announced future plans.

In memory. Donald Postles, student in public-affairs journalism graduate program at American University, Washington, has been awarded university's Jack Juray scholarship, set up in honor of late newsman at WTOP-AM-TV Washington.

Smaller is better for CBS News

A 12-pound camera is developed by CBS and a Japanese firm, and coupled with helical-scan VTR's and a time-base corrector to allow more portability, on-scene coverage.

CBS News is hailing a development it regards as a breakthrough in camera-system miniaturization and one more step in efforts to make news even more efficient. Now in use at the network's Los Angeles bureau, and also at its WBBM-TV Chicago, is a small portable color camera combined with two one-inch helical-scan cartridge videotape machines and time-base corrector. This setup produces broadcast-quality pictures.

The system was commissioned by CBS News over two years ago. The three-tube plumbicon camera was developed by Ikegami Tushinkin Co., in Japan in cooperation with CBS-TV engineering and development department. It weighs only 12 pounds (44 pounds with backpack) and operates in natural light for live broadcast or video taping.

The video-tape recorders are manufactured by International Video Corp., Sunnyvale, Calif., and the time-base corrector is made by Consolidated Video Systems, Santa Clara, Calif. The camera has been available to CBS News for only a few weeks. Both the time-base corrector, the CVS-500, and a prototype of the tape machine, the VCR-100, were shown at the National Association of Broadcasters convention last March (Broadcasting, April 2)

Marshall B. Davidson, vice-president-operations, CBS News, pointed out that the entire system costs significantly less than quadruplex cameras, which are priced around $150,000. (The new camera and back-pack run about $30,000, the time-base corrector costs $8,750 and the two videotape recorders required are priced at about $3,000 each.)

Mr. Davidson noted that CBS's use of the system marks the first time that a network has combined a small, portable color camera with a helical-scan video-tape machine for broadcast news purposes. He said the network hopes to have three more such systems in the field by mid-1974 and one in each bureau by the end of next year. Looking farther down the road, he predicted there would be another half dozen in use by 1975 and "by 1976 we should have 50% of our domestic operations equipped."

The minicamera system, now in use, in CBS News's Washington bureau, for example, combine a heavier color camera with a more expensive reel-to-reel quadruplex videotape recorder.

Ray Schneider, director of special projects for CBS-TV, who said he is charged with "integrating [the camera system] into our operations," pointed out that the digital time-base corrector permits the use of...
a smaller, less expensive video-tape machine by taking the irregular input of a helical-scan recorder and processing it so that the output is compatible with broadcast standards.

Mr. Schneider said the new camera and backpack are four pounds heavier than CBS had called for, but added it's expected that the manufacturer will shave four pounds off the backpack.

The principal problem with the system, according to Mr. Davidson, comes in editing the one-inch tape. That can only be accomplished by dubbing it onto two-inch tape, he said, because "there isn't to date a small enough editing device." He said an electronic editor has been developed for one-inch helical scan by CMX, a joint venture of CBS and Memorex. "It's big, it's expensive [about $100,000] and it's a good system," he said. "But it's too sophisticated. We are looking for an inexpensive, desk-top unit."

Nevertheless, said Mr. Davidson, the camera system's "potential is limitless. The system will be invaluable in covering late-breaking stories by eliminating the time problems encountered in film coverage."

Dan Crossland, bureau chief of CBS News in Los Angeles, and Al Pierce, director of technical operations for WBBM-TV, concurred.

Mr. Crossland said the bureau has used the system in "every conceivable field situation"—including in a helicopter and in a boat—and finds it works "beautifully." He said it enables the bureau to shoot video tape from a remote location, feed it through the companion time-base corrector to the network in New York, where it is recorded. Conceivably, said Mr. Crossland, the network could take a live feed, although that has not as yet occurred. Or, he added, the signal can be brought back to the studio, dubbed onto two-inch tape and edited for transmission to New York. Mr. Crossland pointed out that the camera runs off batteries in the back pack and the video-tape recorder may be run off an automobile, boat, or even a helicopter battery.

According to Mr. Pierce WBBM-TV has just received the time-base corrector and the recorders and will use them as a back-up system for its present procedure: shooting remotes with the new camera, feeding the signal by microwave back to the studio, where it is recorded on a quadraplex video-tape recorder or broadcast live.

Mr. Davidson emphasizes that CBS does not regard the new camera and associated equipment as the be-all, end-all camera system. "We're even looking for breakthroughs in digital cameras, using solid-state chips to replace tubes," he said. "Eventually we hope a complete system will weigh 25 pounds and be able to use half-inch, or quarter-inch tape."

Technical Briefs

Realignment. FCC has adopted new plan that will restructure its Field Engineering Bureau along more functional lines. All enforcement functions, including inspections, investigations and monitoring, will be directed by new Enforcement Division in Washington. Public-service functions, such as radio-operator examinations and equipment-certification matters, will be conducted by new Regional Services Division through 10 field offices. Plan also provides for Engineering Division which will be responsible for standards and facilities, equipment construction and installation, and miscellaneous field-support functions.

Branching out. Crown International, producer of hi-fi components, has formed the sales division to provide sales and service to industrial and commercial buyers on audio amplifiers, tape transports and recorders and electronic test instruments. 1718 West Mishawaka Road, Elkhart, Ind. 46515. Phone: (219) 294-5571.

More time for IDC

Extension of waiver will permit refining of monitoring system

International Digisonics Corp. has been given two years by the FCC to work out the bugs in its troubled-tv commercial monitoring system (Broadcasting, Nov. 5). Two IDC proposals to ease regulations on the use of the television picture area to transmit monitoring information were rejected by the commission, but a limited waiver of the program-identification rule was extended so that IDC could attempt to refine its system to meet commission standards.

Because of technical problems, the IDC encoding system frequently transmitted patterns which occupied more of the picture area than the rules permit. Although IDC has nearly perfected an encoding system for video tape, it has not found a satisfactory method for encoding film.

The commission said that the failure of the identification system for film was a serious deficiency and urged IDC and other interested parties to attempt to develop a system of general applicability, possibly an aurial-identification system.

IDC last year gave up on film encoding, but IDC President Paul Roth said that efforts to solve the film encoding problem would be renewed.

IDC is currently providing monitoring services for some 30 advertisers and agencies. The IDC audit system for broadcast material distributed on tape is now operating successfully in the 47 largest markets.

Broadcasting's index of 139 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Nov. 7</th>
<th>Closing Wed. Oct. 31</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1973 High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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Broadcasting Nov 12 1973
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<th>1973 High</th>
<th>Low</th>
<th>P/E ratio</th>
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**Broadcasting with other major interests

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TOTAL Cablecasting: 335,246

TOTAL Television: 9,196,252

Programming

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<td>DISNEY</td>
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<td>GULF &amp; WESTERN</td>
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TOTAL Programming: 84,552

Broadcasting Nov 12 1973
Week's worth of earnings reports from stocks on Broadcasting's index

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<td>24 1/2</td>
<td>- 1/2</td>
<td>- 4.2%</td>
<td>7 1/4</td>
<td>6</td>
<td>5 8/17</td>
<td>709,531</td>
</tr>
<tr>
<td>RSC INDUSTRIES</td>
<td>RSC</td>
<td>2 1/2</td>
<td>2 1/2</td>
<td></td>
<td></td>
<td>7 1/4</td>
<td>6</td>
<td>5 8/17</td>
<td>709,531</td>
</tr>
<tr>
<td>SONY Corp</td>
<td>SNE</td>
<td>37 1/4</td>
<td>38 7/8</td>
<td>- 1/58</td>
<td>- 1.1%</td>
<td>7 1/4</td>
<td>6</td>
<td>5 8/17</td>
<td>709,531</td>
</tr>
<tr>
<td>TEKTRONIX</td>
<td>TEK</td>
<td>47</td>
<td>51 1/8</td>
<td>- 4 1/8</td>
<td>- 8.8%</td>
<td>7 1/4</td>
<td>6</td>
<td>5 8/17</td>
<td>709,531</td>
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<tr>
<td>TELEVISION**</td>
<td>TIMT</td>
<td>2 1/2</td>
<td>2 1/2</td>
<td></td>
<td></td>
<td>7 1/4</td>
<td>6</td>
<td>5 8/17</td>
<td>709,531</td>
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<tr>
<td>TELEFONO INDUSTRIAS</td>
<td>TEL</td>
<td>14 1/2</td>
<td>14 1/2</td>
<td></td>
<td></td>
<td>7 1/4</td>
<td>6</td>
<td>5 8/17</td>
<td>709,531</td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
<td>WIX</td>
<td>30 5/8</td>
<td>31 1/2</td>
<td>- 1/2</td>
<td>- 0.7%</td>
<td>7 1/4</td>
<td>6</td>
<td>5 8/17</td>
<td>709,531</td>
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<tr>
<td>ZENITH</td>
<td>ZEE</td>
<td>33 1/8</td>
<td>35 1/2</td>
<td>- 2 1/8</td>
<td>- 5.8%</td>
<td>7 1/4</td>
<td>6</td>
<td>5 8/17</td>
<td>709,531</td>
</tr>
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</table>

TOTAL 633,560 31,346,671 48,318,880

Grand total 1,369,304 308,438,880

Standard & Poor's Industrial Average 118.84 121.72 -2.88

<table>
<thead>
<tr>
<th>Company</th>
<th>Period</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Par Share</th>
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</thead>
<tbody>
<tr>
<td>CBS</td>
<td>year 8/31</td>
<td>67,332,000</td>
<td>4.5%</td>
<td>2,994,600</td>
<td>3.2%</td>
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<tr>
<td>Clearview Communications Inc.</td>
<td>year 9/30</td>
<td>7,752,000</td>
<td>6.7%</td>
<td>15,563,000</td>
<td>21.2%</td>
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</tr>
<tr>
<td>Fairchild Industries</td>
<td>year 9/30</td>
<td>175,914,000</td>
<td>2.1%</td>
<td>12,368,000</td>
<td>32.1%</td>
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<tr>
<td>Foteo, Cone &amp; Belding Communi-</td>
<td>year 9/30</td>
<td>239,773,000</td>
<td>20.1%</td>
<td>2,994,600</td>
<td>7.1%</td>
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</tr>
<tr>
<td>Glomobroder Communications Inc.</td>
<td>year 9/30</td>
<td>16,399,000</td>
<td>19.9%</td>
<td>1,799,600</td>
<td>10.3%</td>
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<tr>
<td>Gray Communications Systems Inc.</td>
<td>year 8/30</td>
<td>8,131,923</td>
<td>15.2%</td>
<td>6,753,598</td>
<td>19.5%</td>
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</tr>
<tr>
<td>John Blair &amp; Co.</td>
<td>year 9/30</td>
<td>53,722,000</td>
<td>2.8%</td>
<td>2,065,000</td>
<td>8.4%</td>
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<tr>
<td>McCaffrey and McCall Inc.</td>
<td>year 9/30</td>
<td>2,911,000</td>
<td>11.6%</td>
<td>455,000</td>
<td>30.0%</td>
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<tr>
<td>MCA Inc.</td>
<td>year 9/30</td>
<td>259,385,000</td>
<td>13.2%</td>
<td>17,652,000</td>
<td>17.8%</td>
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<tr>
<td>Ogilvy &amp; Mather International</td>
<td>year 9/30</td>
<td>335,492,000</td>
<td>12.6%</td>
<td>2,848,783</td>
<td>14.5%</td>
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<tr>
<td>Pacific and Southern Broadcast-</td>
<td>year 9/30</td>
<td>12,660,000</td>
<td>3.4%</td>
<td>6,080,000</td>
<td>50.3%</td>
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<tr>
<td>Tektronix Inc.</td>
<td>year 8/30</td>
<td>217,709,000</td>
<td>23.5%</td>
<td>17,167,000</td>
<td>30.6%</td>
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<tr>
<td>Telecommunication Inc.</td>
<td>year 8/30</td>
<td>2,967,000</td>
<td>9.0%</td>
<td>30,548</td>
<td>296.1%</td>
<td></td>
</tr>
<tr>
<td>Washington Post Co.</td>
<td>year 9/30</td>
<td>176,776,000</td>
<td>14.0%</td>
<td>8,398,000</td>
<td>65.5%</td>
<td></td>
</tr>
</tbody>
</table>

* Percentage change is too great to provide a meaningful figure.

† Broadcasting contributed $4,166,891 to revenues in 1973; $3,501,809 in 1972.

Broadcasting Nov 12 1973
Robert T. Howard, VP-general manager, NBC-owned KNBC(TV) Los Angeles, named VP-administration and operations, NBC-TV, New York. Raymond J. Timothy, station manager, NBC-owned WKYC-TV Cleveland, succeeds Mr. Howard at KNBC.


Kaiser's Elizabeth Plovnick, with Maslow, named marketing director of financial planning. Pamela O'Neal, with Farmington, N.Y., appointed executive VP, WBGU-FM Bowling Green.

John Jones, chairman, with Century, Inc., appoints William R. Jones as senior VP-marketing, Metromedia TV, New York.


Christopher T. Gallu, national sales manager, WFBR(AM) Baltimore, named general sales manager.

Stephen C. Black, sales manager, Oklahoma News Network, Oklahoma City, joins WVVK(AM) Highland Park, Ill., as general sales manager. Walt Stare, with WVVX-AM-FM, appointed general sales manager, WVVX-FM.


Keith Lockhart, president of own agency, Lockhart Advertising, St. Thomas, Virgin Islands, joins National Black Network, New York, as director of advertising and public relations.

David Martin and Ray Yorke, with WLCO - AM - FM Tampa/St. Petersburg, Fla., named retail sales manager and regional sales manager, respectively.

James E. White, chief engineer and announcer, KAMT(AM) Cozad, Neb., joins KRFM(AM) Superior, Neb., as sales manager.

Beryl Seidenberg, VP-media director, Smith/Greenland Co., New York agency, named senior VP-director of media and marketing services.

Howard Sirinsky, manager of sales analysis. CBS, Chicago, joins Foote, Cone & Belding, Chicago, as manager of network relations.

Edward T. McNamara, account supervisor, BBDO, New York, joins Gardner Advertising, St. Louis, as VP-account group head.

Ray Thiem, group creative director, N. W. Ayer, Chicago, elected VP.

Anthony Welch, account executive, CBS Radio Spot Sales, Los Angeles, appointed sales manager, San Francisco office.

Programing

Joseph Cselik, assistant VP for syndication sales in U.S. and Canada, United
Artists Television, named national sales coordinator, Paramount Television’s syndication department.

David Brashaw, vice chairman, Trans-American Video Inc., Hollywood videotape facility, named acting president and chief executive officer. Ron Bongard, VP-administration, named VP and chief operating officer. Changes result from resignation of Jack McClennen as president; Mr. McClennen has announced intention of forming own production company.

Khan Hamon, former program director, KTS(A)AM San Antonio, Tex., appointed national program director, San Antonio Broadcasting Inc., licensee of KEEZ(FM) San Antonio and KNCW(A)-KMOD(FM) Tulsa, Okla.

Ronnie Dennington, with WYNE(AM) Appleton, Wis., joins WGCQ(AM) Cleveland as program director.

Donald Coy, news director, WONS(AM) Tallahassee, Fla., appointed program director, WAAC(AM) Terre Haute, Ind.

George W. Liberatore, production manager, WTV(TV) Milwaukee, joins WTTV-TI there in same capacity.

Lori Wintner, director, KTVK(TV) Phoenix, joins KTV(TV) San Diego, as producer/director.

Roger Twibell, with KGW-TV Portland, Ore., joins KATU-TI there as sports director.

Broadcast Journalism

Michael Brown, reporter/weatherman, KLTV(TV) Tyler, Tex., named news director.

Wayne R. Hill, formerly producer, WCIX-TV Miami, joins noncommercial WBGU-TV Bowling Green, Ohio, as director of news and public affairs.

William G. Gary, Chicago bureau chief, UPITN, named Midwest news editor. He is succeeded by Al Mann, Chicago news feed producer.


Daniel Abernathy, news director, WRRQ-FM(AM) Detroit, joins KSBO(AM) St. Louis in same capacity. Both are Bartell Media stations.

Charlene M. Mitchell, reporter, WOTL-TV Toledo, Ohio, joins WJUAL-TV Baltimore as on-air reporter.


Tony Vignieri, news reporter, WYKW-TV Madison, Wis., appointed news anchor-

Two decades. Paul M. Stevens (I) president of the Southern Baptist Radio and Television Commission, Fort Worth, Tex., was honored for 20 years of leadership to that organization at a celebration held in Fort Worth. Pictured with Mr. Stevens are (from l), Pamela Iott, director of religious and cultural broadcasts, CBS News; Doris Ann, manager of religious programs, NBC, and Roy Danish, director of the Television Information Office of the National Association of Broadcasters. The Radio and TV Commission produces religious programming for public service broadcasts and sponsors the annual Abe Lincoln Awards for broadcasters.

Cablecasting
Richard O. Williams, with Teleprompter Corp., New York, joins Television Microtime Inc., Bloomfield, Conn., as senior applications engineer.

Brenda J. Gore, with House Committee on Armed Services, joins National Cable Television Association, Washington, as assistant to VP-government relations, Charles Lipsen.

James Strevey, systems engineer, Empire State Cable, Binghamton, N.Y., appointed general manager. System serves Binghamton and nine contiguous communities.

Michael R. Corboy, chairman, Southwest Business Development Corp., joins Tocom Inc., Dallas CATV equipment and systems manufacturer, as president and chief operating officer.

Deaths

Nancy Cummings, 48, West Coast media buyer, died at her home in San Diego Oct. 26. She had been with Teawell Inc., there; previously she was with Young & Rubicam, San Francisco, and Erwin Wasey, Los Angeles.

Mary Gray, 53, Los Angeles radio talk-show host, died of heart attack Nov. 7 at KFI(AM) Los Angeles studios. Mr. Gray was with KLAC(AM) and then KABC(AM), both Los Angeles, for five years, before joining KFI last month. He entered radio in 1960’s as executive producer of Joe Pyne Show. He leaves wife, Lily, two sons and daughter.

Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90” total, with only one dimension exceeding 30”.

Delivery to Delta’s passenger counter or air freight terminal at the airport at least 30 minutes prior to scheduled departure time.

Pick-up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points.

Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL.

Rate examples (Tax included)

<table>
<thead>
<tr>
<th>City Pair</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Atlanta-Washington</td>
<td>$21.00</td>
</tr>
<tr>
<td>Boston-Miami</td>
<td>$26.25</td>
</tr>
<tr>
<td>Cincinnati-Louisville</td>
<td>$22.00</td>
</tr>
<tr>
<td>Cleveland-Phoenix</td>
<td>$26.25</td>
</tr>
<tr>
<td>Los Angeles-New Orleans</td>
<td>$31.50</td>
</tr>
<tr>
<td>Dallas-Los Angeles</td>
<td>$26.25</td>
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<tr>
<td>San Francisco-Atlantic</td>
<td>$31.50</td>
</tr>
<tr>
<td>Philadelphia-Houston</td>
<td>$26.25</td>
</tr>
<tr>
<td>New York-Tampa</td>
<td>$26.25</td>
</tr>
</tbody>
</table>

For full details, call Delta reservations.

Delta is ready when you are!
As compiled by Broadcasting Oct 30 through Nov. 5 and based on filings, authorizations and other FCC actions.


New TV stations

Application


Final action

■ Rapid City and Lead, both South Dakota—FCC granted request by Western Television Co. for waiver of multiple ownership rules for limited purpose of having its applications for permanent authority to operate new television stations in Rapid City (ch. 7) and Lead (ch. 5) processed. Opposition to waiver request and petition to deny Western's applications for interim authority to operate Rapid City and Lead channels filed by Dakota Broadcasting Co., Inc., were denied. Action Oct. 23.

Action on motion


Call letter action

■ *Minisota Authority for Educational Television, Booneville, Miss.—Granted *WMAE(TV).

Existing TV stations

Final actions

■ *KHET(TV) Honolulu —Broadcast Bureau granted CP to change ERP to vis. 425 kw; aud. 41 kw; ant. height 560 ft. (BMFPT-798) to file extension of license. Action Oct. 24.

■ WDAM-TV Paducah, Ky.—Broadcast Bureau granted extension of operating license by remote control from 400 Kentucky Avenue (BRCTV-141). Action Oct. 29.

■ WAGB-TV Greenwood, Miss.—Broadcast Bureau granted CP to change in transmitting equipment (BMFPT-797) to file extension of license. Action Oct. 26.


■ WBOI-TV Portsmouth, Ohio—Broadcast Bureau granted CP to file application for renewal of license covering construction permit. Action Oct. 20.

■ WIGA-TV San Juan, Puerto Rico—Broadcast Bureau granted CP to file application for renewal of license covering construction permit. Action Oct. 20.

■ WNTV(C) Cleveland, S.C.—Broadcast Bureau granted authority to identify station as Greenville-Spartanburg, S.C. Action Oct. 18.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrg in Panama City, Fla. (Panhandle Broadcasting Co. [WDTB-TV], TV proceeding, granted petition by Panhandle Broadcasting Co. to amend application to supply remain- der of proof of performance respecting WDTB-TV (Doc. 19836). Action Oct. 16.

■ Administrative Law Judge Chester F. Naumo- wicz Jr., in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc., WDBM-TV and Central Florida Enterprises Inc.), TV proceeding, denied petition by Cowles Florida Broadcasting Inc., to extend the supplemental findings of fact; by separate action granted petition by Central Florida Enterprises to amend application to show extension of loan commitment (Docs. 19168-70). Action Oct. 19.

■ Administrative Law Judge Chester F. Naumo- wicz Jr., in Dayton Beach, Fla. (Cowles Florida Broadcasting Inc., WDBM-TV and Central Florida Enterprises Inc.), TV proceeding, denied petition by Cowles Florida Broadcasting Inc., to extend the supplemental findings of fact; by separate action granted petition by Central Florida Enterprises to amend application to show extension of loan commitment (Docs. 19168-70). Action Oct. 19.

■ Administrative Law Judge Frederick W. Den- niston in Iowa City (Burns, Rieke and Voss As- sociates, Inc.), TV proceeding, amended hearing on request for approval of agreement and dismissal, approved agreement, dismissed granting of hearing between parties (Docs. 19596-7). Action Oct. 23.

■ Administrative Law Judge Forest L. McClinten in Auburn and Quincy, both Florida, (Charles W. Holt et al.), AM proceeding, granted joint petition for approval of agreement and dismissal, approved agreement, dismissed application of all- quint Broadcasting Co., retained in hearing applica- tion of Charles W. Holt et al. (Docs. 19445-7). Action Oct. 19.

Call letter action

■ KFSV-TV Fort Smith, Ark.—Granted KFSV-TV.

New AM stations

Application

■ Sandy Creek-Pulaski, N.Y. —Geregew-Jefferson Broadcasting Inc. Seeks 1070 kzh, 1 kw-D. P.O. address Box 222, Herkimer, N.Y. 13353. Estimated construction cost $2,456; revenue $5,000. Principals: Herbert W. Beresford and James C. Forde (both 30 yrs). Mr. Beresford has operating interests in other AM stations.行動 on motions


■ WKOI-TV San Juan, Puerto Rico—Broadcast Bureau granted CP to file application for renewal of license covering construction permit. Action Oct. 20.


Call letter action

■ Dakota-North Plains Corp., Aberdeen, S.D.— Seeks KSKA.

Existing AM stations


■ KGAN Vancouver, Wash.—Seeks CP to change hours of operation to U, increase power to 10 kw, operate with DA-N, change trans. location to end of northeast 41st Street, near Vancouver and operate remote control during O only. Ann. Oct. 31.

Final actions

■ WMAL Washington—FCC denied request by M. Patterson, Both, Inc., and Republican candidate for for attorney general of Virginia, for review of ruling by the Broadcast Bureau denying his contention that WMAL violated rules by censuring one of his political advertisements concerning cross-jurisdic- tional busing of school children. Action Oct. 31.

Summary of broadcasting
According to the FCC, as of Sept. 30, 1973

<table>
<thead>
<tr>
<th>Licensed On air</th>
<th>On air</th>
<th>CP's</th>
<th>Total on air</th>
</tr>
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<tbody>
<tr>
<td>Commercial AM</td>
<td>4,371</td>
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<td>4,392</td>
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<tr>
<td>Commercial FM</td>
<td>2,419</td>
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<td>2,458</td>
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<tr>
<td>Commercial TV-VHF</td>
<td>505</td>
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<td>512</td>
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<tr>
<td>Commercial TV-FM</td>
<td>190</td>
<td>0</td>
<td>190</td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>951</td>
<td>1</td>
<td>958</td>
</tr>
<tr>
<td>Educational FM</td>
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<td>592</td>
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<tr>
<td>Educational TV-VHF</td>
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<tr>
<td>Total educational TV</td>
<td>75</td>
<td>0</td>
<td>75</td>
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</tbody>
</table>

*Special temporary authorization.

**Actions on motions**
- Administrative Law Judge Lenore E. Ehrel in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises [JWKPA-AM New Kensington and WYDFD-FM Pittsburgh]), license revocation proceeding, granted request by Radio Inc. to decide whether to extend to December 205, which to file proposed findings of fact and conclusions and order to file replies to December 205. (Doc. 149524). Action Oct. 25.
- Administrative Law Judge William Jenson in Madisonville (Radio Inc.), AM proceeding, granted motion by Chief, Broadcast Bureau, for discovery, and ordered WKYZ (520-kw., Madisonville) to produce requested rate cards at commission within ten days from issue date; provided that no rate changes may be made by agreement of counsel (Doc. 19829). Action Oct. 24.
- Administrative Law Judge David I. Kraushaar in Arkadelphia, LA, (Radio Inc.), AM proceeding, granted by Chief, Broadcast Bureau, for discovery, and ordered WKYZ (520-kw., Arkadelphia) to produce requested rate cards at commission within ten days from issue date; provided that no rate changes may be made by agreement of counsel (Doc. 19829). Action Oct. 24.

**Fine**

**New FM stations**

**Applications**
- Berryville, Ark.—KTHS Inc. seeks 107.1 mhz, 1 kw. (10 kw. day), 1,551 ft. P.O. address Box 191, Berryville 72616. Estimated construction cost $31,272; first-year operating cost $8,000; revenue $12,000. Principles: Maurice F. Dunne Jr., president, and et al. October 24.
- Fort Stockton, Tex.—KFST Inc. seeks 94.3 mhz, 2.95 kw. HAAT 233 ft. P.O. address, Route 1, Box 160, Fort Stockton 580. Estimated construction cost $19,712; first-year operating cost $15,000; revenue $20,000. Principals: James W. Hawkins (40%). Barney session, William M. Mears, Hawkins and Hubbs have interest in KFST-AM (Fort Stockton) and in KLAS-FM (Klara, Texas). Mears, Hubbs also have interest in KJUN-(AM) Pecos, Tex. (Doc. 19812). Action Oct. 24.
- Morgantown, W.Va.—Freed Broadcasting Co. seeks 101.1 mhz, 3 kw. HAAT 90 ft. P.O. address 343 High Street, Morgantown 30051. Estimated construction cost $25,725; first-year operating cost $12,000; revenue $25,000. Principals: William S. and Eleanor I. Fried (100%). Mr. and Mrs. Freed own WCLG(AM) Morgantown. (Doc. 19812). Action Oct. 24.

**Final actions**
- Booneville, Miss.—Bonneville Broadcasting Co. FCC granted 95.3 mhz, 1 kw. HAAT 170 ft. P.O. address 200 Commerce Road, Booneville 62605. Estimated construction cost $25,595; first-year operating cost $12,000; revenue $12,000. Principals: E. O. Roden, president (100%). Roden is Booneville. He also has interests in WUTP(AM) and WQECS(AM)-WGRTA (FCC granted). Booneville, both Mistletoe; WOBQ(AM) Pensacola, Fla.; WTGQAM (Filosa, Ala.; and KOX(AM) Jackson, Miss. (BPH-8332). Action Oct. 24.

**Initial decision**
- Ogalla, Neb.—Administrative Law Judge Fredrickson, in initial decision, denied proposed grant of application of Industrial Business Corp. for 93.5 mhz, 1 kw. (100 kw. day), 1,551 ft. South Space Street, Ogalla 69158. Estimated construction cost $56,100; first-year operating cost $24,000; revenue $24,000. Other principals: William S. and Eleanor I. Fried (100%). Mr. and Mrs. Fried own WCLG(AM) Ogalla. (Doc. 19844). Action Oct. 24.
**Seeks**

Broadcasting Co., Beaverton, Ill.—Seeks WMRSS-FM.

**Seek**

Broadcasting Co., Sunnyvale, Wash.—Seeks KREW-FM.

**Call letter actions**

+ *Thomas B. Alexander, Selma, Ala.—Granted WLAAX-FM.*

+ *School District Board of Education, Miamisburg, Ohio—Granted WRSSF (FM).*

**Designated for hearing**


**Existing FM stations**

**Final actions**

*WWYZ(FM) Waterbury, Conn.—Broadcast Bureau granted CP to install new aux. trans. and ant., at main trans. location to be operated on 92.5 mhz; ERP 4.8 kw; ant. height 790 ft.; remote control permitted (BPH-8603).*

*WHY(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of license covering change in studio and remote control location to T.T.C. Sheraton 95-2741 North 32nd Avenue, Hollywood, Fla. (outside BHNL).*


*WWDD(FM) Marion, Ill.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 107.3 mhz; ERP 4.4 kw for aux., ant. height 300 ft. (BHLL-5652). Action Oct. 29.*

*WDDC(FM) Columbus, Ohio—Granted CP to change location and CP to change 296A instead of 296C for WDDD(FM) to 95-2741 East 15th Place, Columbus, Ohio. Action Oct. 20.*


*WNF(E) Forth, Ga.—Broadcast Bureau granted mod. of CP to operate studio location from 685 John's Mountain, Fortson, Ga., by remote control from proposed studio site; change trans. and remote control location to (BMPH-13904). Action Oct. 25.*

*WTWW(TV) Chicago—Broadcast Bureau granted CP to change location date to April 25, 1974 (BMPCT-802). Action Oct. 25.*

*WXW(TV) Chicago—Broadcast Bureau granted mod. of CP to extend completion date to April 25, 1974 (BMPCT-801). Action Oct. 25.*

*WQH(FM) Jeffersonville, Ind.—Broadcast Bureau granted mod. of CP to change time of use to May 1, 1974 (BMPH-13737). Action Oct. 24.*

*WCACT(TV) St. John, Ind.—Broadcast Bureau granted mod. of CP to change location to April 18, 1974 (BMPCT-800). Action Oct. 18.*

*KPLC-TV Lake Charles, La.—Broadcast Bureau granted mod. of CP to extend completion date to April 18, 1974 (BMPCT-7480). Action Oct. 18.*

*KXLW Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1974 (BMPH-13691). Action Oct. 30.*

*KDUH-TV Hay Springs, Neb.—Broadcast Bureau granted mod. of CP to extend completion date to April 29, 1974 (BMPCT-7499). Action Oct. 29.*

*WNNE-TV Pittsborough, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to April 18, 1974 (BMPCT-7399). Action Oct. 15.*


*Broadcast Bureau granted mod. of CPs to extend location to WZAK-FM by regrowth of station to KVDK-KO (AM) Kodiak, Alaska, to May 10, 1974 (BMP-13693); WCCT (AM) Roanoke Rapids, N.C., to April 20, 1974 (BMPH-571), to KXU of Lufkin, Tex., to April 26, 1974 (BMPH-13746). Action Oct. 30.*

**Translator actions**

+ K111N, Dell, Mont.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 11 translator to 112.5 mhz on frequency of KXXXL (TV) Butte, Mont. (BPTTV-4825). Action Oct. 26.


**Applications changes**

+ KZOT(AM) Marianna, Ark.—Seeks application of license to saltation to Robert K. Klink, Dena Broadcasting for $45,000. Seller: Mr. Whitaker (100%). Buyer: Thomas W. Lewis (100%). Action Oct. 28.

+ KLQ(AM) Assumption, Ill.—Seeks application of license to to KQ(AM) to KCC, Inc. by NCM, Inc. (100%). Action Oct. 31.

**Renewal of licenses, all stations**

**Broadcast Bureau granted renewal of licenses for following stations, on pending action, and SAs where appropriate: WAFM-FM Atlanta and WBIN(AM) Escanaba, both Michigan; WFWL(AM) Camden, Tenn.; WHMM(AM) Howell, Mich.; WIZQ-FM Evansville, Ind.; WAFM-FM Atlanta; WBOJ-FM Farmers Branch, Texas; WOXK(AM) Sunbury, Pa.; WSMJ-AM Columbus, Ohio; and other stations. Action Oct. 23.**

**Modification of CPs, all stations**


**Translator actions**

+ K111N, Dell, Mont.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 11 translator to 112.5 mhz on frequency of KXXXL (TV) Butte, Mont. (BPTTV-4825). Action Oct. 26.

**Applications changes**

+ KZOT(AM) Marianna, Ark.—Seeks application of license to saltation to Robert K. Klink, Dena Broadcasting for $45,000. Seller: Mr. Whitaker (100%). Buyer: Thomas W. Lewis (100%). Action Oct. 28.

+ KLQ(AM) Assumption, Ill.—Seeks application of license to to KQ(AM) to KCC, Inc. by NCM, Inc. (100%). Action Oct. 31.
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy., at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2200
Member AFCCE

PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 744-3000
Member AFCCE

EDWARD F. LORENTZ
& ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1324 G St., N.W., Suite 500
Washington, D.C. 20005
Member AFCCE

J. B. KANDEL & ASSOCIATES
Consulting Engineers
400 S. Wabash Ave.
Chicago, Ill. 60603
Phone: (312) 526-7000
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
587 Monument Bldg.
(202) 783-8111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING ENGINEERS
1771 N St., N.W.
Washington, D.C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teleser Ct. (202) 556-6000
Falls Church, Va. 22042
Member AFCCE

LOHNESS & CULVER
Consulting Engineers
1136 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-3722
Member AFCCE

ROBERT E. L. KENNEDY
1302 18th St., N.W., 785-2200
Washington, D.C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7904
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6666
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 223-4664
(301) 827-8725
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 66, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN
& ASSOCIATES
Suite 716, Associations Bldg.
1146 16th St., N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4356
Member AFCCE

VIR N. JAMES
CONSULTING ENGINEER
Applications/Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.-80206
(303) 233-3422
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr.,
& Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION
SYSTEMS, INC.
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

MERL SAXON
CONSULTING RADIO ENGINEER
622 Haskins Street
Lufkin, Texas 75901
634-9955
632-1821

DAWKINS ESPI
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
1023 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 324-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
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Cambridge, Mass. 02138
Phone (617) 876-2810

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among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
FM TV and facsimile facilities.
*1970 Readership survey showing 3.2
readers per copy.
Buyer: Mr. Swanson (100%) also owns KTFC(FM) Sioux City, Iowa. Oct. 18.

Mr. Lang—Seeks assignment of license from Comcor Corp. to KPET Radio Inc. for $220,000. Seller: Thomas Connor; (100%). Buyer: KTFC(FM), owned by WPSI Inc., Philadelphia, will bid $90,000 and has 60% interest in purchasing corporation, licensee of KTFC(FM). Motive: to get license. Value: $220,000. Principal: Mr. Connor is in U.S. Coast Guard, former engineer at KLAM(AM) Cordova, Alaska.

KLAM(AM) Cordova, Alaska.—Broadcast Bureau granted transfer of control of Northern Light Broadcasting Inc., by Charles L. Burns (100%) before, now after) to William D. Bechtel (none before), for $135,000. Principal: Mr. Bechtel is in U.S. Coast Guard, former engineer at KLAM(AM) Cordova (BT-789). Action Oct. 18.


Help Wanted Manager

Group owner looking for manager. Sales and program background imperative. Top pay, profit participation and executive benefits available to right person. Send work resume and photograph. All replies confidential. Box M-77, BROADCASTING.

Wanted Manager to assume 100% management and sales responsibility for powerful FM Stereo station in southwest city. Only format of its kind in the area. Four city population for broadcasting salesperson. Excellent commission and arrangement. Apply only if ambitious! Write to Box M-48, BROADCASTING.

Radio Sales Manager. Rare opportunity for ambitious salesperson ready for sales management position. Well-known top 50 market station with excellent demographics. Attractive midwestern city with top school system and recreational facilities. Emphasis on ability to prepare marketing strategy and motivate 4-man sales department. $32,000 base salary and negotiable incentive, please quote. With 2 to 5 years of competitive selling experience and burning desire to get ahead please send complete resume to President. All replies answered. Box M-50, BROADCASTING.

General Manager—Middle Atlantic States market of forty thousand. Must take charge of entire operation. Person we are looking for should be sales and profit oriented, community minded, and experienced in small market operations. If you are our person, you will earn five figure income to start with—bonus and stock option. Send resume with full details to Box M-62, BROADCASTING.

General Manager for successful AM-FM station in upstate New York. Must have sales and program background. With 4 to 7 years experience of large staff. Immediate opening. Box M-128, BROADCASTING.

If you’re young, ambitious and believe in FM, if you can enjoy an environment controlled by the man at the top, then you’re just the top flight engineer. We have an immediate opening. Town: 50,000. Signal goes 85 miles, covers two million people. Fully automated, already programmed. Can you bill $1,000 monthly? Big money if you can. Box M-129, BROADCASTING.

General Manager. Opportunity to grow with an organization, financially capable, in a tremendous market. Qualified salesperson. Must be aggressive, flexible. Will sell to you the opportunity to acquire new properties under your leadership. Qualifications must include 5 years of experience as major market area sales manager. Send resume to BERRY, DONOVAN & STONE., Inc., 612-26-1120.


Help Wanted Sales

Group owned Chicago radio station has immediate opening for an aggressive, young salesperson, move up to a large market. Company promotion made position available. Income range $38,000 depending on performance. Send resume to Box M-51, BROADCASTING.

Leading broadcasting company is looking for management trainees in both radio and television. Potential managerial experience. Opportunities for management experience. Send full resume to Vice President/Administration, Box M-52, BROADCASTING.

Major market Ohio radio station. Contemporary format with AOR, CHR, Top 40. Recent top performers. Current considered. $15,000 guarantee with opportunity to earn $25,000 first year. Fax resume to Sales Manager, Box M-53, BROADCASTING.

AM-FM combination station in colorado. Redwood needs professional salesperson; above average opportunities with excellent possibilities for advancement; station located in beautiful valley county for year round recreation; ideal for family; references and resume, Box M-66, BROADCASTING.

RADIO

Help Wanted Sales Continued

1974 can earn an aggressive, proven-track-record “selling” expert $18,000 or more. Location; most Southern California areas. Potential on performance is percentage participation. Send complete references to Box M-141, BROADCASTING.

World’s greatest town. Town’s hottest station. Want sales pro to build from active accounts. 20%, $100,000 quality California Gold.” Station gets results. You’ll love living here. Send resume KATY, Box 841, San Luis Obispo, CA.

Opportunity-established station. Salary, commission. Send resume, sales record. KFRO, Longview, TX 75601.

My name is Jim Young. I recently moved to Cedar Rapids, Iowa and am currently re-staffing KHAK Radio. The product is ready, and now I am willing to pay average salaries to great sales producers. My needs are immediate. Please contact me at P.O. Box 1363, Cedar Rapids, IA 52406, or call 319-365-9431.

Salesperson/announcer. If you can sell, you’ll make money. Unusual opportunity for the right person. Attractive university town close to larger cities. Send qualifications, requirements, and tape to D. C. Vetter, CVRA/KCVF, Rt. 3, Box 79, Vermillion, SD 57069.

Excellent opportunity for Sales Manager. Established 100-KW FM with only AM-FM-TV group in market. Contact Barry Simler, WBRD/DOWY, Kalamazoo, MI 616-734-2616.

Wanted—high-caliber, well qualified salesperson who is aggressive and capable of making $25,000.00 or more. S.W. Florida market. If you’re tired of big city rat race, tape and resume and enjoy tall Bases plus commission, good benefits. Call 616-842-6410.

Sales Manager for WSAB, Fall River. Career opportunity. Knight quality station. Call or write Gordon Reid, General Manager, WSAB, Fall River MA 02722.

WSBO, Marlboro VA. The affluent suburban market between Boston & Washington POS. Immediate opening for experienced salesperson. Contact Tom McAliffe—Box M-77, BROADCASTING.

Warm, Florida sunshine and excellent growth potential in a newly designated Metro market awaits the right salesperson/announcer combination. Contact WZXN, P.O. Box 1458, Winter Haven, FL 33887-1451.

Great opportunity for right person to join one of Oklahoma’s most progressive radio groups. Must love people, work, and radio. Experienced helpful but not necessary. Good list of contacts. Contact Bob Brewer, 815-756-3846. Send resume, picture on Box 756, Okmulgee, OK 74467.

Help Wanted Announcers

Southern Top Forty AM seeks announcer. Talented beginners considered. Equal Opportunity Employer. Send samples to Box M-15, BROADCASTING.

Conversational personality with something to say about MOR music, feature news, sports, local and current events, etc. If you ad-lib well, like a more formal format, and are a natural on camera, send tape and photo, resume. Great Lakes area, medium market. Send, Box M-61, BROADCASTING.

Radio Announcer, 1st phone, experienced, for W. Pa. station. (Non-metropolitan.) Send resume to Box M-76, BROADCASTING.

Northern Indians AM-FM-TV outlet looking for experienced personality who can do it all. Base is more than $10,000. Includes sales and promotion. Send air-check, resume and pic to Box M-112, BROADCASTING.

Help Wanted Announcers Continued

Warm and versatile voice for major easy listening station in major Northwest market. If you can deliver a great, quality commercial, tie-in with local news and light production; send tape and resume at once. Box M-126, BROADCASTING.

Combination Jock (1st phone) and salesperson for Top 20 market station in California. Closes sales, handles on sales. Send tape and resume to Box M-126, BROADCASTING.

Southern, medium-market, adult music AM-FM station has openings for an announcer and a newswoman. An equal opportunity employer. Send tape and resume to Box M-146, BROADCASTING.

Anchorages, Alaska; Population, 150,000 . . . Leading adult "good music" station needs mature sounding male announcer. No beginning 5-day week. Excellent working conditions. Good salary. Send tape and resume to Ken Flynn, KAKH-AM/FM, 3900 Seward Highway, Anchorage, AK 99503.

Radio Career? Willing to learn? Contact Steve Campbell, KPOW Powell, P.O. Box 968 Powell, WY 82425.

50,000 Watt MWR station seeks night person who likes to do production and work with automation. We offer beautiful scenery and a great work environment. Must be quick on your feet and able to think on your feet. Good pay, nice hours. Send tape and resume, 107-522-7939.

Announcer/Engineer . . . Excellent position soon in quality medium town. Must have four years experience, must be experienced in Eastern time zone—with FCC license. Pay above average salaries to proven performer. Ridgefield, Conn. Apply immediately. Call or write: W广播, Box 3244, Morristown, NJ 07963.

Modern Country . . . One of America’s best new Top 40 music personalities. Afternoon and mid-day shifts. If your production is great, you create a great personality. Opportunity generates great ratings . . . We'll polish you up for that step to the majors. Great people, and pay here. (If you're already passed over 30 air checks . . . or more.) If you can get radio check with Nashville about you then send us, pic, air-production check, resume and a first mailing to: Dave Donahue, WITL Radio, Box 10-10, Lansing, MI 48910 . . . Plenty.


Wanted—Announcer who can communicate and present contemporary music format to adults. Good voice and production abilities. Desire a family person who wants to live and work in the country’s most progressive market. Eastern time zone with a plus fringe. Send air check and resume to Pat Collins, WMBG, P.O. Box 190, Williamsburg, VA 23185.

Afternoon Drive and production director for dynamic new music broadcast in one of Florida’s fastest growing medium market areas. Salary negotiable. Call Ken Cooper, WSRW Winter Haven, FL 812-294-1171.

Immediate. Staff Announcer/Newsreader needed for top-rated AM-FM-Strong -AK-DJ-Top40-Music station. Must also have production/copy skills. Tape and resume to WSFX, West Side Station, Worcester, MA 01602. Equal Opportunity Employer.

Top 40 announcer needed immediately. Must have 3rd, experience, good production. Call or write Bob Balin, WSX, P.O. Box 428, Christiansfield, S. Croix, VI, 00820. 809-773-0390. Equal Opportunity Employer.

Morning person, 6 days, bright but no screaming. Immediate availability. Minimum experience 3 years, including news and production. Must have benefits. Send resume and a recent air-check on WVWI, Box 5750, St. Thomas, V.I. 00801. An Equal Opportunity Employer.

Capitol City Big Country Station looking for experienced DJ for production and Board shift. Capitol General Manager—217-528-3033.

Help Wanted Technical

Experienced Chief Engineer needed for Midwest SKW Diversified FM. Excellent understanding of sales and business management and working conditions. Salary $9000/ mo., plus. Send resume and references, E.O.E. Box K-149, BROADCASTING.

Superb opportunity for chief engineer. Midwest and midouth. Two-station chain needs first capable of handling two stations. Must be willing to relocate. Good annual and annual proofs. Good fringe benefits. Salary open. Box G-66, BROADCASTING.

Chief Engineer wanted with experience in AM, FM Stereo, STL, automation by Southwest. Good steady job in excellent community. A little announcing mixed in. Well established station operation. Write to Box M-47, BROADCASTING.

Wanted: Chief Engineer, must have experience, for Midwest Radio Station. Please reply to Box M-75, BROADCASTING.

Chief engineer needed for non-directional AM and FM operation. Major east coast resort and recreational sailing area. Good area. Pay, employee, room, rent, and salary requirements to Box M-96, BROADCASTING.


Southern California Directional AM-Automated FM has opening for top notch Chief. Excellent equipment—good working conditions—ideal place to live—salary and age average. Prefer rate experienced engineers reply. Call or write Riley Richard, KUDE-FM, P.O. Box K-1230, Oceanside, Ca. 92054. 714-757-1320.

Live in one of America's finest small communities, Searcy, Arkansas, work at one of America's finest small market radio stations, KWCH, Searcy, Arkansas. 11,000 happy people, local college environment without the college problems, big market, big market billings. Mature staff of this news-oriented, regional station needs experienced chief engineer to care for all audio and transmission facilities. AM and FM Stereo separately programmed. We'll see what you're worth. Join the other pros who are fed up with the rat races and freedom of rural living, and come to Midwest Station. Post Office Box 190, Russellville, AR 72801.

Chief for Christian 1 kw directional plus 100 kw Stereo Easy Listening Format Automated. KWWL, KNPF, 3601 Main, Davenport, IA 52801.

First phone man to read meters at transmitter. Some announcing experience. WAMD Aberdeen, MD 21001.

Chief Engineer for 5,000 watt directional. Extra money for air shift. Call Michael Canton—WWVL, Lakewood, NJ 07404-4405.

Immediate opening for Chief Engineer, AM-FM Stereo, small 1 kw community family college community in Northwestern Pennsylvania, good salary and benefits. Contact General Manager, WFMK-FM, Johnsville, PA 16343.


Fast-growing exporter of Broadcast Equipment seeks person with technical knowledge of TV and Radio equipment, to head NYC staff. Should have extensive purchasing experience and strong contacts among electronic suppliers. Broadcast Equipment Corporation, 775 7th Avenue, New York, N.Y. 10017. Phone: 212-758-5727.

Teaching—Broadcast Electronics Technology—We need a technically strong person to teach and develop a new program leading to the Bachelor of Science Degree in Broadcast Electronics Technology. The person we are looking for will have experience as a Chief Engineer and possibly additional experience in CTV, CATV, or microwave communications. His academic credentials will include preferably an M.S. degree in Electronics Technology. Qualified applicants should contact the College of Communications, Administration Building, Troy State University, Troy, Alabama 36082.

Help Wanted News

New Jersey AM-FM needs newscaster/announcer with demonstrated ability to gather and write local news. First phone, $150 with experience. Tape, resume, writing sample to Box M-114, BROADCASTING.

Help Wanted News Continued

We want to hear your local news. Send tape samples to NOW, Box 988, Nome, AK 99762.

We offer good money—climate—working conditions—equipment—image. We want a newsperson with much voicing, writing-reporting experience. Applicants will be given fair and equal consideration. Call or write Ed K. at WFIU, P.O. Box K-1320, Oceanside, Ca. 92054. 714-757-1320.


Experienced newsperson for aggressive newspaper department. Must be able to gather, write, do ad lib and interviews plus a good on-air newscast. Contact Jim Martin, Leadville, CO 81122.

I'm looking for the Hustler. A selfmotivating, dynamic reporter who knows how to dig and wants to turn this city upside-down. If you're great enough to join Cleveland's top rated news team send tape and resume now. Mike Dixler, WERE Radio, 1500 Chester, Cleveland, OH 44115.

Take-charge pre to head 2 person news staff. Dedicated newsperson with mature delivery, writing skills and prove involved in the community. Rewarding career challenge, top salary, small city living you'll like. If news is your thing, rush tape, resume, reference to Box 1450, Jackson, MS 42904. 1-757-7875. No collect calls.

Capitol News Station needs capable Newsperson to write copy. Call General Manager, WBIK-FM, 217-328-3003.

Help Wanted, Programming, Production Others

Unique talent wanted. Production manager able to get ideas, create and produce. In addition, able to handle personnel, sales, accounting, compensations with flexibility. Box M-97, BROADCASTING.

Program Director for 5000 watt community-oriented radio station. Must be experienced with good voice, production oriented, and know music. Send full tastes, tape, and salary requirement. Call 201-203-0620 or write Programming Director, WASA, P.O. Box 97, Havre de Grace, MD 21075.

WFUN-Miami needs a sharp account executive, happy to talk with people in medium markets who are ready to move up. Call me at 305-667-1601, Glenn Mincer.

WQTE Detroit area AM beautiful music radio station seeks program director. Must have knowledge of FCC rules and regulations, broadcast operations procedures, radio contracts, and previous experience in good music music radio programming. Announcing ability a must. Also demand positioning required skill, experience and references. Contact Ed K. General Manager, WQTE Radio, 1120 Ranch Road, Troy, MI 48080. An Equal Opportunity Employer, M/F.

Top Production Talent, the Progressive Radio Network wants anyone with no experience, has only a little experience and has no experience at all. We have many different positions. Send resume, employment history, and references to Box 986, National Broadcasting, 201 9th Street, N.W., Washington, D.C. 20009. (703) 548-8600.

Chairman for communications department at California State University, Fullerton. With 700 majors in six emphases seek Ph.D. in mass communication area with teaching and administrative experience to begin July 1, 1974. Position is elective for 3 to 5-year terms. For information apply to Dr. Ted Smythe, Chairman, Communication Dept., California State University, Fullerton, CA 92634. Affirmative action employer.

Help Wanted News Continued

Box M-56, BROADCASTING.

Situations Wanted Management Continued

Sales Manager, 29, looking for greater opportunity. Proven track record but have progressed as far as I can in 12 years sales experience. Box M-55, BROADCASTING.

Program Director, 10 years experience with several formats. College grad with ability to motivate people. Box M-54, BROADCASTING.

I have been preparing for 10 years. Major in broadcast, salesmanship, announcer, 1st phone, married, two children. Need a new posting by Christmas. Box M-49, BROADCASTING.

Attrib: Peabody Radio, former GM, with MA, 9 years educational radio experience, seeks management or production position, $30,000. Experience in public affairs, fund raising, successful with volunteers, hands on any size budget. Reply to Box M-127, BROADCASTING.

If you're looking for a manager I'm looking for you. I offer eighteen years experience, fourteen in various phases of management. I can make your small to medium market station profitable and respected. I'm honest, sober and reliable. Box M-134, BROADCASTING.

Ownership: Successful, middle age, large market Sales Manager seeks to live in small market and manage station. Willing to relocate for an interest in operation. Box M-153, BROADCASTING.

MBA candidate with BS in broadcast management seeks position as sales manager or general sales. Knowledge FCC, computer programmer. Sales and marketing emphasis. Prefer major network operation. Box 112, Lawrence, KS 66044.

Situations Wanted Sales

Part time announcer would like an opportunity to be heard. Will move at short notice. Maryland or Southern Pennsylvania. Box M-29, BROADCASTING.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-28, BROADCASTING.

Background jock (OM, PD, Production Director, Maintenance first, news, BA, releases) seeks any size professional rock, $9,000 negotiable. 315-866-6202. Box M-34, BROADCASTING.

3rd phone, single, 2 year experience in C&W. Looking for C&W or MOR in Indiana, Illinois, Missouri, Kentucky. Box M-73, BROADCASTING.

Insanity on the radio—why not! Topical cast of characters. W2XVDV, former talent, $5,000 experience, married, college grad. Large market, Top 40, AM-FM, +200. 216-470-1062. Box M-85, BROADCASTING.

Heavy Soul Jock, experienced, ambitious, good on production and ready to move. For rate and relo details, write to Box M-101, BROADCASTING.

Super, experienced, PBP man looking for sports or sales position. Will go anywhere, but must have 175 plus to start. Box M-101, BROADCASTING.

College grad, D.J., news, good production, commuter, will relocate, available now. Can follow direction. Box M-104, BROADCASTING.

Employed, want change, 27, single, year plus experience. Third, veteran, BS. "Beautiful music or MOR, PA, OR, CA, but will go anywhere. Box M-105, BROADCASTING.

15 years experience—jock—any size market OK but want good benefits, college nearby, no snow. Box M-106, BROADCASTING.

Announcer-DJ, news and sales. College graduate, produces, no smoking, no drinking, no partying, creative, versatile tight board. Authoritative. Relocate, Box M-115, BROADCASTING.

I'm told I'm crazy! Successful Chicago agency writer/ account exec wants to leave job and return to profession. Prefer Chicago, but will pull an air shift. Will fill a niche or carve one: "good" music, MOR, country, classics, news, talk, talk, talk. Creative. Can deliver ear-catching copy, sale music-making programs and sell ideas, profes...
Situated Wanted Announcers Continued

Experienced 1st phone Rock personality and programmer seeks medium market shift or small market PD and shift. Looking for fast track. Tomorrow. Available January 1st or sooner. Box M-123, BROADCASTING.

Third phone (19) Novice first time trained and capable desires work in Michigan's LP. Material furnished upon request. Box M-124, BROADCASTING.

Beginner, DJ/announcer needs start. 3rd, endorsed, tight board, aggressive and dependable. Can follow format. Will travel. Box M-132, BROADCASTING.

A moment please. Perhaps you don’t need someone today, but you might eventually. Why not invest eight cents to meet a first phone MOR personality who can do play by play or host. Currenty three years plus in metro New City. Looking for advancement, challenge and perhaps a warmer climate. Let’s talk. Write Box M-139, BROADCASTING.

Announcer, newscaster, talkmaster, entertainer, Eastern college graduate, former teacher, 4 years in radio, first phone especially Connecticut. Box M-143, BROADCASTING.

Experienced announcer 3rd ticket, Broadening degree. Seeking medium market rocker, AM or FM. 303-384-3650.

Available now—Disc jockey-newscaster, experienced. Third endorsed, flexibility, personality, innovative, dynamic, dependable—Contact Wonder Woman 213-352-5617.

The New John Pluta sacrifices volume for quality and warmth, a spinning of cheer, will rewrite. Write: 121 Whitney, South York, NY 13460.

First Phone. DJ five years, engineer for two, music director. Management change forces move. Popular music prefers AM. Experience in all areas. Must move today. Mike Conner, SR, Box 1277, Branson, Mo 65616.

Majer Collegiate newscaster, PD, Talk-Host for two decades destined midwest or west. George Taylor, WALE, 617-764-5335.

Young, ambitious sportscaster-DJ wants starring position in small-market station. Will relocate and work my way up. Experience, 15309 Madison, Detroit, MI 48205. 313-839-5877. I learn quickly.

Talk and Entertainment—all night desired. Six years experience, talk, news, DJ. Interested in human side of story, can do controversy. Single, 30, will travel anywhere. 617-376-3281.

FM Operator! It takes a format and music to win. Try the “Q” and me. Dean Michael Scott, 3097 Florida Boulevard, Lake Park, FL 33403, 305-652-8480. (remember demolished)

Personality morning man for contemporary MOR, with TV, radio, sales, word of mouth, involved, phone voices, creative, 20 wants permanency, foreign and direction of 9 a.m. to 4 p.m. or proven track record. Now employed, top ratings, sold out 100% plus 24 hours. Prove me. Contact: David. If you can talk $15,000 +, call 304-925-0154.

Humorous dj, Morning drive. One liners, ad-lib. Just a funny guy with a happy sound. 6 years exp. 303-856-3207.

Disc Jockey, newscaster, aggressive salesman, dependable, versatile, third endorsed, tight board, anxious to learn, will relocate. Tony Love, 1-212-232-3631.

I don’t only want to play top 40. I want to get in Community Affairs Programs and PG, B.A. communications, Commercial experience, Steve Masapole, 316 Harvard Avenue, Collingswood, NJ 08108. 1-609-858-8659.

Rock or MOR—1st phone, 5 years experience, medium market, Call Steven Adams, Barber Pond Road, P.O. 301-207, 312-931-1206.


First Phone Jock. 2 years Top 40, MOR, CW, MD. Available immediately, Midwest only. Brent Lawrence, 6311 Washburn South, Minneapolis, MN 55423, 612-859-9510.

1st with 300 hours airtime MOR and news with copy and production experience. Familiar with any position in California. Dan, 714-466-7339.


Situated Wanted Announcers Continued

1st class C.I.E., grad. 2 years experience, production, news, communication, BL, Soul Pop, Midday jock desires position. Call or write Jim "Mousie" Wing, 2435 Calvertown Heights Avenue, Baltimore, MD 21216. 301-233-6385.

Can do it all—black staff announcer with four years experience in MOR and News, adult MOR with radio-TV combination. Call 802-823-5041 or evenings from 8 to 9 a.m. EST 1991, 212-296-2611.

Would like weekend board shift within 100 miles radius of Greenville, Ohio. 3rd, endorsed, limited experience. Contact at 513-48-6436 after 4:30.

Contemporary DJ seeks chance. Some experience. Degree in Broadcasting, 8464 Harding, Skokie, IL 60067—Tom 312-677-5518, 312-675-1281.

Situated Wanted Technical

End unnecessary off the air time with our contract maintenance engineering service. Save money. Write Box M-100, BROADCASTING.

Engineer/announcer seeks good position at small sports/News/Deep PMs on engineering. Good announcer. Responsible, dedicated, and good worker. Phone 912-396-7875.

Situated Wanted News

Knowledgeable sportscaster-newsmen available now. Three years p-pb baseball, basketball, football. Broad casting degree resume and tape available. Box M-5, BROADCASTING.

Hard working and "with it" sports announcer wishing to return to broadcast industry. Outstanding and exciting play-by-play. One year experience as sports and news director and d.j. Work 3rd, 302-651-3650.

Newspapers and Broadcasters—radio and TV—now seeking personnel. Will relocate. Two years experience in management, radio/TV. Contact Box M-36, BROADCASTING.

38 year old with B.A. and experience in news, public affairs, and jock work wants news exclusively; story reporting in active department in upper Midwest preferred. Box M-35.


Mature, medium market newsmen, 4 years experience. Seeks position in stable news department East of Mississippi, 7755w. Top references. Box M-135, BROADCASTING.

Ten years experience, Major West Coast market sports/News. Deep PMs on baseball, football, basketball, Box M-145, BROADCASTING.

Sports Director. A pro, great teams deserve great coverage, recruit a "can’t mist". My play-by-play second in the country, top also. New group owner seeks medium-major market with college, or pro team coverage. Box M-152, BROADCASTING.

Columbia School grad, 3rd ticket, wants start in rock music or news anywhere. Read well, write copy, learn to work, learn. Stephen Innis, San Diego, 714-281-8475.

Experienced MA seeks relocation for air shift and air. McClarin, Box 2064 Aspen CO 303-925-2675, 925-4306.


News Director, McLendon trained, seeking major market medium position, 1st phone, 15 years experience, will relocate. Charles Beach, 4002 Holland #212, Dallas, TX 75211-275-8177.

1st class Engineer-operators for small market, expanding station. Experienced or will train. Contact: Steve Steele, WCVV-TV Montgomery, 205-288-7082, Equal Opportunity Employer.
Help Wanted Technical

Continued

Boston's Public Television Station, has openings in Audio and Video Operations. Applicants must have technical background, FCC Class B License and experience in studio and mobile fields. Send complete resume to Ms. Bonnie Wells, WGBH-TV, 125 Western Avenue, Boston, MA 02134.

TV Engineer wanted to work in all color, remote-controlled television station in Western Michigan. Must have first class license and television experience. Major responsibilities would be: NBC, Channel 13, TVC & WTVZ, Grand Valley State Colleges, Allendale, MI 49401. An Equal Opportunity Employer.

Help Wanted. 2 CCTV technicians wanted to repair, maintain complete CCTV systems and equipment. Experience with IVC, Sony, Ampex, or Telecine necessary. Call Mr. Mulhall collect 212-692-3050.

Chief Engineer: New TV system, must have first Class Radio-Television license, at least six years experience in television, Salary $13,000 negotiable. Write: Mr. R. J. McIlveen, B.B.S. Cablevision, Allegany County, P.O. Box 831, Bath, NY 14810.

Help Wanted News

Investigative reporter who has the ability and desire to be a top professional newswoman. Must have proven track record of success as a field reporter or as a news work affiliate. Send resume to Box K-200, BROADCASTING.

Wanted-TV field reporter male or female at least two years station experience film and editing experience helpful. Must be strong on face-to-face selling, must be quick on their feet, especially in major northeastern market. Send samples of on-camera work and writing. Equal Opportunity Employer. Box M-87, BROADCASTING.

Wanted TV News photographer ready to move to mid-sized city in New York State city, must have solid experience shooting and editing. Rush some samples of your work and references. Equal Opportunity Employer. Box M-88, BROADCASTING.

Anchorperson, Midwest top 30 market. Send resume and references, Equal Opportunity Employer. Box M-137, BROADCASTING.

Sportscaster, Major Ohio VHF. If you're ready to move up, send resume and picture. An Equal Opportunity Employer. Box M-66, BROADCASTING.

Anchorperson/News Director-Northwest VHF looking for that hard to find combination of mature news judgment and expert management ability combined with a superior on-camera anchor delivery. If you have it all and the experience to back it up, you will likely hear from you. Send tape, video and resume. Equal Opportunity Employer. Write Box M-150, BROADCASTING.

Combo anchor/reporter for West Coast major market affiliate. Must know film, good writing, and be capable of handling graphics. Must have had experience in a large, mid-southeast market. Send a tape of your work. Equal Opportunity Employer. Box M-150, BROADCASTING.

Weather person to do weather show and news filmings. Send resume, references, and equal-opportunity form. Send tape or film and full information to Equal Opportunity Employer. Box M-150, BROADCASTING.

Spots personality. Proficient on-air talent, photographer, film editor to do features on people involved in sports, hunting, fishing, etc. Will produce, air shows at least two times weekly. Contact Tom Turlock, WUFT-TV, Green Bay, WI 54301.


News Manager for the Iowa State University Stations. WOI-TV is a commercial ABC affiliate serving the Ames-Des Moines market. WOI-FM is two of America's most-listened-to public radio stations. Must be an expert in all phases of news. Excellent opportunity. Salary and benefits competitive. Send replies confidentially to R. C. Mulhall, General Manager, WOI-AM-FM-TV, Ames, IA 50010.

Help Wanted Programing, Production, Others

Immediate opening: Director-Talk-Variety show; major Midwest market. Applicant must have strong experience in pre-production and post-production development and on-air directing. An Equal Opportunity Employer. M/F. Forward resume immediately to Box M-74, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Art Director-Southeast Public Television station—responsible for graphic design, set design, ordering and installation; personally working in creation of graphic materials, experience in administration and computer knowledge needed. Knowledge of color TV graphics needed, knowledge of photography preferred. Bachelor in art or formal art school training preferred. Salary competitive with ability and experience. Box M-107, BROADCASTING.

Audio Operator—Southeast Public Television station. First phase required. Combined engineering production responsibilities from sympathy remote to studio production to City Council coverage. Salary of $12,500 negotiable. BROADCASTING.

Producer for news show. Someone who sees as much as possible, who is always in the know, someone who likes to try new things. News judgment, writing, film editing important. Salt Lake City market. BROADCASTING.

Top-25 market network affiliate VHF station looking for experienced professional, creative, able to move up, send resume and collect 212-692-3050.

BROADCASTING.

Audio Engineer—Southeast Public Television station. Must have excellent judgment, a firm handle on technical background, must have experience in television studio production. Salary of $13,000 negotiable. BROADCASTING.

18 years in broadcasting, good appearance, conservative delivery; rated-proven draw in Top 20 market; experienced in all phases, strong on-air; will deliver in anchor position. Box M-23, BROADCASTING.

Assistant News Director who can be top-flight news director and/or anchorman someday soon, wins first really big break. Let youthful enthusiasm work for you. Box M-30, BROADCASTING.

Assistant News Director—Excellent credentials. News experience as producer/reporter. Box M-99, BROADCASTING.

Network News Director—Currently 25 men in 25-man studio. New York City, NT or LA. Must have at least five years network experience. Must be a good manager and have the ability to work with people at all levels. Send resume to Box M-36, BROADCASTING.

TV Meteorologist desires new opportunities. Informa-
tive and knowledgeable. Currently number one weathercast in three market station. Box M-133, BROADCASTING.

WANTED! Assistant chief, Public Television station. Great place to work and live. Send resume to Ms. Odell, P.O. Box M-116, BROADCASTING.

WANTED: Assistant Program Director with at least three years' experience in programming and sales management. Must have strong record of achievement and a good amount of enthusiasm. Box M-112, BROADCASTING.

Situations Wanted Technical

Assistant chief, Public VHF, would like to move up. Relocate anywhere. U.S. Box M-2, BROADCASTING.

Technical school graduate, first phone, experienced manager. Currently working in trock station operations. Southern Box M-116, BROADCASTING.

First phone, five years experience; tape, switching, production, remote; experienced in all phases. Seeks permanency. Box M-120, BROADCASTING.

Radio-T.V. tech. looking for job in video, but will accept radio. Presently working on cross country video project for major network. Also, prefer personal television/300-color license. Willing to relocate. 212-931-2037, Greg Crossman, 1320 Odell, Bronx, NY.

Situations Wanted News

Newshires desirable—Or responsible reporting position wanted. Six years' experience as news manager at a Top-10 TV station. BROADCASTING.

Newspaperman, 24, wants start in television news. Nearly 7 years experience on Metro prize winner. MA in Communications. Willing to listen, learn, work and relocate. Box M-14, BROADCASTING.

18 years in broadcasting; good appearance, conservative delivery; rated-proven draw in Top 20 market; experienced in all phases, strong on-air; will deliver in anchor position. Box M-23, BROADCASTING.

Experienced, professional newswoman who could be top-flight news director and/or anchorman someday soon, wins first really big break. Let youthful enthusiasm work for you. Box M-30, BROADCASTING.

Newspaperman—Excellent credentials. News experience as producer/reporter. Box M-99, BROADCASTING.

Number 2 man in 25-man studio. New York City, NT or LA. Must have at least five years network experience. Must be a good manager and have the ability to work with people at all levels. Send resume to Box M-36, BROADCASTING.

Top-100 market TV salesman wants air job in New England or upstate. Ten years experience. Resume and tape to Box M-89, BROADCASTING.

TV Meteorologist desires new opportunities. Informa-
tive and knowledgeable. Currently number one weathercast in three market station. Box M-133, BROADCASTING.

Experienced news-sports director desires sports or news director or reporter position with medium to major market station. Age 26. Box M-151, BROADCASTING.

Emmy nominee reporter seeks work in special projec-
tos, docs, Master’s in journalism. Experienced. Call 212-747-7935.


25-year-old veteran with journalism degree and major market experience. Currently a network reporter and weekend anchorman desires position with top 40 market sta-
tion. Call with references. 1-301-770-4423 after 10 p.m. EST.

News Director—15 years in the field, shop, studio, office. A pro with maturity and young ideas, clever, stickler for coverage that informs, production that entertains and numbers that make profits. Available immediately. Call: E. H. M. Connors, 518-499-6372.

Sports Director: Experienced sports reporter and photographer currently working for mid-western network. Has made previous cross-country trips. Send Inquiries to Box 6481, Columbus, OH 43224.

Female, 24, with sports and broadcast background seeking sports reporting and announcing position. Contact Mike Ortegon at 303-200-4336, 1st Ave., Seattle, WA 98125-8370.

Situations Wanted Programing, Production, Others

Producer-director, NBC affiliate, Top 40, MA, doing some promotion work, want to do more. Box M-16, BROADCASTING.

Production Manager, 6 years experience in medium market desires change. College graduate, 30, wants to direct in larger market. Announcing and acting experience a plus. Write Box M-110, BROADCASTING.

B.A. in Radio-TV. Seek any position in TV production. Short on experience but willing to work hard. Box M-110, BROADCASTING.
WANT TO BUY EQUIPMENT

Needed: Water cooled dummy load capable of handling 25 kw and operational at 180-186 mhz (ch. 8). KFPW-TV, P.O. Box 4130, Fr. Smith, CA 79291.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6434. KFPW-TV, San Jose, CA 95112.

Equipment wanted: Need for Modom RCA BTA-55, 5,000 watts, the following: Three transformers: Type 901165-51, Stock No. 45909, Type 901253-1, Stock No. 52061, and Two chokes, Type 904030-1, Stock No. 45287. Reply to: Chief Engineer, KORS, 917 N. Lillian Dr, Minneapolis, MN 55422, Telephone 612-545-5601.

FOR SALE EQUIPMENT

Collins 319P Console, exec. cond.; CCTV System (Viewfinder, camera monitors, switcher, etc.). Box M-62, BROADCASTING.

O.R. 916-AL R.F. Bridge, like new condition $650.00. Box M-109, BROADCASTING.

2-Bell & Howell Model 614 16mm TV Film Projector, Mag/Opt. sound, good for color control, asking $5,500. KORTV-TV, Mitchell, SD 57301.

For Sale—Telescript 7000 3/4" x 4" slide projector, complete with 6' x 8' rear screen and remote control unit. Make an offer. KORTV-TV, Mitchell, S.D., 57301.

1. GE 4T424A1.1 UHF Driver, Ch 22 removed from service 10/14/75. 3. 3-COHU 3200 cameras with 10 x 1 lens and remote CCLG 3. 2-SONY 5000 color camera chains with 6 x 1 lens and sync. gen. 4. 1 RCA Cinecamera. Rally to: D. Zoll, KXYZ-TV, Roanoke, VA 24014.

1 KW RCA BTF 1D, $3,000.00. 3 bay Jumbo horizontal antenna $1,000.00. 250 foot 7/8" transmission line, $150.00. 5 KW, 1000 watt, 8 channel control board—$550.00. 1KW, $1,000.00. If sold together $4,500.00. All equipment now on the air at WATA Morris Plains, IL (618) 687-2000.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, MD 20850, 301-726-7506.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1124 Hurstide Rd, Lerado, TX 78040.

Halleck: stereo-fax. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

One Gates Model FM 1B 1KW FM Transmitter with Crystal, Model MM-8 8 Bay Antenna with Deeurs. One Hewlett-Packard Model 335 B FM Frequency and Modulation Monitor with Crystal. All tuned for 89.7 mc. Kent State University, Purchasing Department, Kent, OH 44242. Phone 216-672-2268.


Replacement attenuators. We supply equivalent controls for most broadcast consoles. Control Industries, 500 3rd Ave., New York, NY 10016. Phone: 212-993-3135, Shalco, Inc. P.O. Box 1089, Smithfield, RI 02917.

**Help Wanted Sales**

**SALES PROMOTION/RESEARCH DIRECTOR**

Top rated NBC station in 95th ADI has immediate opening for an experienced Sales Promotion/Research Director. Emphasis must be on following: Sales promotion writing, ability to develop sales presentations, capable of making some presentations, full knowledge of rating books and proper use of other statistics when and where needed to help consummate sales, plus ambition and drive to handle numerous detailed projects at one time. Successful applicant may now be an Assistant in a larger market or a Director in a smaller market. In addition to working in one of the country’s most beautiful areas, this company offers better than average fringe benefits including profit sharing. If interested, send complete resume including salary history to: Lloyd Chappel, Personnel Director, KSBW-TV, 235 John Street, Salinas, California.

Contact at the BPA Convention, Boyd W. Lawlor, Sheraton Cleveland Hotel, November 13-15, 1973

**Situation Wanted Management**

**SALES/MANAGEMENT PROFESSIONAL**

Aggressive radio professional with 14 years experience in nation’s top two markets available for high management or sales position. Proven track record as Account Executive, General Sales Manager, and Vice-President and General Manager. Looking for major profit, sales, and ratings, challenge. Veteran in license renewal. Prefer large Eastern market. For resume write:

Box K-227, BROADCASTING

**SALES MINDED RADIO PRO**

Looking for GM position in South Florida or Southern California. Proven track record. Outstanding references. If you want to up your gross. Write:

Box M-156, BROADCASTING

**Help Wanted Sales Continued**

**MODERN COUNTRY STATION**

Program Director/Jock

Top 100 market, midwest

Please send tape and resume to:

Box M-111, BROADCASTING

**SALES/ MANAGEMENT PROFESSIONAL**

Aggressive radio professional with 14 years experience in nation’s top two markets available for high management or sales position. Proven track record as Account Executive, General Sales Manager, and Vice-President and General Manager. Looking for major profit, sales, and ratings, challenge. Veteran in license renewal. Prefer large Eastern market. For resume write:

Box K-227, BROADCASTING

**SALES MINDED RADIO PRO**

Looking for GM position in South Florida or Southern California. Proven track record. Outstanding references. If you want to up your gross. Write:

Box M-156, BROADCASTING

**Situation Wanted Management Continued**

Bottom line sales oriented successful GM now at too with present group seeks new challenge. Drive-Guts-Ideas and plain hard work put me there. The same philosophy will get me even greater rewards in more lucrative market. Now earning average of $29,000. Married with three children and nineteen years experience up through the ranks in medium market. I’m presently employed but want a change.

Box M-8, BROADCASTING

**Situation Wanted Announcer**

MONEY HUNGRY DJ

I’m so money hungry that recently I was employed by two radio stations at the same time! I did afternoon drive at a top rated FM rocker in a 13 station South Florida market of 400,000, and I worked weekends at a 50,000 watt MOR Giant in Miami. But a 7 day, 70 hour week was too much. I’m available now fully rested and ready to go against Write: PAUL CAVENAH/G, 75 Rendolph Ave., Buffalo, NY 14211.

**Situation Wanted Announcer**

I've had my years of starring in small stations. If you think top 40 jocks are a dime a dozen—stop reading this ad now. If you’re looking for a two market or related experience in television talk and top forty personality with ratings. If you like what you've heard so far, please contact:

Alan Blance

3094 Lynwood CI

Streamwood, IL 60103

312-289-3191

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**Production Manager**

Major New York production house experience including children's and talk shows, commercials, sports and special events.

Box M-149, BROADCASTING

**Situation Wanted Announcer**

**Production Manager**

Major New York production house experience including children's and talk shows, commercials, sports and special events.

Box M-149, BROADCASTING

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Alan Blance

3094 Lynwood CI

Streamwood, IL 60103

312-289-3191

**Network Announcer-Narrator**

Available through recording or tape to augment your staff or for special clients. Mature, sincere communicator with vast experience in radio, television, films. Many national accounts currently running, on-camera and voice over. Record at your studios or locally. Travel anywhere.

Call 414-694-3769.
TELEVISION

Help Wanted Management

TV—GENERAL MANAGER WANTED

Group broadcaster is looking for an experienced General Manager for a network affiliated TV station in a $5,000,000 television market. Must have previous management experience, good background in sales and programming, and be profit-minded. Excellent career advancement potential with our company. Send your resume to:

Box M-130, BROADCASTING

Help Wanted Technical

AUDIO & VIDEO ENGINEERS

South African Assignments

BROADCAST VIDEO ENGINEERS

Will design and develop broadcast video systems. In addition, will supervise the installation and checkout of video systems and broadcast video equipment. These positions require BSEE or equivalent and a minimum of 5 years broadcast experience or five years in design, installation and testing.

BROADCAST AUDIO AND COMMUNICATIONS ENGINEERS

Will design and develop broadcast audio and communication systems. In addition, will supervise the installation and checkout of audio and communication systems and equipment. These positions require BSEE or equivalent and a minimum of 5 years broadcast systems experience in design, installation and testing.

For prompt consideration of these immediate long-term assignments in Johannesburg, South Africa, please rush resume, including salary history, in confidence to:

Don R. Gathright
F & M SYSTEMS CO.
Div. of Flsibach & Moore, Inc.
P.O. Box 20778
Dallas, Texas 75220

equal opportunity employer

Help Wanted News

PRODUCER/WRITER

for Eastern major market VHF network affiliate to research and supervise production of concise, hard-hitting reports on community problems and achievements. Salary commensurate with experience. Minority applicants encouraged. Send bio and sample scripts. Write:

Box M-95, BROADCASTING

TV REPORTER

Major market East Coast VHF network affiliate needs aggressive digger who is strong on-air, creative with film. Send picture and resume only with first letter.

An Equal Opportunity Employer M/F

Box M-121, BROADCASTING

Help Wanted Production, Programming, Others

PROMOTION DIRECTOR

WLWC-TV is looking for a highly qualified Promotion/Publicity Director ready to move from a smaller market to Columbus, Ohio. Candidates must be qualified to handle sales promotion, audience promotion, advertising and public relations. Acme Broadcasting will be interviewing at the BPA in Cleveland this week. Contact Jan Mckee, General Manager, WLWC-TV at (614) 263-5441.

An Equal Opportunity Employer M/F

Box M-140, BROADCASTING

CABLE

Help Wanted Technical

WANTED

Chief Engineer-CATV medium size MOS company West Coast. Require both CATV and Broadcast administrative experience. Top salary plus generous fringe benefits. Opportunity with a growing company in a pleasant year-round climate. All replies confidential.

An Equal Opportunity Employer

Send resume and salary requirements to:

Box M-140, BROADCASTING

Business Opportunity

CONSTRUCTION PERMIT FOR SALE

UHF

Central Pennsylvania

Network available, Transmitter site available.

Write Box K-160, BROADCASTING

BROADCASTING'S CLASSIFIED . . .

offers an extensive variety of opportunities and services.

If you need help, the right job—or for any needs related to broadcasting

Place your ad here.

YOU BELONG IN BROADCASTING!

1735 DeSales St., N.W.
Washington, D.C. 20036

Field Service Opportunities!

Gates Radio needs 2 individuals trained in broadcast electronics to work in the areas listed below:

TV ANTENNAS

Experience in R.F. required, in TV transmitters helpful. You must be willing to climb tall towers and travel extensively.

RADIO TRANSMITTERS

Experience needed in AM/FM and FM stereo transmitters in maintenance and troubleshooting. Extensive travel required.

Salaries commensurate with experience, full company benefits, including hospitalization & life insurance, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to TOM BEDFORD, Employment Supervisor or Call (217) 222-8200.

GATES DIVISION

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET - QUINCY, ILLINOIS 62301 U.S.A.

Broadcasting Nov 12 1973 71
For Sale Stations—Continued

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For Sale Stations

FOR SALE

California Class B—FM $50,000

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<td>Daytime</td>
<td>550M</td>
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<th>Metro</th>
<th>FM</th>
<th>200M</th>
<th>29% Terms</th>
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<td>Small FM</td>
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BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy acceptable.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 Ohio Sales St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted, please send $1.00 to BROADCASTING for each package of cover handling charge. If VTR's are submitted send $5.00 to cover handling and forwarding. All VTR's are forwarded by Parcel Post. Further remittance separately.

All transcriptions, photo, etc., addressed to box numbers are sent at seller's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

| Help Wanted | 40c per word—$5.00 weekly minimum. (Billing charge to stations and firms: $1.00). |
| Situations Wanted | 30c per word—$5.00 weekly minimum. |
| All other classifications | 50¢ per word—$5.00 weekly minimum. |
| —Add $1.00 for Box Number per issue. |

Rates, classified display ads:

| Situations Wanted | (Personal ads) $25.00 per inch. |
| —All others | $40.00 per inch. |
| —More than 4th 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 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 .com, .co, .org, etc. count as one word. Hyphenated words count as two words.

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<td>Insert time(s). Starting date</td>
<td>Box No.</td>
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<td>Display (number of inches).</td>
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Indicate desired category:

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BROADCASTING Nov 12 1973

22
James Killian: 'the man who . . .'
of public broadcasting

Last week, James R. Killian lay in the intensive care unit of Mount Auburn hospital in Cambridge, Mass. His physicians described his condition as stable, and they were optimistic he would recover from the brutal blow—well-nigh incapacitated by a freak fall from the hospital bed in which he was recovering from some earlier, minor surgery. At 69, "the father of public broadcasting" had been dealt a crippling blow—one that may force him from an active role in the medium he did so much to bring into being. If so, a quirk of fate will have accomplished what conventional adversaries could not.

It is ironic that misfortune might force James Killian out of the leadership role he had been called to in public broadcasting, just when public broadcasting people and the public now look back on a year of accomplishments that most observers feel are his. While the agenda of this week's National Association of Educational Broadcasters convention speaks of no formal commemoration of public broadcasting's new-found unity under a "partnership" that Dr. Killian, perhaps more than anyone else, effected, it may as well. For if the prevailing spirit of the medium holds true in New Orleans this week, public broadcasters are bound to remember 1973 as the year in which they found a direction.

Last spring, public broadcasting was a battlefield. Its two prominent institutions, the Corporation for Public Broadcasting and the Public Broadcasting Service, looked at each other as adversaries. The Nixon administration had more than hinted that it had designs on pre-empting the judgment of the leaders of what was supposed to have been an autonomous service. And those charged with administering, programming and advancing the medium had no inkling as to where the next federal buck was coming from.

Such was the climate in which Thomas Curtis—citing alleged pressure from the White House on a CPB board that had grown progressively hostile toward him—bowed out as the corporation's chairman. That dramatic—but, to insiders, not totally unexpected—development forced the CPB board to choose a replacement capable of carrying it through a period of unprecedented travail. The board's choice of James Killian, who had served as CPB's vice chairman for an inception six years before, went far beyond the simple principle of executive succession.

CPB President Henry Loomis put it this way: "Not only was our board in disarray but our relationships with PBS were at stake. The situation required somebody who clearly was not out for something for himself, who did not represent the interests of any particular group, who was really concerned with the national interest." To Mr. Loomis, and indeed, to most public broadcasting officials who rode out those stormy times, James Killian was the only man with the credentials the vacancy demanded. He was, as Mr. Loomis sees it, "unique. I've always found him very easy to work with, very fair, very concerned with human beings. He's very conscious of what the goals are, and very particular about figuring out the most effective way of getting to them. His sense of timing is excellent. He has great influence with people, but he doesn't squander that influence. He reaches his decisions and sets his goals by logic and not by emotion. And his contacts are so catholic he can see any problem from a variety of angles."

So commanding was Dr. Killian's influence, so impeccable his credibility, that his mere presence at the helm of CPB, according to Mr. Loomis, "soopered all sides. It changed the whole dialogue right off the bat—at a time when we had just about blown the system apart."

A long-time associate of Dr. Killian's also notes "he's never forgotten the fact that he's the son of a South Carolina farmer. He has a humility that is unique, not just something he wears on his sleeve."

The career that has brought this respect and status to Dr. Killian began and is still tied to the Massachusetts Institute of Technology. His formal education ended with undergraduate studies there. Yet two decades after his graduation he was chosen as the school's president. He later served as chairman and, since 1971, has been chairman emeritus. Dr. Killian (his doctoral status is honorary, coming from degrees bestowed on him by 38 different colleges) never received any formal scientific training. Yet in 1957, President Dwight Eisenhower appointed him the first special presidential assistant for science and technology. And, until 1967, his involvement with public broadcasting had been primarily as an influential outsider. Yet, the prestigious Carnegie Commission chose him to head the committee that laid the groundwork for what became the Public Broadcasting Act. Indeed, the term "public" broadcasting—characteristic of a system funded by and representing the direct interests of the people—was his creation. An associate who also served on that committee recalls the verve with which Dr. Killian attacked the job: "He refused to let us be a bunch of poobahs. Killian made that committee work, sometimes way past midnight. No staff proposal was rubber stamped."

It was with equal selflessness that Dr. Killian assumed the CPB chairmanship—a decision he made much against the wishes of his physicians. At the outset, he conditioned that acceptance on four goals, and he put public broadcasting on notice that he expected tangible progress in those directions under his stewardship. The first condition was a speedy completion of a compromise agreement between CPB and PBS. That was effected a month after he took office. The second was a development of a viable long-range funding proposal for the medium. Such a proposal has been in existence since last summer and is now a matter for Capitol Hill and the White House. The third was a strengthening of local stations' "autonomy and independence. The CPB-PBS "partnership" agreement is seen by that premise. The fourth was a reaffirmation of public-affairs programming "as an essential responsibility of public broadcasting." Funding has since been found to continue three public-affairs offerings—Firing Line, Washington Week and The as what—that had previously been in serious danger of cancellation.

It might be concluded, then, that Dr. Killian has completed his mission. But all is still not well with public broadcasting, as the CPB chairman is well aware. But he is also aware that the persistence of those problems can make the medium's future "As it was with cathedrals," Dr. Killian has written, "the edifice of public broadcasting has survived and grown because of faith and because the men and women of this country felt they needed it to enrich their lives, to express their aspirations, and to struggle and fight to ensure that the structure moved toward completion."

Profile


Broadcasting Nov 12 1973 73
Only now, Jeb Magruder
Presumably on its own initiative, the recently organized National News Council has announced it will investigate President Nixon’s charges of bias in network journalism. The investigation will be conducted in the name of “public service,” of course, and will “culminate in a public hearing,” according to the council’s news release. At the end a verdict will be rendered and publicized.

It is all very high minded and will undoubtedly go forward to the applause of certified thinkers who believe in any cause funded by foundations, and it is an insult to the intelligence of the American television audience.

Elitism at its worst is represented in the statement by Roger J. Traynor, chairman of the council, that the journalistic performance of the television networks “should be placed on the public record as soon as possible.” How public can a record get, Mr. Traynor? The early evening news programs by themselves command an average audience of 38.1 million each night. Mr. Traynor must believe the public is too dumb to understand what it has seen.

Whatever the “verdict” that is ultimately issued by the National News Council, the networks and their affiliates have nothing to gain and possibly a good deal to lose. To begin with, the public has already made its own verdict—or its many verdicts, according to the many publics—about television coverage of Watergate and related squarals. People will agree with the council’s judgment only to the extent that it corresponds to their own.

A negative verdict, however, could lead to government reprisal. What is the FCC to do about the enforcement of its fairness doctrine if the National News Council, full of piety, public interest and the bounty of the Twentieth Century Fund, decides that one or more of the networks have been unfair to the President of the United States? It’s only the beginning, folks, only the beginning.

On July 17, 1970, while he was still a fair-haired boy in the White House, Jeb Stuart Magruder wrote one of those “eyes only” memos that have recently come to public light (Broadcasting, Nov. 5). Among a list of activities he was suggesting to H. R. Haldeman and Herbert Klein to enforce “press objectivity” was this: “Form a blue-ribbon media ‘watchdog’ committee to report to the public on cases of biased reporting.”

Though a little late for his own sake, Mr. Magruder may have seen his wish come true.

All business is commercial
Those identified with television, whether in government or the private sector, should get acquainted with new techniques in noncommercial “sponsorship” because this contradiction of terms is destined to become a competitive way of life in the rating seasons ahead.

Enter the “director of corporate underwriting.” He is “selling” against the sales managers of networks and stations. Not directly, perhaps, but for the same sponsor dollars.

WNET, the noncommercial station in New York, is the innovator. It has named a director of corporate underwriting who will “seek to expand the role of private business in financing special programs and series of programs.” Mention is made of the interest of such corporations as Exxon, IBM, Kodak, Bristol-Myers, GT&E and 3-M.

John Jay Iselin, WNET president, says the goal is broad-

er support “from the private sector, which is so essential to public television’s future.” He calls for “clearer definition to the way in which our programing can service business objectives, both here in New York and nationally.”

The man named director of corporate underwriting at WNET has served as vice president of two major advertising agencies and with ABC-TV. He will work closely with the director of foundation and government funding.

Certainly both government regulators and television licensees should take into account these developments and their relationship to over-all funding of noncommercial broadcasting. It has always seemed to us that the underwriting of programing by companies that get air credit is a form of commercial sponsorship.

The FCC, it may be recalled, just a few months ago criticized a noncommercial FM in Baltimore for carrying old-time radio commercials as part of an ongoing nostalgia-programing feature (Broadcasting, April 30).

We agree that clearer definitions of what constitutes noncommercial broadcasting are needed.

As we observed here a while back, if old commercials presented exclusively for entertainment purposes are illegal, what place can there possibly be for those presented, under whatever name, to advance current business goals?

First things first
Suddenly there is a revival of interest in VHF drop-ins. The Office of Telecommunications Policy says 66 ‘V’s could be added to the top-100 markets without interference to existing stations. FCC Chairman Dean Burch sees a chance for more networks, encouraged by the availability of VHF affiliates. The FCC staff makes a serious study of the OTP list for official consideration.

All kinds of sticky political and economic problems would be raised if indeed it became technically feasible to create more V’s. Those, however, can await their turn—if it ever comes. The threshold question for the FCC to resolve—by formal inquiry—is whether V’s can be added in significant number without technical disruptions of the service the public has come to expect. There are certain to be serious disagreements with the OTP report, and probably with the FCC staff analysis. The whole range of competent engineering opinion should be considered.

“ ‘I can’t tell you who told me you’d make a real swinging date...we newscasters must protect our sources!’”

Drawn for Broadcasting by Sid Hix

Broadcasting Nov 12 1973 74
Here are five good reasons to buy IVC's fully-automatic broadcast 240 Film Chain Camera and 4000A Multiplexer. We have dozens more.

Money. We put the latest solid-state circuitry and some clever design techniques into the IVC-240 and the 4000A—not just to make them more reliable, but to give them the industry's finest price/performance ratio. Example: we use costly precision fixtures, like other manufacturers, to align the 240's dichroic mirrors. Unlike other manufacturers, however, we set the mirrors permanently in optical epoxy. The expensive fixtures stay here—but the precise optical alignment stays with the 240—permanently.

A free-standing camera cabinet. Ordinarily, if you accidentally bumped into a film-chain camera, you'd disturb the picture. But when the IVC-240's cabinet is accidentally bumped or nudged, picture positional stability, as viewed on a picture monitor, is virtually unaffected. The reason: the optical system and Vidicon/yoke assemblies are mounted on a separate rigid backbone that is laged directly into the floor through the sheet metal of the cabinet. The effect is the mechanical isolation of optics and cabinet.

A better mirror system. The IVC-4000A's mirrors swing vertically, like the flag on a taxi meter. This approach makes it difficult for dust to settle on the reflective surfaces and provides a smooth on-air transition; the special tapered mirrors are positioned by self-braking motors in just one fifth of a second. Audio-follow logic is built into the system.

Money again: Having a single neutral-density filter wheel inside the camera for automatic white level is a special cost-saving bonus from the IVC-240. This unique arrangement can save you up to $4200 by eliminating the usual separate disc for each projector. The lightweight disc and high-torque motor, which are built into the camera enclosure, respond to light level changes up to 100 to 1 in 0.6 second (maximum). And typical changes are compensated for much faster. An automatic black level circuit complements the automatic white level control. Result: hands-off operation—all day.

It makes your studio look nicer. But we can't tell you all about the 240 and the 4000A here—there isn't room to talk about their minimal maintenance requirements, their exceptional stability, their hands-off operation, their automatic features. We suggest you write to Camera Product Manager at the address below. We'll be glad to give you all the reasons why choosing IVC is a good move.

International Video Corporation
International Video Corporation
990 Almanor Avenue
Sunnyvale, California 94086
Telephone: (408) 738-3900
If you lived in San Francisco...

you'd be sold on KRON-TV

reaches more homes than any other
advertising medium in the Bay Area

Source: Total Day cume homes estimates. NSI, May and February-March 1973 and November 1972, subject to limitations of the surveys. Other sources on request.