Transition begins at the FCC: Johnson resigns, Burch says he's on way out, Quello hearings scheduled
Time for age.

With so much emphasis on youth in today's programming, the Fetzer television station in Lincoln decided to consult the Nebraska Commission on Aging about a weekly program for their listeners over 65.

The resulting programs had special interest news events and guest speakers on such topics as Social Security, travel, housing and post-retirement education. The executive director of the Commission was quoted as saying it was: "... to my knowledge, the first undertaking of this type of program by a commercial outlet."

Another example of Fetzer total community involvement.

The Fetzer Stations

WKZO  Kalamazoo
WKZO-TV  Kalamazoo
KOLN-TV  Lincoln
KGIN-TV  Grand Island
WWTV  Cadillac
WWUP-TV  Sault Ste. Marie
WJFM  Grand Rapids
WWTV-FM  Cadillac
WWAM  Cadillac
KMEG-TV  Sioux City
The world of Liberace is a very special world indeed. Glitter and glamour; sparkle and shine. And, like a multifaceted diamond, the rare qualities that make him one of the world's greatest performers, come shining through in this very special special.

Now, available for the first time, a one-hour behind-the-scenes look at this year's "Entertainer of the Year."

"The World of Liberace" premiered in the highly competitive Los Angeles market on KNBC-TV on October 17, 1973. Scheduled in primetime opposite regular network programming, the musical-entertainment special captured 26% share of the audience with an 18.2 rating.

Pre-sold to:
- NBC Owned-TV Stations
- McGraw-Hill-TV Stations
- WTVJ-TV, Miami
- WSB-TV, Atlanta
- WITI-TV Milwaukee
- WFTV Orlando
- WBAL-TV Baltimore
- WHTN-TV Charleston/Huntington
- WTLV-TV Jacksonville
- WBNS-TV Columbus
- WJBF-TV Augusta
- WBay-TV Green Bay

Pre-sold Overseas in:
- Great Britain (B B C)
- Canada (C B C)
- Australia
- Norway
- Denmark
- Germany
- Sweden
- Belgium
- Holland

"...Not only worthwhile as entertainment but surprisingly enlightening...hour incisive and informative, catches the essence of a major showbiz figure—not an easy task." Daily Variety

Watch for other "WORLD OF..." specials in the near future.

Source: Los Angeles Nielsen Overnights
August 1, 1973

ARB RATING SUMMARY -- SRP CLIENTS

April/May 1973

There are seven (7) SRP client FM stations that are NUMBER ONE in their markets. They lead all other AM or FM radio stations -- Persons 12+, 6 a.m. - Mid., M-S, Total Area Av. \( \frac{3}{4} \) hour or Metro Share.

All five SRP client stations that were NUMBER ONE in the 1972 April/May ARB's repeated their first overall ranking and two additional client stations achieved NUMBER ONE status. The seven NUMBER ONE stations are:

WEAT-FM, West Palm Beach has held number 1 for four consecutive years. WEAT-FM's 21.3 share is the highest FM share in the country -- an honor held by the station for the last three years. The next closest share in West Palm Beach is WEAT(AM) with a 10.1. WEAT-FM is also 1st in every time period as well as weekly cume.

WOOD-FM, Grand Rapids continues its number 1 position in Total Area Av. \( \frac{3}{4} \) hour and cume for the 4th consecutive year with demographics that are almost a carbon copy of last year's April/May ARB; i.e. 1st in 18 - 34 and 18 - 49 women, 10 a.m. - 3 p.m., M-F; and 2nd in Men 18 - 49, 6 a.m. - 10 a.m. and 3 p.m. - 7 p.m., M-F, Total Area Av. \( \frac{3}{4} \) hour.

WLYF, Miami holds number 1 position in the Miami-Ft. Lauderdale Metro with a 9.1 share. WLYF has been number 1 in the Miami-Ft. Lauderdale area 3 of the last 4 ARB's having been edged by Dolphins football on an AM station in the Oct./Nov. 1972 ARB.

KREM, Phoenix and WDBO-FM, Orlando continue their number 1 overall positions in the Total Area Av. \( \frac{3}{4} \) hour 1st achieved in the 1972 April/May ARB.

New to the growing list of number 1 FM stations is WKBN-FM, Youngstown, which edged out the top AM station 14.7 to 14.5.

Completing the list is WWSH -- 4th overall in Philadelphia and number 1 in Trenton with a 16.0 share...next closest a Trenton station with a 9.8 share.

16 SRP client stations are 2nd or 3rd in their markets. Following is a more detailed analysis with example demographic results:

(Cont'd)
No kidding. FCC is in dead earnest about inquiry and rule-making aimed at divorcing television networks from production of entertainment programing and rental of production facilities to other producers (Broadcasting, Dec. 3; see also page 33). It's now learned commission is talking about use of subpoenas to get testimony from producers who won't talk voluntarily, presumably out of fear of network reprisal. Proceeding, expected to be announced next week, will not include proposed rule, but will pose questions intended to elicit information on which action could be taken.

Network-production inquiry is to be issued at same time FCC adopts report and order modifying prime-time-access rule, on which it instructed staff two weeks ago. And coincidentally there'll be third document emerging - notice of inquiry on network reruns. Last is designed as fact-gathering enterprise resulting from petition filed by Hollywood film editor, Bernard Balthem, seeking rerun cutbacks. President Nixon has also been hot on subject, and White House Office Of Telecommunications Policy has been pushing for action.

Moldy oldies. As shortage of vinyl for phonograph-record manufacture gets worse (Broadcasting, Nov. 12), there's talk in record industry of campaign to recycle records. One idea is to give discount on new-record purchase for old record turned in.

Planners. Composition of that special Television Bureau of Advertising committee to conduct study of TVB's long-range objectives, organization and staff (Broadcasting, Dec. 3) was nearing completion last week. Kenneth M. Johnson of KTRK-TW Houston, new TVB chairman, hopes to announce members soon. Following eight executives were considered best-bet list from which seven committee seats would be filled: Marvin Shapiro, Westinghouse; James Rupp, Cox; Edward A. Montanus, MGM-TV; D. Thomas Miller, CBS-TV stations; Tom Percer, WHNT-TV Huntsville, Ala.; Jack Fritz, John Blair & Co.; Albert J. Gillen, Poole Broadcasting; Terry Lee, Storer.

Departures. FCC's young and eager general counsel, Jack Pettit, had intended to return to private law practice by end of this month, but he'll stick around little while longer - probably until Chairman Dean Burch leaves (see page 19). He has firmly rejected overtures about moving up to seat on commission.

Speculation on successor to Mr. Burch now gets more timely. (It's still assumed Commissioner Richard Wiley will get chairmanship.) New hat in ring is that of Ward White, minority counsel to Senate Communications Subcommittee, who has Senator Howard Baker (R-Tenn.) in his corner. Among those mentioned earlier: Edward C. Lambert, 63, chairman of broadcasting department, University of Missouri; Shouke Sasaki, retired financial analyst of Seattle; Martha White, 35, assistant director of public information of U. S. Information Agency; Antonia Scalia, former general counsel of Office of Telecommunications Policy and now chairman of Administrative Conference of the U. S., and R. A. Isenberg, 59, consulting engineer of Berkeley, Calif.

Home-town girl. Reports from CBS News indicate major change in status for morning anchorwoman, Sally Quinn. She will spend next two weeks originating stories and live interviews from Washington - experiment that could lead to permanent base there. She was Washington Post reporter before celebrated transition to television, is reported planning to marry that paper's executive editor, Ben Bradlee. Further reports that CBS is trying to buy out her three-year, $70,000-a-year contract are vigorously denied.

Threat to the clears. That defensive perimeter that clear-channel stations have thrown up around 12 remaining unduplicated clears seems to be getting smaller and smaller. Emergency action FCC will take, as soon as year-round daylight-savings bill is enacted, to permit daytimers on U. S. clears to sign on presunrise will result in some erosion of dominant stations' service areas. But that is not worst of it for clears. When proposed solution to daytimer problem was discussed among commissioners, Robert E. Lee expressed concern that commission was moving toward "bust-up" of nation's last clears. But Chairman Dean Burch, reportedly, was undismayed by prospect, indicated he was tired of protecting clears and that maybe time was right for breakdown.

With that as background, commission is expected to begin digging into clear-channel issue early in new year, perhaps by February. Staff is preparing material on issues involved in various applications by broadcasters who want to operate on clear channels that are now exclusive and petitions and applications by clear-channel stations seeking boost in 50 kw limit on their power ("Closed Circuit," Oct. 29). Clear-channel stations may take some heart from expectation that Chairman Burch will not remain with agency for much of 1974 (see page 19). But staffers indicate that it is Chairman Burch's feeling, rather than Commissioner Lee's, that is more reflective of general commission attitude on clear channels.

Telling all about energy. Product-information disclosure, which has received increased attention from top Federal Trade Commission officials within last two months, may find application to advertising related to energy crunch. Small staff is beginning to explore energy-ad questions, according to J. Thomas Rosch, director of Bureau of Consumer Protection, and "principal work" is focusing on affirmative disclosure. Chairman Lewis Engman and Mr. Rosch have been among those asserting FTC's authority to require disclosure of "material facts" - information that would influence buying decisions of significant number of consumers if it were revealed.

Working workshops. Instead of half-dozen regional management conferences it usually conducts in January-February, at which radio-station sales managers swap views, study trends and bone up on new sales ideas, Radio Advertising Bureau is considering scheduling much larger number of local-advertising workshops around country in first part of 1974. Object would be to show local agencies and advertisers, prospective as well as current radio users, how radio can be put to work on short notice to answer changing advertiser needs and problems created by energy crisis, general economic uncertainty.
Plusses, minuses in broadcast journalism

Tribute to broadcast journalists who helped make 1972-73 "coming of age" of electronic news media, and condemnation of forces that kept majority of TV and radio journalists from joining their rank, are balanced somberly in interim report for fifth Alfred I. duPont-Columbia University broadcast journalism awards (Broadcasting, Dec. 3). Balancing high and lows, awards director Marvin Barrett notes that local news productions far outstrip networks (by ratio of 20:4) in award showing. Mr. Barrett balances each measure of praise with equal dose of consternation: Although record number of outstanding stories were viewed, it was found that "the do-nothings outnumbered their betters five to one, and among them were some of the nation's most profitable broadcast operations." Cited as inhibitors: government interference, management intrusion, censure by sponsors, public apathy, lack of concern by stations. Ironically, same factors were noted as stimulating superior reporting.

It was Watergate that "changed the relationship between broadcasters and government drastically and perhaps permanently," Mr. Barrett declares. He says that, after dim broke in Washington, 176 of stations saw marked drop in complaints of station bias. Interim survey gives still another Watergate plus: networks' discovery that "the most firmly entrenched (if least pre-existing) part of their schedule, the daytime soap operas and game shows, had been outdrawn by Watergate."

On other hand, he says, aroused viewing public was also responding to thinner version of news, embalmed by media consultants injecting chatter, etc., into local product to increase station ratings. More than 120 stations employ consultants, Mr. Barrett says, with resulting "manipulation in local news which neither the networks nor the White House had been able to achieve." In "making great strides in the name of statistics and audience and sponsor approval," consultant-touched newscasts "seemed to have nothing to do with satisfying someone's social bias. But the end result was much the same — to subvert serious coverage of controversial subjects."

Thanks for the frequency. FCC finally comes up with winner of 10-year competitive proceeding for facilities of KRLA(AM) Pasadena. Victor is Western Broadcasting, with Bob Hope, Art Linkletter among principals. Page 32.

Watching. Call them censors and they'll snip off your nose. Networks' vice presidents for broadcast standards agree that TV has matured, but they're keeping blue pencils on hand to see that it doesn't become dirty old man. Page 34.

Being here now. It's time for cable to take realistic look at major markets, and for cities to come back to earth about cable, says Warner's Al Stern. Page 42.

Tidying up. Clay T. Whitehead, director of Office of Telecommunications Policy, has indicated he plans to submit to President Nixon early in new year cabinet-level committee report on cable television and plan for long-range funding of public broadcasting. Mr. Whitehead, in appearance before Radio-Television News Directors Association of Southern California, in Beverly Hills, on Thursday, confirmed reports he plans to leave government service early in new year ("Closed Circuit," July 9). And those two items, he said, are among matters on which he would like to sign off before departing. Later, he said privately that cable report — in preparation for two-and-one-half years — is being prepared for printer.

CBS's Taylor unlimbers guns for all-out attack on pay cable

In all-round denunciation of pay-cable TV, CBS President Arthur R. Taylor proposed that owners of programs not carried on broadcast television in past five years be required to offer them to broadcast TV before selling them exclusively to pay-cable systems that also carry free-TV broadcasts. Offers, he said in speech for delivery Friday night before Arizona Broadcasters Association at Scottsdale "must be at a cost that is equitable and consistent with what free television pays for comparable attractions." He said formulation of such rule might be difficult but should not be impossible and, "once implemented, [it] would insure that, no matter how popular tastes may change, the most popular attractions would be accessible free to every television viewer, no matter where he might live or what he might earn."

Proposal was one of three steps Mr. Taylor advocated as further protection for broadcast TV and its viewers against pay-cable, which he described as "a sneak attack on the family pocketbook" and based on notion that "the average television viewer should pay for the programs that he now receives free." Other two proposals: Clearly define CATV's copyright liabilities, requiring it to get copyright owner's permission before transmitting any program, and prohibit pay cable's siphoning of "any program that has appeared on free television in the past five years."

Mr. Taylor said CATV "already possesses the bargaining potential to buy almost any movie it wants" — and, by extension, sports as well — "without adding a single new subscriber." He explained that, based on performance to date, about one-fourth of country's 7.8 million subscribers would sign up for sports and movies if they were offered. And if each home paid "modest fee" of $1 for movie and that dollar were split 50-50 with movie's producer, latter would receive about $1 million for pay-cable rights as opposed to about $750,000 networks pay to show typical movie two or three times.

Though FCC is considering loosening its restrictions on pay cable, Mr. Taylor said, they already "offer grossly inadequate protection to both broadcasters and their public." They can be circumvented entirely, he said, if CATV system integrates it pay-TV charges into its basic subscriber rates rather than billing for pay-TV separately.

Pay TV's inherent "economic discrimination" is already apparent, Mr. Taylor asserted. One-fourth of U. S. families have annual incomes under $5,000 but only one-eighth of CATV subscribers are in that category, he said, and more than one-third of total families have income under $7,000 but only one-ninth of those who buy original sports and movies on CATV are in under-$7,000 group.

Impatient. Justice Dept., growing weary with FCC's slow-motion conduct in crossownership proceeding, asks agency to remove WTMJ licenses. Page 30.

Top of the Week

Turnover. Long-anticipated reshuffling of the FCC is finally coming to pass. Five months after his term expired, Nick Johnson leaves Washington for Iowa farm — trailing signs he'd like to return as congressman. Senator Pastore shakes out mothballs from confirmation process, sets hearings next month for proposed successor, ex-Michigan broadcaster James Quello. Chairman Dean Burch also has eyes on exit. Page 19. Abrupt Johnson departure kindles recollections of seven-year career as nation's foremost "antibureaucrat" — man who was lauded and lamented with equal ferocity. Page 20.
FTC moves against Dry Ban commercials

Bristol-Myers Co. and its agency, Ogilvy & Mather, both New York, have misrepresented physical characteristics of Dry Ban spray antiperspirant in TV commercials, according to Federal Trade Commission Administrative Law Judge Daniel H. Hanscom. Also at issue: whole question of "responsibility and integrity in advertising," judge said in issuing cease and desist order.

FTC complaint challenged five commercials in "How Dry I Am" series telecast over network and spot TV between July 1969 and September 1970. Commercials used comparative demonstration technique in which competing product, when sprayed on surface, appeared white and thick, while Dry Ban appeared clear and dry. Judge found that commercials falsely implied that "Dry Ban was dry, went on dry and left no discernible or visible residue on application, and that a real demonstration was taking place actually proving those characteristics, and the superiority of Dry Ban."

One provision of order would prohibit both firms from using product-feature or product-superiority demonstrations for any product unless test, experiment or demonstration actually proves claim being made. Second would forbid misrepresentation of physical characteristics of Dry Ban "or any other product applied to the body," in case of Bristol-Myers, and misrepresentation of physical characteristics of Dry Ban "or any other antiperspirant or deodorant," in case of Ogilvy & Mather.

In explaining broad product applicability of first provision, judge said that demonstration technique "is readily adaptable to a large proportion of Bristol-Myers' products, over 40 of which are advertised over television," adding, "the public is entitled to take the most effective action available to close the door [to the possibility of similar violations]." Order estimated total media expenditures of $225 million for Bristol-Myers and gave $5,800,000 figure for ad campaign cited in order.

Bristol-Myers responded: that ads have not run in over three years, that $225-million media-spending figure was inflated by more than half, and that it doesn't think decision will withstand judicial review, which it will ask.

Confidence grows. Pollster Louis Harris, under employ of U. S. Senate, reports on nation's trust in its institutions. TV news still doesn't fare as well as garbage men, but it's doing better than Presidency. Page 46.

Initial decision favors WESH-TV

Cowles Florida Broadcasting Inc. has survived first round in effort to retain license for WESH-TV Daytona Beach, Fla., against challenge of competing applicant. Administrative Law Judge Chester F. Naumowicz Jr., in initial decision Friday, recommended renewal of WESH-TV's license (Docket Nos. 19168-70), and denial of application of Central Florida Enterprises Inc., composed of local area businessmen. Decisive factor in Cowles's favor, in view of Judge Naumowicz, is that, on standard of best practicable service to public station's record of service "has been thoroughly acceptable." Central's showing, he said, "is not strong."

Major problem facing Cowles in bid for renewal is issue of purported criminal mail fraud in sale of magazine subscriptions by licensee's parent, Cowles Communications Inc. Judge Naumowicz concluded that fraud "was rife through the organization." And he said that conclusion would probably be fatal to applicant without broadcast record. But, he said, Cowles Florida was making broadcast record at time CCI's other subsidiaries were "engaging in improper conduct." He also said that station's past record was guide to its future conduct.

On top of news. One hour after Gerald R. Ford was approved 389-36 by House of Representatives, nation saw Michigan Republican sworn in as Vice President — at 6:10 p.m. Dec. 6. CBS-TV originated pickup for all three networks.

It's unanimous. FCC's reported plan for rulemaking to ban production of entertainment programs by TV networks and perhaps forbid their leasing facilities to outside producers was termed "unnecessary and contrary to the public interest" in statement by ABC. As did earlier NBC and CBS statements (story page 33), ABC's said networks produce so few of their own entertainment programs that FCC's concern is hard to understand, and that networks need to maintain "extensive facilities available at a moment's notice" to cover major news and sports and to develop "innovative and experimental" programming. ABC said it produced less than 10% of its prime-time entertainment programs and "slightly larger percentage" of its daytime programs.

Yesses and noes. FCC has disposed of first, small batch of requests for waiver of rule requiring broadcast of crossownership of cable-television system and TV station in same market. It granted four — two with conditions — and denied two. One unconditional grant went to Vincennes University, licensee of noncommercial WVUT(TV) Vincennes, Ind., which argued it needed cable system to continue operating UHF television station. Other unconditional grant went to Peninsula Broadcasting Corp., which operates WVEC-TV Hampton, Va., and cable systems in Ahoskie and Murfreesboro, both in North Carolina. (Systems are on fringes of station's Grade B and in another state.) Conditional grants both involved translators; they went to Fort Mason TV Improvement Co., Mason, Tex., and Uvalde Television Cable Co., Uvalde, Tex. Denied requests were those of Thombs Broadcasting Co., which owns WANC-TV Asheville, N. C. and Eastern Oklahoma Television Co., licensee of K TEN (TV) Ada, Okla.

Guilty in Georgia. Two Georgia TV stations were found by FCC to be in violation of fairness doctrine in connection with broad cast of advertisements for Georgia Power Co. Commission ordered WJBF (TV) Augusta and WQXI-TV Atlanta to tell it how they propose to meet fairness obligations.

Advance man. ABC-TV affiliates will get progress report this week on network's development plan for early morning news/entertainment show. Dennis Doty, director of morning program development, briefs ABC affiliates tomorrow (Dec. 11) in New York, Wednesday in Chicago and Friday.
in Los Angeles. Targeted for late '74 or early '75, it would be only such network effort supervised by entertainment division. Mr. Doty describes venture as "upbeat, magazine concept," with emphasis on entertainment, although he is working closely with ABC News to get creative, imaginative news presentation.

**Rerouting.** Teleprompter Corp. announced last week complete reorganization of cable TV division (accounting for about 70% of revenues) in latest addition to what company called "drastic" program to reduce expenditures. Chairman Jack Kent Cooke said firm's cable activities will now come under direct supervision of President William Bresnan. Systems have been grouped into 16 districts, whose directors will report to three regional officers in New York: John M. Raines, 39, who formerly headed Teleprompter's New England operations; Frank Webb, 32, formerly Southwest regional manager, and George W. Bohn, 33, who had been firm's corporate director of administration. Closed: regional offices in Los Angeles, Seattle, Atlanta and Hartsdale, N. Y. Some 600 employees have been dismissed reducing roster to 2,500.

**Not taking no.** Fidelity Television Inc. will appeal FCC decision denying its application for channel 9 Los Angeles and granting renewal of RKO General Inc.'s for KHJ-TV (*Broadcasting*, Dec. 3). Fidelity's attorneys say they will go directly to U. S. Court of Appeals in Washington rather than attempt to persuade commission to change its mind with petition for reconsideration.

**Philadelphia story.** Viacom International Inc. has been challenged by citizen group in Philadelphia in petition filed with FCC last week. Philadelphia Community Cable Coalition says merger of Viacom, fifth largest cable company in country, with CPI, eighth largest, would violate federal antitrust policy. Coalition also asked commission to solicit Justice Department's views on proposed merger.

**Out to buy.** Offer in excess of $6 million for WPGC-AM-FM Morningide, Md. (Washington area), and WMEX(AM) Boston has been made by Richard Marriott, vice president of Marriott Hot Shops Inc., as personal investment. First refusal on properties, owned by estate of late Maxwell E. Richmond, is held by Robert Howard, vice president-general manager of Washington-area properties.

**Late Fates.** Peter M. Robeck, board chairman of Time-Life Films and previously its president and chief executive officer, has resigned, effective Jan. 1 to open own consultancy. David R. Chase, program director, WJIC-TV Pittsburgh, appointed station manager. John H. Rook of John Rook & Associates, programing consultancy, appointed national program director for HefTel Broadcasting, with responsibility for contemporary stations in group. He will succeed Buzz Bennett, who left in policy dispute (*Broadcasting*, Nov. 26). W. Thomas Dawson, director of development, CBS Radio Spot Sales, appointed VP, division services, CBS Radio, succeeding Maurie Webster, who resigned to become executive VP of CompuNet, New York (*Broadcasting*, Oct. 22). Mr. Dawson will be responsible for advertising, development, promotion, press information and program practices. Timatha S. Pierce, manager of advertising and promotion, NBC Radio Network, and former manager of advertis-

**Edward B. (Ted) Wilson,** chairman of executive committee of J. Walter Thompson Co., New York, named president and chief operating officer, effective Jan. 1, succeeding Henry M. Schachte, 60, who has reached retirement age for agency's senior officers. Mr. Wilson, 53, has been with Thompson since 1947 and had been managing director of JWT's office in Chicago before returning to New York earlier this year. Dan Seymour, 59, is chairman and chief executive officer of JWT.

**John S. Bowen,** president of Benton & Bowles, New York, since 1971, elected chief executive officer, effective Jan. 1. Victor G. Bloede, who has been chief executive since 1968, continues as board chairman and also will assume direction of agency's international operations formerly handled by executive committee chairman L. T. (Ted) Steele, who is retiring Dec. 31.


**Astronaut Charles (Pete) Conrad Jr.,** board member for four years of American Television and Communications Corp. (group cable owner), named VP-operations and chief operating officer of firm. Mr. Conrad, Navy captain, will retire from National Aeronautics and Space Administration, which he has served as an astronaut since 1962. He was pilot on eight-day Gemini 5 flight, commanded Gemini 11 mission and was Apollo 12 commander for second lunar landing and on Skylab 1 missions.
Syndication’s hot new series is working well in important markets!

THAMES TELEVISION proudly presents
THE MOMENTOUS STORY OF WORLD WAR II

NARRATED BY
LAURENCE OLIVIER

26 one hour episodes / by award-winning producer Jeremy Isaacs

**FLASH!**

NO. 1 IN WASHINGTON
FIRST RATINGS IN ACCESS TIME PERIOD
NIELSEN/OCTOBER 73*

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...and already rating well in New York and Los Angeles!

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Produced by THAMES TELEVISION Britain’s biggest independent producer of TV programs.
Evenhandedness

EDITOR: This is written to thank Broadcasting and correspondent Leonard Zeidenberg for their excellent report [Nov. 19] on the formation of the National Black Media Coalition and its meeting with the FCC commissioners. Your report took no sides—it just told the story. We hope the communications industry as a whole acquires the sensitivity demonstrated by Broadcasting.—James McCuller, chairman, National Black Media Coalition, Rochester, N.Y.

Where it hurts

EDITOR: I guess that some of the end results that I foresee from pay cable in secondary markets are not readily obvious to anybody who hasn’t operated a TV station in a secondary market with a CATV system of over 10,000 subscribers right there to battle with for audience. You know, Tyler’s ADJ melted from an original nine counties down to three, and then we combined it with Lufkin to get back up to six.

The place pay cable can get its quickest start is on those presently established CATV systems where the subscriber count runs from about 8,000 up. Some of the multiple-system owners can start bicycling Sony dubs, which can be made for $25 an hour, around their smaller markets and come out great better than-average movies, and they’ll cut into the audiences substantially—even more than the addition of another free TV station.—Marshall H. Pengra, Palm Desert, Calif.

(Mr. Pengra, now a consultant, was formerly general manager of KLTV-TV Tyler, Tex., and its satellite, KTRF-TV Lufkin, Tex.)

Up with the President

EDITOR: As a broadcaster for 25 years, the biased and slanted reporting of the networks is obvious to me. I regret to see Broadcasting join these people in “cutting down” the President.

The public-opinion polls you describe [Broadcasting, Nov. 26] have apparently been unable to get down to the “silent majority.” The local newspaper received over 31,000 cut-out coupons from its readership—saying, “We are fed up with the networks.” That’s a sizable figure in a town of this size, for one full-page ad.—Ed Bell Oberle, vice president, Jones College, and general manager, WTIZ-AM FM Arlington (Jacksonville), Fla.

EDITOR: I share your concern and that of our industry over ever-increasing government intervention and regulation. But I find your Nov. 26 editorial, “A Bunch of Old Hosses,” [in which you said] that President Nixon’s request on Nov. 17 for a few minutes in excess of his “allotted” network time “bespoke a presidential conception of TV as an instrument to be manipulated” to be self-serving and wide of the real issue by a country mile.

I would expect such overreaction from Dan Rather or other members of the sanctimonious, politically biased network liberals, but I regret finding it coming from such a respected source as Broadcasting.

Where is the “fairness” in a situation that prohibits anyone—much less the President—from responding to a charge of accepting illegal campaign contributions, or denying him the opportunity to respond to his accusers at a level of exposure equal to or at least approaching that given to the accusations?

When are we going to recognize—to say nothing of acknowledging—that it is the networks that are allowing, if not promoting, the manipulation of opinion via TV by advocacy reporters who won’t separate factual news from opinionated half-truths, unsupported news leaks and out-and-out distortions?

It is high time our industry and its spokesmen displayed the candor we demand of the President and admit to our mistakes and shortcomings.—John J. Miller, manager, KCOL(AM) Fort Collins, Colo.

It’s the same boat

EDITOR: In the Nov. 26 “Monday Memo,” Stan Gerber [of Warren, Muller, Dolbowksy, New York] referred to a conversation he had with a mystery woman at a recent newsmaker luncheon of the International Radio Television Society. His comments regarding necessary interaction between the broadcasting industry and the advertising community concluded with tangible evidence of his conviction. He placed an ad for his agency in a publication of an organization which actively supports the broadcast/advertising industry.

Since I am the person with whom he had the discussion, I thought you might like a little background on the conversation to which Mr. Gerber referred. It was based on agency U.S. billings for 1972. For example, the top-10 agencies invested a whopping 63% of their client’s measured media in broadcast-advertising budgets. It follows that the agencies have chosen media which they consider viable, strong, productive and in touch with the people and the times.

Doesn’t it behoove them to keep their resources—radio and TV—alive and well? Let’s all get together and back our industry—personally and corporately—with concrete action.—Adele Kenyon, publication sales director, IRTS, New York.

This advertisement, the third in a series, was run in Washington newspapers to inform official Washington and the public of the dangers of the proposals before the FCC that would allow the siphoning of programs from free TV to pay TV. Broadcasters are urged to support this vital effort to preserve free television by republishing these ads in their home newspapers. Requests for high-quality reproduction proofs should be addressed to Public Relations Office, National Association of Broadcasters, 1771 N Street N.W., Washington, D.C. 20036.

—NAB Special Committee on Pay Television

Willard E. Walbridge, Chmn.
Capital Cities Communications, Inc.
Houston, Texas
Richard W. Chaplin
Stuart Broadcasting Company
Lincoln, Nebraska
Eugene S. Cowen
American Broadcasting Company
Washington, D.C.
Robert W. Ferguson
WTRF-TV
Wheeling, West Virginia
George J. Gray
Avco Broadcasting Corporation
Washington, D.C.
Richard W. Jencks
Columbia Broadcasting System
Washington, D.C.
Peter B. Kenney
National Broadcasting Company
Washington, D.C.
Dale G. Moore
KGVO-TV
Missoula, Montana
Edwin Pfieffer
WPI-TV
Providence, Rhode Island
Ward L. Guzal
WGAL Continental Broadcasting Company
Chicago, Illinois
Richard S. Stakes
Evening Star Broadcasting Company
Washington, D.C.
Wilson C. Wearn
Multimedia Broadcasting Company
Greenville, South Carolina
What's the difference between free TV, cable TV and pay TV?

Cable TV began in 1948 when John Watson could not get TV pictures from Philadelphia on his TV set in Mahanoy City, Pa., because there was a mountain in the way. So John put an antenna on top of the mountain and ran a wire down to his TV set. Presto! TV just like the big city. Soon his neighbors asked if they could clamp on to his cable ... and he let them.

His neighbors loved it because they were able to get Milton Berle, Hopalong Cassidy and the Roller Derby. The television stations loved it because more people saw their programs. John Watson loved it because he was regarded as a man of some genius by his neighbors.

Soon other people who lived in places where they got poor TV reception or none at all began to do the same thing. There had to be a charge, of course, to pay for the antenna and the wires. But there was no charge for the programs themselves.

So over-the-air broadcasting and cable TV grew up side by side. Oh, there were a lot of problems ... there still are ... but the problems are being worked out by the FCC, the broadcasters and the cable operators.

Now, however, something is being attempted that we don't think is in your interest—whether you receive your television off the air or by cable. An all out attempt is now being made to take the most wanted programs from cable TV and free over-the-air TV and put them on pay TV.

If this were going to bring you better programs or different programs that would be one thing ... but the result would be that you would have to pay for the same type of programs you now get free.

Pay TV operators want to charge you for movies, college and professional football, baseball, basketball and hockey, and for the kind of entertainment shows now on free TV. They are asking the FCC to change its rules to permit them to do this. If the FCC changes its rules, your TV program schedule could eventually look like this:

- Bonnie and Clyde $1.50
- Redskins v. Dolphins Super Bowl VIII $6.00
- Olympics $3.00 per day
- World Series $3.00 per game
- Knicks v. Lakers $1.50
- Boston Bruins v. Chicago Black Hawks $1.50
- Patton $1.50
- College Football (every Sat. in the fall) $2.50 per game

Obviously that can add up to a lot of money for the average family. At least $25 a month—maybe $50. What would happen to free over-the-air TV and cable TV?

Programs would move from free TV to pay TV. All of these popular programs would not disappear overnight from free TV, but over a period of time they would be siphoned away. Eventually those programs and sports events would be gone—to be watched exclusively by the people who could afford to pay for them. Those who could not pay would go without ... whether they received their TV over the air or by cable.

What can you do about it?
- If you want to continue to receive sports, movies and entertainment shows without charge ... or by cable. If you oppose allowing pay TV operators to lock up those programs for the exclusive use of those who can afford to pay ... then—
- Send this to your Congressman and Senators:

Dear Congressman:

We oppose allowing pay TV to siphon away the type of programs we now see on free TV and cable TV and charge for them. Please do not allow this to happen.

Name _______________________
Address _______________________
City _______________________
State __________ Zip __________

...A lot more than meets the eye.
With its imposing facade of Corinthian columns, the Metropolitan Museum of Art has been a landmark on New York's Fifth Avenue ever since its opening in 1880.

It houses the largest collection of art in the United States and is recognized as one of the most important museums in the world.

"ART IS NOT AN END IN ITSELF, BUT A MEANS OF ADDRESSING HUMANITY."

M. P. Mussorgsky/1839-1881

Art is communication. Each work in the Metropolitan Museum of Art says something significant, and says it exceptionally well. Obviously very little of all the world's art meets the Metropolitan's high standards.

Television is communication in the broadest sense. As in every important discipline, only a very small part of it is truly excellent.

The Corinthian Stations often fall short of excellence, even though they strive for it constantly. But excellence is rewarding precisely because it is so difficult and elusive, and our many successes are our greatest sources of pride.

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Lawrence B. Talshoff, publisher.

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* Broadcasting magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting—The News Magazine of the Fifth Estate. The title was changed to Broadcasting in 1932, and Telecasting in 1953. Broadcasting-Telecasting* was introduced in 1946.

** Indicates new or revised listing.

This week:
Dec. 12—Advisory Committee of Office of Telecommunication, Bureau of New Media, Federal Communications Commission, 10:30 a.m., Board of Estimates Room, City Hall, New York. Deadline: Nov. 27.
Dec. 12—Federal Communications Commission luncheon, Speaker: Dr. Everett Parker, director of Office of Communications, United Church of Christ, Army-Navy Club, Washington, D.C.
Dec. 12—FCC and government-industry committee meeting for commission briefing of how jurisdiction over cable should be shared among federal, state and local governments. FCC headquarters, Washington.
Dec. 12-13—Beginning television production seminar, sponsored by San Lake City Travel, New York.

Also in December:
Dec. 17—CTAC Fund Inc., board of directors meeting, CTAC is fund collection and distribution arm of FCC Cable Television Technical Advisory Committee 9 a.m., room 947, FCC, Washington.
Dec. 17—Networks One Inc., annual stockholders meeting, Plaza hotel, New York.
Dec. 17—New deadline for filing comments with FCC on proposed comparative hearing policies for renewal applicants.
Dec. 20—Association of Federal Communications Consulting Engineers luncheon meeting, Speaker: Harold Kaussens, assistant chief, FCC Broadcast Bureau, Hotel Washington, Washington, D.C.

Also in January:
Jan. 7—New deadline for filling reply comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

Jan. 8—Filmways Inc. annual stockholders meeting, Beverly Wilshire hotel, Beverly Hills, Calif.
Jan. 9—One-day conference, "Electronic Distributor — ’79," five-year outlook into electronic market sponsored by Electronic Distributors Association’s distributor products division, Chicago.
Jan. 9—New England Cable Television Association winter meeting, Marriott hotel, Newton, Mass.
Jan. 13—Winter meeting of joint board of directors, National Association of Broadcasters, Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.
Jan. 15-19—Rocky Mountain CATV Association meeting, Scottsdale, Ariz.
Jan. 17-18—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings, Del Monte Hyatt house, Monterey, Calif.
Jan. 18—Publication meeting. Location to be announced, Washington.
Jan. 18-20—Educational Foundation of American Women in Radio and Television board of trustees meeting, La Mansion hotel motor, San Antonio, Tex.
Jan. 22-24—Georgia Association of Broadcasters annual convention and trade show, held in cooperation with Richard Walid, NBC News president, Richard Wiley, FCC commissioner; Ralph Nader, consumer advocate; Senator Herman Talmadge (R-Ga.) and J. Leonard Reinich, Cox Broadcasting president, for continuing education. University of Georgia, Athens.

February 1974
Feb. 1—Sigma Delta Cal Distinguished Services Awards entry deadline. Awards categories include radio and TV editing and reporting. Contact: Sigma Delta Chi, 35 East 22nd Drive, Chicago 60601.
Feb. 5—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio on medical health and education. Contact: Medical Journalists awards committee, AMA, 535 North Dearborn Street, Chicago 60610.
Feb. 1—Mortgage Bankers Association of America annual awards deadline. Awards are given for excellence in financial news programming in following categories: commercial radio and TV stations and commercial radio and TV networks. Contact: Mark Serepka, MBA, 1125 15th Street, N.W., Washington 20005.
Feb. 3-5—National Cable Television Association, national legislative conference, Quality Inn, Washington.
Feb. 3-6—South Carolina Broadcasters Association annual winter convention, Holiday Inn, Rock Hill, S.C.
Feb. 6-7—National Cable Television Association board of directors meeting. Location to be announced.
Feb. 7—Southern Baptist Radio and Television Commission meeting. Speaker: R. B. Carr, linen awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, chairman, CBS vice chairman, now chairman of enterent Red Cross. Place yet to be announced, Fort Worth.
Feb. 15—Publishable meeting. Location to be announced, Washington.
Time for TV: how coordinated national-retail ads make Omega tick

Omega is in a unique position in the watch industry. It makes the broadest line of quality men's and ladies' watches in the business—chronometers, electronic watches, automatics, day-dates, underwater watches, dress and fashion models, technical watches and more—priced from $125 to $16,000.

But because of that diversified line, Omega faces heavy advertising competition on many fronts. While competitors largely sell specialties, concentrating ad budgets behind fine items, Omega's ad expenditures must support a wide spectrum of timepieces. A coordinated national-retail TV campaign utilizing Omega's distribution network, quality retail jewelers and fine department stores, has provided the key to stretching the Omega ad dollar.

During the past 50 years the advertising of quality watches developed a traditional presentation that went relatively unchanged until recently. Alfred N. Miller, vice president and director of advertising for Omega, sums up the advertising scene this way: "Most companies in the business had a national advertising program that served as an umbrella. Jewelers were supplied with various materials such as matrix kits to help them run local advertising. But the national program was company-oriented and the local advertising was oriented to the individual store. There was little feeling of being part of the program."

In keeping with that trend, advertising budgets had two separate components: the national budget, administered by the advertising agency, and a co-op budget (usually a 50-50 split between the retailer and the company) spent by the individual stores, and largely uncoordinated and unplanned.

This was the state of quality-watch advertising until very recently, and is indicative of the way advertising is still being practiced in a variety of other retail-oriented industries.

Television helped us change all that. It allowed Omega to reduce the piece-

Omega Speedmaster watch poised in a plan. Needles and hands tick. Omega, a co-op company, is aimed at making you remember the brand.

mediately following. This would, of course, increase the exposure, frequency and reach beyond what the national budget alone would allow—in effect doubling the number of spots.

The jeweler response was overwhelmingly enthusiastic. We were providing a way for them to be on TV during their major selling season—we gave them the commercials and the suggested time periods. The stations and the Omega salesmen did the rest. The number of TV weeks grew. In many cases, the retailer co-op monies exceeded the national expenditure in a market.

I'll never forget the enthusiasm of the salesmen from the test markets as they stood up, one by one, at the semiannual sales meeting, and related their successes with this new TV approach.

Needless to say, every other salesman now wanted a piece of the action. So for the following fall we expanded into 14 television markets, supported by a four-color magazine umbrella campaign. We built up our bank of commercials, demos focusing on the theme of Omega's leadership among watches:

One spot opens on a black screen as a large door rolls up and we see a giant Omega Speedmaster watch poise like a rocket. We watch it move to the launching pad and lift off, while the announcer tells us Omega's involvement in the U.S. space program.

A second message centers on Omega's deep-sea watch, picking out its details with an underwater searchlight, the announcer ticking off its unmatched capabilities.

Another spot focuses on the deep cut crystals of Omega's Great Stone Faces collection of ladies' watches.

With these new commercials added to our pool, we continued to buy schedules aimed at upper-income, serious, news, sports and talk-show programming. And the same thing happened again: universal enthusiasm on the part of jewelers allowing us to extend our national program into more weeks in more markets.

We're now into 30 markets and going strong. Our advertising is much more visible. Our jewelers are excited. The co-op dollars are working hard and with focus. And sales are up 35% so far in 1973. It's enough to make you a believer.
December 5, 1973

Mr. Allen Funt
Allen Funt Productions
60 West 55th Street
New York, N.Y. 10019

Dear Allen:

When you gave us the "go ahead" for the new Candid Camera series for prime access, we knew the sales response would be great...but actually, WE ARE OVERWHELMED! In less than three weeks of selling, 57 markets have bought and more are pending.

Maybe it's because "Candid Camera" is a classic, one-of-a-kind series...or maybe because it's so thoroughly presold to viewers (who doesn't recognize "Smile, You're On Candid Camera")...or maybe it's simply because it's just one helluva funny show.

For whatever the reason...stations are moving fast to lock it up for their next fall's prime access slots.

Best regards,

Len

LF:js
CAME RA

PRODUCED AND HOSTED BY ALLEN FUNT
..WITH A CELEBRITY CO-HOST EACH WEEK

"6 markets* have bought in 3 weeks of selling..."
* LIST ON REQUEST

"one helluva funny show...

"...a classic, one-of-a-kind series"

"...stations are moving fast to lock it up for next fall's prime access slot"

An ALLEN FUNT Production

PLAN YOUR 1974 PRIME ACCESS REPLACEMENT NOW

DISTRIBUTED BY

FIRESTONE
PROGRAM SYNDICATION CO.
540 MADISON AVENUE, NEW YORK, N.Y. 10022 (212) 593-3013

ALLEN FUNT BY DICK LEVINE ENTERPRISES, INC.
113 Successful Half-Hour Color Episodes!

3 Emmy Awards!

All Available for Syndication on

FEBRUARY 1, 1974

Twentieth Century-Fox Television
First tattoo for changing of guard at the FCC

Nick Johnson pulls up stakes, returns to Iowa; Quello nomination heads for January hearing; Chairman Burch says he's heading for the barn

The log jam that had been holding up the FCC's passage to a period of transition began breaking up last week. Nicholas Johnson, five months past the expiration of his term as a member of the FCC, suddenly left. The Senate Commerce Committee was understood to be planning hearings late next month on the confirmation of President Nixon's nomination of his successor—James H. Quello, the Detroit ex-broadcaster. And FCC Chairman Dean Burch indicated he was, finally, beginning to zero in on a departure date of his own.

Mr. Johnson, the sharp-tongued Democrat who had outraged broadcasters and fellow commissioners alike with criticisms of both, had been continuing to serve in the absence of a successor. But, with little advance warning, he left the commission on Wednesday, to return to his home state of Iowa, where he is expected to run for Congress next fall.

The Quello nomination had been piggybacked by the Senate Commerce Committee since September, when Mr. Nixon announced it (Broadcasting, Sept. 24)—more than two months after the Johnson term ended. Senator John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee, who would preside at the hearing, let it be known that in view of the delay on the President's part in making a nomination, the committee felt no sense of urgency about moving on it.

But it is also understood that Senator Pastore was not relinquishing the kind of hearing that was shaping up—one in which possibly scores of consumer-group and minority-group representatives would appear in opposition to the nomination. The committee has received a heavy volume of negative mail on Mr. Quello.

But last week, it was learned that Jan. 23 has been set as the date for the start of seven days of hearings. Senator Phillip Hart (D-Mich.), who despite a record and reputation as one who is liberal and consumer-oriented has been standing by with a promise to support his constituent, or at least not oppose him, is understood to have obtained the commitment from Senator Pastore to hold hearings next month. And he obtained it two weeks ago, before Mr. Johnson disclosed his plans.

There had been reports and speculation over the past weeks about the President giving Mr. Quello a recess appointment when Congress goes home for Christmas. However, the White House is said to have ruled out that tactic, on the basis of "commitments," presumably to Senator Pastore.

Chairman Burch has inspired a torrent of speculation and rumor about his departure—almost since he joined the commission, on Oct. 31, 1969. Most chairmen leave after two years; few stay as long as four. Chairman Burch last week talked about his plans, though in general, rough terms.

The principal factor delaying his departure has been the delay in the selection of a successor to Mr. Johnson. "I have an obligation to the commission to leave it in as good shape as I can," he said, "And leaving it with two vacancies is not a good idea. So we're back to where I was, the key is the Quello seat."

He indicated he is prepared to remain in his job until Mr. Quello is confirmed—but not if that process takes all winter and summer. And if Mr. Quello is rejected by the Senate and the President is required to go through the entire process of selecting and making another nomination, Chairman Burch indicated he would not feel bound to remain at the FCC. "I don't intend to be here until the Fourth of July," he said. However, he indicated he had no plans for his post-commission career—even whether it would be pursued in Washington or back in his home town of Tucson, Ariz.

The chairman also knocked down speculation that a wish to see through to completion various issues—such as children's television programing or pay-cable television—would necessarily keep him at his desk. He said he is interested in a host of issues before the commission. But, he noted, matters in which the commission is involved often seem open-ended in terms of the time they require for settlement.

In any case, the reshuffling now beginning in FCC personnel is bound to result in a significant change in the commission's political and intellectual coloration. For one thing, Messrs. Johnson and Burch, although ideologically at war on most issues, have generally been regarded as the cable industry's major friends on the commission. For another, despite the tension between them, perhaps because of it, they have played major roles in setting the commission's intellectual tone.

More than that, neither of the commission's two remaining Democrats—H. Rex Lee or Benjamin L. Hooks—nor Mr. Quello seems likely to carry the anti-broadcaster, pro-consumer lance with anything like the passion of a Nicholas Johnson. Indeed, the argument that Mr. Quello will face in his confirmation hearing is that a lifetime as a broadcaster—he was at WJR Detroit for 25 years, retiring as vice president of the parent corporation, Capital Cities Communications Corp., in 1972—ills equips him to serve the public as a member of the FCC.

Whether he can surmount that kind of assault is the question. Senator Warren G. Magnuson (D-Wash.), chairman of...
the Senate Commerce Committee, and other members of that panel, are on record as opposing the appointment to regulatory agencies of individuals whose professional lives have been bound up with the industries they would be called upon to regulate; Senator Magnuson was among the leaders in the successful fight last year to remove the two-term Democratic Senator from the commission and return to Iowa his one-time law partner Robert H. Morris of San Francisco to the Federal Power Commission.

What's more, Senator Pastore is regarded as sensitive to charges that he and the Senate predicted. He had originally regarded Mr. Quello as insensitive to the needs and desires of minority groups. Some leaders of minority groups feel confident Senator Pastore can be reached on that point. One matter about which Mr. Quello is bound to be questioned at a confirmation hearing is the March 1971 memorandum that was written by a Capitol Hill executive, Andrew E. Jackson, who is black, reflecting the view that Mr. Quello is insensitive to the needs of minority groups (Broadcasting, Aug. 27).

However, the memo is confidential and he can muster considerable support for his nomination from the black community in Detroit. Furthermore, Senate sources say that the fate of the Quello nomination is up to Mr. Quello. They do not believe that Senator Pastore will oppose him on the basis of the "Morris precedent" or unless specific are presented warranting rejection. "It really depends on the hearing—on how Quello conducts himself," one source told the Senate predicted.

But much of the attention on the changing character of the FCC last week was still focused on Nicholas Johnson. He had officially announced his plans for last week's departure at a Democratic fund-raising party at Cedar Falls, Iowa, on Saturday, Dec. 1. However, the announcement received little or no media attention. So he disclosed his plans again, on Monday, in an interview on KCFL(AM) Cedar Falls. That made the wire services. And on Wednesday, Mr. Quello took advantage of a long-standing invitation to address the Main Line Forum, in Philadelphia, to discuss his departure—the reasons for it and the seven years and five months that preceded it—in some detail.

He said he was leaving the commission "not to abandon the fight" for the public interest "but to continue it effectivly." And he made it clear that fight includes opposition to Mr. Quello's nomination.

Mr. Johnson said he had stayed on the commission pending the appointment of a successor to facilitate "a smooth transition." But he said he found the appointment of Mr. Quello "appalling." And because he wants to remove "any possible question" to his motive in opposing the nomination, he said, he is resigning.

As for his future, Mr. Johnson did not mention the possibility of his running for Congress. If he does run, it would mark a reversal from last year, when at the last minute, he announced a decision against running for the Senate (Broadcasting, March). However, his decision to resign from the commission and return to Iowa in December rather than next year is understood to have been dictated at least in part by a desire to establish local television, in articles and in books—in all of them making outrageous statements that commanded attention.

Did he make a difference? The evidence indicates that he did. Commission Johnson did not invent the consumer movement, generally or as it operates in the area of broadcasting. The Office of Communication of the United Church of Christ, for instance, was working in Jackson, Miss., among blacks who felt more abused than served by WJRT(TV), while Mr. Johnson, as a 29-year-old maritime administrator, was still basically the maritime industry's shipbuilders and unions.

But Commissioner Johnson certainly caught up with the movement. CBS Washington Vice President Richard Jencks, who has debated Commissioner Johnson on a number of occasions and who makes no secret of his basic disagreement with him, has said that, next to Ralph Nader, Mr. Johnson is "American's foremost publicist" for the consumer movement. And there is the testimony of former Commissioner Kenneth A. Cox, who held imperial as a liberal, activist and hard-nosed regulator while he was on the commission. He often sided with Commissioner Johnson on the major issues but he played the game by more conventional rules. He says Mr. Johnson has "succeeded" in the tactics he employed. "Maybe he did better than I." As proof, he cites the hundreds of petitions that have been filed with the commission to deny license-renewal applications. "He didn't go out and file all those petitions," Mr. Cox says. "People did who were encouraged by him."

Albert H. Kramer, founder and former director of the public-interest Citizens Communications Center, who filed many of those petitions on behalf of citizen groups, agrees with Mr. Cox's assessment. "Nick's message to the public has been, 'You can't rely on anyone. Do it yourself.'" As Mr. Kramer sees it, "Nick has tried to bring the American system to bear on the government."

This picture of Commissioner Johnson drawn by Messrs. Jencks, Cox and Kramer is one that would be familiar to most of those who have known him over the past several years. But one who puts a different light on the commissioner's career is the commissioner himself. In an interview last summer, when his term was drawing to a close and it appeared he would be leaving the commission, he pictured himself not as a revolutionary seeking solutions in the actions of the people but as an intellectual seeking solutions in the minds of academics.

"My emphasis was on the consideration of things other than economic and political power."

In that connection, he said, he sought to involve the academic community—the law schools and the departments of economics—in the process of developing policy regulating the communications industries. The commissioner, a one-time law professor at Berkeley, feels there is a considerable pool of talent in the universities—on the faculties and

RETROSPECTIVE

Seven years and five months: a look back at the tenure of Nick Johnson

Finally, five months after his term expired, Nicholas Johnson has announced his departure. The announcement was both anticlimactic, because of its belatedness, and dramatic, because of its abruptness. Nevertheless, the sight of relief issuing from broadcasters across the country, processes among the Commissioners, and in the bargain, of the FCC, seemed to have the collective force of a full-blown hurricane. To many, he has been a curmudgeon, a burl, a prod to the conscience, a troublemaker, a wucker, a phony, a publicity seeker. It is not too much to say that, in some quarters, he was hated.

He probably would not have had it any other way. Arousing those feelings was a by-product of the plan that those who have watched his career most closely say he followed in 1966 when President Johnson appointed him to the commission. For whatever reasons of policy, politics or psychological make-up, he decided early on that, if he was to have an effect, it would not be through the normal commission processes, and in that regard, the FCC's failure to make the public interest was being served. And he did it with flamboyance and dash, in speeches, in dissenting opinions, in appearances on network and
A good supplier does more than supply good products.

Services, Services • Research & Development • Project Management • Parts • Repairs • Education & Training • Information
Services, Services

It all starts with getting to know you.

At RCA, we believe that probably the most valuable asset a company has is its relationship with its customers.

So in addition to constantly improving our product line, we've tried over the years to develop a wealth of services geared to your special needs as a broadcaster.

And in this issue of Prime Time, we'd like to tell you about some of them.

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Project Management

The giant on Mt. Sutro.

If you've ever wondered how big an antenna system project RCA can undertake, the new tower on San Francisco's Mt. Sutro should give you an idea.

It's 977 feet high, nearly as tall as the Eiffel Tower. It serves four FM, five VHF and three UHF stations, one of the latter not yet on the air.

Three types of TV antennas, plus standbys, were provided by RCA: VHF Superturnstiles, Traveling Waves, and UHF Polygons.

The final design was the result of an eighteen-month developmental program by RCA engineers, using computers during the early mathematical stages to plot electronic interactions among the antennas. Later, these calculations were evaluated with 1:10 scale models.

RCA managed the logistics of getting the right antenna materials to the site at the right time, supervised the installation, and checked it all out after construction.

But big projects aren't the whole story. We handle small and medium-size jobs, too. Anything from a modest mobile van to complete studio systems of cameras, VTRs and telecine units, like the complex we supplied to the Austrian broadcast agency ORF in Vienna.

What do you have in mind? Maybe we can help. Talk to your RCA representative.

One of the ways we've become the most experienced company in broadcasting is by anticipating broadcasters' needs.

To do that, we have to talk to you. So periodically we send out our survey teams to find out what people in the business are thinking, doing and planning.

For example, in the early stages of the development of our TCR-100 Cartridge Recorder, RCA survey teams spent weeks poring over station program logs. Their purpose: to find out what really happens at the station break. How long is the typical spot? What's the optimum number of events that a station break machine should be able to handle? Is the added expense of a "random access" machine really necessary?

Getting answers to these questions resulted in a Cart Machine designed for easy, day-to-day use in programming and production rather than a more expensive, complex showpiece.

And broadcasters have responded by ordering and reordering at a gratifying rate.

A further result of the feedback we got is our whole approach to automation. We found a widespread interest not only in equipment with automatic performance features, but also in equipment that handles program segments automatically. Besides the TCR-100, this led to the new TCP-1624 Cartridge Film Projector.

“Our survey teams...find out what people in the business are thinking, doing and planning.”

And to make sure that our technology keeps up with what broadcasters need in the years ahead, there's our Princeton Research Center. Here's where basic communications research leads to breakthroughs of tomorrow.

Another vital service factor is your RCA representative. When he calls on you or your chief engineer, it isn't just to sell you something. He's there to help you with your planning—to assist in the determination of how our latest equipment offerings may best be applied to your individual operation. He's also your link to our products of the future. His analysis of your everyday operations, his reports of your comments and needs play a major role in our planning activities.

And in the pages of this Prime Time, you'll find a lot of other ways we're committed to the future of the broadcast industry. Knowing your needs is just the first step in being a qualified supplier.
Parts

Getting on the ball to keep you on the air.

Speeding your orders rates top priority at our Parts and Accessories Depot in Deptford, N. J.

This is because we know that even good products may need a replacement part fast.

First of all, this means we’ve got to have the parts you need in stock.

So we built one of the largest commercial electronics parts distribution centers in the world. Seven football fields would fit into it with room to spare. Then we stocked over 40,000 different stock numbers.

With minor exceptions, RCA stocks replacement parts for 10 years. However, some parts that are in active use are stocked for periods extending up to 25 years or more.

But having the parts here at RCA is just the beginning. Getting them to you is important, too.

That’s where our computer comes in. It’s helped us reduce average delivery time considerably. Perhaps one day you’ll place your order directly with our computer, further speeding delivery time.

We ship by just about every form of transportation there is.

In emergencies, our proximity to Philadelphia International Airport—a fifteen-minute drive—contributes to speedy delivery.

“\text{We stock most replacement parts for transmitters for a minimum of 10 years.}”

Last Christmas Day, when the modulation transformer of WHWH-AM, Princeton, N. J. burned out, its chief engineer called Parts and Accessories. We had the part he needed, and two hours after his phone call, a new transformer was at the station ready for installation, and the engineer was breathing a sigh of relief. And remember—this happened on Christmas Day.

All of which shows what you can expect from RCA Parts and Accessories. And demonstrates our belief in doing more than supplying good products.

Repairs

With CRAE, “good as new” is a lot cheaper than “new.”

Maybe you don’t need that new piece of equipment yet.

It could be that all your old equipment needs is a quick visit to RCA Custom Repair and Engineering (CRAE).

We can take older RCA cameras, projectors, VTRs and multiplexers, and give them a new lease on life for a fraction of what you’d pay for new equipment. We’ve restored hundreds of microphones to like-new condition—and we certify that the refurbished mikes meet original specs.

Depending on what the equipment needs, you can choose from systems modification and updating, complete overhauls, “electronic washing”, testing, refinishing and optimizing.

For further information, or a quote on a specific project, contact Mr. D. G. Mager at RCA, Bldg. 2-2A, Front & Cooper Streets, Camden, N. J. 08102.
Education and Training

Seminars on RCA equipment make sure you get out everything we put in.

When we sell you a piece of equipment, we want you to get the fullest possible use out of it. So we've created an ongoing series of technical seminars, each centered around a major RCA product. Like the TCR-100 Cartridge Recorder, the TR-70C reel-to-reel VTR, the new TK-45 Color Camera and others.

From 350 to 400 station engineers, teleproduction and CCTV systems people attend these seminars each year.

Located in Camden, N. J., our Broadcast Training facility houses a fully equipped studio for hands-on training, plus classrooms. They're used for instructing our own personnel as well as our customers.

"From 350 to 400 station engineers, teleproduction and CCTV system people attend RCA seminars each year."

Under the direction of a new Manager of Broadcast Technical Training, John W. Wentworth, author of the pioneering text Color Television Engineering, several educational innovations are being implemented.

Among them are more emphasis than ever on hands-on instruction, the use of team-teaching techniques, and mini-courses on equipment operation and trouble-shooting for those customer personnel who don't require in-depth training.

We're even looking into the possibility of going to our customers with regional seminars.

Purchasers of major broadcast products qualify for RCA seminars. Your RCA representative can arrange for your participation.

Information Service by the numbers.

Just about any problem you may have that's not covered under "Parts" or "Repairs" can be handled by calling the Tech Alert number at the left below.

You can get product information, answers to warranty questions, installation schedules and other help. The Tech Alert operator will connect you with the right specialist for your problem during business hours.

After hours and on weekends, a recorder will take your message for action the next weekday, and also give you an emergency number.

Tech.Alert Parts Repairs
Tech Alert. It's one number you can call 24 hours a day, seven days a week.

And as for Tech Alert people, you'll meet them each time you purchase a major RCA product. They're the people who arrange to have a field engineer come in and check it out for you.

Along with the Tech Alert number, we've also included the phone numbers for repairs and parts replacement, discussed elsewhere in this issue.
among the graduate students—that was going untapped. He tapped those sources for a total of some 100 staff aides—legal assistants, summer interns and the like—in his years on the commission.

Mr. Johnson said he spent relatively little time on matters related to citizen groups—maybe 5%. And if Mr. Cox points to the hundreds of petitions to deny as the fruits of a successful career, Commissioner Johnson suggests vaguely that law-review articles and doctoral dissertations and communications courses in law schools and schools of economics have been generated at least in part by his visits to colleges and universities.

But this may be simply the reflection of a man with strong intellectual interests who early in his career as an FCC commissioner was reported in a Broadcasting "Profile" as expressing concern about the "wild-man" image he seemed to be acquiring (Broadcasting, April 24, 1967). For Mr. Cox recalls a Nick Johnson that conforms more closely to the public image. Mr. Johnson once offered "a friendly criticism" when they were serving together on the commission, Mr. Cox said. "He was getting a reputation as a headline hunter, but he felt that Fly and Durr and Minow and Henry had slapped along writing dissents read only by communications lawyers, making speeches to broadcasters, giving interviews to the trade press, and testifying before Congress—just talking to members of that 'subgovernment' that Nick is always talking about—and that our effort was therefore limited. He went outside to stir things up. It's a valid approach." James Lawrence Fly, Clifford Durr, Newton N. Minow and E. William Henry were all, like Mr. Johnson and Commissioner Cox, renowned commission liberals. All but Mr. Durr served as chairman. (It might also be worth noting, as an indication of Mr. Johnson's approach, that when the Johnson office produced a major effort, such as the ranking of major-market affiliates, he made sure copies were hand-delivered to the news media he thought would be interested.)

If the approach was "valid," some questioned the methods. They accused Mr. Johnson of believing that extremism in defense of the public interest is no vice. His criticisms were not measured; they were sweeping. His regard for the facts, some felt, was not always scrupulous. And perhaps most galling of all was the seeming self-righteousness that laced so many of his papers, the attitude, too, that those who disagreed with him on issues on which he felt deeply were, somehow, moral or at least intellectual incompetents.

His colleagues on the commission felt this last most acutely. They learned early in his term that the young Nick Johnson, so deferential to his elders on the commission in meetings and in social gatherings, wrote dissenting opinions in a blistering style that seemed to know no restraint. In dissenting to the commission's approval of the ABC-ITT merger, in December 1966, he accused the commission of making "a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of the American administrative process." (The merger later came unstuck after the Justice Department entered the case and took the commission to court. While the court was still considering the matter, ITT exercised its option to withdraw from the agreement.)

And his Yale Law Journal article, "A Day in the Life" of the FCC, published last July, indicated that approaching separation from the commission had not mellowed Nick Johnson. Why the analysis of a single day's activities? It might be instructive in determining why an agency is failing at its job or why it acts in a consistently unprincipled manner (Broadcasting, July 30). Obviously, he had long since passed the point of questioning whether the agency fails in its job or acts in an unprincipled manner.

The networks were a special and frequent target. They were "child molesters" and "pushers to a junkie nation." In an appearance on CBS's Face the Nation, in September 1969, in discussing political broadcasting, he said it is "preposterous for an industry earning the profits he said broadcasters were earning to "hold up the elected officials" and require them to pay for the time they use, then added: "It's kind of like a criminal stealing a woman's wedding band after he's raped her." (Nor was that a spur-of-the-moment comment; he had tried it out on the office staff while preparing for the program, and decided to use it on the air.)

And before former Vice President Spiro T. Agnew occupied the role, Commissioner Johnson was the principal public critic of network news. In an article in TV Guide, on July 5, 1969, he had charged the networks with suppressing "anything" they found inconsistent with their personal views or interests. On the same Face the Nation on which Commission Johnson made the wedding-ring remark, two CBS newsmen, Mike Wallace and George Herman, who apparently took the TV Guide piece personally, sought to cross-examine him on the specifics of his charges, and failed; he bobbed and weaved until time ran out. But Richard Salant, president of CBS News, given the opportunity for a reply by TV Guide, cited specific stories CBS had done on subjects the commissioner said the networks purposely ignored. If today Commissioner Johnson is an eloquent and forceful defender of the network-news operations against what he sees as efforts at intimidation on the part of the Nixon administration, network officials are not impressed. They note that he has been the foremost advocate of public access to the airwaves on the ground that broadcasters are government instrumentalities—a proposition and an argument that broadcasters emphatically reject.

Commissioner Johnson shrugged off the criticisms of the networks and others. He was making his impact; he was getting his message across; he was serving as an advocate for those (whatever the validity of their positions) he felt would not otherwise be represented. (In an interview on CBS last summer, he suggested that the commission should have six members like him representing what he said was the public interest and one representing private interest. That one commissioner, he said, could then be the controversial and outspoken member.)

Mr. Cox believes stations have become more responsive to public-interest groups and more concerned about such matters as commercial practices and children's programming at least in part because of Commissioner Johnson's speeches and public appearances. And his TV Guide piece—extreme, overstated and unfair as it may have been—might even have persuaded network news executives and newsmen to take a hard look at their conscience and their motives. And if by his
criticism he was alienating his colleagues on the commission and sacrificing any chance for winning support for policies he favored, that seemed a small price. But he paid it.

"His positions were so extreme, so vitriolic, that he lost the confidence of his colleagues," a commissioner said recently. "Whenever his attacks were made, we had to be on our toes. He was always on the defensive, always out of favor, always under fire."

Chairman Dan Burch did not try to hide his contempt. Like his predecessor, Roselle O. Johnson, he thought Mr. Johnson's attacks on the commission's record were scurrilous and arguments dishonest. He said as much when, in commenting on "A Day in the Life" of the FCC, he called Mr. Johnson intellectually dishonest.

It would not be accurate to say, however, that Mr. Johnson had no impact on commission policy. He did, although with few exceptions—and one of historic proportions—his impact was negative. One man who was no particular fan of Mr. Johnson's, says that "feared he would force the commission to do things it would not otherwise do."

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But his influence was not limited to his personal impact on the commission. He also exercised an indirect influence on the commission's decisions. He did this by making it clear that he would vote against any policy that was not consistent with his views. This had the effect of blocking the commission's approval of any major policy decisions that he opposed.

There are many, of course, who would dispute that—the citizen groups he helped arouse and encourage. In any case, talking about a "moderate" Mr. Johnson is obviously a contradiction in terms. For better or worse, he did his. In fact, his decisions, based in large part on the record that WHDH-TV was owned by the corporation that published the "Herald Traveller," led to the demise of the newspaper.

Mr. Johnson does not see his departure from the commission as a fading of the citizen movement in broadcasting. He feels the citizen movement generally is gaining strength, nourished by an increasing number of people with the necessary education and the time and financial resources to work for change. Furthermore, he says, "People have evidence that that can no longer place unrestricted faith in authority—particularly since Watergate. The respect that the average person has for business is down."

Now he is moving back toward a career in broadcasting, to the celebrated Boston channel 5, where he is expected to prepare for a race for Congress. Representative H. R. Gross, the conservative Republican who represents Iowa's third district, is the man he has eyes on. He has thrown his hat in the ring to replace the man who is to be appointed to the FCC.

With James H. Quello in Commission Johnson's place—assuming he is finally confirmed—the commission will certainly be quieter. And there are those who, like Mr. Cox, feel it will be poorer. "He has filled a key role here," Mr. Johnson, who is divorced, will practice law, write—a book about his experience at the FCC is one project—and live the kind of basic, simple life he extolled in "Test Pattern for Living"—doing his own mending, and doing without a television set.

(End of text: "A Day in the Life of the FCC"")
Broadcast hours eyed as lever on energy crisis

Herb Klein suggests 1 a.m. curfew; a professor would advance TV networks' prime time; the FCC, still open-minded on the subject, is adding up radio-TV power use

Herbert G. Klein, former communications director for President Nixon and now a Metromedia Inc. vice president for corporate relations, urges a TV curfew at 1 a.m. to conserve energy. Such a cutoff, he told students at the University of Nevada's school of journalism in Reno, would not be unduly harsh on broadcasters. At midnight, he said, there are 18 million households watching TV, but thereafter there is a sharp dropoff—10.0 million by 1 a.m., six million by 2 a.m.

And a college professor in Columbus, Ga., would do Mr. Klein one better—by requiring the television networks to advance their prime-time hours from 8-11 p.m. to 7-10 p.m. in the Eastern and Pacific time zones. The thesis he shared with Mr. Klein: that one of the principal factors governing bedtime—and thus lights out—in those populous areas of the country is the sign-off time of popular network shows.

Independent of either suggestion, the FCC's Broadcast Bureau—at the behest of Chairman Dean Burch—is gathering data on how much energy is used by broadcast stations in sending out their signals, as well as how much is used by TV and radio receivers in picking them up [BROADCASTING, Dec. 3]. The commission, at the moment, is purely fact-finding, in anticipation that the question will be put to it by one or another of the administration's energy councils. Chairman Burch says there's no predisposition to a reduction of broadcast time; indeed, he notes that a case could be made that broadcasting should be encouraged rather than discouraged, in an effort to keep people home rather than on the road in search of other diversion.

Canada and Japan, however, have imposed broadcast curfews.

Senator Paul Fannin (R-Ariz.) brought up the idea of shortening the entire broadcast day during hearings on the emergency energy bill (S. 2589) last month. Somewhat facetiously, his staff members say, the senator said that a dual purpose could be achieved if broadcasters did not stay on the air so late at night. Not only would the power used by broadcast stations be cut if they signed off earlier, but "a lot of the garbage on the tube" would be cut out, one of his aides paraphrased him as saying.

A 1 a.m. signoff, Mr. Klein said, not only would save on electric power used by stations and in the operation of TV sets at homes, but also would reduce lighting and heating in the homes of viewers. He cited the outdoor advertising industry already has cut its lighting by 25%. "That is a fair share," he said, "and a good example." (Metromedia also owns Foster and Kleiser Co., outdoor billboard firm.)

Mr. Klein also suggested that savings could be realized if broadcasters were to alternate early morning sign-on in a given community. "A voluntary, industryside effort," he said, "is preferable to cumbersome government regulations."

At present, the three TV networks have broadcast routinely to 1 a.m., although some go longer. ABC, for example, runs its Wide Wide World of Entertainment from 11:30 p.m. to 1 a.m.; CBS runs its late movie during the same period. NBC, however, recently inaugurated its Tom Snyder Tomorrow show from 1 to 2 a.m. In Los Angeles, Metromedia's own KTTV (TV) runs movies throughout the night.

The professor—Donald W. Hendon of Columbus College—backs up his suggestion with a 154 respondent survey: 77 from Columbus (in the Eastern time zone) and 77 in Auburn-Opelika, Ala. (in the central time zone). Both are in the Columbus viewing area. Within that sample, on Fridays, for example, the Easterners said they go to bed at midnight, the Midwesterners at 11 p.m. In the Eastern survey, 15% of respondents said that staying up to watch TV was the most important determinant of bedtime, 29% said it was the second most important reason, 25% said it was the third. The respective figures among the central zone respondents were 16%, 39% and 30%.

Professor Hendon projects his findings to the belief that a shift in network programing practices could result in an almost 1% reduction in energy use—a finding he has brought to the attention of the FCC, the Senate, the House of Representatives and the networks themselves.

This is not the first time Dr. Hendon has figured in broadcast matters. Several years ago he brought charges against TV stations in Las Vegas, saying that station had clipped network commercials. Subsequently, Dr. Hendon said, he was discharged from his post at the University of Nevada at Las Vegas, allegedly as a result of pressure brought by broadcasters.

Savings-time bill may hit Nixon's desk later this week

Daytimers offered some relief; conference to iron out discrepancy in effective dates and questions about states straddling two zones

The Senate passed a bill last week that would place the U.S. on year-round daylight-savings time and offer relief from presunrise broadcasting restrictions to some 100 daytime stations. The daylight-savings time bill was sent to a conference committee to iron out differences in the effective date and certain state exemptions. Congressional officials believed that the bill could be ready for the President's signature by the end of this week.

As passed last Tuesday, the Senate version (S. 2602) contains the same language on relief for daytime-only stations as the bill passed out by the House (H.R. 11324) two weeks ago [BROADCASTING, Dec. 3]. The bill instructs the FCC to permit daytimers to operate "not in excess of one hour prior to local sunrise" if such a permit is in keeping with existing international treaties. The daytimer amendment was introduced by Senator Robert Dole (R-Kan.).

Originally, the Senate Commerce Committee had refused to entertain any amendments which it considered of special interest, like the daytimer provision. And it had announced plans to ask the House to excise its daytimer-relief provision from the H.R. 11324. But committee members, after conferring with FCC officials, reversed their position and allowed the Dole amendment to be introduced.

FCC experts, committee staff members said, had expressed the commission's desire to have a legislative mandate on the matter of rolling back start-up times. There was concern that the approximately 100 stations ineligible for presunrise broadcasting on American clear channels might interfere with other American-based stations and raise Sec. 316 considerations. Sec. 316 of the Communications Act prohibits infringement on the coverage area of a licensee without a hearing.

The Senate and House bills now go to conference. There is a discrepancy in the effective dates of the bills—the Senate version would make daylight-savings time effective sometime after the first of the year, the House's would make it effective before Dec. 31. The Senate version contains a provision that would allow states split by time zones to exempt one section from mandatory daylight-savings law, thus placing the entire state on a uniform clock.

Silver celebration. Senator Warren Magnuson (c), joined KING-TV Seattle founder Dorothy Bullitt (l) and President Ancil Payne (r) for a celebration of the station's 25th anniversary Nov. 26. The ceremonies included a presentation by the station and its network, NBC-TV, of a lunar landing module to the Pacific Science Center. The quarter-million dollar simulator was used by NBC in its telecast of the Apollo space shots.
Justice asks FCC to break up 'concentration' in Milwaukee

Without awaiting rulemaking on paper-station crossownership, it wants action on WTMJ-AM-FM-TV

The Department of Justice, apparently impatient with the FCC's pace in resolving a rulemaking aimed at breaking up multimedia holdings in individual markets, has asked the commission to designate for hearing the license-renewal applications of the Journal Co.'s WTMJ-AM-FM-TV Milwaukee.

The department noted that the rulemaking under consideration is now five years old, said that the commission cannot indefinitely postpone consideration of concentration-of-control-of-media issues simply because of the pending rulemaking, and added that when a company controls an estimated 75% of the advertising revenues in its area of dominant influence—as it says the Journal Co. does—the commission should act.

The arguments were made in a letter written to the commission by Donald J. Baker, deputy assistant attorney general for the antitrust division. The department used the letter to convey its views after the commission last month denied its request for an extension of time in which to file a formal petition to deny renewal (Broadcasting, Nov. 19). The deadline had passed Nov. 1.

Whatever the commission's views regarding the desirability of postponing renewal decisions based on media concentration when it initiated the rulemaking that would force the breakup of multimedia holdings within the same markets, Mr. Baker said, "it could not have contemplated eliminating concentration as a public-interest factor for nearly two full renewal periods." (Actually, the proposal to force the breakup of existing situations was made part of the rulemaking [Doc. 18110] in March 1970.)

He also said that whatever the outcome of the rulemaking, the commission must act in situations where media ownership is so concentrated that license renewal "cannot be squared with the public interest.

Such is the case, Mr. Baker said, in Milwaukee, where the Journal Co. owns the only newspapers—the morning Sentinel and the evening Journal—as well as three broadcast stations. He said that throughout the ADI—nine counties around Milwaukee—the two papers are the only ones with significant circulation, that they reach more total homes (438,000) than does any Milwaukee television station (WITI-TV—409,000). He also said that the three VHF stations in Milwaukee, WTMJ-TV, an NBC affiliate, has the highest net weekly circulation, the highest network base hourly rate and the second highest average daily circulation of all the Milwaukee TV stations. The AM has the highest circulation of any radio station in the city; it is 42% higher than the second station. And the FM, although not among the five highest-rated stations, is separately programmed.

The department's estimate that the Journal Co. media account for some 75% of the local advertising business in Milwaukee ADI is based on a number of facts and assumptions. Milwaukee broadcast stations in 1979 grossed about $12.9 million in local advertising revenues, and the Journal Co. stations are assumed to have received no less than one fourth of that, or $3.2 million. The newspapers produced about $52 million in revenues; $44 million of that is assumed to come from advertising, and, based on national averages, $36.1 million from local advertisers.

And since local advertising expenditures in broadcasting nationally in 1970 were one fourth the total spent in newspapers and broadcasting combined, the department translates the $12.9 million that local advertisers spent in broadcasting in Milwaukee into a combined total of broadcast and newspaper local advertising of $52 million. Of this, the Journal Co.'s $39.3 million would constitute about 75%.

"A market share of this magnitude," Mr. Barker said, "approaches monopoly . . . and is especially significant when it occurs in one broadcasting territory as is Milwaukee's ADI. The fact that renewing the Journal Co.'s broadcast licenses tends to preserve that concentration makes at least a prima facie case that renewal is not consistent with the public interest and creates a cloud on the licenses that can only be dispelled at a hearing."

The department's action was greeted by Milwaukee's mayor, Henry Maier, who has been feuding with the Journal Co. since the Journal last year excised part of a column he wrote for the newspaper on the ground it was libelous and then printed the remainder of the piece after, he says, he had asked that the column be withheld rather than edited. He has not been taking questions from Journal Co. reporters.

Mr. Maier, who has denounced the Journal Co. as monopolistic, wired FCC Chairman Dean Burch, as soon as he heard of the department's letter, on Nov. 30, saying that simply drawn up territory as is Milwaukee's ADI. The fact that renewing the Journal Co. renewal applications is required, the hearing should be held in Milwaukee. He said this would give Milwaukee citizens, who are "the real victims of the Journal Co.'s monopolistic practices," an opportunity to be heard. He called a news conference to announce that he was sending the wire.

36 queried on hiring

The FCC will look into the employment practices of 36 stations in Illinois and Wisconsin whose normal renewal period is this month. The commission has mailed letters of inquiry to stations with 10 or more full-time employees and showing a decline or complete absence of women or
minority employees. Involved were:

**WBEI** (AM) South Beloit, WCGO (AM)/WTAS (FM) Chicago Heights, WCGS (AM)/Springfield, WGNX (AM)/FM Champaign, WMBB (FM)/Springfield, WFPR (FM) Chicago, WFLA (AM)/WELL (FM) Freeport, WITY (AM) Danville, WDLF (FM) Joliet, WESB (FM) Waukegan, WOPA (AM)/WGLD (FM) Oak Park, WRMN (AM)/WJXL (FM) Elgin, WRBZ (AM) and WYFL (AM) both Rockford, WZBN (AM)/WZN (FM) Zion, WAND (AM)/FM Springfield, WSGM (AM)/WICATV (FM) Springdale, all Illinois. WFMT (FM) Chicago, WICF (AM) Joliet and KYSI (FM) Kankakee.

**NOW wants to block San Diego sale to Storer**

Petition to FCC not only raises issue of woman-minority hiring, but also charges trafficking

The National Organization for Women in San Diego, Calif., has petitioned the FCC to deny Storer Broadcasting Co.'s proposed acquisition of KCST (TV) San Diego from Bass Brothers Enterprises. NOW charges that Storer's employment record reflects a pattern of discrimination against women that requires further inquiry and raises doubts about Storer's promise to employ minorities and women at KCST "in

**Exclusive Listing**

**WITHIN 40 MILES OF**

**NEW YORK CITY**

Non-directional daytimer with 6 A.M. sign-on.

Good opportunity for owner-operator.

**Price at $500,000 with terms available**

**Contact:**

**Milton Q. Ford, Washington, D.C. office.**

**MAJOR MARKET AM SOUTHWEST**

Non-directional daytimer with New Orleans sunrise to local sunset authority. Newly redecorated and remodeled. Excellent Equipment.

**Price at twice gross . . . $600,000. Terms Possible.**

Call Dan Hayslett in our Dallas office.
approximately the same ratio as these persons are available in the local labor market.”

NOW also urges denial of the $12-million sale on a number of other grounds, one of which revives the controversy surrounding KCST’s successful effort to wrest the ABC affiliation for southern California from XETV(TV) Tijuana, Mexico (Broadcasting, March 12). NOW contends that the sale would result in a violation of commission policy against trafficking in broadcast licenses and network affiliation.

It notes that Bass, which acquired the station for $1,108,000 in 1967, agreed to sell it to Storer for $11 million more, on March 14, 1973, eight days after a separate agreement was reached under which XETV abandoned its court fight to overturn the commission action which barred ABC from continuing to send its programming across the border. The commission had acted on a petition filed by ch. 32 KCST, which said it could not compete against the network-affiliated stations in its market without a network affiliation of its own.

NOW, in addition, argues that the commission disapproved the proposed sale on the ground that it would result in a violation of the rule barring crossownership of CATV and television stations in the same market. NOW says that Storer owns four cable systems within KCST’s grade B contour. It also says, in a separate petition, that Storer’s failure to apply for a waiver of the rule at the same time the transfer application was filed is ground for dismissing the application.

Hope-Linkletter group gets brass ring in Pasadena

A decade of costly fighting for KRLA’s 1110 kHz facility is climaxed by FCC’s award to Western Broadcasting Corp.

Almost 10 years after being deluged with 19 applications for the facilities of KRLA (AM) Pasadena, California, which lost its license to KRLA 1110 kHz in 1962, the FCC last week picked a winner—Western Broadcasting Corp., whose principals include Bob Hope and Art Linkletter. The comparative hearing has been one of the longest and, probably, costliest in the commission’s history. Of the 19 applicants that had originally filed for the KRLA facilities—to serve the nation’s number-two market—only seven are still in the case. And many had included illusory hopes from show business and broadcasting.

The commission, in an opinion supervised by Chairman Dean Burch, said it was selecting Western on the ground that it “holds out the greatest promise of an improved operation which will make the most efficient use of the 1110 kHz frequency in the Southern California area.” Western (Docket No. 13765) proposes to operate with 50 kw daytime and 10 kw nighttime.

Besides Bob Hope and Linkletter, one of the original principals of Western was Richard Moore, a former president of KTTV(TV) Los Angeles, who is now a presidential assistant. Mr. Moore has disposed of his holdings in Western.

The commission’s opinion overturns two earlier decisions in the case. Voice in Pasadena, headed by Robert E. Lovett, a Los Angeles advertising man, received the recommendation of the administrative law judge in the case in an initial decision issued on April 2, 1969. Two years later, the review board denied all of the applications except Orange Radio, on technical engineering grounds. But Orange Radio’s application was severed from the proceeding and remanded for further hearing because of character-qualification issues which had been raised concerning one of the principals, Robert A. Maheu, a 15% stockholder and a former public-relations consultant for Howard Hughes. Mr. Maheu had been accused of making misrepresentations in Orange’s pleadings (Broadcasting, May 31, 1971).

The other applications denied by the commission last week are those of Goodson-Todman, whose principals are the publishers of Goodson-Todman and William S. Todman; Crown City Broadcasting Co., whose principals include Macdonald Carey, the actor; Pasadena Broadcasting Co., principally owned by the Tribune Publishing Co., licensee of KXTN-AM-FM-TV; a proposal of the Tacoma News-Tribune, and Pacific Fine Music, owned by A. Arthur Crawford, founder and former owner of KJON(FM) Los Angeles, and his son, James.

The commission’s vote was 5-to-2. Commissioners Robert E. Lee and H. Rex Lee favored following the review board’s recommendation, at least to the extent of favoring Orange if it survived the hearing that was proposed. Commissioner H. Rex Lee, however, would not have disqualified the other applicants on technical grounds.

The original KRLA, owned by Donald R. Cooke, the brother of Jack Kent Cooke, late television chairman, was denied renewal of its license on grounds of conducting fraudulent contests and of attempting to mislead the FCC by altered program logs.

The station has been operated since its former licensee went off the air by Oak Knoll Broadcasting Corp., a non-profit organization which donates a portion of its profits to educational television in the Southern California area.

The commission based its decision solely on its comparative considerations after finding fault with each of the applicants on engineering grounds. “Our choice is not among applicants who meet all of our technical and engineering requirements,” the commission said, “but among applicants with a variety of shortcomings where there appears to be no reasonable likelihood that a proposal which does meet all of the requirements would be forthcoming if we opened the frequency to new applicants.”

The applications filed by the Orange Radio, Crown City, Voice in Pasadena and Pasadena Broadcasting, each of which proposed to use the transmitter site now occupied by KRLA, were rejected by the commission because the proposed stations would cause undue interference to KFAR(AM) Omaha, Neb., and receive it from other stations. The site proposed by Pacific Fine Music, in Whittier, was found to be technically undesirable.

This left Orange and Western. In comparing them, the commission found that Western had the most stable directional antenna array of any applicant. Both proposals, however, would provide adequate protection to KFAR. On other factors, Orange got a slight lead.

But the determining factor between the two applicants, the commission said, was that Orange would receive interference affecting 23.2% of the population in its normally protected nighttime primary service area, which is greater than that of any other applicant. Commission rules set a 10% limit, and Western’s proposal is in compliance; it would be subjected to a 9.6% population loss, the commission said. The commission said Orange’s 23.2% population loss involves 923,827 more persons than the 9.26% loss seen in Western’s proposal.

**Media Briefs**

Spokane to appeal. Spokane Television Inc., licensee of KTHV-TV Fargo, N.D., has notified U.S. Court of Appeals in Washington it plans to appeal FCC’s Nov. 20 approval of sale of kKSOO-TV Sioux Falls and kXCOO-TV Aberdeen, both
CBS, NBC recoil from blow FCC hasn't struck

Hearing of FCC steps to ban them from entertainment production and rental of facilities, networks may move would undermine news, public-affairs and other programming

The NBC and CBS television networks went to the unusual length last week of denouncing FCC actions that had not yet been taken. Responding to news reports that the commission planned to initiate rulemaking proceedings to bar all three networks from production of entertainment programming, and perhaps to forbid their leasing facilities to outside producers (BROADCASTING, Dec. 3), the two networks in separate statements saying their news and public-affairs operations would inevitably suffer. They also reiterated that they produce only a fraction of the programs they present anyway.

ABC was reported to be preparing a statement, presumably similar in tone.

What touched off the advance "replies" was a long news story in Monday's (Dec. 3) Wall Street Journal quoting an unidentified "FCC official." An NBC source noted that BROADCASTING's Dec. 3 issue also carried a similar though briefer report and said that, since FCC had not denied the accuracy of either one, they must be assumed to be basically correct.

"This is a crucial issue," another NBC source said in explaining why NBC was reacting to news reports rather than waiting to see FCC's own proposal.

"We use the same equipment, the same people and the same studios to do news, public affairs, sports and entertainment," another source said, "and we could not maintain these facilities [at a level sufficient to provide good news coverage] if we were not allowed to use them for entertainment.

As for the suggestion that networks might be required to dispose of their production facilities, the source said "it doesn't make sense" that FCC would want to deprive them of their "news and public-affairs tools," particularly since the commission has consistently encouraged news and public-affairs programming.

One NBC source stressed that the network had developed its production facilities over the years as essential elements of a new communications medium and is constantly seeking to improve them and develop new uses. As one current example he cited the new children's program, Go, which he said is attempting to use portable cameras, new tape uses and new ways of editing.

If the networks were ruled out of production, the NBC statement continued, the major motion-picture companies, which "already dominate production of film entertainment programs," would "inevitably" become more entrenched, gaining a "complete control of all avenues for entertainment production - live and tape, as well as film - without any public-interest responsibility for a balanced program service."

In addition, NBC said, such steps would have "a particularly adverse effect on employment for entertainment-network production centers." An NBC source estimated that if the network were required to dispose of its production facilities "several hundred people" would have to be laid off.

The NBC source also said that the motion-picture companies would be unlikely to experiment with new program formats, as NBC did in developing such shows as Today, Tonight and now Tomorrow, because they are geared to producing programs they know or have reason to think will sell.

While emphasizing that NBC produces few of its own programs, the network's statement said that "NBC must be in a position to compete in the entertainment-language market," the latter "for talent reasons as much as anything else." He said other NBC-produced programs, aside from news, are Today, Tonight, Tomorrow and Go.

"We don't produce any of our daytime programs since Concentration was cancelled [several weeks ago] but all of their newsmakers are produced on our facilities," the source asserted, adding that Lotta Luck, Flip Wilson, parts of Music Country, Dean Martin, Sanford and Son and entertainment specials are produced on NBC facilities for prime-time showing. This use of NBC facilities by other producers does not, however, represent a significant contribution to NBC profits, he asserted.

CBS's statement, much briefer than NBC's, deplored the plans attributed to FCC. "Well known is the occasional commission, " the statement continued, "is the fact that the vast majority of CBS-TV network programing is not produced by the network. Well known also is the fact that news and public-affairs coverage is dependently upon network-prod-
including vitally necessary artistic experimentation, and if their comprehensive production facilities—which indeed constitute an important national resource—were drastically curtailed.

CBS sources said CBS currently produces one prime-time program, Gunsmoke, and will add a second, Dirty Sally, when it replaces Caluccu's Dept. on Jan. 11; plus two daytime dramas, Love of Life and one that is being dropped, Secret Storm, and about five of some 25 made-for-TV movies. Eight prime-time shows and some daytime game shows are produced by other companies using CBS facilities, the sources reported.

Permissive' TV still far short of going all the way

The chiefs of network standards keep their scissors at the ready, but not as sharp as they used to be

They blip the word “permissive” out of their own conversation, but the top censors at ABC, CBS, NBC don’t try to hide the fact that television is indeed growing up.

“We’re definitely dealing with subject matter that is more mature and more adult,” says Grace H. Johnsen, vice president of broadcast standards and practices at ABC-TV, a 26-year veteran of that department. Tom Swafford, vice president for program practices at CBS-TV says, “I prefer to use the word ‘relevant’ in describing where we are now as opposed to five years ago. Television is reflective of the tastes and standards and mores of this society. More than half the population is under the age of 25, and these people began to get turned off to innocuous stuff like The Beverly Hillbillies, Green Acres and Petticoat Junction. ‘Television’s maturity is an evolutionary process,” adds Herminio Traviesas, NBC-TV’s vice president for broadcast standards. “People who say this is the year of permissiveness forget about what’s been happening over the past six years. Laugh-In and the Smothers Brothers shows were trying to tell it like it is, and with these comedy programs as forerunners, we began to get thematically more sophisticated in other areas as well.”

He mentions specifically a two-hour made-for-TV movie a few years back about adultery, “Silent Night, Lonely Night” (with Lloyd Bridges and Shirley Jones), and another made-for-TV drama about interracial love, My Sweet Charlie” (with Patty Duke and Al Freeman Jr.). “And little sophistications started creeping into our regular series shows,” he continued. “We’d let Rock Hudson, in MacMillan and Wife, slap his wife on the funny as a prelude to their going to bed together.”

This season, TV regularly goes into the bedroom (although never any farther than some fumbling under the sheets) with Sally Field and John Davidson (as a married couple in The Girl With Something Extra, NBC, Friday, 8:30-9 p.m.) and with married lawyers Blythe Danner and Ken Howard in Adams’s Rib, ABC, Friday, 9:30-10 p.m. (which goes off the air in January, a victim of feeble ratings). And, to cite some other examples, Ricky Nelson (of the old Ozzie and Harriet show) recently turned up as a hard-hit pimp on The Streets of San Francisco. Police Story and Hawaii Five-O have both dealt fairly openly with the world of pimps and prostitutes, a CBS-made-for-TV movie called “Cry Rape” used words like “semen” and “penetration” without so much as batting an eye (NBC has “A Case of Rape” waiting in the wings), and Dr. Gannon, on CBS’s Medical Center, tried to put the mojo on an attractive lesbian doctor before she set him straight (so to speak).

But these tentative stabs at sex seem more than the TV exception rather than the rule. As CBS’s Tom Swafford puts it, “We don’t give Mannix [Sunday, 8:30-9:30 p.m.] any sex life at all. For an hour every week we take him out of a test tube, put him through his paces of catching the criminal of the week, and then return him to his test tube intact. And, for God’s sake, it took us 18 years before we finally allowed Matt Dillon to get laid.”

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he was with society, not want the angry at the decision Dyke involved Scrap Swafford so little done that the film was lost.

On "The Cowboys," Mr. Swafford says, ABC showed John Wayne being the bejesus out of Bruce Dern, the villain, in all its grisly detail, but eliminated the "son of a bitch" hurled at Dern by Wayne a few seconds after the beating. Mr. Swafford says he would have done the reverse, editing down the fist fight and leaving alone, which was "perfectly in character" for the man John Wayne was playing.

Movie purists were outraged at the maladroit surgery CBS recently performed on "The Wild Bunch" and "Bonnie and Clyde," and Mr. Swafford seems willing to shoulder the blame. "A lot of the violence in films is so gratuitous and so badly done that we have no problem taking it out," he says. "Second-rate directors may show in a violent scene every moment or so—the movie isn't even harmed when you delete it. But the movies of directors like Sam Peckinpah ("The Wild Bunch") and Richard Brooke ("In Cold Blood") are like a Swiss watch. They're edited with such precision that it's almost impossible to make cuts without seriously damaging the film."

Mr. Swafford's most recent battle royal involved a decision two weeks ago to scrap one important episode of "The Van Dyke Show" (Monday, 9:30-10 p.m.), which revolved around the daughter's inadvertently opening the bedroom door and catching her parents (Mr. Van Dyke and Hope Lange) in the conjugal act. Carl Reiner, the show's producer, and a dwarf editor complained to NBC, which then turned angry at the decision that he went on NBC's "Tonight" show, Tuesday, Nov. 29, to publicly denounce CBS, and to declare that he would never work for that network in a creative capacity again. "We want the series and the character to grow with the times frozen in 1965," he was later quoted as saying. Mr. Swafford's response is that the episode was wholly out of character with the Van Dyke and a wholesome, button-down kind of fellow. And we warned Carl Reiner when it was in script form that we didn't like it, but he insisted that once we saw the finished film we'd change our minds. In effect, he took the gamble, and lost—point that people should keep in mind, Mr. Swafford suggests, when they make sweeping charges about television's rampant permissiveness.

The principal objective of the NAITPD was the retention of the present access rule. Many of its members have been producing for the access-time period. In addition to Goodson-Todman, members of the association are Don Fedderson Productions, Viacom Enterprises, Chuck Williams Productions, Firestone Program Syndication, Jim Victory Television Sales, Yongest Program Services, Filmmays Inc. and its Heather-Quigley subsidiary, Greg Garrison Productions, Metromedia Producers Corp., Joe Cates Productions, Ewing Farland Productions, and Worldvision Enterprises Inc.

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., one of the key figures in development of FCC's prime-time-access rule and among its most forthright champions, last week said he was "sorely disappointed" by the commission's action. "My basic hang-up is that I can't figure out who the modifications are designed for," Mr. McGannon said he seemed to be designed for the independent producers in Hollywood, he said, and while he didn't object to that in itself, he felt the good of the public and broadcasting's service ought to take priority. Also felt that the modifications represent an open invitation for an hour of network news, which would tend to curtail local news, and "if we don't get an hour of network news, then we can have network reruns in the 7-10 p.m. period and what good does that Ralph Edwards Productions, and Worldvision Enterprises Inc.

In short, he felt the modifications would have "a slow-death debilitating effect on the whole concept" of prime-time access. As for what steps Westinghouse might now take, Mr. McGannon said he would wait to see the final form of the modified rules, then consider what legal actions might be taken and then "go forward."

Major producers and distributors have opposed the rule, since it reduced network time for which they supplied programs. The few insisted that programs should not be produced for the access period because stations would not pay sufficiently high prices. Edward Bleier, vice president of sales and programming for Warner Bros. Television, which has fought the access rule, paid tribute to the commission for "working long and arduously." He said the FCC has "come up with a compromise, a little bit for everybody." Mr. Bleier acknowledged that TV networks and major program producers will be slightly pleased but noted that "there still remains an enclaves for cheap, familiar former network series." He maintained the view that public is being deprived of high-quality shows that could be carried on the TV networks if the rule did not exist.

Keith Godfrey, executive vice president of MCA TV, which has opposed the rule, commented: "We feel somewhat better about the proposed rule. It permits an opportunity for reruns, for one thing, and in addition, it stipulates that it will be in effect for three years. We don't know whether we'll produce in the access period, but we are going to consider this step."
Smash Hit!!!

The MOD

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Sources: *NSS, Oct. 73  + AAR, Oct. 73
Undisputedly the **hottest** one-hour off-network series of the season, *Mod Squad* is attracting audiences, advertisers and an all-star line-up of stations.

In the key demographic area, women 18-34 and 18-49, *Mod Squad* has increased viewers over previous programming by as much as 575%.

According to Nielsen & ARB for the month of October, *Mod Squad* in New York City registered a **94%** gain in women 18-34, in Los Angeles the increase was **152%**, in Boston **263%** and in San Francisco a phenomenal **575%**.

And it’s the same story in other major markets across the country. *Mod Squad* delivers all the important demographics.
Rising has been shot down. Even the original program next month—odd segments for a possible reappearing on the network. ABC has ordered Screen Gems to revamp and complete its order for 20-odd segments of Temperature's Rising, although the network is dropping the program next month—a casualty of the midseason ax.

Normally, when a network cancels a series, it pays off its commitment to the producer and that's the end of the show, unless the producing studio wants to try to make it in syndication.

In the Temperature's Rising situation, however, ABC apparently feels it can salvage something by having a property in the bull-pen for possible use later—for summer replacement, for example, or perhaps in March if any of its midseason offerings fail to get off the ground. The thinking back of ABC's corporate mind, according to network sources, is that Temperature's Rising fared well in its original 1972-73 season when it stressed hi-jinks characterizations and plot lines. But that the change to black comedy this season, when it was retitled The New Temperature's Rising show, didn't register at all with viewers.

So the network has ordered Screen Gems to resume production under William Asher, the original producer who had been relieved of this responsibility when it was decided to reshape what had been a light-hearted comedy into a more somber one, and, at the same time, return its thrust to the original comedic routine. Paul Lynde, who joined the cast this season, and Clifton Littell remain as the leading characters in the series. Eleven segments had been made for the current season; ABC's order is for an additional nine to 11 episodes. Estimating about $100,000 per segment, that's a $9 million investment. ABC is making in what may well be called The New, New Temperature's Rising.

Rierson sets up shop

N.Y. TV consultants start with six station clients

Rierson Broadcast Consultants Inc., New York, has been formed to assist television stations in areas of news, local programming and production, administration and talent and staff personnel ("Closed Circuit," Sept. 24). Principals of the firm are Robert L. Rierson, president, Barbara B. Reisenbach, vice president, both of whom were associated recently with Telcom Associates, New York, a broadcast consultancy firm. Mr. Rierson was president of Telcom and earlier was director of research at Telcom and previously research manager for Storer Television Sales. Robert M. Brennan, news director of WAGA-TV Atlanta, has joined Rierson as news executive.

Mr. Rierson said last week the first clients of his firm are the five Meredith TV stations and WYTV (TV) Youngstown, Ohio. Company headquarters are at 156 East 52d Street, New York 10022. Telephone: (212) 688-7275.

**NBC is off NAB's antipathy committee**

Kenney resigns but promises network's continued support of campaign against cable siphoning

NBC-TV has withdrawn its representative to the National Association of Broadcasters' Special Committee on Pay TV. NBC pledged to continue its financial support of the antisiphoning campaign but, in a Dec. 3 letter to committee Chairman Willard E. Walbridge (Capital Cities Communications), Peter Kenney, NBC's Washington vice president, resigned from the committee. It was a matter of "time and manpower," he said. "It doesn't take three networks to do the committee's work."

In a prepared statement, Mr. Walbridge said that NBC's withdrawal from active participation on the committee "should not be construed as their lack of support for the concept of protecting the public from the threat of pay cable. They have indicated that the committee will continue to have NBC's full support."

Mr. Kenney laid the ground work for his resignation two weeks ago when, during a committee meeting in Washington on Nov. 29, he submitted an NBC position paper on its status within the committee. Reaffirming its opposition to the siphoning off of programs and events currently on over-the-air television onto pay cable, NBC said that it was "not willing to join any effort aimed against the development of cablevision for additional services in the public interest. . . . NBC will withdraw its participation at any time when, in its judgment. . . the campaign goes beyond the specific purpose of informing the public about the 'consequences of siphoning off of television attractions by cable.'"

NBC said it would honor its pledge to match one-third of the funds raised from local-station antisiphoning campaigns.

Mr. Kenney also emphasized that NBC was not implying in its paper that the committee had overstated its mandate. "We are just inserting a measure of caution that it shouldn't happen," he explained.

**Program Briefs**

**Big one for Worldvision.** Worldvision Enterprises, New York, has completed agreement with Danny Thomas Productions for worldwide syndication rights to several new series now in development by Thomas as well as two-hour feature for NBC-TV, now in production and titled "Four Stars in the World."

**Local interest.** Ohio Shrine Bowl college football game, telecast Dec. 1 on nine-station network in state, managed respectable ratings up against traditional Army-Navy game on ABC-TV. In Arbitron overnight in Cincinnati, Columbus and Cleveland, average share of 29 was achieved against average 34 for Army-Navy telecast. Columbus fared best with 45 share. Network was arranged by TV Sports Rep Co., Columbus.

**Correction.** BROADCASTING's reproduction of FCC-released tables on informational and other nonentertainment programming on nation's television stations (BROADCASTING, Dec. 3) incorrectly tells the two categories—last two listed on page 27—should have read "Percent local news, public affairs and other nonentertainment combined (including commercial) and percent local news, public affairs and other nonentertainment combined (excluding commercial)." In both cases, "local" and "other nonentertainment" were missing from headings supplied by FCC.

**Re-opening.** New edition of The Open Mind, discussion series that made headlines when it dealt with then-taboo subjects such as homosexuality and nature of prejudice when it appeared on WNBC-TV (then WRCA-TV) New York in late 1950's (BROADCASTING, Jan. 28, 1957), will appear as special on WPIX (TV) New York on Dec. 16 at 9-10 p.m. Richard D. Heffner, communications consultant and professor of communications and public policy at Rutgers University, who was director of public affairs programs for WABC-TV when he moderated and pro-duced Open Mind and who subsequently served with CBS-TV and public television, will also be moderator and producer of special. Subject, as it was on first program in 1966, will be "The Presidency." Panelists this time will be historian Arthur Schlesinger, former Senator Eugene McCarthy (D-Minn.) and columnist-commentator Jeffrey St. John.

**Free and clear on Spock.** FCC has disposed of fairness complaints filed by Benjamin Spock and Progressive Party against ABC, CBS and NBC. It denied reconsideration of November 1972 denial of their complaint that networks failed to cover controversial issues raised by Dr. Spock, party's presidential candidate. It said Dr. Spock, one of 12 candidates, did not meet the standards and it could not conclude that networks' judgments as to significance of his candidacy were unreasonable.
A profusion of advertising, consolidation of planning, president Sharpe, executives reported, edge when the system years.

We've been using two cast the going it year, found that "these science at any place "supply" and then defined minimum cost TV buying's task time

graming Inc., which designed with actual going prices media, the Tuesday (Dec. 4) in New York. Although of National workshop conducted television more efficiently, including money radio and television, and putting spotlights curves all together, Mr. O'Neill continued, their formats "make radio an ideal medium to segment an audience by demography or lifestyle." Tailor commercials to complement station formats; for instance: upbeat musical versions for use on rock stations, twangy for country/western outlets, lush instrumental for good-music stations, straight vocal delivery for news and talk formats.

"Special "networks," if needed, can be put together by major station reps, with higher discounts and simplified paperwork as compared with buying the station individually.

Don't overlook FM. It's growing, commands big audiences in many markets, generally is less commercialized and usually has lower rates than comparable AM stations.

Take advantage of listener loyalty to station performers by having them do live commercials.

To get maximum reach within a market buy the same time segments on all major stations appealing to your target audience, or sponsor programs on several similarly targeted FM stations simultaneously, or both.

Results of some controlled experiments in distributing campaign budgets among media were reported by Roy G. Stout, manager of marketing science and operational planning for Coca-Cola USA. The findings, he said, included:

In markets where total spending was unchanged but emphasis was shifted from heavy TV to heavy radio, "there was a slight increase in sales in favor of the radio media."

Where total spending was significantly reduced, switching to a heavy-radio...
How to ship small packages in a big hurry.

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)

- Atlanta-Washington $2.00
- Boston-Miami $26.25
- Cincinnati-Louisville $21.00
- Cleveland-Phoenix $26.25
- Los Angeles-New Orleans $31.50
- Dallas-Los Angeles $26.25
- San Francisco-Atlanta $31.50
- Philadelphia-Houston $26.25
- New York-Tampa $26.25

For full details, call Delta reservations.

strategy led to sales losses "nearly three times greater" than those that occurred where total spending was reduced but heavy TV remained the media strategy. *Where total spending was increased, sales in the heavy radio markets surpassed normal expenditure levels by about twice the sales increase in markets where heavy TV remained the strategy.

Thomas Ryan, advertising services vice president of Gillette, suggested ways in which advertisers might make sure "you get what you pay for."

In network TV, he said, increased use of specials and anthologies has greatly reduced the time occupied by regular series and created greater week-to-week fluctuations in audience. Advertisers who want to know what audiences they received with specific schedules, Mr. Ryan said, should urge their agencies to support "better basic numbers" in terms of larger Nielsen-rating sample sizes and additional demographic reports.

Spot TV, Mr. Ryan said, "is unquestionably the most difficult area to stay on top of"—partly because of the way advertisers buy and use it. "We for one decided several years ago that some of the game was not to see how cheaply we could buy spot but to deliver the right message to the right people at the right time," he said. "After we do that, we try to get the best price we can."

Reasons why Armstrong Cork Co., switched from TV to print as its major medium several years ago and its plans for a campaign next year in which TV will again be dominant were outlined by Donald C. Goldstrom, vice president and director of marketing services department. After strong reliance on broadcast, first in radio, starting in 1928 and later in TV with 10 years of Armstrong Circle Theater and subsequent years of specials, Mr. Goldstrom said, the company finally reached the point where its advertising objectives and TV's costs dictated reliance on magazines—which "have always provided the solid base or platform under our advertising program"—as its major medium. "We did not have the resources to present the kind of high-impact program we wanted in both print and broadcast," he said. But, he emphasized, Armstrong has continued to use TV. Television, he said, "is pretty hard to ignore—and it was never our intention to ignore it. . . . We're probably one of the few who are looking at television as a supplement to print instead of the other way around. We buy scatter plans now and use them to extend our reach and frequency. We use television to pre-test products whose appeals go beyond our basic audience [and] for certain do-it-yourself products which require demonstration."

A campaign to reach do-it-yourselfers next year is the one in which TV will be the major medium by a slim margin. Magazines will be used extensively, and local print for promotional purposes, but TV gets the nod because Armstrong wants to reach as far as possible. "Do-it-yourselfers are everywhere," said Mr. Goldstrom. Aside from reaching far and wide, he added, television can demonstrate "how to do it yourself."

Consumers ready child-ad guides

Stiffer code than any now in force is expected to be proposed this week as preliminary to industry meeting

Federal Trade Commission Chairman Lewis Engman's call for action on children's television advertising last August (Broadcasting, Aug. 6) has been heard. A consortium of consumer groups is nearing completion of a set of children's-advertising guidelines that will go well beyond existing regulatory mechanisms. The proposals, expected to be submitted to the FTC late this week, have been developed by Action for Children's Television, Robert Choate's Council on Children, Media and Merchandising, the Consumer Federation of America, the Consumer's Union, consumerist Jeff Cowan and Joan Gussow, nutritionist and instructor at Columbia University. After being submitted to the FTC, the recommendations will be circulated to advertising and broadcasting representatives for comment. A general meeting of all groups is planned for January.

Nutrition advertising to children will "certainly" be a major focus of the recommendations, according to one consumer spokesman. In addition to dealing with commercial content, the consumers will make recommendations on scheduling of commercials and will offer specific enforcement mechanisms. Peggy Charren, president of ACT, said that the consumer groups are attempting to provide a "workable" code, one not subject to varying interpretations "depending on who's looking at it." That was one weakness in existing codes, she said. In her view, the National Association of Broadcasters code regulatory mechanisms is inadequate because not all stations subscribe to it. "There are ads going out over the air in violation of that code," she said.

The January general meeting, on the order of one held last September, will be a forum for discussion of varying points of view, according to Gerald Thain who is handling the FTC project. The meeting will include representatives from the NAB, American Advertising Federation, Association of National Advertisers, Council of Better Business Bureaus, consumer groups and FTC staff.

There "may very well be counterproposals offered" at that time, according to Mr. Thain, who sees the FTC acting as a "mediator" between groups, and once the proposals are on the table, he anticipates activating four subcommittees formed last September to focus on specific questions of implementation, evaluation, research and enforcement.

The FTC will also be coordinating its efforts closely with the FCC, he said, since the recommendations may have as much connection with FCC jurisdiction as with FTC territory. He cited such programming-related questions as use of program hosts as spokesmen in commercials, number of commercials and time slots for commercials as issues falling in the FCC province. He anticipates
Coming and going. New York’s fame-duck Mayor John Lindsay (c) visited the New York headquarters of N. W. Ayer & Son to express the city’s appreciation for Ayer’s decision to consolidate its Philadelphia office into the New York facilities at 1345 Avenue of the Americas (Broadcasting, Oct. 29). Ayer Chairman Neal W. O’Conner () and President Robert P. Zabel escorted the mayor on a tour of the offices.

no jurisdictional problems, however, and pointed out that the chairmen of both agencies have expressed commitments to tackling children’s-advertising questions.

Although Mr. Engman expressed hope that the parties involved could agree on a voluntary code, Mr. Thain emphasized that if that proves unsuccessful, the FTC will “look at other things in its bag.”

Rulemaking actions or the issuance of guides are two such possibilities.

**FCC asked to leave ratemaking to market**

It’s told competition regulates better than the government

Broadcasters and station representatives have warned the FCC that it would become involved in a morass if it were to invade commercial-rate practices of licensees. In response to a commission inquiry into combination rates, the broadcasters and reps generally urged that the forces of the marketplace be given free rein.

The commission is looking into possible abuses by station reps and licensees who offer joint advertising rates for commonly owned AM-FM combinations and also the propriety of reps dealing with two licensees offering the same service in the same market. The commission is also checking into possible anticompetitive situations caused by station-rep ownership of stations and by rep “networks” of independently owned stations.

In urging the commission to stay away, Alan Torbet Associates, a national rep firm, said that “in the the absence of special factual situations revealing abuse, competition will be promoted far more by normal competitive practices in the marketplace, than it will be by fixed rules of thumb . . . which are imposed by government fiat.”

The Torbet petition argued that a station naturally wants the best rate it can get. A combination rate is adopted only if necessary to meet the competition. Similar views were also expressed in a petition that was filed by the Jack Masia & Co.

There were some dissenters. McGavren-Guild-PGW Radio Inc. asked the commission to scrutinize rep networks of independently owned stations to assure that this concept is consistent with commission policy. McGavren-Guild suggests that agreements between reps and stations be filed with both the FCC and the Federal Trade Commission. And the Station Representatives Association advised the commission to stiffen present regulations and prohibit combination rates for any stations in the same market whether under separate or common ownership. SRA also asked the commission to continue to deny licensee-controlled rep firms (or vice versa) from representing stations of the same service in the same market.

On this issue, SRA and national rep John Blair & Co. did not agree. Blair asked the commission not to prohibit representation of more than one station in a market if the stations are in different services or to prohibit a rep firm that is commonly owned with one station from representing another station in the same market.

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(This BAR report, inadvertently omitted from a previous issue, appears this week out of sequence.)

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

**DOES YOUR STATION ROCK?**

Rock sounds . . . and jingles. If your station really rocks, maybe you need jingles that don’t jingle. Jingles that ROCK. A tightly orchestrated, fat brass and percussion sound that’ll give your rock smoother flow and stronger identification.

The “Middle of the Rock” is a solid I.D. series that’ll leave a clean, clear and exclusive impression of your station’s call letters and image. A metropolitan sound.

Just produced for Mike McCormick at WNDE who recommends “Middle of the Rock” to give your sounds that distinguishable element of class. The big city sound.

If you’d like our heavy experience for your very own ears, send for a free demo today.

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If you’d like our heavy experience for your very own ears, send for a free demo today.
same market but in a different service. Variations on this theme were also filed by Metromedia, Cox Broadcasting (owner of two rep firms—Telerep Inc. for television and the Christal Co. for radio) and others. The general theme was that the commission should not interfere with the vitality of the free market and that abuses should be handled case by case.

In the earliest petitions filed last month group owners Bonneville International Corp. and Southern Broadcasting Corp. urged the commission to withdraw from this area of regulation entirely and leave it to the FTC which deals with related matters on a daily basis.

### Business Briefs

**Plans for Boston.** Telerep Inc., New York, TV-station representative, plans to open Boston office. While Boston sales manager and office space are being selected, Don Heller of Telerep's Philadelphia office will continue to provide service for New England.

**At the beat.** Metrotec Division of BSR (USA) Ltd. plans spot-TV and radio campaign as part of multi-media drive for Phone Butler home-telephone answerer. Broadcast buys are for period between Thanksgiving and Christmas. Kane, Light, Gladney Inc., New York is agency.

**Marathon sponsorship.** Marathon Oil Co., Findlay, Ohio, and Cincinnati Reds have signed three-year contract under which Marathon will continue cosponsorship of baseball club's baseball games on WVLW(AM) Cincinnati and Reds' radio network through 1976.

**Winter campaign.** Luden's Inc., Reading, Pa., has launched cold-season campaign for its medicated cough drops, using various network shows and spot TV in 77 markets. Campaign, through Richard K. Manoff Inc., New York, will run through March 1974.

**Rep appointments.** WICE(AM) Providence, R.I.; Eckel & Queen, Boston, for New England area; CKEY(AM) Toronto; Boston/Burnside International, New York, for U.S.

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### Cablecasting

**Pie in the sky turns to egg on the face in big-city cable**

Al Stern seeks 'return to reality' by venturers who promise too much and cities with outrageous demands

The head of the nation's third largest cable-television firm acknowledged before a gathering of municipal officials last week that the approach of the wired city is less than imminent. At the same time, Alfred Stern, chairman of Warner Cable Corp., declared that the "blue sky" demands that large cities have been making of franchisees must be brought to earth. A "return to reality," Mr. Stern said, is essential on both sides.

Mr. Stern addressed the Annual Conference of Cities in San Juan, P.R.

Mr. Stern said venturers had "learned that cable in the larger markets is not an essential commodity." In areas that already enjoy a multitude of communications and leisure-time services, cable is "more an optional added luxury than an electronic necessity."

The industry has also discovered that major-market subscribers will not cling to the medium, as will their small-town counterparts, if the service proves disappointing. This, he acknowledged, has caused an "immense turnover problem."

Beyond that, said Mr. Stern, it "could be quite a while" before specialized cable services are ready for delivery on a large scale in the big markets. "The hardware isn't there and the software isn't there," he said. "The hard truth is that the development of new services is still merely in the experimental stage."

But if the industry must come to terms with reality, Mr. Stern said, so must the cities. City governments have been demanding such "unrealistic" services as sophisticated multiple studios for local origination, construction of the system prior to the FCC issuance of compliance certificates, franchise terms that could deny the system its "right to operate" if commitments that have proved unfeasible are not met, and "unilateral rate reductions." Mr. Stern noted that one "Midwestern city" (presumed to be Milwaukee) demanded that a 120-channel system be constructed immediately—a virtual impossibility with today's technology.

At Warner Cable, he said, "we're now taking a long, hard look at the way in which we've been dealing with the franchising bodies, the concessions we've been making in terms of construction specifications, the sometimes unrealistic blue-sky demands we've allowed ourselves to agree with, and the basic economic structure we've become locked into while wooing the cities in order to win the right to serve them."

Two weeks ago Warner refused to accept the terms of a franchise ordinance demanded by the Birmingham, Ala., city council. The action led the city to award the franchise to another company controlled by American Television & Communications (Broadcasting, Dec. 3). Mr. Stern told Broadcasting last week that Warner could not operate under the conditions mandated by the city.

Mr. Stern emphasized that neither Warner, nor the industry as a whole, "wants to walk away from the major markets. On the contrary, we're all willing to invest the time and money and creative talents required to further the development of cable throughout the country." But, he stressed, "if we and others are to continue such ventures, then we must have the realistic understanding and cooperation of the cities themselves."

It is time, said Mr. Stern, "to lay down those blue-sky studies and to look, instead, at what cable television can do today, not 10 or 20 years from now."
He said regulatory agencies are not bound by the bureau's circular: executive departments are. In any case, he said the commission's fees are in accord with the congressional mandate to recover regulatory costs "to the fullest extent possible" and to levy fees on those who receive benefits they would not receive otherwise. And he said the benefits need not be bestowed on individual systems each year. He talked of over-all industry benefits—like the commission regulation setting a limit on the amount of franchise fee individual communities may charge systems.

And he contended that it is unreasonable to limit fees to the year in which a benefit is granted. "The commission can't operate on an ad hoc basis," he said. "So the fact that a particular system doesn't come to the commission doesn't mean that it can't be charged a fee for that year."

Possibly with that in mind, Justice Thurgood Marshall said, to Mr. Feldstein, that the commission provides services that the cable industry uses when it chooses to, and "you pay for it." It was at this point Mr. Stewart, whose questioning indicated he was sympathetic to NCTA's position, likened the system the FCC and FPC was employing to a Blue Cross plan.

But Mr. Feldstein earlier had expressed the view that such an approach could lead to dire consequences for the industries concerned. "If you equate regulation with benefit and cost of regulation with fees," there would be no limit to what the commission could recover, he said. "The more the pay- ment of fees, he said, does not contemplate that kind of recovery.

Real-life living with state cable regulation

Massachusetts CATV commission lays on heavier and heavier hand while FCC is still meeting with federal-state-local advisory group

Tomorrow (Dec. 11), the FCC commissioners will meet publicly for the first time with the advisory committee that has been wrestling for more than a year with the complex problem of how to divide the regulation of cable television among federal, state and local governments. It will not be an amicable meeting: The committee, which is divided between cable-industry and state and city-government representatives, has never been in accord over the fundamental question of who gets to regulate what.

The internal discord that exists within the FCC-appointed federal-state-local cable-mandate task force underscores what could become yet another major problem for the beleaguered cable industry. In the absence of a definitive proclamation from the commission, Congress or the courts as to how regulation of the industry can take a natural course, state governments are becoming increasingly independent in their dealings with the medium. Within the past two years, four states—New York, Massachusetts, New Jersey and Minnesota—have established independent agencies to over- see the activities of state agencies. Several others, including Connecticut, Vermont, Rhode Island, Nevada, Alaska and Hawaii, have implemented systems of state cable regulation in some form. Significantly, those states last month banded together to form a consortium called the Conference of State Cable Agencies, whose primary purpose will be to collectively explore mutual interests before the federal government (BROADCASTING, Nov. 26).

While cable operators across the nation have looked at this development as a potential threat, nowhere has their anxiety been more real than in Massachusetts. And from the industry's point of view the fears appear to be justified.

In the 18 months since the Massachusetts Community Antenna Television Commission was created, the state has won recognition as the heaviest regulator of cable in the nation. In some respects, it has surpassed the FCC in terms of its willingness to exercise its regulatory powers. While the FCC, in an attempt to enhance diversity of media control, has outlawed the common ownership of cable and television facilities in the same market, the Massachusetts commission has gone a step further; it now seems set on banning crossownership of cable and newspapers. A new state law authorizes municipally owned light companies to finance, own and operate cable systems, and the commission is examining methods in which communities that do not have their own power facilities can acquire financing to do the same. But of more concern to the 82 cable operators in Massachusetts is the indication the commission has given that it intends to effect some kind of separation between hardware and software in the cable business.

The prevalent feeling among Massachusetts cablemen, according to Bill Kenny, executive director of the New England Cable Television Association, is that the seven-member state commission is so preoccupied with pie-in-the-sky issues that it sometimes places inadequate emphasis on contemporary decisions. "The commission is very peculiar," Mr. Kenny said. "Individually they're very nice people." But collectively, he complained, "they're more like a think tank than a regulatory agency." In the course of deliberating future regulatory paths, such as the separation-of-functions issue, which the state commission has announced it "appears to ignore the more mundane aspects of regulation.

Such charges come as no surprise to Morton Aronson, the Boston lawyer who has been chairman of the commission since its inception. "I'm very aware of the kind of things that are said about the commission," Mr. Aronson said. And for the most part, he maintained, the criticism is "very unfair."

"There are two ways that you can look at a regulatory agency," Mr. Aronson said. "You can react to problems as they
Mr. Feldstein said last week that indications given by NCTA Vice Chairman Donald Thurston at the recent NCTA convention that association had decided to bring antitrust suit against broadcasters on pay-cable issue (Broadcasting, Dec. 3) were "premature." Mr. Feldstein said NCTA has talked to several outside attorneys regarding possible retention to explore litigation possibility, and that choice would be made "as soon as possible." Decision as to whether association would undertake litigation, Mr. Feldstein said, will not be made until counsel is hired and has had adequate time to study record. He said two issues—allegedly illegal antipay promotional activities and accusations that certain broadcast interests are "warehousing" programming in order to move it away from pay-TV entrepreneurs—are under study, but emphasized that no decision has been made as to who would be target of potential suit. Mr. Feldstein also disclosed that Justice Department has "evidenced some interest." develop or you can try to move the medium in ways in which it can best serve the public and itself as well. We have tried to regulate in a manner in which we can do both."

While the commission may not, as Mr. Kenny contends, limit its deliberations to those characteristic of a think tank, the agency's makeup suggests a scholarly presence. Of the seven members, three are employed full time by institutions of higher learning. There is also one attorney, one consumerist, one commercial broadcaster and one member immersed in urban social-sciences. The commissioners' backgrounds reflect the state law that created the agency and mandated that the members include educators, professionals versed in legal communications, attorneys, a consumer representative and residents of communities with populations above and below 50,000. Beside Mr. Aronson, the members include Dr. Hyman Goldin, professor of telecommunications at Boston College (and ex-staffer at the FCC); Winifred Gotlin, of the Massachusetts Consumers Council; Professor Anthony Oettinger of the Aiken computer laboratory at Harvard University; Dr. J. Francis Reitjes, director of the electronic systems laboratory at the Massachusetts Institute of Technology; Donald Thurston, president of Berkshire Broadcasting Co., and Charles Beard of the Boston Model Cities program.

If the commission thinks in long-term perspectives, that is a plus in Mr. Aronson's opinion. By limiting the extent to which it wavers, cable operators could control the programming that their systems offer, he feels, the commission could be doing the industry—and the FCC—a service. Mr. Aronson asserted that within cable's present business environment, the emergence of outside interests leasing cable channels is "certainly not encouraging." Considering the new revenue source that such a development could create for the industry, he noted, some separation of facilities and programming could be a vital step in cable's development. And he maintained, the premise from which the agency is proceeding in this area is "to try to stimulate an industry that seems to be faltering... . Cable is in a very serious state of development right now." Mr. Aronson says a belief that this is an area to which the FCC will ultimately have to address itself. And here, he said, the federal agency could face a problem, for at present "there is absolutely no data to evaluate... . Wouldn't it be healthier to have one or two states going in that direction beforehand, so that the commission will have something to go on?"

Mr. Aronson emphasized that he foresees "no conflict" with the FCC in this area. It should be noted that the Massachusetts commission chairman is among the staunchest advocates of a well-defined state cable regulation. He is openly critical of the FCC advisory committee's majority report (the conflict on that body was so great that two separate written conclusions were submitted to the commission), which favored the concept of "dualism," or regulation by the FCC and one local body, either state or local—in cable regulation. The report, Mr. Aronson said, "causes me to pause with great concern... . I marvel at the wisdom of a report that can look at such an econo-group of (state) regulators and say that this will cause regulatory duplication." Mr. Aronson asserted that it is time for the cable industry to rid itself of the "paranoia" he says it feels toward state regulation. "They'd do much better going that route because they're not going to knock out state regulations. I don't think they [the FCC] could pre-empt to the extent of eliminating state input." Mr. Aronson expressed dismay that some of his agency's critics are assigning so much sole responsibility for responding to the Massachusetts crossownership proceeding. "That's not of our making," he said, referring to a state-legislature mandate that newspapers may not own cable systems within their general circulation area. The only question left to the commission here, he emphasized, is defining that ruling. "We're not working in a vacuum.

Another issue that has become a point of criticism of the agency can also be attributed to the legislature. This involves the question of municipal cable ownership. Mr. Aronson emphasized that there is "clearly" a precedent in state law for permitting such activity. The problem, he noted, lies in the fact that the legislature has not clearly spelled out the conditions under which communities that do not own a cable system can fund such a venture. "Obviously," he said, "that's one of the things that will have to be ironed out in the state law." But in the long run, Mr. Aronson said, the municipal-ownership problem could become academic. "I don't see strong interest" from local governments, he said.

Cablecom sale to Daniels snags

However, seller says efforts to revive deal are being made; alternative would be transfer of buyer's 20% to Cablecom

Cablecom-General Inc., Denver, announced last week that it has terminated a $9-million transaction in which it was to have sold its 80% interest in a Colorado Springs cable system to a firm headed by Denver cable executive Bill Daniels.

Daniels said that under the agreement announced last May, its majority interest in Vumore Cable Corp., operator of the 20,000-subscriber Colorado Springs system, would have gone to Cablevision Projects Inc., which already owned the remaining 20% of the facility. However, Cablecom said, the Daniels-controlled firm's inability to obtain necessary financing forced the transaction to be called off. As a result, Cablecom will obtain 100% control of the system due to a provision in the May agreement stating that the Daniels interest would be assigned to the seller if the sale is not culminated.

Cablecom indicated, however, that there may still be a future for the deal. It noted that Cablevision Properties is continuing its effort to obtain financing and "while nothing is definite, there are several possibilities." It added that a provision in the May agreement under which Cablecom and Mr. Daniels would terminate previous litigation associated with the transaction remains "in effect."

Mr. Daniels is the head of Daniels and Associates, a Denver cable consulting and brokerage firm. He also controls Daniels Properties Inc., which operates several cable systems.

Cablecom said that in a separate transaction, it will exercise its option to acquire Daniels Properties to acquire all the cable franchises in which it holds an interest in the Denver vicinity. The agreement affects franchises in the Colorado towns of Fort Collins, Loveland, Longmont and Greeley.

Cable Briefs

Construction contracts. Magnavox CATV Division has announced that it will supply distribution equipment for construction of 35-mile, two-way CATV system to serve Kenova, W. Va. Scientific Atlanta Inc. has obtained contract to provide turnkey installation of 40-mile system at Blackfoot, Idaho. Both facilities are to be completed early in 1974.

Deregulation marches on. Existing cable systems may now add local television signals or in-state nonlocal educational TV signals without certificate of compliance, FCC has ruled. System operators need only give commission and TV station 30 days notice before beginning to carry signal. "Significantly viewed" signals, however, are not included in new ruling which became effective Dec. 5.
Faltering start of News Council is up for review

Members of new oversight group meet this week to consider
how to get the project to fly

The 15 members of the National News Council are to meet today and tomorrow (Dec. 10-11) to take the council's temperature. They may read it as something under 98.6 degrees.

One major item on the agenda is what to do about that major inquiry the council announced it would make into President Nixon's charges that reporting had been "outrageous, vicious and distorted" (Broadcasting, Nov. 5). The council has now been told by Ron Ziegler, the President's Secretary, that the White House will provide no specifics for the council to investigate (Broadcasting, Dec. 3). Another subject destined for discussion is the bad press the council has been getting.

The council's executive director, Bill Arthur, says he wishes the media "would give us a chance to prove ourselves, and not kill us off before we have an opportunity. It would be very bad if we were not given that chance, because it would be further fuel for critics of the media."

Mr. Arthur says that in an address to the American Press Institute at Columbia University last Tuesday (Dec. 4) by citing anticouncil editorials carried last summer by 22 newspapers throughout the country, "In the tradition of a great and robust press," he said, "these papers each carried the identical canned editorial against us before we even started operating."

Mr. Arthur describes his fledgling organization as a "buffer" for complaints against and by the media, filtered through the council's Grievance and Freedom of the Press Committees, respectively. But none of the 10-15 letters received daily since the council went into operation Aug. 1 has been judged worthy of pursuit. "Most letters are merely emotional," says Mr. Arthur.

"We're starting with a blank page and what we have to do is write the book," Mr. Arthur explained in an interview last week. "The first thing we have to do is to gain respect and, I hope, the trust of the people whose shoes of influence we wear."

Funding off-assertions (from CBS News Radio and the New York Times, among others) that the White House inquiry is a publicity-seeking venture, Mr. Arthur said: "We would have been negligent if we had not instituted such a study. The President made serious charges, and the impetus for the study was in the power of his statement." Mr. Salant, member of the original task force which recommended the establishment of a news council, remains adamant that the council was never envisioned "as a forum for government complaints."

Mr. Arthur said he doesn't feel the White House inquiry is crucial to the council's gaining respect, which is just as well since Mr. Ziegler at a meeting on Nov. 29 declined to provide specific administration complaints. Mr. Ziegler "said he preferred a broad-based study of White House-media relationships and suggested the time span beginning with the Cambodian invasion a year ago up till the present," Mr. Arthur said last week. "He said the genius of the President's charges encompasses many examples of television reporting."

Whether Mr. Ziegler's vague proposal presents the council with an inquiry too broad to handle is a problem to be decided today and tomorrow in Racine, Wis., at the "Wingspread" facility of the S. C. Johnson Foundation. Without the White House study, the council is left with the access-First Amendment inquiry. That study, directed by Columbia law professor Benno Schmidt, is to be completed early next year.

After that, what? "I never anticipated a flood of complaints," Mr. Arthur acknowledged. "The fact is that journalists are a highly professional group, and as such don't inspire a flood of complaints." He scanned the most recent letter of complaint which condemned all media as distorted, and cited all networks, the Washington Post and the New York Times. "We had one in which the writer complained of the sneer on Harry Reasoner's face each time he mentioned Mr. Nixon's name," Mr. Arthur said.

"It takes time to become known," he continued. "Some feel that journalists should automatically know what the National News Council is, but in fact very few journalists do." With that in mind, Mr. Arthur and the council's associate director, Ned Schnurman, accept invitations to speak throughout the country. The two have made some 25 personal appearances on the council's behalf. "It's not a promotional tour," Mr. Arthur insisted. "We get a lot of invitations." The executive director has appeared on national TV, radio, and closed-circuit TV; last week he spoke in Buffalo, N.Y., at a Sigma Delta Chi meeting and is scheduled for an address to that group Dec. 17; he has been invited to the Society of Auto Workers in Detroit and will combine that trip with an invitation from the University of Michigan at Ann Arbor.

The council has three years in which to prove itself. It is funded at $400,000 per year for three years by 10 foundations, the major supporters being the 20th Century Fund and the Markle Foundation. (No single foundation is contributing more than 15% of the total funding.) The others are the Mary Reynolds Babcock Foundation, the William Benton Foundation, the Pauline and Louis Cowan Foundation, the Patrick and Anna M. Cudahy Foundation, the Mellett Fund for a Free and Responsible Press, the Jane and Leo Model Foundation, the Poynter Fund, and the Ernest D. Van Loben Sels-Eleanor State Van Loben Sels Charitable Foundation.

At the end of three years, the council bylaws provide for a review of its performance by an independent evaluation committee. On the basis of those findings a decision on the council's future will be made.

Mr. Arthur appears unperturbed by the faint praise the council has received so far. "If I put myself in the shoes of the media people now," he was editor of

Guiding spirits. News Council President Roger Traynor (o), former California Supreme Court Justice, confers with Executive Director Bill Arthur (l) and Associate Director Ned Schnurman.
Look for 26 years, I think my attitude would be to sit back and wait to see how the council does before I'd support it," he said. The media have much to gain from a new council, he asserted. "If anything I did as an editor could be proved wrong, I'd want to know about it, or be vindicated—one way or the other. The media editors can judge our findings along with all the other news they handle. That's all the power we should have, after all. But if the media release our findings, it can only increase their credibility and respect."

Harris finds public reliance on TV growing

Study for Senate subcommittee shows 65% count TV main news source, but only 41% have great faith in it

Television news and the press are the only two "key institutions" in which the public's confidence has increased since 1966, according to a study commissioned by a congressional subcommittee. At the same time, the study, conducted by Louis Harris polls—though their ratings have of confidence in the executive branch has dropped dramatically over the same period. It was also reported that a majority of people feel "there is something deeply wrong" in the nation.

The Senate Subcommittee on Intergovernmental Relations, which commissioned the Harris study last August, released the 342-page report last Monday (Dec. 3).

Leaders in the medical profession received the highest vote of confidence in 1973 (57%), as they have in previous Harris polls, although their ratings have slipped significantly since 1966. The people running local trash collections command the second highest confidence level in 1973 (52%); those running higher education, third (44%), and those running television news, fourth (41%). (See table.)

There are sharp differences, however, in attitudes expressed by the general public in the Harris polls and those of elected and appointed officials in federal, state and local governments who were surveyed by the staff of the Senate subcommittee. Only 17% of the government officials have "great confidence" in the television medium that got a 41% vote on the same question from the public at large.

Senator Edmund Muskie (D-Me.), chairman of the subcommittee, went on NBC-TV's Today last Monday to give his views on study's findings. NBC correspondent Bill Monroe asked the senator if he could account for the wide difference between the views of the public and government officials on newsmen.

"Well, there's a natural adversary relationship, I think," Senator Muskie said. "There's an abrasiveness in the day-to-day relationship."

A committee report accompanying the study stated that "the leaders also point to the media as the source of the prob-

lem of confidence, implying that the media have created a climate of disenchantment with government. The public by contrast has grown to respect the media more than ever, believing the media have uncovered much wrongdoing in the government."

Almost two-thirds of the population, 65%, say they depend on television a great deal as a source of news, while 39% depend on radio, Newspapers are relied upon by 52%, and news magazines by 25%.

Though the Harris study seems on its surface to support the news media in their recent battle with the President, there is inherent criticism of the media in the study as well. "No more than four in every 10 feel they are current with the developments in the nation's capital," the report says. And "implicitly, the public is suggesting that a better job could be done in informing them about their government," it said.

"It should be pointed out," a Muskie staffer said, "that TV still doesn't have a majority of the people that says it's credible. The study says 65% of the people depend on TV for their main source of news, but only 41% have confidence in it.”

The report was presented to the subcommittee at an informal hearing last Monday. In the spirit of the report's findings, Senator Muskie said, the chairman allowed newsmen the unusual opportunity to question Mr. Harris at the hearing. They asked questions relating to national feelings on impeachment, for the most part, it was reported.

How people and politicians differ. Those figures compare the percentages of people in the Harris poll for 1973 who expressed "great confidence" in the people running various institutions with percentages of same responses among federal, state and local officials surveyed by the Senate subcommittee staff.

<table>
<thead>
<tr>
<th>Public total %</th>
<th>Leaders total %</th>
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<tbody>
<tr>
<td>Medicine</td>
<td>57</td>
</tr>
<tr>
<td>Local trash collection</td>
<td>52</td>
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<tr>
<td>Higher educational institutions</td>
<td>44</td>
</tr>
<tr>
<td>Local police department</td>
<td>44</td>
</tr>
<tr>
<td>Television news</td>
<td>41</td>
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<td>Military</td>
<td>40</td>
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<td>Local public schools</td>
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<td>Organized religion</td>
<td>36</td>
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<td>Local united fund</td>
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</tr>
<tr>
<td>State highway systems</td>
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<tr>
<td>U.S. Supreme Court</td>
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<td>Senate</td>
<td>30</td>
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<tr>
<td>Press</td>
<td>30</td>
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<td>Major companies</td>
<td>29</td>
</tr>
<tr>
<td>House of Representatives</td>
<td>29</td>
</tr>
<tr>
<td>Local government</td>
<td>28</td>
</tr>
<tr>
<td>State government</td>
<td>24</td>
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<td>Law firms</td>
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<tr>
<td>Organized labor</td>
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<td>Local tax assessment</td>
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<tr>
<td>Executive branch of federal government</td>
<td>19</td>
</tr>
<tr>
<td>White House</td>
<td>18</td>
</tr>
</tbody>
</table>

Where people say they learn about government, politics. Television news was first among all sources which people told they learned and depended on a great deal to find out what is going on in government and politics. The column headed "active citizenship" in table below reports responses from those who said they had been officers in organizations (37% of total sample).

<table>
<thead>
<tr>
<th>High School</th>
<th>6th grade</th>
<th>College</th>
<th>White</th>
<th>Black</th>
<th>Active citizenship</th>
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<tr>
<td>9th</td>
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<td>7th</td>
<td>6th</td>
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<td>75</td>
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<td>68</td>
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<td>Newspapers</td>
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<td>Radio news</td>
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<td>News magazines</td>
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<td>Talking to friends</td>
<td>21</td>
<td>23</td>
<td>20</td>
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<td>Special reports and publications</td>
<td>13</td>
<td>9</td>
<td>13</td>
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<td>Local church</td>
<td>9</td>
<td>18</td>
<td>9</td>
<td>4</td>
<td>8</td>
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<td>Lectures, formal talks</td>
<td>7</td>
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<td>10</td>
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<td>Lectures and mailings from elected officials</td>
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<tr>
<td>Business publications</td>
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<td>Union publications</td>
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<td>Private newsletters</td>
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<td>Local political grapevine</td>
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<td>Political-party publications</td>
<td>3</td>
<td>6</td>
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Broadcasting Oct 10 1973
Occasional users, AT&T compromise

Carrier accepts lower tariffs; study of effect of new rates
to be made over two years

Broadcast-industry representatives and officials at AT&T, prodded and coaxed by FCC staffers for six months, have settled their differences over the new rates the telephone company will charge for transmitting their programs. And the FCC has given its blessing to their labors.

The commission acted last week, approving the stipulation in which the compromise was expressed, and terminating the rate case without deciding the merits of the issues in the proceeding (Doc. 18684).

The last major sticking point to be resolved involved UPITN's request for rates that would meet its special need for service on a full-time daily basis. Under the agreement, the hourly charge will be $15 per-mile per-month for the first year of a two-year experimental period, $12 per mile for the second. The trial period ends Dec. 31, 1975.

The major issue had involved the rates to be charged occasional users. AT&T had proposed to increase their hourly charges from 55 cents to $1 per mile. (These rates had already been filed and were to have become effective Dec. 13; but they are now canceled.) Under the agreement, the charge will be 65 cents for the first year of the trial period, 75 cents for the second. In addition, occasional users may take a 10-hour monthly contract, at $40 per mile.

During the two-year trial period, AT&T will accumulate data on the effects of the new rates. It will provide the commission with relevant market, revenue and cost data, as well as data concerning full-time facilities.

The stipulation offers AT&T two escape clauses. It permits the company to file new tariffs before Oct. 1, 1975, if:

* The company is required to apply for permission to build facilities to implement its cost-reduction program and the FCC permission for the work is not given within three months.

* If the commission or a court holds that revenues from television transmission service are less than the revenues which should be obtained, or orders the company to revise its transmission rates or regulations.

The parties' attempt to resolve their differences began in July, after the commission held an oral argument on the issues involved in the rate case. Earlier, the commission had authorized AT&T to file new rates for monthly contract users—the networks—which reduced their costs some $18 million annually, but had refused to permit at that time the filing of the occasional user tariffs, which would have increased AT&T revenues some $10 million.

The stipulation was signed by 16 parties. They included representatives of AT&T and the Bell System companies, ABC, CBS, NBC, Hughes Sports Network, the Commissioner of Baseball, American Group Management Corp., Association of Independent Television Stations, National Hockey League, TVS Inc., The Detroit Tiger Television Network, UPITN Corp., Corporation for Public Broadcasting, Public Broadcasting Service, the European Broadcasting Union and the FCC's Common Carrier Bureau.

Up and away for WBTW

The FCC's review board has affirmed its July 1972 grant of an application by Daily Telegraph Printing Co. for a construction permit to increase the antenna height and move the transmitter site of its WBTW (TV) Florence, S.C.

The modification application was designated for hearing in September 1969 to determine whether a grant would adversely affect UHF stations in the Raleigh-Durham area. An initial decision in December 1970 concluded that grant would impair WBTW-TV Durham's ability to increase its market in the Fayetteville, N.C., area. But the review board held the effect would at most be "only minimal."

Last March the commission remanded the case to the review board for consideration of new market-study data. The board said the data showed that WBTW-TV faced two problems unrelated to WBTW's presence in the market—its "noncompetitive signal" and the presence of WECT-TV Wilmington, N.C., an NBC affiliate whose grade-A signal "foreclosed" WRTV's chance to obtain an NBC affiliation.

In its supplemental, Commission finding grant of the CP application (Doc. 18650), the review board said it could not conclude WRDU-TV could create an audience in Fayetteville if WBTW's signal was kept out of that market.

NABET and ABC come to terms

Last-minute settlement said to be similar to earlier pact with NBC

Exempt that current agreement will be for four years

Negotiators for ABC and the National Association of Broadcast Employees and Technicians reached agreement early Monday morning (Dec. 5), averting a strike that had been set by the union for 12:01 a.m. that day.

The agreement was hammered out in Washington with the assistance of the Federal Mediation and Conciliation Service. Negotiators for ABC and the union were discussing language of the proposed contract during the remainder of last week before submitting the final draft to NABET members for ratification.

Details of the proposed contract were not disclosed pending approval by union members, but reports were that provisions were similar to those in the pact completed in early November between NBC and NABET, embracing about 1,200 radio-TV engineering workers.

One point of difference is that the ABC contract will be for a four-year term instead of the three-year agreement signed with NBC. ABC reportedly had insisted on a contract expiration date different from NBC's.

The contract will provide for an average 6% salary increase each year, effective last April 1, and for improvements in overtime, sick differential and premium pay. A compromise was effected in the sensitive area of new automated equipment, with NABET granted jurisdiction over these devices two hours before air-time, while non-union personnel are authorized to work on them at other times.

ABC and NABET have been holding talks for more than eight months to replace a contract that expired last March 31. NABET had set the strike deadline for last Tuesday, claiming the company would not match the provisions of the pact with NBC. The proposed contract covers about 1,100 ABC engineering employees throughout the country and is retroactive to April 1.

NABET said it would begin talks with ABC on agreements covering about 250 nonengineering employees on Dec. 17. The union also is negotiating now with NBC on behalf of approximately 200 nontechnical workers.

Technical Briefs

Video memory. Hitachi Sales Corp. of America has introduced 15-channel video disk memory system that can record, store...
Music

No one's dreaming of 'White Christmas' in record business

Although industry is not ignoring seasonal singles, their short life-span is resulting in diminishing number of holiday-oriented releases.

Christmas music is hardly the number-one priority for the record industry, even in December. While their sales departments are geared for a general holiday increase in business, their A&R and promotion departments seem to have more important things on their minds in terms of long-range planning. While stations play Christmas music heavily in December, the labels reason there is enough of it already out there and in January it will all be forgotten anyway. But to some extent, the industry still believes in Santa Claus.

One new note in the holiday musical picture this year is something that might well be called the 'quasi-Christmas song.' Being well aware that radio will drop even a tried-and-true Christmas record by the New Year, the industry is beginning to experiment with songs that have a non-exclusive holiday feeling. Two particular examples have recently come from Jim Croce and Andy Williams.

ABC/Dunhill's Jim Croce first cut "It Don't Take The Whole Night To Make A Woman Forget" as part of the normal course of his recording career, one that came to a tragic end last month (Broadcasting, Nov. 19) while his music was just reaching its widest audience. The song begins with words pictures of the streets just before Christmas, but basically deals with changing the world for the better. While the peace and good will message is quite apt during the holiday season, ABC/Dunhill is counting on the song's more general message to carry it over to the playlist in 1974. "It Doesn't Have To Be That Way" is now the third Jim Croce single in current release, so it might be viewed as a calculated risk: "Time In A Bottle" and "I Got A Name" will keep the artist on the top-40 airwaves with or without any post-Christmas appeal from this latest single.

Columbia's Andy Williams has a "quasi-Christmas" hopeful in his version of a song originally written and recorded by Harry Nilsson: "Remember (Christmas)." To further highlight the long-range potential of the song, Andy Williams has shortened its name to simply "Remember," and has left it to the audience to connect the generally non-Christmas lyrics to the season. Featured on The Andy Williams Christmas Special (NBC-1V, Dec. 13, 9-10 p.m.) and specially wrapped for pre-Christmas shipping in a holiday-oriented sleeve, the record hopes to make it on its own merits when January removes its initial seasonal marketing edge.

As for the rest of the new Christmas product, it follows the normal direct holiday approach this year as last. But this year, most of the new releases are from country and contemporary artists as opposed to the MOR talent which normally dominates the scene. Aside from Andy Williams, the only major figure of pop stature to release a new Christmas song is Arthur Godfrey. His single "Christmas Is Christmas All Over The World" has been released by a small label in Fort Lee, N.J.—Spiral—owned by the tune's composer, Gladys Shelley.

Some new top-40 artists have entered the holiday singles market for the first time in 1973, with the level increasing all the way up to hard rock. John Denver's "Daddy, Please Don't Get Drunk for Christmas" is RCA's sole seasonal top-40 entry, and it has a marked country flavor. Edward Beer, the Canadian group that scored early in the year with "Last Song," has Capitol's only contemporary Yuletide offering: "Coming Home Christmas." The sounds get even more contemporary on MCA's only seasonal pop single, Elton John's "Step Into Christmas." And totally at the hardrock extreme is Slade's "Merry Christmas Everybody" on Warner Brothers, whose other holiday-oriented single comes from its Capricorn custom label. Martin Mull's "Santa Fly." Martin Mull seems to have the major comedic entry in the seasonal singles race with the song which is a spoof of Curtis Mayfield's "Super Fly."

There are almost as many more coun-
try artists of major proportions with new seasonal singles this year as there are MOR and top-40 acts combined. This may lead some of the stations looking for fresh holiday music to artists they might not ordinarily play. Johnny Cash has teamed up for the first time with his brother Tommy Cash on a Columbia release, "That Christmasy Feeling." Epic Records has issued two holiday songs by some of its top country talent: Tammy Wynette and George Jones on "Mr. and Mrs. Santa Claus" and Jody Miller has a new version of "O Holy Night."

Also in the country category, Capitol has released Merle Haggard's "If We Make It Through December," and Freddie Hart's "I Believe in Santa Claus." The RCA-distributed Metromedia Country label has issued "Holidays Are Happy Days" by Bobby G. Rice, and the only country novelty of the season, "How I Love Those Christmas Songs" by The Country Squirrels, an obvious revival of the Alvin and the Chipmunks style.

The only soul-music entry from a top act is a rather lengthy title from the O'Jays on Philadelphia International. The song should at least have an additional week's play potential for all the effort; "Christmas Ain't Christmas and New Year's Ain't New Year's Without the One You Love."

Normally, programers are greatly aided by re-releases of Christmas music of years past. Although no label has prepared a holiday sampler exclusively for radio use of such items (in past years Columbia and MCA have put together such packages and a recent ABC Jim Croce sampler is packaged in a holiday motif), some singles product from major artists has been re-issued in the hopes of making standards of the future.

A&M has re-released "Merry Christmas Darling" by the Carpenters and Cheech & Chong with "Santa Claus and His Old Lady." Stax Records has re-released Isaac Hayes' "The Mistletones and Me" and Rufus Thomas' "I'll Be Your Santa Baby."

Still more Christmas music can be found on new commercially available LPS. Capitol has a new holiday product from country acts Merle Haggard, Freddie Hart, Red Simpson and Tennessee Ernie Ford. RCA has two new "various artists" re-packages: the country "Wishing You a Merry Christmas" and the classically oriented "The Golden Age of Christmas" in addition to the newly recorded "Greatest Hits of Christmas" from Eugene Ormandy and the Philadelphia Orchestra. The best of Motown's Christmas catalog featuring Stevie Wonder, Marvin Gaye, Diana Ross and others can be found in "A Motown Christmas," a two-record set. None of these albums was put together expressly with the programer in mind, but can serve to fill the new LP created by an absence of holiday samplers this season.

No major pop artist has released an entire LP of Christmas music this year, although some albums which normally provide their top-40 acts combined. This year's attempt from Warner Brothers Records features "Christmas from Spain" and "Christmas with Bing." The RCA-distributed Metro-Disc series has an entire LP of Christmas music this year, of holiday samplers serve to fill the new LP created by an absence of holiday samplers this season.

There seem to be two reasons for this state of affairs.

Adam Somers, director of merchandising for Warner Brothers Records cites the growing degree of artist and producer control over their work. Most of the current contemporary recording artists are not prone to record Christmas music and those who might be most likely to sell such an LP are the least likely to be put into a position where they are told to record one. Rock acts in particular, in spite of the occasional Christmas attempt from an Eton John or Slade, feel that holiday music is "just not their bag."

An auxiliary theory comes from Steve Popovich, vice president and national promotion director for Columbia Records. He cites the fact that the Christmas selling season is really a matter of three weeks, and as the records have little air-play or sales value after that period until the next Christmas, they tend to become relegated to the status of catalogue items. "It takes more than three weeks to really build more records into hits," Mr. Popovich explains; therefore, putting an all-out effort into seasonal product only to have it start the momentum over again the next year becomes impractical for the long-range operations of a recording company, normally operationalized by principle of continual follow-through and follow-up.

The big Christmas hits—a Bing Crosby's "White Christmas" or a Nat Cole's "The Christmas Song"—are a rare breed. The record industry of the seventies is not going out of its way to capture a mass audience in three weeks, most obviously because it knows that the odds are more against it here than they are in the normal process of "working a record into a hit." But it has not deserted Christmas entirely, and would not be ungrateful if Santa did drop a hit or two into their stockings.

"You're Sixteen"—Ringo Starr (Apple) * The search for familiar records—so near and dear to the hearts of pop programers—is made all that much simpler by artists like Ringo Starr and Donnie Osmond. By re-doing old hits they actually guarantee airplay for their records. "You're Sixteen," for these reasons, was the programers' favorite cut from Ringo and it has been released as the follow-up to "Photograph."

The star-studded cast on "You're Sixteen" includes Harry Nilsson on back-up vocals, Paul McCartney on what sounds like a kazoo (album liner notes call it a mouth sax), Nicky Hopkins on piano and Mr. Starkey on the drums. "You're Sixteen" is rag-time, fun, short (2:50), comic, unpredictable and familiar.

In the new Ringo single a hit? Is the Pope Catholic?

Among the faithful playing "You're Sixteen" last week were WRKO(AM) Boston, WMAK(AM) Nashville, KJRK(AM) Seattle, WPPOP(AM) Hartford, Conn., WABS(AM) Cincinnati, KFRS(AM) San Francisco, WQXI(AM) Atlanta and KJHJ(AM) Los Angeles.

Love For You—Sonoma (ABC/Dunhill) * A group enjoying initial success under its third name change—they were formerly known as Punch—Sonoma has an unabashedly pop sound that borrows no feeling from folk, jazz, soul or any of the other current wells of pop creativity. The new ABC/Dunhill single, "Love For You," is beginning to win programers over to their side.

Sonoma's sound is perky but not rock in the conventional sense. Most of the fireworks come from vocal harmonies and not guitar riffs; in spite of the production build-up, the mood never gets to the level at which the neighbors might start to complain. As such, the adult appeal of "Love For You" is a strong factor in its favor. Although the sexual reference (two male singers and one label) is not, the group has not obviously set out to recreate the Mamas & Papas sound; however, their original fans may now find in Sonoma a pleasingly new alternative.

Stations playing "Love For You" as of last week included KJRK(AM) Seattle, WPPOP(AM) Hartford, Conn. and WBBQ(AM) Augusta, Ga.

Eres Tu (Touch The Wind)—Mocedades (Tara) * The Paramount-distributed label which primarily buys European masters for the U.S. market originally re-recorded the Eurovision song competition winner from Spain and put the English lyrics on the "A" side. Now it seems that Americans prefer the Spanish original, whether they understand it or not.

Not unlike a former Spanish hit that received U.S. airplay some years ago ("Song of Joy"), "Eres Tu" has begun to see its MOR-reception bear top-40 fruit. Literally translated as "It Is You," the record has begun to make sense to hit-oriented ears. The Spanish-lyric side is pulling the play at some key top-40 outlets as a result of the start it got on MOR's that were in agreement that the original version somehow conveyed the song's feeling with greater ease.

As of last week, stations playing Mocedades included KHS(AM) Los Angeles, KRKN(AM) Phoenix and KJRK(AM) Seattle.

Love's Theme—Love Unlimited Orchestra (20 Century) * Clearly a case of a record creating an artist (rather than the
BMB wants its due from cable TV

Systems originating own programs will be target after first of year; Cramer also expresses displeasure with free rides by noncommercials

Broadcast Music Inc. announced last week its intention to begin collecting royalties from cable-television systems. The announcement was made by Edward H. Cramer, president, during a luncheon speech at the National Broadcasters Club in Washington. "We have been tolerant so far about cable's use of our music," said Mr. Cramer, "just as we were tolerant toward television broadcasting in its early days."

But "after the first of the year," said Mr. Cramer, the performing-rights society will "begin a campaign to license cable systems for their use of music in programs they originate." BMI hopes the cable-television industry will appoint a committee to negotiate fees, "but if not," he said, "we'll have to go at it individually.

Mr. Cramer said BMI was under increasing pressure from composers and publishers to begin collecting from cable. Broadcasters, he added, were also complaining that cable systems in their areas were originating programs with free music while stations must pay for the music they use.

There was no immediate comment from the National Cable Television Association, some of whose officials were at the luncheon where Mr. Cramer spoke. One NCTA official said the association already had a music committee, headed by Lawrence Kliever of Peninsula Cable, Hampton, Va., but that it had been inactive.

Mr. Cramer also complained about the technicality of the present copyright law that permits noncommercial broadcasting to use music without paying royalties while exposed to copyright liability for all other program material. Musical works are protected for use in any "performance for profit." Other works are protected for performance of a kind.

"In public broadcasting," said Mr. Cramer, "everybody gets paid but the writers of music.

"When Mobil Oil takes ads promoting its underwriting of a public-television show that carries Mobil credits, that's a performance for profit in my book."

Later Mr. Cramer said BMI contemplated no legal action now to establish that noncommercial-broadcasting use of music constituted a performance for profit. He said the point was that a new copyright law would clarify the issue.

In response to a question, Mr. Cramer said he was opposed to the inclusion in the draft of new copyright legislation of a provision to grant performers fees for the use of their works, as, for example, a group of composers who played for a phonograph record. Though he said a number of BMI writers were also performers—Paul Simon was one he mentioned—the society thought it "inappropriate" to insert a performers-fees provision in a copyright bill.

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

- Ain't Got No Home, Band (Capitol)
- Blue Callar, Bachman-Turner Overdrive (Mercury)
- Down Drinking In The Bar, Loudon Wainwright (Columbia)
- Flashback, Fifth Dimension (Bell)
- Hangin' Around, Edgar Winter Group (Epic)
- I'm A Rocker, Raspberries (Capitol)
- Jim Dandy, Black Oak Arkansas (Aco)
- Last Kiss, J. Frank Wilson & The Cavalliers (Virgo)
- Louie, Lou Zerato (Atlantic)
- Love For You, Sonoma (ABC/Dunhill)
- Love Reign O'er Me, Who (MCA)
- Midnight Rider, Gregg Allman (Capricorn)
- My Old School, Steely Dan (ABC/Dunhill)
- Sally From Syracuse, Stu Nunnery (Evolution)
- Star, Stealers Wheel (A&M)
- Step Into Christmas, Elton John (MCA)
- There Ain't No Way, Lobo (Big Tree)
- This Is Your Song, Don Goodwin (Silver Blue)
- Time Fades Away, Neil Young (Reprise)
- Touch The Wind, Mocedades (Tara)

Trackin' the 'Playlist.' With 16 records receiving bulletts this week, the "Playlist" begins to turn over again after two weeks of stability. Charlie Rich's "Most Beautiful Girl in the World" (nine) and Helen Reddy's "Leave Me Alone" (10) break into the top-10 positions for the first time, while five records break into the top 40 this week: "Living In the City" by Stevie Wonder (28), "Let Me Be There" by Olivia Newton John (33), "Tell Her She's Lovely" by El Chi-cano (34) ("Breaking In," Nov. 18), "Love's Theme" by the Love Unlimited Orchestra (39) and the third single from Paul Simon's second album, There Goes Rhythm' Simon, "American Tune" (40). This week marks the reappearance of Coven's "One Tin Soldier" (46), a hit last summer on the West Coast (It went to number one on KHJ(AM) Los Angeles) but failed to spread nationally. "One Tin Soldier" is contained in the motion picture, "Billy Jack," a moderate-budget cult item now In release. Stations in the East and Midwest are beginning to pick up on the Coven record on the rebound. It seems. Also new this week is Ringo's "You're Sixteen" which is 55 in its first week. Frank Sinatra's "Let Me Try Again" (58), Al Green's "Livin' for You" (60), Ann Peebles' "I Can't Stand The Rain" (82), Linda Ronstadt's "Love Has No Pride" (66), Lobo's "Love Me For What I Am" (70), Barbara Stanislaw "The Way We Were" (71) and Dobe ("Drift Away") Grays "Good Old Song" (74).

Pretty Lady — Lighthouse (Polydor) * "Pretty Lady" might well be subtitled, "We're A Canadian Band," being the long-time-in-the-making breakthrough single for this nine-member horn-rock contingent from north of border. While retaining the production of Jimmy Lennon, this group has switched labels to Polydor and the move has apparently been sound.

Lighthouse's most recent top-40 success prior to "Pretty Lady" was a summary thing from 1972, "Silly Doe," which made the group consistent programing material. But according to Marge Bush, music director at WXY(AM) Cleveland, where the disk is currently a top-three sales item, "the record was too good to pass up." After six weeks of airplay, Bush finds the disk "outstanding enthusiasm" for the single confirmed in listener response.

As of last week, stations programing "Pretty Lady" included WMEXM(AM) Boston, KGLW(AM) Detroit and WJRQ(AM) Buffalo, N.Y.
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. The list has been "weighted" in terms of Arbitron Radio audience ratings for the reporting station on which it is played and for the part of the day in which it appears. Bullet (*) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
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<th>Last week rank</th>
<th>Title (length)</th>
<th>Artist(s)</th>
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<td>42</td>
<td>Spiders &amp; Snakes (3:03)</td>
<td>Sid Vicious</td>
<td>CBS</td>
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<td>Me and Baby Brother (3:30)</td>
<td>Jim Stafford—MGM</td>
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<td>War—United Artists</td>
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<td>54</td>
<td>I've Got to Use My Imagination (3:29)</td>
<td>Gladys Knight &amp; the Pips—Buddah</td>
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<td>Pretty Lady (3:19)</td>
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<td>Lighthouse—Polydor</td>
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<td>One Tin Soldier (3:14)</td>
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<td>You Are Lonely Tonight (3:12)</td>
<td>Donny Osmond—MGM</td>
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<td>Free Ride (3:35)</td>
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<td>That Lady (3:29)</td>
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<td>Isley Brothers—T.N.C</td>
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<td>51</td>
<td>You're Sixteen (2:50)</td>
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<td>Rock On (3:13)</td>
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<td>Let Me Try Again (3:30)</td>
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<td>Half A Million Miles From Home (3:00)</td>
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<td>Livin' For You (3:39)</td>
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<td>A Song I'd Like to Sing (3:34)</td>
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<td>I Can't Stand the Rain (2:30)</td>
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<td>Some Guys Have All the Luck (3:29)</td>
<td>Persuaders—Al</td>
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<td>River of Love (2:39)</td>
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<td>B. W. Stevenson—RCA</td>
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<td>Ike and Tina Turner—United Artists</td>
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<td>Love Has No Price (4:05)</td>
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<td>Dream On (2:35)</td>
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<td>Love Me For What I Am (3:10)</td>
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<td>Lobo—Big Tree</td>
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<td>The Way We Were (3:29)</td>
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<td>Walk Like a Man (3:18)</td>
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<td>Great Funk—Capitol</td>
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<td>When I Fall in Love (3:00)</td>
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<td>Old Men—MGM</td>
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<td>Good Old Song (3:07)</td>
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<td>Dobie Gray—MCA</td>
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<td>Sweet Understanding Love (2:59)</td>
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<td>Four Tops—ABC/Dunhill</td>
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Alphabetical list (with this week's over-all rank): At All I Know (31), American Tune (40), Angel (17), Are You Lonesome Tonight (48), Be (58), Big Time Operator (2:26), Corazon (57), Dryer Mack (26), Dream On (69), Free Ride (49), Good Old Song (74), Goodbye Yellow Brick Road (2), Half a Million Miles (59), Half Breed (37), Heartbeat, It's a Love Beat (8), Helen Wheels (20), Hello It's Me (5), I Can't Stand the Rain (62) I Got a Name (7), I've Got to Use My Imagination (44), If You're Ready (Come Go with Me) (3:18), The Joker (19), Just You 'n Me (4), Keep on Truckin' (16), Knockin' on Heaven's Door (41), Last Kiss (87), Leave Me Alone (Ruby Red Dress) (15), Let Me Be There (33), Let Me Serenade You (21), Let Me Try Again (58), Living for the City (28), Livin' for You (60), Love Has No Price (66), The Love I Lost (18), Love Me For What I Am (10), Love's Theme Leg, (5), Love and Baby Brother (43), Midnight Train to Georgia (14), Mind Games (15), The Most Beautiful Girl (9), My Music (24), Never Never Gonna Give You Up (52), Nutbush City Limits (60), One Tin Soldier (48), On We Roll (38), Paper Roses (13), Photograph (3), Plastic Lady (45), Ramblin' Man (47), River of Love (54), Rock On (58), Rockin' Roll Baby (30), Show and Tell (23), Sister Mary Elephant (61), Smokey (28), Smokin' in the Boys Room (22), Some Guys Have All the Luck (63), A Song I'd Like to Sing (61), Space Race (11), Spiders & Snakes (42), Sweet Understanding Love (13), Tell Her She's Lovely (54), That Lady (54), Time in a Bottle (12), To Be or Not To Be (21), Walk Like a Man (72), The Way We Were (71), We May Never Pass This Way Again (32), When I Fall in Love (73), Who's in the Strawberry Patch with Sally (27), You've a Special Part of Me (59), You're Sixteen (58).
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</table>

** Additional notes for the table: **

- **Stock Price Changes:**
  - A blank in closing-price column indicates no trading in stock.

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

- **Standard & Poor's Industrial-Average:**
  - *P/E ratio computed with earnings figures of company's last published fiscal year.
  - **No P/E ratio is computed:**
    - Company with less than 12 month of operations for year.
  - *P/E ratio compared with earnings figures of company's last published fiscal year.
  - **No P/E ratio is computed:**
    - Company with less than 12 month of operations for year.

- **Net Income Change:**
  - + indicates an increase; - indicates a decrease.

- **Revenues:**
  - Figures represent net sales for the period.
  - Figures are rounded to the nearest $10,000.

- **Net Income:**
  - Figures represent the net income for the period.
  - Figures are rounded to the nearest $10,000.

- **Per Share:**
  - Figures represent net income per share of common stock.
  - Figures are rounded to the nearest cent.

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

Arthur D. Glenn, president and general manager, KROKY-TV Oklahoma City, succeed to be named VP, MCV, by
Terry Richardson, general manager. He succeeds Hugh
Terry, who retires Dec. 31 (BROADCASTING, Nov. 26).

Wyman Alby, general manager, Screen Gems' WYDE(AM) Birmingham, Ala., named assistant to Emil Mogul, executive
VP of Screen Gems Radio Stations, succeeding Berkley L. Fraser, who has resigned. In new post, Alby will supervise both WYDE and Screen Gems' WVVVA-AM-FM Wheeling, W. Va. J. Ross
Feltus, general manager, WVVVA, named managing director, WYDE, and substi-
diaries, Jamboree U.S.A., and Capitol Music Hall Inc. Larry Davidson, station
manager, WYDE, appointed to succeed Mr. Alby at WYDE. Richard Howard, sales
manager, WYDE, appointed station manager there.

George C. Colle Jr., general manager, KINGS-TV Laredo, Tex., and formerly with sales staff, Mission Broadcasting's KONO-(AM) San Antonio, Tex., rejoins Mission Broadcasting Co., station group owner, as VP-broadcast operations.

Sam Spivey, formerly station manager, WBRV-TV Baton Rouge, named VP-general manager, KINGS-TV Laredo, Tex.

John Z. Cisla, program director, Donrey Media's KORK-TV Las Vegas, named director of broadcast standards and prac-
tices, Donrey broadcasting stations.


Joseph A. Reilly, formerly station manager, WERA(AM) Plainfield, N.J., appointed VP-general manager, WWMOM-FM Albany, N.Y. Don Nutter, program director, WERA, joins WWMOM-FM as operations manager.


Ed Llyde, sales and operations manager, KKZZ(AM) Lancaster, Calif., appointed general manager, KKZZ(AM)-KOTE(FM).

Andrew Key, program director, KKZZ-
KOTE, named assistant manager.

Thomas C. Maupin, sales manager, KLFM-(AM) Minot, N.D., appointed assistant general manager.

Jay E. Gerber, senior counsel, NBC Inc., New York, appointed assistant general attorney.


William E. Osterhaus, president, noncommercial KQED-FM-TV San Francisco, elected VP, Western Educational Network.

Robert J. Higgins, VP and secretary, Broadcast Music Inc., elected president, Veterans Hospital Radio and Television Guild's Bedside Network, New York. He succeeds G. Thaine Engle, NBC, who becomes chairman, executive committee. Terry Ross, ABC, William R. Potts, NBC, and Hope Martinez of Hope Martinez Media Corp., were elected first, second and third VP's, respectively: John R. Lees, NBC, elected treasurer; Jean Hous-
ton, NBC, elected secretary. Bedside Net-
work is volunteer organization that helps entertain hospitalized military-service vet-
erans.

Broadcast Advertising

Thomas E. Froioi, national sales manager, WTVV(AM) Miami, appointed general sales manager. He is succeeded by Phil Keller, assistant national sales manager.

Ray C. Johnson, account executive, WSPA-
tv Spartanburg, S.C., named sales man-
ger. William B. Ellis, with sales staff, WSPA-TV, named local and regional sales manager. Tony Hooper, local sales manage-
er, WFWJ-TV Greenville, S.C., joins sales staff, WSPA-TV.

Eduardo Arellano, general sales manager, WJNJ-TV Linden/Newark, N.J., appointed general sales manager, WAPA-TV San Juan, Puerto Rico. Jerry MacFarlane, with sales staff, WAPA-TV, named sales manager, WJNJ-TV. Both are Screen Gems stations.

Harold F. Clark, managing director, J. Walter Thompson, Frankfurt, Germany, elected senior VP and chief of staff, international operations.

Anthony Weir, senior VP-creative direc-
tive, Ogilvy & Mather, New York, appoint-
ed president, CORPA, O&M's Venezuela-
ian agency. Diane Maas and Richard Evans, associate creative directors, O&M, New York, named creative directors.

W. R. O'Neill, VP-assistant manager-mer-
chandising, General Motors passenger car ac-
count, Campbell-Ewald, Detroit, appoint-
ed management supervisor, same account.

Charles Rogers, senior VP-finance and ad-
mnistration, Cunningham & Walsh, New York, elected secretary.

Robert L. Freyder and John Pavasar, associate research directors, Needham, Harper & Steers, Chicago, elected VP's. Anthony R. Miceli, art supervisor, and John R. Vogrin, account supervisor, NH&S, elected VP's.

Richard Moran, formerly with sales staff, ABC-TV, appointed Midwest sales manager, Hughes Sports Network, Chicago.

Benjamin Doroff, executive VP, John Wanamaker, Philadelphia; John T. Lucas, advertising manager, J.C. Penney Co., New York; John E. Pellegrine, VP-sales promotion, Dayton's, Minn., appointed consultants, CBS-TV's new Retail Ad-
visory Board.

Mark G. Day, with sales staff, Henry I. Christal Co., Chicago, named manager, Los Angeles office.

Frank L. Allen, formerly with Teleprompter Corp., New York, joins William Kep-
ner Associates, media brokerage firm, as manager, new Vista, Calif., office.

Howard J. Morgens chairman and chief executive, Procter & Gamble, Cincinnati, named to receive 1973 Advertising Coun-
cil Award for Public Service.
Honored. Mark Robbins (c), a media buyer/planner at ADCOM Inc., a division of Quaker Oats, was named 1973 Chicago "Timebuyer of the Year" of the Chicago branch of the Station Representatives Association. Making the presentation are Browning Holcombe (t), president of SRA Chicago and VP-Midwest sales manager of Petry Television, and M. S. Kellner, managing director, national SRA.


Mary Grela, associate media director, S. Jay Reiner Co., Carle Place, N.Y., media buying and marketing firm, appointed VP.

John Suder, formerly with Peters, Griffin & Woodward, New York, joins WTOG-TV St. Petersburg, Fla., as national sales manager.

Ron Denman, promotion director, KGO-AM San Francisco, named retail sales director.

Susan Breakfield, account executive, WASH(AM) Washington, appointed local sales manager.

James W. Curran, account executive, WCBM(AM) Baltimore, named local sales manager.

Robert G. McCuin, former account executive, WNAC-TV Boston, joins WEZE(AM) Boston, as local sales manager.

Ted Lavelle, with sales staff, WWVA-AM-FM Wheeling, W.Va., appointed local and regional sales manager.

John R. Sloan, controller, Tracy-Locke, Dallas, named VP-controller. Walter E. Black, with Tracy-Locke, named account executive.

John D. Hoffman, senior writer, Needham, Harper & Steers, Dayton, Ohio, named copy chief, Hameroff & Associates agency, Columbus, Ohio.

Programing


George Gilbert, with United Artists Television, Hollywood, joins Independent Television Corp., New York, as Eastern division manager.

Diana Dreiman, with University of California at Los Angeles, joins NBC, West Coast, as administrator, film programs.


Paul Kirby, production manager, WCFL(AM) Chicago, assumes additional duties as program director.

Donn M. Nichols, music director, WSPR-AM-FM Stevens Point, Wis., assumes additional duties as program director. Lee Steele, formerly sports director, WFRV-TV Green Bay, Wis., named to same post, WSPR.

F. C. Beck, former president, Mark Century Corp., New York-based production and radio syndication firm, joins Radiomos Inc. there as executive VP-satellite stations and production. Radiomos is radio and TV programming firm.

Mike Wolfe, formerly sports director, KNOW-FM Denver, named to same position, KFMB(AM) San Diego.

Broadcasting Journalism


Phil Oakley, formerly news director, WJBO(AM) Baton Rouge, appointed director of news, WZNL there.

Mark O'Brien, newscaster, WXZ(AM) Detroit, joins WSN(AM)-XEZO(FM) Omaha as news director.


Susan Howard, assistant producer of noon news, WXEL-TV Atlanta, named co-anchor, noon news.

Ron Hardin, news correspondent, KXXY(AM) Spokane, Wash., joins KG(A) there as news director.

Bill Lynch, reporter, WCB(AM) New York, named assistant director, news operations and programs.

Lyle Dean, anchorman, ABC's WLS(AM) Chicago, assumes additional duties as newscaster, ABC's American Contemporary Radio Network.


Paul Newburgh, formerly with KILO(AM) Grand Forks, N.D., named news director, Winfield R. Levi, publisher of Advertising News of New York (ANNY) since 1965, has rejoined Broadcasting Publications Inc., publishers of Broadcasting and Television Yearbook and Cable Sourcebook, as general sales manager, headquartered in New York. Mr. Levi was with Broadcasting from 1946 until joining ANNY in 1964. He served BPI in both Washington and New York, and was successively promotion manager, circulation manager, assistant sales manager and vice president-sales. Mr. Levi is a graduate of the University of Cincinnati, is a veteran of World War II and remains a lieutenant colonel in the United States Air Force Reserve. He and his wife, Joyce, and their two children reside in Manhattan.

KLPF(AM) Minot, N.D.


Robert C. Eunson, VP and assistant general manager in charge of broadcast activities for AP, returned to work in New York last Monday (Dec. 3) following convalescence from major abdominal surgery in September.

Judd Everhart, recent graduate Columbia School of Broadcasting, Denver, named news director, KCS(AM) Chadron, Neb.

Gregory Marquis, with Caledonian Record, St. Johnsbury, Vt., named reporter, noncommercial WENH-TV Durham, N.H.

Cablecasting


Yvon Bergevin, formerly with F. A. Tuck- er Inc., subsidiary of L. E. Meyers Co., appointed VP, Myers-Oak Communications Construction Corp., Crystal Lake, Ill., cable construction firm jointly owned by Myers and Oak Industries Inc.

James H. Bowman, formerly with cable division of Superior Continental Corp., named president, Catawba Valley Communications Inc., Hickory, N.C., Firm is seeking franchise for Hickory.

Nell A. Webster, Guttenberg TV Cable Co., Guttenberg, Iowa, elected president, Iowa Cable Television Association. Bill Riley, Heritage Communications, Des Moines, elected VP. Bob Keller, Quint Cities Cable-vision, Davenport, and Don Gibson, Iowa Video, Fort Madison, elected secretary and treasurer, respectively.

Engineering and Equipment

Robert E. Leach, formerly director of engineering, WNJU-TV Linden-Newark, N.J., appointed director of engineering for
As compiled by Broadcasting Nov. 26 through Nov. 30 and based on filings, authorizations and other FCC actions.

**Abbreviations:** Alt.—alternate; ann.—announced; aux.—auxiliary; CARS—Community Antenna Relay Station; CH—critical hours; CP—construction permit; D-Day—Day the table refers to; FTA—full-time authority; HAA—height above average terrain; kilo—kilometers, kw—kilowatts; LSA—local sunset; mhz—megahertz; mod.—modifications; N—nighttime; PSA—prespective service authority; RCA—Radio Corporation of America; SH—specified hours; S&A—special service authorization; STA—special temporary authority; trans.—transmitter; TPO—transmitter power output; U—unlimited hours; vb.—visual; watts—watts; e.—educational.

**New TV stations**

**Action on motion**

**Call letter action**
- University of Maine, Biddeford, Me.—Granted WMEG-TV.

**Existing TV stations**

**Final actions**
- WOW-TV (Omaha, Neb.)—Broadcast Bureau granted CP to make changes in trans. equipment (BPCT-4666). Action Nov. 21.
- WNET-TV (New York)—FCC denied application by John Corates, Newark, N.J. attorney, for review of Broadcast Bureau ruling of Aug. 24 denying application that WNET-TV failed to comply with rules regarding broadcast of personal attacks, and of Sept. 26 staff ruling denying his petition for reconsideration. Action Nov. 28.
- KVTV (Laredo, Tex.)—Broadcast Bureau granted license covering new VHF (BLCT-2240). Action Nov. 23.
- WHFY (Tallahassee, Fla.)—Broadcast Bureau granted license covering new UHF (BLCT-2238). Action Nov. 23.
- WEAU-TV (Eau Claire, Wis.)—Broadcast Bureau granted authority to operate trans. by remote control from 1907 South Hastings Way, Eau Claire (BKW-171). Action Nov. 21.
- FCC denied NBC’s petition for reconsideration of Broadcast Bureau’s ruling of May 2 upholding fairness doctrine complaint by Accuracy in Media Inc. against network’s documentary “Pensions: The Broken Promise.” Action Nov. 26.
- FCC informed ABC and CBS that no further action is planned on alleged “staging” or distortion of news by those networks. The commission, however, censured ABC and admonished ABC for failure to make complete investigation into certain incidents. Action Nov. 26.

**For the Record**

**New AM stations**

**Applications**
- Tallapoosa, Ga.—West Georgia Broadcasting Co., (Dean Howell, 1-kw P.O. address 202 Norwood Drive, Gadsden, Ala. 35901. Estimated construction costs $15,000 (equipment to be leased); first-year operating costs $6,172; revenue $50,000. Principals: James M. Davis and Ronald H. Livingston; 50% Mr. Davis owns WEIS (AM) Centre, Ala., and Mr. Livingston is assistant manager of WAAX (AM) Gadsden, Ala. Nov. 26.
- Martinsburg, W.Va.—Shenandoah Communications Inc. seeks 740 kwh, 250-w on P.O. address 221 North Maple Avenue, Martinsburg 22401. Estimated construction cost $10,000 (equipment to be leased); first-year operating costs $5,090; revenue $50,000. Principals: Nancy Lee Keatley, Edward T. Wachtel (each 40%); and F. Legarde McBee (20%). Mrs. Keatley is housewife and Messrs. Wachtel and McBee have business interests in Martinsburg. Action Nov. 13.

**Actions on motions**
- Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co., AM-FM proceeding, on request of Friendly extended Dec. 7 time for filing proposed findings and conclusions, but not additional two-week extension sought; date for rule making remains Dec. 21 (Doc. 19412). Action Nov. 26.
- Administrative Law Judge Loren O. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.) AM-FM proceeding, granted request by Salem and New Hampshire Broadcasting Corp. for indefinite extension of time for filing motions for summary decision; granted request of Salem and New Hampshire for 30 days within which to submit request for approval of merger agreement; parties are advised that as soon as action is taken on merger request, further conference will be scheduled for purpose of establishing procedural dates which will govern balance of proceeding. (Docs. 19434-6). Action Nov. 19.

**Other action**

**Call letter action**
- Glen S. Gardner, Delta, Utah—Granted KDLY.
Summary of broadcasting According to the FCC of, as of 1973

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<th>License Type</th>
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<td>Educational TV-UHF</td>
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<td>Total educational TV</td>
<td>210</td>
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<td>227</td>
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*Special temporary authorization.*

Rulermaking petitions

- **Acting Chief**, Broadcast Bureau, in Bath, Me., on request of Porter Broadcasting Services Inc., for failure to broadcast total number of commercials paid for by advertiser. Action Nov. 28.
- **WWEY**, Sanford, N.C.—FCC granted petition by Crest Broadcasting Corp. asking that forfeiture provision be specified against it in proceeding on its application for renewal of license of WEVE. Action Nov. 28.
- **KWSA**—Webster City, Iowa—Broadcast Bureau authorized remote control (RBC-3681). Action Nov. 21.
- **WONW**, Defiance, Ohio—Broadcast Bureau granted license covering use of former main transmission, as aux. trans. for aux. purposes only. (WONW) FM station, 1750 kHz, KIWA Drive, Defiance (BL-13475). Action Nov. 20.

Final actions

- **KPVF**, Modesto, Calif.—FCC admonished Kilbrib Broadcasting for, in failure to broadcast total number of commercials paid for by advertiser. Action Nov. 28.
- **WWEY**, Sanford, N.C.—FCC granted petition by Crest Broadcasting Corp. asking that forfeiture provision be specified against it in proceeding on its application for renewal of license of WEVE. Action Nov. 28.
- **KWSA**—Webster City, Iowa—Broadcast Bureau authorized remote control (RBC-3681). Action Nov. 21.
- **WONW**, Defiance, Ohio—Broadcast Bureau granted license covering use of former main transmission, as aux. trans. for aux. purposes only. (WONW) FM station, 1750 kHz, KIWA Drive, Defiance (BL-13475). Action Nov. 20.

Call letter applications

- **WILL**—Newell College, Liberty, Mo.—Seeks *KWPB(FM).*
- **Bryant College, Smithfield, R.I.—Seeks *WJMF(FM).*

Existing FM stations

Primary actions

- **KXDJ(FM)** Los Angeles, Calif.—FCC admonished Pacific and Southern Co., licensee, for failure to take adequate steps to prevent prearrangement of outcome of promotional contest. Action Nov. 28.
- **WDGC-FM** Owners Grove, Ill.—Broadcast Bureau granted CP to install new transmitting antenna; make changes in ant. system; ERP 220 kW; ant. height 13 ft.; cont. ERP 1625 kW. Action Nov. 21.
- **WEXF-FM** Ottawa, Ill.—FCC modified license of Van Schoick Enterprises Inc. to specify operation on ch. 237A instead of ch. 252A. Action becomes effective upon the filing of a notice of opposition by Jan. 1. Action Nov. 28.
- **WNNF-FM** Birdsboro, Pa.—Broadcast Bureau granted CP to change ERP to 14.5 kW (BPB-8690). Action Nov. 21.
- **WACF-FM** Birdsboro, Pa.—Broadcast Bureau granted CP to change ant. to 1119 MHz. Action Nov. 28.
- **WVNA(FM)** Detroit, Mich.—Broadcast Bureau granted CP to change ant. to FM station on March 15; make changes in antenna system; ERP 470 kW; ant. height 380 ft.; cont. ERP 1625 kW. Action Nov. 21.
- **WALT(FM)** Meridian, Miss.—Broadcast Bureau granted CP to change studio and transmitter; make changes in ant. control outside city limits to U.S. Highway 45, 2.5 miles south of Meridian; make changes in ant. system; transmission change; ant. height 380 ft. (BPB-8690). Action Nov. 21.
- **WBLF-FM** Patchogue, N.Y.—Broadcast Bureau granted CP to change ant. to FM station on March 15; make changes in antenna system; ERP 470 kW; ant. height 380 ft.; cont. ERP 1625 kW. Action Nov. 21.
- **WNCO(FM)** Ashland, Ohio—Broadcast Bureau granted CP to change ant. to FM station on March 15; make changes in ant. system; ERP 470 kW; ant. height 390 ft. (BLM8721). Action Nov. 19.

Broadcasting Dec 10 1973

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Designated for hearing

- **Milton, Fl.—FCC designated for hearing mutually exclusive applications of Jimmy H. Howell, Mapoleo Broadcasting Co., Aaron J. Wells and Radio Santa Rosa Inc. to replace frequency vacated when construction permit was denied for renewal of license for WEBY Milton. Action Nov. 28.**
Broadcasting Dec 10 1973

**WYYS(AM)** Bellevue, Ohio.—Broadcast Bureau granted license covering new FM, ERP 1.1 kw, ant. height 125 ft. (BLH-5952). Action Nov. 21.

**WVNK(AM)** Canton, Ohio.—Broadcast Bureau granted CP to install new station; ERP 7.2 kw (BPH-8648). Action Nov. 20.

**WDFN(AM)** Monmouth, Ill.—Broadcast Bureau granted CP to change station location to 2965 Pickle Street, Oregon, Ohio; operate by remote control from proposed studio in Monmouth, Ill.; make change in ant. system; ERP 2.25 kw; ant. height 340 ft. (BLH-5953). Action Nov. 20.

**KHOQ(AM)** Waco, Tex.—Broadcast Bureau granted CP to install new station; ERP 450 kw; ant. height 450 ft; condition (BPH-8651); granted CP to increase ERP, ERP 150 kw, ant. height 315 ft; make change in ant. and aux. ant. at main location to be operated on 99.9 mhz for aux. purposes only; ERP 3 kw; ant. height 450 ft; condition (BPH-8652). Action Nov. 20.

**WHLA(AM)** Holmen, Wis.—Broadcast Bureau granted CP to change station location to Highway 29, south of Holmen, Minn.; install new station, and ant.; make change in ant. system; ERP 57 kw; ant. height 1010 ft (BPD-1671). Action Nov. 19.

**WGPR(AM)** Detroit.—Broadcast Bureau notified wavemaker that it had incurred appeal liability of $500 for violation of rules by permitting two operators to operate trans. system which held operator permit for operation of a station not covered in the original application, and permitting operators to make entries in operating logs. Action Nov. 20.

**Call letter actions**

**KCBM(AM)** Chico, Calif.—Seeks KCM(AM) (BMP-2138).

**WEST-FM** Easton, Pa.—Seeks WLEV(AM) (BMP-2139).

**KKNZ(AM)** Lake Havasu City, Ariz.—Granted KBNZ(AM) (BMP-2140).

**KJZ-FM** Bakerfield, Calif.—Granted KUZZ-FM (BMP-2141).

**KTIB-FM** Tibaux, La.—Granted KXRQ(FM) (BMP-2142).

**WPGF(AM)** Rochester, N.Y.—Granted WDKX(AM) (BMP-2143).

**KPM-FM** Portland, Ore.—Granted KPM(AM) (BMP-2144).

**WEM(AM)** Martinsburg, W. Va.—Granted WESM(AM) (BMP-2145).

Renewal of licenses,


**WVPB-FM** Harrison, Miss.—Broadcast Bureau granted renewal of license to RKO General Inc., licensee, condition of license requiring submission of comments, respectively, in proceeding involving SCA’s and policies relating to renewal of educational broadcast licenses (Doc. 19816). Action Nov. 26.

**Ownership changes**

**KKEP(AM)** Estes Park, Colo.—Seeks assignment of license from TMP Broadcasting Co. for $93,500. Seller: Paul E. Moyer (100%). Buyers: Stanley J. and Leslie Ann Mann (100%). Action Nov. 30.

**KBXK(AM)** Kewanee, Ill.—Broadcast Bureau granted modification of license from James A. Chase to Great Oaks Broadcasting Inc., for $64,500. Seller: Mr. Chase (100%). Buyers: Ernie and Thomas Wyant (12.77%), et al. Mr. Andrews is announced as the new manager. Action Nov. 29.

**KTAP(AM)** Taneycomo, Mo.—Broadcast Bureau granted renewal of license from James Dillard Faunce as custodian for Donald E. Chidester, to Horizon Communications Corp., (none before), for $75,000. Seller: Mr. Chidester (100%). Buyers: Gary G. Marshall (58.3%), Edward S. Magnus (17.8%) and William Hildebrandt (23.8%). Mr. Marshall is sales manager with WKRC-TV Cincinnati. Mr. Magnus has medical practice in Oakbrook, Ill. Action Nov. 13.

**KPLD(AM)** Brandon, Miss.—Seeks assignment of license from Taneycomo Broadcasting Corp. to Taneycomo Broadcasting Corp. for $23,000. Seller: Mr. Tingle (100%). Buyers: Charles W. and Dolores L. Hestington (together 100%). Action Nov. 29.

**KHOB(AM)—KLDG(AM)** Hobbs, N.M.—Seeks assignment of license from Red Mile Broadcasting Co., Inc., to Smith Corp. for $200,000. Seller: L. Dickson Gehrke (100%). Buyers: Dan O. Smith (60%), Melvin D. Hollborn (20%) et al. Mr. Gehrke is the owner and general manager of the station. Action Nov. 29.

**KTFM(AM)—KTRM(AM)** Abilene, Tex.—Seeks assignment of license from ABC, Inc., for $420,000. Seller: Mr. Tingle (100%). Buyers: Charles W. and Dolores L. Hestington (together 100%). Action Nov. 29.

**KTPA(AM)** Austin, Texas.—Seeks assignment of license from Kingstig Communications Inc. to Advance Inc. for $250,000. Seller: Henry R. Tingle is president of Kingstig which also owns KTVV(TV) and KHFT-FM, both Austin. Buyer: R. Miller Hilderman (100%). Action Nov. 29.

**KPKL(AM)** Kansas City, Mo.—Seeks assignment of license from KTVI-FM, owner of KTVI(AM) and KTVG(AM), to ABC, Inc., for $1 million. Seller: Mr. Tingle (100%). Buyers: Mr. Tingle and Mr. Hilderman. Action Nov. 29.

**KDPER(AM)—KMPD(AM)** El Paso, Texas.—Seeks renewal of license to El Paso Television Co., for $2.75 million. Seller: Mr. Jones (100%). Buyers: ABC, Inc. (100%) and Community Broadcasting Co. (50%). Action Nov. 29.

**KVPR(AM)—KVRP(AM)** Midland, Tex.—Seeks assignment of license to Midland Broadcasting Co. for $2 million. Seller: Mr. Tingle (100%). Buyers: Mr. Tingle and Community Broadcasting Co. (50%). Action Nov. 29.

**WYRA(AM)—WJLM(AM)** Hagerstown, Md.—Seeks assignment of license to Great Oaks Broadcasting Inc., for $2.5 million. Seller: Mr. Chidester (100%). Buyers: Mr. Tingle (100%). Action Nov. 29.

**KWQA(AM)—KWQA(AM)** Kansas City, Mo.—Seeks assignment of license from WQWA(AM) to KTVI-FM, owner of KTVI(AM) and KTVG(AM), for $800,000. Seller: Mr. Tingle (100%). Buyers: Mr. Tingle and Community Broadcasting Co. (50%). Action Nov. 29.
Professional Cards

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Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
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A. D. Ring & Associates
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A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
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JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hillsdale 4-7010
KANSAS CITY, MISSOURI 64114

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

ROSNER TELEVISION SYSTEMS
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250 West 37th Street
New York, New York 10018
(212) 346-3967

ROBERT E. L. KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D. C. 20036
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Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
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327 Munsy Bldg.
(202) 783-0113
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154 Q St., N.W., Suite 300
Washington, D.C. 20005
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CONSULTING ENGINEERS
709 W. 42nd St.
New York, New York 10018
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Cleveland, Ohio 44141
(216) 526-1386
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Washington, D.C. 20006
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Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

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Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
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622 Hawkins Street
Lufkin, Texas 75901
634-9958
632-2821

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KANSAS CITY, MISSOURI 64114

Professional Cards

Service Directory

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PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
102 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
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SPOT YOUR FIRM'S NAME HERE
To Be Seen by 125,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM TV and facsimile facilities.

*1970 Readership Survey showing 3.2 readers per copy.

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE
ing Corp., for $150,000. Seller: Mrs. Brown (100%). Buyers: Weldon (50.2%), Leonard N. Kesselman (39.9%) and Alan J. Slobodin (9.9%). Dr. J. P. Slobodin, 72, is a practicing pediatrician and Alan J. Slobodin is a therapist in Chicago mental health services. The seller has an interest in WMPE-AM-PMSU-TV, WY and WA-AM-PMSU-TV, and has interest in WPME-AM-PMSU-TV, WY and WA-AM-PMSU-TV. Buyers: James B. Johnson (100%). WPME-AM-PMSU-TV also has interest in WRTF-AM-PMSU-TV, WY and WUOR-AM-PMSU-TV, Camden, Md. Action Nov. 13.

Actions

KZON-AM (Santa Maria, Calif.)—Broadcast Bureau granted transfer of license from Clinton Broadcast Co., Inc., Chicago, to Frank D. Stetson (95%), Joel E. Hovald (2%) and Frances Santerasig (as a group 100%), before, Nov. 16, 1973. The transfer is granted 100% after. Consideration: $120,000 (BTC-7180). Seller: Clinton Broadcast Co., Inc. (BTC-2002). Action Nov. 19.


Final actions

Help Wanted Management

Management Trainees for midwest broadcasting group to replace 25 year old who joined us right out of college and worked his way up in professional position with one of our stations. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Send resume, 50.00 to $18.00. Send resume to Box M-180, BROADCASTING.

Vice President/General Manager. Profitable Michigan AM/FM station in competitive market. Selling approximately 600.000 average weekly. People with management potential will be considered. Ownership possibilities. Salary: up to $32,500. Excellent bonus arrangement, automobile, life and health insurance and country club membership. Confidential resume to owner. Box N-33, BROADCASTING.

Top 10 market local sales manager. Sales for experienced seller to grow with expanding four station group. Applicants from medium markets invited. $30,000 to $35,000. Confidential. Send resume to Vice President, Box N-24, BROADCASTING.

Leading New York radio rep accepting applications for Sales Manager. Interviewing inside and outside of company. Seeking truly superior person who is bright, aggressive, articulate, creative, persuasive, organized in his approach, a natural leader with a sourceful, innovative, experienced, enthusiastic, dedicated and cooperative and strongly motivated personality. Salary $40,000 and up with excellent opportunities. Potential for corporate management. Send complete business and personal data and recent sales samples or presentations, communication or other exhibits proving your salesmanship and expertise in this field. Box N-77, BROADCASTING.

General Manager to join aggressive investors in making a real winner of WKOL, Amsterdam, N.Y., and for future acquisition. Letter describing experience and growth, together. P.O. Box 288, Horseheads, NY 14845.

Help Wanted Sales

Florida Full-Time AM on West Coast wants experienced pro. Great station. Booming market. RAB training big help. Resume, track record first letter. We have unbeatable plans for right man or woman. Doing great now, but want to do better with you. Equal Opportunity Employer. Box N-1, BROADCASTING.

Excellent Opportunity for salesperson interested in Sales Management. 2-yr. exp. Experience required. Kentuckian equal opportunity employer. Box N-47, BROADCASTING.

Black oriented N.E. station, good signal and sound, needs strong salesman who can personally sell and direct young staff. If good, earn 13-15,000 plus 17-19% bonus. Excellent Real Estate and/or Land Opportunity Employer. Box N-62, BROADCASTING.

Immediate opening for experienced salesperson with proven sales record. Must be aggressive self-starter to head new business and cultivate excellent agency list. Contact Joe Bell, WEG-VSWG, PO Box 20, North Yonkers, NY. Area Code 315-458-1200.

Michigan NBC station needs sales! 1/2 A1B 18-35. Paid Life & Hospitalization insurance. Good list. Send resume & salary requirements with first letter. WSAB, P.O. Box 1776, Saginaw, 48605.

Sales Manager small midwest FM market. Commission plus net profit percentage. Box 205, Savannah, GA 31407.

Help Wanted Annunciators

Warm and versatile voice for major easy listening station in major Northeast market. If you can deliver "agency" quality commercials, believable news and right production accents, tape and resume at once: Box M-126, BROADCASTING.

Good opportunity in mid-western market for combo-announcer experienced in classical format, preferably country. Need 3rd Phone. Equal Opportunity Employer. Send tape and resume to Box M-171, BROADCASTING.

Good bread for pro who can get its said within a Q format. Box M-48, BROADCASTING. AM/PM & drive production. Box N-11, BROADCASTING.

Need 1st phone announcer & sales up tempo MOR format in Florida Keys. Send tape, resume & pic to Box N-168, BROADCASTING.

Help Wanted Technical

North West Kentucky AAM seeks announcer with 1st phone. Contemporary format. Equal Opportunity Employer. Box N-49, BROADCASTING.

One of the top rated soul stations in the southwest has Immediate opening for drive-time announcer. Looking for outstanding personality with established track record. Please send photograph to Edward S. Howard, general manager, KYOK Radio, Box 565, El Paso, TX 79904.


Experienced DJ needed for 6 to midnight. Rush tape, resume & references to Jerry Collins, WASF, Lafayette, IN 47902.

Tampa Florida—AM Progressive Top 40—Must know music, can operate—good hard work and production—Send all information and tape first letter—WPSO, Pinellas Park, FL 33765.


AM station group. Applicants from medium markets. Experience necessary. Masters degree or broadcast journalism, preferred. Salary in the range of $30,000 to $35,000. Send resume and tape to Box M-125, BROADCASTING.

Vice President Sales and/or General Manager for a midwest broadcasting group. Applicants from medium markets considered. Salary $24,000 salary, and/or arrangement, McIntyre Broadcasting, 1200 N. 44th, BROAbCASTING.

Extraordinary fringe benefits, generous vacation plan, bonus, free summer sales and pleasant working conditions. Box N-60, BROADCASTING.

Black oriented major market news operations has an immediate opening for sharp articulate pro. Good salary, company benefits and pleasant working conditions. Rush tape, photo and resume to Ken Brantley, KYOK Radio, 3001 Levanhorn, Houston, TX 77004.

Newsperson for AM-FM Operation. Must have good delivery and coverage covering meetings, newspaper, radio, etc. Excellent opportunity for brush up. Director, WIRL Radio, P.O. Box 3335 West Glen Station, Peoria, IL 61614.

Division Department of Journalism. Accredited in news-editorial and public relations sequences. Approximately 160 undergraduates, 50 MA candidates. Applicants will be hired by a committee evidenced by significant publication and professional recognition. Broadsides: Print or broadcast journalism, outstanding service to the community preferred. Application open September 1974. Application deadline January 1, 1974. Applications and inquiries should be directed to the Chairman, J-151, School of Social Sciences and Communication, 200 Adams Avenue, University of Southern California, Los Angeles, CA 90007. U.S.C. is an equal opportunity employer.

Help Wanted, Programming, Production Others

Midwest major market contemporary soon to go automatic. Man sharp in production. First phone preferred. Send resume and we will definitely call you: Box N-57, BROADCASTING.

Modern Country station in Wisconsin seeks program director strong on commercial production. Write Box N-90, BROADCASTING.

Preferred talent for 500 watt community-oriented radio station. Must be experienced with good voice, production-oriented, and know music. Send full details and salary requirements with resume and/or write Manager, WASA, P.O. Box 97, Havre de Grace, MD 21076.

Situations Wanted Management

Seeking small market management position with challenging and broad responsibilities. 16 years experience in sales, programming, radio and TV News. Box N-5, BROADCASTING.

Ten Years Preparation. MBA degree. Currently top salesperson North Carolina medium market. Know CPM to ROI: Box N-20, BROADCASTING.

Experienced General Manager, all phases, desires middle market. Currently in major market AM sales. Box N-58, BROADCASTING.

Extensive management and sales management background (20 years). Previous ownership experience and knowledge. Would like opportunity to buy-in immediately. Options if possible. Must be successful company. Personal sales presently $150,000 a year, present income, $25,000. Would consider offer under that if I had a stock interest in company. Only general management considered, no sales management responsibilities.

Are you looking for someone with a strong successful sales background to fill a management position? I may be your man! Box N-81, BROADCASTING.

Does your company have a market AM and/or FM need a boost to 217? You may want to speak with Operations/Program Manager with 14 years experience in both East Coast Too Ten markets, background in Ops, Automation, Programming, Sales, Promotion, News, etc. Excellent ratings in several formats and top ratings (including present employer). Needs major market opportunity to develop stations, high compensation. Will deliver: a highly-rated, highly-profitable operation. Available Jan. 1. All replies answered. Box N-96, BROADCASTING.
Situation Wanted Management

I have sold my newspapers and would like to get back into management. I have made winners out of losers (lit the newspaper business). I have made my newspaper using my secret formula (hard work every hour of every day). Would consider cash investment, or stock arrangement in your station. Excellent management background. I am a hard worker, and I grew up with integrity, so I know what it takes to get results. Age 25, married. All offers considered. Write Box N-76, BROADCASTING.

General manager. Heavyweight with successful large market track record. Has sales management and account management. Wish to relocate to middle large market. If you need your station turned around as a winner . . . write me. 17107' Reymer, Northridge, CA or call 213-885-0145.

Situation Wanted Sales

Hard work with sales management and management background. Have knowledge in broadcasting and advertising too. Always willing to learn. Want to get back to the best business. Box N-76, BROADCASTING.

Something for nothing? Keep looking. But right breaks/situation get proven sales manager, BA, first phone. Call Mike, 217-440-7524 before 10:30 a.m. EST.

Situation Wanted Announcers

Limited experience, maximum potential. D.J., local news, production, P.R. background, M.A. Communications. Theater, 3rd endored. Box N-20, BROADCASTING.

College grad, D.J., announcer, news, commercials, good production. Will relocate. Can follow direction. Box N-54, BROADCASTING.

Announcer, first phone, experienced, easy listening format, will relocate. Box N-49, BROADCASTING.

Move over guys. Sincere female jock wants work in New York City or Long Island. Box N-52, BROADCASTING.

Top 40/Contemporary personality jock. 3rd endorsed, both morning, experienced and proven, not uptight. Box N-54, BROADCASTING.

Young, experienced announcer looking to move up to a better market. No floater or scrambler. Looking for stable position under good management. Tape, resume, upon request. Box N-74, BROADCASTING.

First phone, ten years experience, MOR, Operations, news, production, no maintenance. Box N-53, BROADCASTING.

Top 40/Contemporary personality jock. 3rd endorsed, both morning, experienced and proven, not uptight. Box N-54, BROADCASTING.

Announcer, first phone, experienced, easy listening format, will relocate. Box N-49, BROADCASTING.

Situation Wanted Opening

Unique personality, 5 years experience, MOR, news, production, no maintenance. Box N-53, BROADCASTING.

Top 40/Contemporary personality jock. 3rd endorsed, both morning, experienced and proven, not uptight. Box N-54, BROADCASTING.

Young, experienced announcer looking to move up to a better market. No floater or scrambler. Looking for stable position under good management. Tape, resume, upon request. Box N-74, BROADCASTING.

First phone, ten years experience, MOR, Operations, news, production, no maintenance. Box N-53, BROADCASTING.

A 22-year-old radio broadcaster with 3 years experience in disc-jockey/news and commercial announcing seek greater opportunity. Box N-91, BROADCASTING.

Excellent news and commercial delivery, smooth pleasant sound. MOR or EZ, any location. First phone, one year experience. 415-912-0123.

Get back to basics . . . no town clown, no jabber . . . just good time. Rock 'n Roll. . . three years experience, mostly 'Q' format. First phone, go anywhere . . . available immediately . . . Dan 607-797-1298.

Disc Jockey. Experienced, dependable, third endorsed, creative, versatile, authoritative, news/talk. Part or full or anywhere. Call Al. James, 415-824-4007 after 5.

Top rated, med market, jock seeks change, all med. and large markets. Can radio using prefer Midwest. Excellent production, 612-722-3440.

Need first break, 1st phone, creative, hard worker, fast learner, friendly delivery, can read, write, knowledge of music, authoritative newswoman, will relocate, seeks air position with progressive-thinking FM or AM. Box 119, Dayton, KY 42231.

Situation Wanted News

Ambitious, responsible 33 year old with 14 years broadcast experience. Seeks news director or news announcer position in major market. Box M-234, BROADCASTING.

Veteran radio-tv News Director seeks position which offers . . . growth opportunities . . . progressive news operation #1 product. Box N-36, BROADCASTING.

Six years experience. Prefer good music station on Florida coast, or SW U.S. Presently News Director. 1-414-273-4909. Box N-157, BROADCASTING.

News Director, 15 years, major-market medium-size experience. Michigan trained, 1st phone, consider talk show. Charles Beach, 4020 Holland #21, Dallas, TX 75214.

Experienced reporter, anchor, producer, film. Missouri Masters Ivy League Bachelor. Prefer East. Steve, 210-981-8701, Box M-234, BROADCASTING.


Situation Wanted Programing, Production, Others

Experienced, successful major market program director and 10 years market experience. Presently employed at Top Ten market. Highly entertaining D.J. show. I'm looking for a new gig at a station in a medium market. Expert at FM rock, programing—a blend of Top 40 and Progressive. Good at staff management. I can do a number on your station. Box N-22, BROADCASTING.

If your small or medium market rock, oldies or adult contemporary, I'm a hard working program director—a five figure salary contact Box N-23, BROADCASTING.

FM Operator! It takes a format and music to win. Try the "Q" station, please. Dean Michael Scott, 3099 Florida Boulevard, Lake Park, FL 33403, 305-622-8486.

Program Manager. Experienced in network and community relations, license renewals, programming. In top 50 market. Age 38; 20 years in broadcasting. Top references. Call 317-847-6014.

Let me improve your present programming with my 20 years total professional experience encompassing MOR, rock and progressive picking and choosing. Prefer small market (with ABCD, medium or major market opportunities sought when station or owners changes ownership status. Particularly hif to FM. Box A-1, Broadcasting, 1701 California, Houston 77006, 713-522-3151.

Staff seeks station—41 years experience, 30 years in all broadcasting. Prefer professional, well paid, midwest, creative Radio. A well trained pro, professional force ready to fill your needs. Write Box N-215A, Detroit 48232.

TELEVISION

Help Wanted Management

National/Regional Sales Manager. CBS affiliate, Top 40 markets. Need individual who is both a producer and a manager. Group ownership. Excellent opportunity positions. Send resume to Personnel Department, WOLF-TV, P.O. Box 215, Toledo, OH 43601. An Equal Opportunity Employer.

Help Wanted Sales

Need good TV salesman. Excellent guarantee and commission plan, good opportunity to work into management. Send resume if you qualify. Box N-60, BROADCASTING.

Help Wanted Technical

Wanted chief engineer AM-FM group owner—heavy on directional antennas, must be top of performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box N-170, BROADCASTING.

Chief Engineer well established Pennsylvania television station. Excellent salary, rare opportunity, substantial benefits. Equal opportunity employer. Box N-220, BROADCASTING.

Studio technicians, 1st phone, experienced only, colorist, videotape, remote and master control. Good pay and benefits. Box N-56, BROADCASTING.

Chief Engineer. Group owned central N.Y. TV only requires chief with proven administrative and technical ability. Box N-90, BROADCASTING.

Engineer. Wanted for expanding studio and remote production house in central United States. Should be familiar with operation and maintenance of Ampex and Norelco equipment. Position will involve working on national commercial productions and with net- work and independent stations. Ideal position for the production of major network programming. We are seeking an individual who is interested in a high quality prod- uct. Contact: Box N-99, BROADCASTING.

Wanted, Chief Engineer, studio and control room supervisor. Must have management experience and thorough knowledge of new equipment including studio cameras, film and slide projection units, video tape and microwave transmitters and receivers. Write Box N-70, BROADCASTING.

Need 1st class engineer—operator for all new full color public T.V. Will train—contact Vann MacArthur, 3295 Marmion Ave., Daytona Beach, FL 32108, 904-253-1701 or 252-2791.
Help Wanted Technical
Cameraspersons, operations and maintenance engineers for major independent UHF. Top union pay for experienced personnel. Send complete resume to Chief Engineer, WPH1X, Inc., 1230 E. Mermaid Lane, Philadelphia, PA 19118.

Immediate opening for technician with first phone. Experienced with RCA equipment, equal opportunity employer. Submit resume to P.O. Box 631, Decatur, IL 62525.

Help Wanted News
News Director—VHF Network Affiliate in S0-100 market size seeks personable, cooperative person who wants to work in Miami area. $150 per week to start (negotiable) plus all fringe benefits. If you want a position that will let you try out new ideas with a young, aggressive, hungry staff, send your LB and resume. Tape audition or photo tape with resume. Tapes will be returned. Box N-25, BROADCASTING.

Anchorperson for 10:00 p.m. news. Excellent news department and fine community. Send VTR audition tape and salary requirements. Experience and credibility, please. Equal Opportunity Employer. Box N-995, BROADCASTING.

News Director—assume full command of outstanding news department in Florida medium market. Should be good person air as well as journalist and leader. Send photo and resume to Box N-95, BROADCASTING.

Meteorologist with personality needed immediately by major network for new program or expansion. Send resume and VTR to News Director, WPTA-TV, Fort Wayne, IN 46801. An equal opportunity employer.

Help Wanted Programming, Production, Others
Host or Hostess for 1 hr. morning, talk-variety program, top 30 market, network affiliate. Send picture & resume to Box 1528, BROADCASTING.

Major market, group-owned television station needs a combination office/business manager. Must be knowledgeable in computer operations and have prior broadcast experience in this position. Please send complete resume and salary history. All replies acknowledged. An Equal Opportunity Employer—M/F, Box N-95, BROADCASTING.

Producer/Director—Top-rated commercial tape production house has immediate opening for a highly experienced, full-time producer-director. Emphasis will be placed on your full knowledge of studio tape production and your track record in producing quality programs including variety, sports and public affairs. We offer excellent working conditions and salary. Send letter and resume to: Brooke Spectorsky, production manager, Artists Productions, 4483 Day Drive, Parma, OH 44129. Please indicate equal opportunity employer.

Situations Wanted Management
President or Executive Vice President-General Manager for top ten TV market. Thoroughly experienced in all phases; all levels. Since 1943, have practiced radio 12 years television; this is my specialty. Specially trained in competitive programming, sales, community affairs involvement, management, personnel and overall profitability. Nationally recognized as aggressive, quality competitor-style industry leader and well respected in all market areas. Strong ability to attract and hold top talent. Many hours of hard work, business school, 3-4 years. Please forward resume and salary requirements. Experience and telephone number. Excellent opportunity.

Cable
WANTED TO BUY EQUIPMENT
We need used 250, 50, 1 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT
Owneresues good condition. (Also, FCC license holder). G.J. Bill Approved. Free brochure, Grantham, 202 E. 2nd Avenue, Los Angeles, CA 90025.

For Sale Equipment Continued
Used equipment for complete or partial radio or television station. Less than ten months old. For complete details write Equipment, Box 29533, Atlantic, IA 50022.

FM package. Gates 10 channel board, remote control, RCA & channel, GE frequency-modulation Monitor, Federal S-10kW transmitter, all for only $2,450. 702-466-9999 Box 170, NV 89054.

Video Tape—wholesale, factory sealed. Box 157, Coventry, CT 06238.

Marl-Used, Remote pickups/studio transmitter links in stock, New equipment. Terms available. BEACO, 8554 Sammons, Dallas, TX 75232, V-8-3630.

CBS Stereo Volumax 411 Limiter $500.00. Gates attaches "70" remote amplifier $250.00, Box 547, Prince Fredrick, MD 20676.

CATV RTTI, R2, three TK14 3" IO, zoom lenses, telephone control, Trivex TH-200, $1,600.00. Top gig. pulse DA, video DA, T55A switcher, WP15 power supply, telecommunication, Edoehor projector. Boyd Humphreys, Utah State University, Logan, UT 84322.


New Fidallacu passcords worthy to any length $1 to $12 each. Will trade for Idaho Magentics, 106 Anderson, Caldwell, ID 83605.

COMEDY


 Revelation XXIII is here! 1,200 complete pieces of wit and wisdom under one cover for $3.00 E. F. Brennan, Box 5116, Milwaukee, WI 53204.

INSTRUCTION
Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. (Also, FCC license training). G.J. Bill approved. Free brochure, Grantham, 202 E. 2nd Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-deej—1st class F.C.C. license training at Announcer Training Studios, 256-436-0929. Job opportunities and announcer-deej—1st class F.C.C. license training at Announcer Training Studios, 256-436-0929.

For Sale Equipment Continued
In Chicago, OMEGA Services has the best price for a First Class License, Day or evening, Guaranteed authentic OMEGA Services, 315 East Ontario, 312-649-0927.

Situations Wanted Technical
Trade school, first phone, experience—projection, TV’s, cameras, transmitters, sharp switcher, maintenance trainee, South River, NJ 07030, BROADCASTING.

First Phone-28 years. AM-TV, all phases, desires maintenance and or XMR. Box N-57, BROADCASTING.

TV studio engineer, first phone, 10 years broadcast experience. Must know CCU and multiviewer. Know how seeks permanence. Box N-42, BROADCASTING.

Situations Wanted News
I offer reporting ability, professionalism, imagination, and as many other desirable traits as you require. Can you offer me a challenge? BA, Broadcast Communication Arts, and presently completing MS, Mass Communication, University of Akron. Excellent work ethics. Computer operation skills included. Television radio talk host; interviews; network features for a major independent network. Several years experience; seeks attractive community, station to make better use of my skills. Telephone 215-525-0614, Box N-19, BROADCASTING.


REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 12, REI, 52 South Palm Ave, Sarasota, 941-5357. Phone: 661-955-6992. REI, 809 Caroline St, Fredericksburg, Va 22401; phone: 703-375-1441.

Bryan Institute In St. Louis, 1st class FCC license, approved for Veterans. 314-725-4271. (Formerly Elkins Inst.)


FCC First Class License In six weeks. Theory and laboratory training, Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

MISCELLANEOUS

Quiz Program Material, authenticated answers. PhD, experienced. Box N-67, BROADCASTING.

Notice: Filling the gap with unique commercials, jingles, promotions, syndications, custom recordings and produced comedy since 1971—now expanded to handle national and syndication. MCP still offers professional broadcast services at lowest rates! Write for free brochure, enclose $2.00 (refundable) for post-paid delivery of three-seven inch demonstration tapes, 3/3 disc, Mother Cleo Productions, Box 521, Newberry SC 29104.

Christmas Special Radio Tape Free. Created for small markets especially. Request on station letterhead only. Straight, Box 2401, Paterson, NJ 07509.

Cooper "in-car" survey!!! At last an accurate "in-car" survey! Survey results within 7 days. Call for information and rates for your market. Mr. Cooper, 612-227-6006.


Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, inc., 166 E. Superior St., Chicago, IL 60611. call 312-944-3700.

"Free" Catalog: everything for the deejay! Courtesy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco, CA 94126.

RADIO

Help Wanted Management

Salesmanager wanted in established FM station. Situated in the mid-west, beautiful scenery is only one fringe benefit... $15,000 to $16,000... commision plus override... car plus expenses... broadcast sale experience required... Send references and resume to: Box N-71, BROADCASTING

Salesmanager wanted in Top 40 AM station in mid-South... $22,000... first year... commission plus override... Benefits... car plus expenses... broadcast sale experience required... Y'all send references and resume to: Box N-72, BROADCASTING

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Broadcasting Dec 10 1973
Dan Rather: lightning rod in White House hostility

In the bad old days of Spiro T. Agnew, when there was all that talk of effete snobs and an Eastern liberal establishment press, there was conjured up a kind of rogues' gallery of the types Mr. Agnew was assumed to have in mind: Harry Reasoner, David Brinkley, Frank McGee, Walter Cronkite, Eric Sevareid—none of whom came from the East. There was CBS's Dan Rather, too; he seemed to fit the mold—vaguely liberal, handsome in a dark and rugged way, elegant in dress and correct in manner and capable of ad-libbing what some viewers regard as anti-Nixon remarks in good-English sentences in that deep, radio-announcer voice.

It's that voice, or course, or rather the trace of accent in which it comes out, that provides the clue to Mr. Rather's non-Eastern-establishment origins. They are in Texas, around Houston, where his father laid pipe in gas and oil fields and where his mother, who came off a farm in Bloomington, Tex., worked in a department store. Mr. Rather's establishment schools were Sam Houston State College, in Huntsville, Tex. (not known then or now as a hotbed of liberalism), and night law school at the University of Houston and at South Texas School of Law, where he studied for three years, not to become a lawyer but to get the background he thought he needed for his job as a court reporter for KTRH(AM) Houston, in the mid-1950's. His first job in broadcasting had been at KSAM(AM) Huntsville; the then-part-owner and general manager, Ted Lott, gave the young journalism major the job that helped him stay in college.


House lawn every night for his broadcasts, and people believed him.

Mr. Rather doesn't credit the content of his broadcasts entirely for that kind of attention. Part of it is the vast audience CBS reaches. A correspondent for a station or group of stations would not get that much time from the Ehrlichmans and Haldemans of this or any other administration. But network newsmen or not, Mr. Rather does manage to drive into towering rages Republicans who feel he is hopelessly anti-Nixon—and who swear they do not feel that way about other network correspondents. (Indeed, some Democrats sense in Mr. Rather a kindred sense of hostility to President Nixon and his administration). Mr. Rather's coverage of President Nixon's visit to Macon, Ga., is cited as a case in point. "Did he have to say the trip looked like a carefully advanced campaign trip?" one Republican officeholder asked his luncheon companion in Washington recently. "And did you get that dig about the President's motorcade traveling at speeds of up to 60 miles an hour?" Those, he said, are "cheap shots."

Like any reporter accused of bias, Mr. Rather says he is simply trying to do his job. "My job is to tell the people what goes on in the White House. It's not to lead the cheers, and it's not to be hostile. But as with all politicians, this group in the White House feels that anytime I'm not leading the cheers, I'm anti-Nixon." Mr. Rather concedes that he has made mistakes in stories (with a White House ready and able to monitor his every broadcast word, he might as well). But he says, "as far as humanly possible, I leave my feelings behind me when I go through the White House gate."

Mr. Rather makes no apologies for the reports that so upset some Republicans. As for his Macon piece, he thought CBS viewers should see the large crowd that turned out to see the President but should know, also, that it looked like one that had been carefully "advanced." "So I said it." (Some in the crowd at the airport booed reporters getting off the press plane, and carried signs denouncing the networks). As for the detail of the motorcade's speed: "I have a father-in-law in Winchester, Tex., and a brother in Clear Creek-Lake, Tex., who—having been told a few days earlier to keep their driving down to 50 miles an hour—would find that interesting." Mr. Rather refers often to his Texas roots; they seem to be strong and vital, and to provide a constant flow of professional as well as spiritual nourishment.

His Texas relatives and friends and a construction worker Mr. Rather saw on the street outside CBS News's M Street office in Washington were the source, he says, of one of the toughest questions put to President Nixon in that rancorous news conference in San Clemente, in August (BROADCASTING, Aug. 27). The question that concerned them was whether President Nixon and Mr. Ehrlichman attempted to bribe the Ellsberg trial judge, Matt Byrne, with their discussions with him of his possible se- lection as special counsel.

"I try to make as certain as I can that the President understands that I have this respect for the Presidency," Mr. Rather said the other day, in discussing the encounter with the President that question generated. "But I also have a job to do. The President who holds the office is no more than another human being. No one has to kneel before the President. This is not a monarch, a descendant of the sun god."

That's blunt talk. Somehow, though, it seems appropriate for a graduate of hard times in Texas; more so, in fact, than for a graduate of an Ivy League school. "What Texas gave me," Mr. Rather said recently, "is a feeling of independence. The people I grew up with were never impressed by anyone or anything. These were people who had to deal with the realities of life; they were not born to privilege or place. If you make it, if you survive it, you feel you're not better than anyone else—but not less than anyone else. I have a sense of that."
Editorials

Take 10

The legislative effort to restore order to the license-renewal process is once again in disarray. Representative Clarence (Bud) Brown (R-Ohio) has suddenly befriended broadcasters with the introduction of a well-intended bill that can only obstruct their cause. The National Association of Broadcasters' staff, pressured by a restive membership, is desperately attempting to rescue something from the debris of bills, amendments and compromises that litter the House Communications Subcommittee. Maybe it is time for everyone to pause for breath.

The chances of getting any kind of renewal relief through the Congress in this session, which is certain to end before Christmas, are at absolute zero. The chances of getting a bill out of the House Commerce Committee are little better, now that Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee and shepherd of renewal legislation, has been taken out of play at least temporarily while hospitalized for diagnostic tests.

It won't be fatal if broadcasters have to wait for action in the next session—which is only a month or so off. In a cooling-off period perhaps everyone will come to realize that a simple bill will be the best one. Licensees may reasonably expect a provision prohibiting the FCC from restructuring the radio-TV system case by case and another requiring the FCC to enforce its rules for timely filings. Perhaps there is reason for them to hope for an extension of the license term.

As this publication has remarked before, a bill containing those provisions would give qualified incumbents reasonable expectations of tenure without denying qualified outsiders a chance to be heard at renewal time. How much more can broadcasters expect?

The Federal Programing Commission

In a flurry of actions, taken or proposed, the FCC has insinuated itself deeper than ever into program control. Consider only a few of the events reported in this publication's issue of a week ago.

The commission announced its intention to modify the prime-time-access rule, in its original form an unprecedented restraint on licensee programing judgment. The modification purports to loosen the rule but would actually impose new standards of "good" programing the commission expects from television networks and stations.

In the same week the FCC issued a report on the volume of news, public-affairs, other nonentertainment and local programing broadcast by television stations throughout the country. The survey was made to provide foundation data for the commission's formation of standards by which "substantial" service may be judged.

In still another action the FCC judged NBC-TV guilty of violating the fairness doctrine in a documentary on private pension plans and ordered the network to broadcast views conflicting with those expressed on the program.

Out of these and related actions is emerging a catalogue of officially approved programing. In the prime-time-access proposals the FCC has all but ordered presentations appealing to minorities and children or directed to community needs, thus telling broadcasters not only what they must broadcast but also when. In its issuance of criteria for "substantial service" it proposes to set quotas on news, local, public-affairs and perhaps still other programing in current favor in Washington. In its decision on NBC's Pensions: the Broken Promise the FCC has been even more explicit by making a detailed appraisal of a single program and ordering a sequel of some kind. Unarrested, this process can lead only to the destruction of the last vestiges of broadcaster independence.

It is not at all certain that broadcasters are aware of these dark prospects or, if aware, that they care very much. There have been no cries of rage about the prime-time-access proposals. And there are those who are actively encouraging the FCC to adopt standards of "substantial service." The theory is that standards would provide a government sanctuary against challenges at license-renewal time. They would, of course, provide only the launching pad for an escalating system of government control.

As to the FCC's fairness-doctrine decision against NBC, it can only be interpreted as a device to inhibit the aggressiveness of network journalism. The survivors in the White House must be applauding. NBC is considering a court test. If it takes an appeal, it will merit the support of every broadcaster who still pretends to be somehow involved in the craft of journalism.

No news is bad news

The National News Council, self-appointed watchdog of the journalism media, can't find anything to bite. It announced a full investigation of President Nixon's charge of "outrageous, vicious, distorted" reporting, only to be told that the White House wouldn't cooperate (Broadcasting, Dec. 3). Its officials are complaining that nobody is sending it complaints.

The rational response to these conditions would be an admission that there is no demonstrated reason for the National News Council to exist. The response of the council's officials, however, is to embark on a publicity campaign to drum up complaints. Anything to keep all that foundation money flowing.

At its creation, the council was described as the answer to a crying need for arbitration in what was said to be a controversy raging between the media and the public. The need, it has been proved, is nonexistent.
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