Turning the screw on newspaper-broadcast owners
Another major cable merger bites the dust

Broadcasting

The newsweekly of broadcasting and allied arts

SEE PAGE 9

SIoux Falls Public Library
Sioux Falls, S. Dak.
The **RTVR Salesman:**
The Last Things He Talks About Are Availabilities.

The *first* thing he talks about is the market... what it is and what's going on. Facts—not Fiction. He then discusses your objectives and how you can make effective use of the stations he represents.

*RTVR: The difference between selling and submitting.*

RTVR. Impact based on input.

---

WTCG-TV/Atlanta
WNAC-TV/Boston
WRET-TV/Charlotte
KGMB-TV/Honolulu
WTTV/Indianapolis
KHJ-TV/Los Angeles
WBBQ-TV/Memphis
WOR-TV/New York
KUTV/Salt Lake City
WLCY-TV/Tampa-St. Petersburg

---

NEW YORK
1440 Broadway 10018
CHICAGO
111 E. Wacker Drive 60601
LOS ANGELES
5870 Wilshire Blvd. 90036
SAN FRANCISCO
485 Pacific Avenue 94133
ATLANTA
1800 Peachtree Rd., N.W. 30309
DETROIT
17117 West Nine Mile Road
Southfield, Mich. 48075
THE MAGICIAN IS

"One of the few new series with any originality or sense of humor..."
—Terrence O’Flaherty
San Francisco Chronicle

THE MAGICIAN IS

"Surefire entertainment. Bill Bixby appears to have come up with a winning formula."
—Dan Lewis
United Feature Syndicate

THE MAGICIAN IS

"A fast-paced, larger-than-life hour of ace-up-his-sleeve escapism. The Magician may be one of the new (and few) hits of the season."
—Joyce Wagner
Kansas City Times

"THE MAGICIAN" IS
BILL BIXBY

MOVING TO MONDAY NIGHT
8:00 PM (STARTING JAN 14TH) NBC-4

PARAMOUNT TELEVISION

WTEV delivers a land booming in commerce

Providence, a key facet of the WTEV market, contributes greatly to the area's prosperity through an effective and continuing new building program for its downtown area. Marked by an Effective Buying Income of almost six billion dollars, this market offers an unusual opportunity for advertisers. WTEV assures rewarding response because of total-market reach and penetration.

Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Representative:
THE MEEKER COMPANY, INC.

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Choosing partners. Owners of co-located newspapers and broadcast stations, eyeing Justice Department’s sudden move to block license renewals in St. Louis and Des Moines, Iowa (see page 16), have quietly revived conversations with one another about swapping stations. Attorneys foresee lengthy litigation on concentration issue not only at FCC but also in courts. Talks of trading are seen as long-range insurance.

Though Nixon administration’s antimedia attitudes had caused some multimedia owners to worry about antitrust attacks, important newspaper owners with broadcast properties in same markets had felt assured “from the top” that no divorcements would be attempted. But Justice Department’s new forays belie validity of promised commitment.

Slowdown. Leading cable authority estimates that recent cuts in personnel on systems throughout country have averaged around 10%, with many of them attributable to multiple system operators that had been overstuffed. Moreover, systems in larger markets have been cutting back on program origination not only to economize but also out of concern over unsettled state of government regulation and copyright applications.

More paper than people. Although FCC is down to five members, with no certainty when vacancies will be filled, commission is facing heavy agenda in weeks ahead. Staff work on two-and-half-year-old fairness inquiry is nearing completion, and could be put before commission next month. One item likely to get there earlier is proposed rule setting program-percentage guidelines for determining substantial performance by renewal applicants. Children’s television programming remains at top of list of items officials say will be served up to commission soon. And then there are number of cable items — pay cable, relief of smaller systems from nonduplication rules, carriage of radio signals, mandatory program origination and at least some aspects of allocation of regulatory jurisdiction among federal, state and local governments.

Then, too, of course, commission this week or next is expected finally to complete work on modification of prime-time-access rule (Broadcasting, Dec. 31, 1973). And there is also late added starter — long-pending one-to-a-market rulemaking, which looks to break up multimedia holdings within individual markets (see page 6). It remains to be seen which items generate kind of commission-splitting controversy that would block short-handed agency from acting.

If access opens. Network TV officials still insist it’s too early to decide how they will program under FCC’s revised prime-time-access rule, since changes are not yet in final form and won’t take effect until next fall anyway. But it’s not too early to see some hurdles. For instance, some feel networks would be disinclined to program 7-7:30 p.m. NYT across board, even though revised rule would permit them to; (1) 7-7:30 is valuable local period that affiliates would be reluctant to give up entirely; (2) with 7:30-8 specified as local time, continuity would be broken, risking loss of network audience during that “local hiccup” at 7:30-8 and requiring networks in effect to have two lead-in programs each night.

Current betting is that networks will take advantage of rule change permitting them to program one access half-hour per week with some sort of “children’s specials, documentaries or public affairs.” They’re also expected to begin programing at 7 on Sundays, when access time will be eliminated. Odds appear strong against use of 7-7:30 to expand network news to hour on week nights: many affiliates have hour or more of local news and figure extra half-hour would make too much. Some affiliates, however, would like 45 minutes of network news to back with 45 minutes of local for 90-minute news package.

Chicago East. If Mayor Daley wants anything from FCC, now’s time to ask for it. With two seats open, commission is in control of Chicagoans: Robert E. Lee, Richard Wiley and Charlotte Reid (from nearby Aurora, Ill.). Dean Burch is from Tucson, Ariz., Ben Hooks from Memphis.

Mr. Ed. Without fanfare, Edward Cooper returned Jan. 2 to Motion Picture Association of America, Washington, as vice president and director of its legislative department after three-year absence. Mr. Cooper, 69, left MPAA to become administrative assistant to Representative Joe Skubitz (R-Kan.). He had been communications expert for Senate Commerce Committee from 1937 to 49, staff director of Democratic Policy Committee under then Senate Majority Leader Ernest W. McFarland in 1949-50. (Senator McFarland is principal owner of KTVK-TV Phoenix.) Mr. Cooper first joined MPAA in 1951.

News, news, news. All three early evening network news programs may go head to head in news-conscious Los Angeles television market. ABC-owned KABC-TV, which now takes Smith-Reasoner report at 5:30-6 p.m., may move it to 7-7:30, when CBS and NBC news shows are now aired. NBC program is preceded by two-hour local news on KNBC (TV) and CBS by hour on KNXT (TV), which has temporarily delayed plan to extend local news to 5:30.

KABC-TV now plays movies at 6:30-8 p.m., would move features forward to precede news block.

Clash over cable. Dispute simmering for months over Knoxville, Tenn., city council’s choice of Athena Communications as cable franchisee (Broadcasting, Oct. 22) is coming to boil. For months, Knoxville Journal published by Charles H. Smith III, who was partner with Teleprompter in unsuccessful applicant), has been raising fuses over allegations that council failed to follow own cable ordinance — which is being touted as possible national model — in selection process. Charges include claim that council’s cable committee employed secret ballot, which ordinance forbids, and refused to explain selection methodology. Mr. Smith now says he isn’t interested in franchise. But three of seven other unsuccessful applicants — LVO Cable and two local groups — are. They’ve told newly elected council (absent Conner Burnette, cable committee chairman, and several others defeated at polls who figured in Athena choice) that they want cable issue reopened, have threatened litigation.
Top of the Week

Serious, Justice Department again demonstrates its anti-pathy toward multimedia crossownership. Citing alleged concentration of media control, it asks FCC to remove licenses of Pulitzer, Newhouse broadcast interests in St. Louis, Cowles stations in Des Moines. Action comes on heels of department's informal objection to Milwaukee Journal renewals. And stressing its unhappiness over commission's tardiness in resolving lengthy crossownership rulemaking, Justice indicates other actions of this kind may be on way. Page 16. Government wasn't only entity active in this month's round of renewal challenges. Black groups claim there's something remiss in operations of three St. Louis stations; finger again points at Newhouse and Pulitzer, as well as Stors. Page 17.

Treading in the Tropics. There'll be more than gambling on the sun-drenched beach at St. Maarten next week when NAB's joint board convenes in Netherlands Antilles setting. Agenda calls for expedited activity on renewal, pay cable fronts, several internal considerations. Page 17.

No vacancy. Despite the urgings of those who would like to see greater element of competition injected into TV networking, a Rand Corp. economist finds that fourth network wouldn't make grade - simply because there aren't enough outlets to go around. Study by Dr. Rolla E. Park also explores various alternatives for increased program diversity, with few positive conclusions. Page 19.

Neglected. Recognition all but eluded broadcast media in latest White House compilation of undesirable individuals. Only King Broadcasting's Stimson Bullitt is nominated for special treatment by IRS - invitation that tax agency subsequently declined. Page 22.

Bowling out. Melancholy nature of cable's current standing on Wall Street does in another major merger. Viacom, CPI elect not to tie the knot, disavow Justice interference. Coming mere week after Cox-LVO collapse, action kindles new anxieties in industry. Page 22.

Reserved. NARB will respond with research to Senator McIntyre's call for energy-ad standards. But those studies, it emphasizes, will stop short of censorship. Page 25.


Making a point. CBS and co-plaintiffs say it's the principle, and not the money, that inspired their copyright suit against Teleprompter. They agree to forego retribution if victorious. Page 30.

Looking back. 'Tis the season for networks' retrospective looks at past year, and guess what contemporary political scandal got the lion's share of footage? Page 31.

Their turn. Analysis on noncommercial WNET-TV New York concludes that if Supreme Court lets Miami Herald decision stand, thus creating "fairness doctrine" of sorts for print media, next step could be Federal Newspaper Commission. Page 32.

Sold. Nothing happens until you sell something, insists Eastman Radio's Bill Burton. In this week's Profile, Mr. Burton happens. Page 49.

FCC, spurred by Justice Dept. filings, to move again on one-to-market rulemaking

FCC Chairman Dean Burch says commission will begin focusing on long-stalled one-to-market rulemaking proceeding in about three weeks. Chairman reported that plan on Thursday (Jan. 3), in wake of petitions filed at FCC by Justice Department's antitrust division to deny renewal applications of radio and television stations owned by three newspaper-related companies in St. Louis and Des Moines, Iowa (see page 16).

And chairman acknowledged connection between those pleadings — and earlier complaint Justice filed against Milwaukee Journal Co. stations — and commission intention to come to grips with proposal to force multimedia owners to reduce holdings within individual markets to one or more newspapers, one television station or one AM-FM combination.

"Quite clearly, the commission is going to have to bring home the rulemaking we have on this," he said. Proposal was issued for comment in March 1970. "We're caught in the jaws of a vise," he said. Commission, he said, cannot argue, as it has, that industry ownership should not be restructured on case-by-case basis, that it should be done by rulemaking, and then not be prepared to act. "It's incumbent on us to act on the rulemaking."

Chairman Burch said staff work, including summarizing of comments filed in proceeding, should be concluded in three weeks. But that does not mean commission could act then. He said commission might decide to hold oral argument or set up panel discussions on issues involved.

Odds in favor of commission adoption of one-to-market rule never looked good — fact that might account for delay in commission action on it — and now appear even poorer, according to commission officials. Although Chairman Burch has indicated support for proposal to extent that it would split VHF television and newspaper ownership in same market, only other likely supporters have now left commission - Nicholas Johnson and H. Rex Lee.

Mr. Johnson, meanwhile, injected himself into controversy kicked up by Justice Department's filings, issuing statement in which he charged that pleadings were part of Nixon administration's "war on the media." And official of one companies involved, David Kruidenier, president of Des Moines Register and Tribune Co., and nephew of Gardner Cowles, former chairman, said pleadings might be regarded as "political intimidation." It's noted that in one of now-notorious White House memos released from Watergate committee files — from Jeb Magruder to H.R. Haldeman — it was suggested administration "Utilize the antitrust division to investigate various media relating to antitrust violations. Even the possible threat of antitrust action I think would be effective in changing their views."

Justice Department spokesman denied charge. Jack Hushen, department's public information director, said pleadings were not inspired by White House. He noted that department has been on record as concerned about newspaper-broadcast crossownership since 1968, when Lyndon Johnson was President, and department made recommendation that led to commission's one-to-market rulemaking.

He indicated department simply grew tired of waiting for commission to act.

Mr. Kruidenier and Marvin Whatmore, president of Cowles Communications Inc., licensee of KRNT-AM-FM-TV, and one of Justice's targets, said there is no link between companies. Justice based its petition on what it said was Cowles family control of both enterprises. But Mr. Whatmore said that stock Mr. Cowles, former chairman of CCI, has in Register and Tribune Co. — about 5% — is in voting trust. He also noted that "less than 10%" interest that newspaper company has in CCI is also in voting trust.
Mr. Cowles resigned as chairman, officer and director of newspaper company in April, at time voting trusts were established. He retired from COI March 1, and became honorary chairman. He remains director.

Furthermore, Mr. Whatmore noted that CCI has contracted to sell KRNT-AM-FM to Stauffer Publications Inc. (Broadcasting, Oct. 22, 1973). Application for assignment of licenses is to be filed with commission this week, according to counsel for company. Mr. Whatmore said decision to sell stations was based on knowledge that commission policy "was to reduce broadcast holdings to one per market."

In St. Louis, Alexander Primm, vice president and general manager of Pulitzer Publishing Co., said company was considering "most appropriate" action in response to Justice pleading, and added that it is confident that manner in which it conducted operations of KSD-AM-TV and Post-Dispatch "has been entirely consistent with the public interest." E. R. Vadeboncoeur, president of Newhouse Broadcasting Co., licensee of other St. Louis station hit by Justice, KTVI (TV), declined comment; he said he had not yet seen Justice petition.

Air reports of lottery numbers ruled news that FCC can't censor
FCC ruling that broadcast stations may not air winning numbers in state-run lotteries amounts to violation of First Amendment, according to decision handed down last week by U.S. Court of Appeals for Third District, in Philadelphia. Court, in overruling commission order involving New Jersey's weekly lottery, said such numbers are "hot news" and that their broadcast is "protected by the First Amendment."

Commission ruling was issued under federal law prohibiting broadcasters from promoting lotteries, and was based on argument that winning lottery number was commercial and not news, and of interest only to limited class of persons — those who bought tickets. Judge John Gibbons, writing for unanimous nine-judge court, said, "We reject the premise that the size of the class of persons interested determines what is news." Intervening in case in support of New Jersey State Lottery Commission were states of Pennsylvania and New Hampshire, which also conduct weekly lotteries. Other lotteries are conducted by Maryland, New York, Massachusetts and Ohio. Court, in notice issued following decision, said it applies only to area of Third Circuit — Pennsylvania, New Jersey, Delaware and Virgin Islands.

Dr. Parker packs the hall for background session with FCC
More than 180 representatives of 161 national, regional and local organizations will meet with the FCC next Monday (Jan. 14) to express their views on commission's regulation of broadcasting. And indication of kind of meeting that is shaping up may be provided by letter that organizing committee sent to groups, inviting their participation. It talks of "pressure on the FCC to relax its regulations of broadcasting," and refers to efforts on part of broadcast industry "under misleading title of re-regulation," to "dismantle FCC rules which provide access for the public to the airwaves and insure that broadcast programming represents community interests and needs." It also expressed concern that "re-regulation" would lead to elimination of fairness doctrine, reduction in stations' community-assertment requirements.

Letter was written by Dr. Everett Parker, director of Office of Communication of United Church of Christ, one of 15 members of "invitation committee," which set up meeting in response to FCC's standing invitation to groups of all kinds to meet with it on matters of mutual concern.

Talent hunt. Word went out last week that White House is looking for young Republicans and Democrats as prospects for appointment to FCC. Rep. John Ash, director of Office of Management and Budget, is taking personal interest in search ("Closed Circuit," Dec. 31, 1973). Explicit reference to Republicans confirms belief FCC Chairman Dean Burch is ready to resign. It's reported Mr. Ash has emphasized youth and new faces among specifics being sought, but others don't rule out all candidates who have been under earlier consideration.

INTV challenges FCC stance on program-length commercials
Independent television stations claimed last week that FCC has "exceeded its lawful interest" in effectively banning presentation of program-length commercials. Association of Independent Television Stations (INTV) told agency that public notice it issued last February (Broadcasting, Feb. 26, 1973) — which stated that stations engaging in practice show "serious dereliction of duty" — should be reconsidered and clarified. FCC claimed commission has created "irrefutable presumption that certain kinds of programs may not be sponsored by certain kinds of advertisers without affecting the integrity of the program content" — which it said is "contrary to fact and logic."

INTV argued that FCC's program-length stance is "inconsistent" with its approaches to other program judgments. It noted that commission has been "wary" of categorizing paid political and religious programs as commercial matter. Yet, it said, "everyone knows that there are often selfish and 'commercial' aspects to these programs."

Policy, INTV contended, also violates First Amendment guarantee of free speech.

Florida renewals. Fifty-one Florida stations have received renewals of their licenses, but FCC found only 12 had done satisfactory job of employing minorities and women. Thirty-nine were granted renewals on condition they submit to FCC within 30- days list of local minority and women's groups with which they will consult when filling job openings, and submit with their 1974 and 1975 employment reports detailed statement of efforts made to seek women and minority job applicants.

Commission's action was taken following review of 1971-72 employment reports for all Florida stations to determine stations to be selected for inquiry into their employment practices.

Stations granted regular renewals:

WGM(AM) Hollywood, WINK-AM-FM Fort Myers, WIRA(AM)- WOVV(FM) Fort Pierce, WMFM(AM)-WYRL-FM Melbourne, WNLJ(AM) Fort Walton Beach, WPOM(AM) Riviera Beach, WTMG(AM) Ocala, WBBH-TV Fort Myers, WAE-AM Pensacola.

Stations granted conditional renewals:


Duel in Dubuque. Dubuque Communications Corp., permittee of KDUB-TV Dubuque, Iowa, has petitioned FCC to deny license renewals to KDTH (AM)-KFMD (FM) Du-
buque, owned by Telegraph Herald Inc. Dubuque Communications charged that Telegraph Herald, publisher of Dubuque's only daily newspaper, used its control of local informational media to damage KDUB-TV's standing in community and cripple its ability to compete for advertisers and audience in Dubuque market. Petition claimed that numerous stories appearing in Telegraph Herald sensationalized and exaggerated nature of KDUB-TV President Gerald Green's involvement in ABC affiliate bribery case. In 1972, commission investigated payments made by Mr. Green to former ABC employee Thomas G. Sullivan (Broadcasting, Jan. 22, 1973). While finding Mr. Sullivan guilty of extorting pay-offs, commission's initial decision exonerated Mr. Green. Initial decision was affirmed by review board Dec. 14, 1973.

Travel note. FCC will be operating with no more than four members Jan. 15-18 when Chairman Dean Burch will be in Rome at conference on television as life force.

Airing the issues. Representatives of nation's public television stations will gather in Washington Jan. 21-22 for meeting billed as of greater importance than last November's National Association of Educational Broadcasters convention (Broadcasting, Nov. 19). Sessions, all to be held at Washington Hilton hotel, include Monday (Jan. 21) presentation by Public Broadcasting Service staff on organization functions, PBS business meeting and afternoon colloquy on national programing objectives. Proceedings will include Monday evening testimonial dinner for ailing Corporation for Public Broadcasting Chairman James R. Killian, which may be filmed for possible PBS airing. Tuesday sessions include roundtable with CBS staff, stressing long range funding situation, analysis of "national inventory of community needs" and luncheon with unspecified members of Congress. Event will be preceded by two-day (Jan. 19-20) meetings of PBS managers, governors boards.

MONY moves. Marschalk Co., New York, named advertising agency for MONY (Mutual of New York). Account bills about $2 million, estimated $1.7 million in broadcast. MONY had been handled since 1967 by house agency, Vernet/Hayden Inc., whose executives have joined Marschalk - Russell V. Vernet as senior VP and management supervisor, Henry L. Hayden as VP and account supervisor, Robert S. Goldsmith as VP and senior member of creative staff.

Ghostly import. Independent Television Corp., New York, has placed into syndication 26 hours of My Partner the Ghost, series produced in England by ATV. "Partner" in title is private detective who comes back as ghost to help living partner solve crimes.

Nearing consensus. Representative Robert W. Kastenmeir's (D-Wis.) House Judiciary Subcommittee expects to deal early this year with compromise newsman's-privilege legislation. Under proposal, newsmen could not be required to disclose information and sources to federal or state grand juries or in pre-trial proceedings. In trial situations, disclosure could be required only if party seeking information convinced court that (1) information was indispensable to prosecution or defense of case, (2) it could not be obtained elsewhere or (3) there was compelling public interest in information.

Call to inaction. National Association of Theater Owners has asked FCC to defer action in pay cable antiphonipbing proceeding (Docket 19554) until vacancies on agency created by departure of Commissioners Nicholas Johnson and H. Rex Lee are filled. NATO, which has waged lengthy fight against pay cable on state and national level, said issue is of "far-reaching public importance" and involves "vital interests" of four industries - broadcast, cable, theaters and program suppliers. "Sound public policy," it said, "dictates that a reasonable measure of administrative finality attend the commission's resolution of the proceeding...unlikely...if only five commissioners participate."

Late fates. Frank Stanton, former president and vice chairman of CBS Inc., will receive distinguished communications medal of Southern Baptist Radio and Television Commission during Abe Lincoln Awards ceremony in Fort Worth Feb. 7. Richard Wartell, for past two years regional manager of National Association of Broadcasters' Midwest operation, stationed in Kansas City, will report to Washington headquarters March 1 as successor to Hollis Seavey, who retired at year-end from broadcaster liaison post in government relations branch. Mr. Wartell has been membership director of Code Authority since last summer. William Hogan, staff producer in on-air advertising department at ABC-TV, joins NBC-TV as manager of children's programs. Atherton W. Hobler, 83, founder-chairman of Benton & Bowles, New York, who spent 40 years with agency until retirement in 1972, died Jan. 3 in Princeton, N.J., medical center. He had served B & B as president and board chairman and pioneered in using radio and TV shows for many clients, including General Foods, Procter & Gamble and Florida Citrus Commission. He is survived by his wife, Ruth, and sons - Edward W., formerly vice president of Needham, Harper and Steers, Chicago; Wells A., formerly vice president of Gardner Advertising, St. Louis, and Herbert W., president of Nassau Broadcasting Co., Princeton, N.J., operator of WHHI(AM) Princeton, WPST (FM) Trenton and CATV systems. Errett Lobban Cord, 79, aviation pioneer and designer of Cord automobile in thirties, died Jan. 2 in Reno, Nev., after apparent heart attack. He was owner in KCRB-AM-TV Reno, of which his son, Charles, is president and general manager, at one time held interest in KFAC-AM-FM Los Angeles. Earl J. John- ton, 73, long time editor of United Press and successor United Press International, died Jan. 3 at home near Tucson, Ariz. He retired in 1965, had recently suffered stroke. (For earlier "Fates & Fortunes," see page 36.)

Headliner

45 Stations Now
Have Working Experience
With BIAS...Here's What Four
Of Them Have To Say!

About increased revenue:
"The BIAS system paid for itself for an entire year during the month of October alone."

J. Michael Early
Vice President
General Manager
WWL-TV New Orleans

The reduction of operating costs:
"It has reduced production time for operating schedules by 60%; for bills, by 75%; for avail sheets, by 85%."

M. E. Greiner, Jr.
Vice President &
General Manager
WMC-TV Memphis

BIAS' return on investment:
"Probably its greatest benefit has been that without any increase in sales, BIAS has increased our billings by about 10 percent. The system has returned our investment at least three-fold."

Herb Mayes
WOR Division Controller
New York, New York

Inventory and accounting control:
"BIAS has proven its value to our stations. Inventory and accounting control obtained with BIAS more than justify its installation. We are delighted with the results of this first-class computer system."

David Henderson
President/Broadcast Division
The Outlet Company of
Providence, Rhode Island

If you're interested in investigating the only proven computerized on line, real time total management information system. Write or call Jim McKee, Vice President
phone: 901-332-3544

BIAS

BROADCAST INDUSTRY AUTOMATION SYSTEM
a division of Data Communications Corporation
3000 Directors Row-Executive Plaza
Memphis, Tennessee 38131
MILLIONS OF AMERICANS CAN'T AFFORD TO GROW OLD.

Storer Stations are concerned and are doing something about it.

Today in America, nearly 21 million people are 65 years old or older. Roughly equal to the entire population of Canada!

Besides loneliness and physical ills, the elderly have another serious problem. Inflationary costs are putting a terrible squeeze on their fixed incomes.

In fact one of every four of those over 65—or nearly 5 million—lives on an income below what the Government considers "poverty level." Some 6 million dwell in substandard housing. Many have difficulty holding on to their homes or cars or even obtaining transportation.

Storer stations feel that we must begin to solve the problems of our senior citizens now. Especially since it's predicted that by the year 2000, the average American will live to be 90.

Editorials on WSPD-TV in Toledo, for example, have been pushing for subsidized bus fares for the elderly. A plan that would let those 65 and over pay only 10¢ instead of 40¢ for a bus ride. At the same time WSPD-TV is alerting younger Toledoans to the need to save for retirement.

Detroit's WJBK-TV gave its support to the rebirth of a type of Civilian Conservation Corps. This would employ still-active retirees in planning and supervisory capacities. (In addition to giving jobs to the young).

In Milwaukee, WITI-TV backed a proposed plan to establish foster homes for the elderly, just as is done for children. Still in the pilot stage, the program (which pays $210 a month to participating families) appears to be bearing fruit.

WAGA-TV in Atlanta has been putting on a concentrated drive to help eliminate local school taxes for citizens 62 or older whose household incomes are under $6,000.

Getting involved in the vital affairs of the communities they serve is part of the daily life of all Storer Stations.

Our reasoning: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJFBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
For Martha Deane

EDITOR: I write this letter in appreciation of the life and career of Martha Deane and the special quality of warmth and humanity she brought to American broadcasting. I had the pleasure of appearing as an interview guest on Miss Deane's program twice in the past two years and was scheduled to appear again on her program just three days before she died.

Martha Deane did her homework. If she interviewed a guest about a book, she not only read that book and marked and underlined it, but she also read other material in the field. She was informed and confident, and yet extremely modest and straightforward in her quest for information and opinions. Above all, she was a person of dignity and decency who treated her guests as equals, searching out their human qualities and showing genuine friendship and appreciation for the work they were trying to do.

Although she generated a number of important news stories, Martha Deane had none of the headline-grabbing aggressiveness of so many of her professional colleagues. Unlike those radio and television journalists and interviewers who concentrate on showing how clever they are, frequently asking loaded questions or trying to catch their guests off guard in hopes of obtaining a quotable response, Martha Deane reflected an earnest down-to-earth interest in serving her listeners with solid program content. She never asked an unfair question.

The object lesson of her steady employment and large following over several decades should say something to the flash-in-the-pan talent whose job tenure is constantly a source of personal concern. There are precious few who could not profit by following Miss Deane's example. Both the broadcasting industry and the public interest could be far better served.—Whitney North Seymour Jr., attorney, New York.

Correcting the record

EDITOR: In the editorial, "Good Ridance," concerning Nicholas Johnson (Broadcasting, Dec. 17) you mentioned an Iowa representative, H. R. Gross of Waterloo, Iowa, and stated he was elected to Congress while a news commentator on WHO(AM) Des Moines. At the time he ran for Congress he was news director of KXEL(AM). Waterloo. Kxel was owned by Josh Higgins at the time. It is now owned by Cy N. Bahakel.—Don E. Kasner, vice president, Bahakel Broadcasting Co., Charlotte, N.C.

(Congressman Gross was news director of WHO from 1941 to 1946, later worked at WSRK(AM) Cincinnati and WIST(AM) Indianapolis before his 1946-48 stint with KXEL.)

NOW hear this

EDITOR: Re your Dec. 3 article with information submitted to you by a Whitney Adams of NOW: I wish to take issue with Ms. Adams.

I am not and never will be a member of the National Organization for Women. I am not a candidate for consideration for the position of station manager of WAC-TV Washington, nor was I ever interested in applying for that position, I can only assure you that had I been interested, I would not have solicited NOW to intercede in my behalf. As a member of American Women in Radio and Television for more than 12 years, I don't need Ms. Adams.

I am dedicated as a broadcaster and have served in NOW to promote women within the industry. I would personally encourage WRC to consider qualified women and not the token lambs offered by NOW, but rather through the job referral service of AWRT.—Bettye Holden, general manager, KREO(AM) Indio, Calif.

McIntire revisited

EDITOR: For years the news media and the networks in particular have downgraded Carl McIntire simply because they didn't like his theological or political position. The revocation of license of Carl McIntire's WUXR-AM-FM Media, Pa., and his right to express and criticize within the bounds of decency as he sees fit may be funny to many of the broadcasters who disagree.

However, who is to say who will be next on the list of government controlled and suppressed stations simply because there is a change in the thinking about what is expressed on other radio stations, TV stations and/or networks. I would think every radio and TV station would be in the vanguard of this fight against the revocation of the WUXR license. We have border-line filth and pornography expressed on stations in the Los Angeles area and no threat of revocation of license. But let a man express his religious or political point of view and it can happen. Surely the FCC and the industry have sunk to a new low.—Harlan G. Oakes, station representative, Woodland Hills, Calif.
Washington.

hearing

president. Center

Sigma Delta

Feb.

February

"Cable Television

EDUCOM

annual convention. Featured speaker: Vice President

Jackson.

Jan.

tion

hotel, Colorado

vision Engineers winter conference. Associated with convention.

Feb. 4-5

24.25-

25-

26-

27-30-

28-

29-

3.5 -South

34-

20-

16.20-

15413-Arkansas

17-

6.19-

1957

8.30 - Texas

10019.

2.5 -Southern

L.

Angeles.

Radio

Association.

Feb.

Jan.

Marriott Motor

doctrine. Lewis Towers Campus, Chicago.

Feb.

March

4.5 -National

of Broadcasters. Lakeland, Florida.

Feb.

Jan.

Feb.

Suggested meeting dates for 1974


March 17-20—50th annual convention, National Association of Broadcasters, Albert Thomas Convention and Exhibit Center, Houston.

April 1-2—23rd annual convention, National Cable Television Association, Conrad Hilton Hotel, Chicago.


and J. Leonard Reinsch, former Cox Broadcasting president, Center for Continuing Education, University of Georgia, Athens.

Jan. 23—Start of Senate Commerce Committee hearing on nomination of James H. Quello to FCC, Washington.

Feb. 1—Sigma Delta Chi Distinguished Service Awards entry deadline. Award categories include radio and television reporting.

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


Feb. 3-5—Association of Independent Television Stations first annual convention, James R. Herlihy, KLPR-TV St. Louis, is chairman of convention planning.

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

Feb. 5-7—National Cable Television Association board of directors meeting, New Orleans.

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

Feb. 7—Southern Baptist Radio and Television Commission fifth annual Aba Lincoln Awards presentation to distinguished broadcasters. Featured speakers: Fred Hanson, former CBS vice chairman, now chairman, American Red Cross, Fort Worth.

Feb. 8-10—Retail Advertising Conference annual convention, Dallas, Texas. Featured speaker: Ralph Nader, consumer advocate. Drake hotel, Chicago.


Feb. 15-17—Loyola University College radio conference, Lewis Towers Campus, 620 North Michigan Avenue, Chicago.


Major meeting dates for 1974


March 17-20—50th annual convention, National Association of Broadcasters, Albert Thomas Convention and Exhibit Center, Houston.

April 1-2—23rd annual convention, National Cable Television Association, Conrad Hilton Hotel, Chicago.


Specific programing for a specific advertiser

Someone once said that the only thing that is constant is change. Certainly that's true in our own lives, the world in which we live and in our businesses. It is particularly apparent in the communications business. Looking back over my years in broadcast advertising, it is fascinating to reflect on the evolution of an advertising agency's position within the broadcast spectrum.

In the heyday of radio, agencies created, directed and produced as a regular function. When television came along there were very few trained advertising people, and the burden of program production was imposed on the networks, along with the development of facilities and technical personnel. This remained pretty much the case during the fifties, when television was ignored by all of the pre-existing visual communicators, particularly the motion picture industry. That, however, is not the case today. Today everyone is in the act—major studios, the networks, independent production houses and advertising agencies.

Foote, Cone & Belding always has been responsible for the selection of properties submitted to Hallmark, in the development of scripts, script approval, principal casting, producer and director, and in the actual on-the-spot supervision of the tape or film. Because of the 22-year history of TV's Hallmark Hall of Fame and the fact that Foote, Cone & Belding has been deeply involved in the Hallmark presentations from their inception in 1951, it seemed a logical and natural evolution that the agency should broaden its interest and involvement in programing to take advantage of the changing times.

A great opportunity exists for the years to come. I don't believe advertising will remain the same in the next 20 years, any more than the television industry has remained the same in the last 20 years. There are news ways of communicating via entertainment that will be open to advertisers in the not-too-distant future. The home video cassette is one of them, along with pay television for the home, theaters and hotels; CATV, and the inestimable transfer of knowledge through visual media to educational institutions. With this staggering need for software, it became increasingly apparent to the management of Foote, Cone & Belding that an opportunity existed to participate in the creation of this material. It is in this base that FCB Productions was formed 18 months ago.

The bulk of our initial activity is being concentrated on the continuation of the Hallmark Hall of Fame TV series, but we have expanded our responsibility and our involvement to a degree where we are actually producing, co-producing or working in joint venture with regular production companies...

An example is the production of "The Borrowers," featuring Eddie Albert, Tammy Grimes, and Dame Judith Anderson, which was produced for Hallmark by POD III Productions, and which was aired Dec. 14 on NBC. "The Borrowers" is based on a fantasy written 15 years ago by an Englishwoman, Mary Norton. It is about the "little people" who "borrow" things from real people. That lost earring, for example, isn't really lost; it's just borrowed by one of the borrowers.

As an agency, we had recommended "The Borrowers" to Hallmark 10 years ago, but because of the exceedingly complicated rights situation and because the uniqueness of the story required a very specific technique, the property was not available or affordable, and therefore not produced. It took the combined efforts of POD III to pull it off. The story rights had traveled from one owner to another over a number of years. It was a year ago last May when Warren Lockhart, president of Charles M. Schulz Creative Associates, and I decided to do something about it for Hallmark. Walt DeFaria had learned of the rights availability and brought the information to the attention of Mr. Lockhart and to me.

In order to put the package together, we formed our joint-venture arrangement. It has been an exceedingly worthwhile undertaking, both from a business and from a creative point of view. We have been able to combine the talents and efforts of the people involved and to develop a technique that made the production possible. The timing was right. It is just a stepping stone into the future whereby I visualize many agencies following a similar course of action in order to deliver to their clients that very special program to meet specific marketing needs. One can always go to the outside and buy a special program, but to create one that reflects the corporate image and communication desires, to bring it in at an affordable level and to reflect it as a piece of quality, makes it all very worthwhile.

These objectives for corporate television specials have been the criteria for our working with Hallmark over all these years and because they work well for Hallmark there is no reason why a similar approach can't work for other corporations as well.

As far as FCB Productions and Hallmark are concerned, they do. As an independent producer, FCB Productions was instrumental in putting on "Small Miracle" last April, working with Alan Landsburg Productions; "Snow Goose," originally in November 1971, repeated just a year ago, with Universal and BBC; "Harvey" in March 1972 with Talent Associates, and only last month, "Lisa, Bright and Dark," with Bob Banner Associates. Ready for February showing is "Country Girl," again with Talent Associates, and the forthcoming "All Creatures Great and Small" being made in England as a joint venture with Talent Associates for showing next fall. All Hallmark specials are on NBC.

The need for worthwhile television is ever present. The overwhelming use of participation and spot purchases, which represent the bulk of television advertiser expenditures, does not always contribute to the consumer's understanding of a corporation's aim. A special, properly designed and executed, not only affords opportunity for commercial messages, but forms the framework for total corporate impact that goes beyond pure cost per thousand, reach and frequency statistics. I believe that specific programing can be designed that will serve definitive purposes.

Swope was once asked if he had a formula for success and he said no, but he had a formula for failure: Try to please everyone.

We hope that FCB Productions will be able to create programing that will please their corporate clients and specific audiences by working with specific talent in a multitude of fields. 

Monday Memo
A broadcast advertising commentary from Duane C. Bogle, senior vice president and management supervisor, Foote, Cone & Belding, and president, FCB Productions Inc.
The Market Place

for buying and selling syndicated television properties will open on February 16 in Los Angeles when advance copies of Broadcasting's February 18 issue hit town, along with delegates to the 1974 convention of the National Association of Television Program Executives.

Together, that issue's editorial and sales environments will combine to provide one of the prime rifle-shot buys of the year, a customer-intensive publishing opportunity designed to showcase nonnetwork, offnetwork, special network and individual programing for every hour in the broadcast day.

In addition, to the normal news budget, Broadcasting's February 18 issue will feature:

- A complete rundown on all properties being offered by NATPE exhibitors.

- The convention agenda, with an issue-by-issue analysis of what's on the programmer's mind.

- A report and forecast on the buying, selling, use and impact of syndicated programing, for prime time or otherwise.

- A special analysis of TV movies.

It will be the most comprehensive package Broadcasting has ever assembled on that vital everyman's land between local programing and the network schedules. It will set the stage for all that comes after at the NATPE. It will be a "must read" issue for every TV station programmer, and a "must sell" issue for every producer and distributor.

Again, as always...

You belong in Broadcasting Feb 18
Government widens attack on newspaper, broadcasting crossownership

Pulitzer, Newhouse and Cowles are lined up with Milwaukee Journal as Justice targets on renewals—and there are hints of more to come

Newspaper publishers who own broadcast properties appear to be facing the most serious threat to retention of their stations since the FCC in 1970 proposed breaking up multimedia holdings within the same market. But the renewed threat comes not from the commission but from the Department of Justice's Antitrust Division.

The department last week petitioned the FCC to deny the license renewal applications of three newspaper-owned companies, two in one market—Pulitzer Publishing Co.'s KSDK-TV and Newhouse Broadcasting Corp.'s KTVX-TV, all St. Louis, and Cowles Communications Inc.'s KRNT-AM-FM-TV Des Moines, Iowa.

The pleadings were filed a month after the department urged the commission in an informal complaint—which was prepared after the deadline had passed for formal petitions to deny—against the renewal of the Milwaukee Journal Co.'s WTMJ-AM-FM-TV (Broadcasting, Dec. 10, 1973).

And as it indicated in that complaint, the department last week said the renewal applications it was attacking would, if granted, perpetuate a concentration of media control—in terms of both news and advertising—that is "re- pugnant to antitrust principles, inconsistent with the best use of the airwaves and therefore inimical to rather than promotive of the public interest."

The pleadings thus served to confirm the comments of department officials two months ago that Justice intended to attempt to use the petition to deny as an instrument for breaking up newspaper-broadcast holdings it feels raise serious questions of concentration of control (Broadcasting, Nov. 12, 1973).

A spokesman last week said the department will continue to look at concentration-of-control situations as license renewal periods come up. And he said it is "safe to assume that there might well be" other cases in which the department petitions for denial of renewal. According to a report cited by the American Newspaper Publishers Association three years ago, 476 stations (96 TV, 229 AM and 151 FM) worth almost $2 billion are under common ownership with the newspapers in whose markets they operate (Broadcasting, April 5, 1971).

And as Justice argued in the case of the Milwaukee Journal stations, the FCC's pending rulemaking aimed at breaking up multimedia holdings in the same market is no reason for not moving against the kinds of concentration of control it says are exercised by the Pulitzer and Newhouse companies in St. Louis and by the Cowles family in Des Moines.

It was as a result of a Department of Justice comment in an earlier phase of the so-called one-to-a-market proceeding that the commission proposed the break-up of existing multimedia combinations. And Justice has filed comments in support of the proposal. But Justice appears impatient with the failure of the commission to conclude the rulemaking proceeding. The Justice Department noted that the proceeding has been under way three and a half years, that no substantive pleadings have been filed in it for two and a half years and that the U.S. Court of Appeals in 1970, upholding the FCC in a license renewal case in which a concentration-of-control issue was raised, indicates it assumed the commission would deal promptly with the question of newspaper ownership of broadcast properties.

Furthermore, the department said, considering concentration cases like those presented in St. Louis and Des Moines would not conflict in any serious way with the rulemaking proceeding: The cross ownerships involved "present none of the close policy questions that may be thought to require detailed rules." But even if a conflict does exist, the department said, "to be consistent with the public interest, it should be resolved in favor of holding a hearing on these renewal applications."

For the commission and the courts.
have always regarded the promotion of competition among the media as an important public-interest objective, the department said. And "by the ordinary canons of antitrust law," it added, media concentration in the St. Louis and Des Moines areas would so diminish competition in the mass dissemination of news and advertising.

In St. Louis, the 12th largest television market, Pulitzer and Newhouse own the only two newspapers—the evening and Sunday Post-Dispatch and the morning Globe Democrat, respectively, as well as two of the city's four VHF stations and one of its radio stations. And, according to the department's estimates, they dominate the market in terms of coverage and advertising revenues. In both the St. Louis Area of Dominant Influence and the Standard Metropolitan Statistical Area, Pulitzer combines a 5% share of the advertising revenues from broadcasting and a 30% share from newspaper publishing, while Newhouse combines a 3.5% share from broadcasting with a 25% share from newspaper publishing, according to Justice's calculations.

Breaking it down another way, the department said that the only newspaper other than the Post-Dispatch and the Globe Democrat with a measurable circulation in St. Louis and St. Louis county is the New York Times, with 318. And since the Times "is hardly a medium for the dissemination of local St. Louis advertising," the department said, Pulitzer and Newhouse face competition only from two VHF TV's, a UHF outlet and 14 radio stations (all in the FM band), "whom combined shares [of the advertising market] cannot exceed 20%.”

For two firms to have about 80% of the advertising revenues, Justice said, "is contrary to antitrust policy; and the dominance of the 70% of local news and opinion that such economic paramounty suggests “cannot be said to be in the public interest.”

Increasing the seriousness of the situation, in Justice's view, is the fact that the two newspapers are parties to a joint operating agreement. The details of the agreement are not known, Justice said. But if it should be determined in a hearing that the agreement effectively eliminates commercial competition between the two newspapers, "it would be difficult for the commission to find that it was in the public interest to renew broadcast licenses of the applicants.

In Des Moines, the 61st largest television market, the Cowles family controls one of three VHF stations, one of six AM's and one of seven FM's, and through the Des Moines Register Co., the city's only newspaper— the morning and evening Des Moines Tribune. The department estimates that Cowles's share of the $22.3 million total spent on local advertising in Des Moines is $18.7 million, or 83.4%. Most of that —$17.3 million—is attributed to the newspaper. Justice said Cowles's renewal applications credit the AM with $423,000 in local advertising revenues in 1972-73; the FM with $27,300. KRNT-TV's share of the $2,300,000 in local advertising the Des Moines television stations reported receiving in 1971 was about $850,000, according to Justice.

The department is not laying down guidelines for determining in advance the "kind of concentration of control of media situations it feels should be attacked in hearings. But in its pleadings in the Milwaukee, St. Louis and Des Moines proceedings, it is beginning to provide indications of the kinds of situations it feels should not be permitted to continue. The department's views may become clearer in two months, when the deadline arrives for filing petitions to deny the renewal of licenses for stations in Minnesota, North Dakota, South Dakota, Montana and Colorado.

Three St. Louis outlets under citizens' fire

Petition against license renewals charges stations failed to recognize rights of blacks in city: added shot at KSD raises issues of Pulitzer control of media

Citizen groups in St. Louis have petitioned the FCC to deny the license-renewal applications of three stations there -St. Louis Broadcasting Co.'s KSDK(AM), Newhouse Broadcasting Co.'s KTVI(TV) and Pulitzer Publishing Co.'s KSD(AM).

The petitions were in addition to those the Department of Justice filed against both of Pulitzer's stations—KSDK-AM-TV and Newhouse's station, as well as against Cowles Communications Inc.'s outlets in Des Moines, Iowa (preceding story).

The citizen-group petitioners, who said they were concerned about the rights of blacks in a city 50% black, filed generally similar complaints against the three licensees. The petitions contended that the stations had failed to ascertain in a meaningful way the needs and interests of the community, particularly its black membership, to provide programming to deal with the city's problems, including what the petitioners said was the critical one of "racism." The petitions also said the percentage of blacks among employees (5.7% at KSDK, 10.6% at KTVI and 7% at KSD) seems to indicate a lack of good-faith effort to hire more than a token number of blacks.

"The petitioners raised the issue of "monopoly of media" in connection with Pulitzer's application for renewal of KSD. The petitioners contended that the Pulitzer media cooperate rather than compete, even to the extent of the radio station affording the newspaper free advertising.

They also alleged that in at least one case the Pulitzer stations and newspaper did not report a story civil rights groups felt was of importance to the community —the unveiling by civil rights demonstrators in December 1972 of the "traditionally secret White Veiled Prophet." It was Thomas Smith, vice president of Monsanto.

Few duels in the sun await NAB in St. Maarten

Association's joint board, going into annual winter meeting, still finds itself short one license renewal bill, may have to go longer than it expected to be on pay-cable front; voting procedures are major internal issue

The National Association of Broadcasters' joint board of directors, 47 strong, will pack up and head for St. Maarten in the Netherlands Antilles this weekend, prepared for intramural debate on a host of external issues and three or four internal ones. None among the southward-bound expects major developments to issue from their week in the sun, but most have a pet issue they hope to pursue.

First priority still attached to the hope that Congress may be persuaded to pass license-renewal legislation to afford broadcasters reasonable assurance of franchise continuity. The prevailing mood is of willingness to settle for far less than NAB had in mind when it lobbied for such legislation and embarked on a campaign to secure it. The official word will be that the House Communications Subcommittee, which at the moment is on record with a bill containing the broadcaster-opposed "Van Deelen Amendment," will reconvene early in the second session and pass a compromise measure that broadcasters can live with. The prospect, further, is for affirmative action in the full Commerce Committee and the Rules Committee to bring the measure to the floor, and, assuming House passage, for the Senate Communications Subcommittee at least to hold hearings on the issue. The NAB staff is "less than sanguine" about successful Senate action in this election year, and will so advise the membership.

A BROADCASTING canvass of board membership found none who would fault the NAB's leadership of this state of affairs on license renewal; all agreed that those in command had made their best effort, and ascribed to "circumstances"—the diversions of Watergate and the energy crisis primarily—any failure to carry license renewal to an earlier or more strikingly beneficial conclusion.

There are, however, pockets of hostility over what has grown to second place among the industry establishment's priorities: opposition to pay cable. The dissidents fall into two, and divergent, categories: TV board members unhappy with the pace of the association's anti-pay-cable campaign, and radio board members concerned over $600,000 in industry monies going toward an activity whose wisdom they question in the first place. (One report has it that $150,000 of that war chest has already been subscribed—without contributions from the networks.) Among the more vocal in the latter group is Donald Thurston, of WMNR(AM) North Adams, Mass., who is concerned that the pay-cable attack "sig-
It’s time to vote for NAB radio board

24 competing for 12 places; results to be announced Jan. 30

The National Association of Broadcasters this week is mailing ballots for the election of 12 broadcasters to the NAB radio board. Ballots will go out Wednesday (Jan. 9) to radio members and be tallied Jan. 30. The new board members will serve two-year terms following the NAB convention, which ends March 20. The 24 nominees:

District 2: Michael J. Cuneen, WDLA-AM-FM Walton, N.Y., and Robin B. Martin, WKNY(AM) Kingston, N.Y.
District 8: John R. Anderson, WCCW-AM-FM Traverse City, Mich., and Lester G. Spencer, WKBV-(AM) Richmond, Ind.
District 10: Sam A. Burk, KIRQ(AM)-KRXL(FM) Kirksville, Mo., and Robert E. Thomas (Incumbent), WJAZ-AM-FM Norwalk, Iowa.

nals a return to reactionary policies that raise the specter of another ‘Future of Broadcasting’ committee. I don’t think it’s smart for those in communications to see things strictly from a ‘thou shalt not’ point of view,” he says. Mr. Thurston and others point to the new cable strategy as the subject of discussion at a joint board session in St. Maarten.

There are at least three procedural matters up for board review, all involving changes in the bylaws. The first is a revised method for filing unexpected vacancies on the TV board, a long-standing concern brought to a head by the death last August of Fred Weber, of Rust Craft Broadcasting, whose place has not been filled. One suggestion mentioned provides that the runner-up in the contest for that board position to succeed to the vacant chair—as is presently the rule for the radio board.

The manner of election of the entire TV board on an issue this year, with an increasing number of joint board members advocating a membership-wide mail ballot prior to the annual NAB convention—again, as is the case for radio board members (see above for list of current nominees). Under present rules, only those delegates attending the annual convention may vote for TV board members, a procedure some see as undemocratic.

A third change, if adopted, would affect both boards: advancing the elections for board chairmen and vice chairmen to the January meeting, as opposed to the June meeting, of the joint board. Because new members take office in June, it is held, there is too great a pressure on members to designate the runner-up in the contest for that board position to succeed to the vacant chair—as is presently the rule for the radio board.

The manner of election of the entire TV board is an issue this year, with an increasing number of joint board members advocating a membership-wide mail ballot prior to the annual NAB convention—again, as is the case for radio board members (see above for list of current nominees). Under present rules, only those delegates attending the annual convention may vote for TV board members, a procedure some see as undemocratic.

The official agenda in St. Maarten calls for a joint board on Tuesday (Jan. 15) and Friday (Jan. 18).


At-large nominations:

Class A markets—(500,000 population or more):

Class B markets—(between 100,000 and 500,000):
Ben A. Laird, WOuz-AM-FM Green Bay, Wis., and Thad M. Sandstrom (Incumbent), Wi6B-AM-FM Topeka, Kan.

Class C markets—(between 15,000 and 100,000):
Tom Harrell (Incumbent), WSTP(AM)-WRDX(FM) Salisbury, N.C., and Dick Painter, KSYS-AM-FM Mankato, Minn.

Class D markets—(under 15,000):

Nonincumbents elected will be eligible for another two-year term; incumbents would go off the board in 1975. In two years 12 seats on the 29-member board will be filled. (The five remaining seats are held by ABC, CBS, NBC, Mutual and the National Black Network.)

The radio board will meet Wednesday while TV takes the day off, and TV meets Thursday, while radio recovers. Monday (Jan. 14) is set aside for committee hearings.

Among the other matters due for discussion:

* The energy crisis. This is a particular concern of the radio board and especially its constituents from daytime-only stations. The general NAB position is that any restriction in broadcast hours—already a fact in Canada, Japan and Great Britain and recently proposed for the U.S.—would do more harm than good, and that any marginal or debatable saving in energy would be more than offset by inconvenience to an already inconvenienced public. NAB has commissioned a research report on broadcasting’s own impact in energy use from Hititman Corp., Columbia, Md., and will present the results to the joint board. Among the conclusions the research force is that “demand load”—the minimum kilowattage utilities must keep in their lines—is more than enough to supply broadcast transmission and set owner power in the late evening and early morning hours being mentioned for broadcast cutbacks.

* Campaign-reform legislation.

* Consumer legislation.

* Phase IV economic controls. The NAB has pending with the Cost of Living Council request that broadcasters be extended a blanket exemption from controls, based on the argument that the industry price gains are based on cost-per-thousand—which can be translated to an increase in productivity—and thus are legitimate. NAB insists the argument has already won exempion for syndicators of TV programing.

* Lotteries. Encouraging word on this subject came from an unexpected quarter last Wednesday (Jan. 2) when a U.S. Circuit Court in Philadelphia—overruling the FCC—that broadcast stations may broadcast news of state lottery winners as “hot news” (see “Top of the Week”).

* Postal Service and military recruitment advertising.

* CATV copyright concerns, as well as TV nonduplication and radio carriage.

* The FCC’s ascertainment inquiry.

* Program-length commercials. This is of particular concern to smaller-market radio stations that broadcast such formats as auto dealer and cattle auction programs that, under strict interpretation of the rules, may be so categorized—and thus forbidden—by the FCC.

* Radio re-regulation. Although the NAB has taken a historic nonposition toward efforts by FM broadcasters to secure legislation insisting that all receivers—and particularly auto receivers—be manufactured to receive both AM and FM signals. A study commissioned jointly with the National Association of FM Broadcasters, and conducted by the A. D. Little research firm, scheduled to be ready for the joint board meeting, is expected to show that additional cost of manufactur- ing an AM-FM car radio does not justify the present price differential. Senate hearings on all-channel legislation are promised for this session of Congress, and the NAB hopes to effect a board-appointed position on which it will testify.

* Membership and budget. The joint board will hear that total membership is up an even 200 members—from 4,387 to 4,587—over the year-ago total, and that an expected general fund deficit of $108,000 in the 1973-74 fiscal year ended up as a surplus of $50,000. It will be asked to approve a $3.9 million budget—with an anticipated $90,000 deficit—for the new fiscal year, beginning April 1.

* History. Any other history of TV made in St. Maarten, the meeting is distinguished as the first to include a black: Eugene Jackson, president of the National Black Network, whose new network status entitles it to a seat on the radio board.

UHF boosters

Christian Broadcasting Network’s WYAH-TV Portsmouth, Va., is spearheading formation of the National Committee for UHF Television, to make the public more aware of UHF. Members of the ad hoc group, which plans to incorporate, include two CBN outlets, KTXT-TV Dallas and WHEAT-TV Atlanta, as well as non-commercial stations WHRO-TV Norfolk and WCCWE-TV Richmond, both Virginia. Mr. Hess, new director of public relations for CBN, is founder and acting chairman of the group; Pat Arneaux, program director of WHRO-TV, is acting treasurer. The group plans an organizational meeting in Richmond in late January. Stations interested in joining should contact Mr. Hess at WYAH-TV, Box 111, Portsmouth 23705. (Phone 804-393-2505).
Rand study sees TV system fixed at three networks

Economist says there's chance for all-UHF fourth someday but three now have it their way

Rolla E. Park, an economist with the Rand Corp., has provided a grim New-Year reading for those critics of the existing system of commercial broadcasting who contend that a fourth television network, if not a fifth and sixth, would be in the public interest.

Dr. Park, in a report based on his construction of a model of television network competitive behavior, concludes that, given the existing regulatory and economic facts, chances of a fourth commercial television network in the United States are slim at best.

He notes that a fourth network would increase the number of sources of news and public-affairs programs, a point often made by government officials who feel the existing three networks are frequently biased in their news coverage. He notes, too, that a fourth network would provide another source of entertainment, stimulate more program production and increase program diversity.

But, he says, a fourth network, unlike the existing three, would not be able to reach most of the television households in the country. It would simply lack the outlets and, consequently, could not succeed.

Theoretically, there are several ways of devising a network that could compete with the existing networks, he says. But the restructuring of government regulatory policy that would be required would be so complex as to rule them out as feasible approaches.

One such approach would involve shifting all television to the UHF band. Another would require splitting some affiliates from their networks and redistributing them four ways.

Dr. Park maintains that a new network would need VHF coverage of 90% or more of all television households to compete on an equal footing with the existing networks. But, he notes, there are not nearly enough markets with four or more VHF allocations to provide this almost complete coverage.

Dr. Park's study examines the feasibility of various other approaches, and finds them all wanting. These include an advertiser-supported cable network (even at a high-level of cable penetration—say, 60% of all households—the coverage handicap is so great that "there seems to be no chance that it could be profitable") and establishment of 60 or so new VHF drop-in stations proposed by the Office of Telecommunications Policy (Broadcasting, Oct. 29, 1973) as well as the existing independent stations, or even any combination of these.

Dr. Park leaves open the question of a pay cable network. He says there is insufficient information on viewer preferences on which to base a judgment. Similarly, firm estimates of the number of households that would subscribe are lacking.

Dr. Park is not completely negative in the conclusions he draws. He says that if some of OTP's proposed VHF drop-ins were substituted for UHF independents in the construction of a fourth network, it could be "possibly profitable."

But if there is to be any hope for a fourth network, it apparently lies in the policies the FCC has pursued for encouraging UHF development and in the technology that is reducing the "UHF handicap" in reception and tuning. Dr. Park notes that the conversion of receivers from VHF-only to all-channel will soon be complete, and that eventually those sets will have click-stop UHF tuners.

Furthermore, he says, many stations will increase their transmitting power in the years ahead. And cable, which puts UHF on the same technical footing as VHF, is continuing to spread.

"Perhaps, as the UHF handicap continues to decline," Dr. Park says, "the FCC's long-standing encouragement of UHF broadcasting will be dramatically vindicated by the emergence of a primarily UHF fourth network."

The study also indicates that in no case would the existing networks be threatened. Most conceivable fourth networks would be handicapped in their competition with the existing networks, Dr. Park notes."Certainly," he adds, "profits that are high enough to result in the formation of a fourth network are also high enough to keep the other three in business."

The economic model that Dr. Park constructed in preparing his report was based on the assumption that each network seeks to maximize its profits. He wanted to determine how much a network will spend on programming and how much audience it will attract, given its competition.

In contrast to some previous analyses, including one of his own, Dr. Park's new work does not assume expenditures for programming to be simply dependent on station revenue. Rather, his new model treats programming as a determinant of broadcast revenue. By showing better (more expensive) programs, he says, "a network can increase its audience share and hence its revenue"—at least up to a certain point. After that, the additional cost of the better programming exceeds the value of the additional audience.

Where does the point of profit maximization lie? That depends on a number of factors, according to Dr. Park—how many competing networks there are, what markets or portions of markets they cover, how attractive their programming is, and what revenue sources—in addition to or in place of advertisers—the various networks can tap.

Dr. Park's study, "New Television Networks," was prepared under a grant from the Markle Foundation.

New ABBE seeks greater management role for blacks

Group's Norford named president; broad program includes registration of minorities, annual awards, other advancement projects

Association of Black Broadcast Executives (ABBE) has been formed to foster the advancement of blacks into TV-radio management positions ("Closed Circuit," Dec. 3, 1973). The president is George Norford, vice president-general executive and director of Group W, New York. Other officers are David Hepburn, vice president, WNEW-TV New York, senior vice president; Stanley Robertson, vice president, NBC-TV, Los Angeles, vice president; Mal Johnson, director of community affairs, Cox Broadcasting Corp., Atlanta, secretary, and Tyrone Brown, vice president and general counsel of Post-Newsweek Stations, Washington, general counsel.

Board members are Theodore Jones, president, WORT(AM) Chicago; John Murray, corporate vice president, RKO General Broadcasting Co., New York; Paul Yates, president, Sheridan Broadcasting Co., Pittsburgh; William Diliday, general manager, WLBTV Jackson, Miss., and Elbert Sampson, director, public affairs, National Association of Broadcasters, Washington.

The immediate goals of ABBE are the establishment of a register of minority members equipped to move into management and executive positions; the creation of awards to be presented annually to broadcasters selected for significant achievement in advancing the cause of equality and to outstanding black performers and creative talent, and the use of ABBE members' influence to advance minorities into responsible positions on and off the air.

**Principals.** Officers and founders of the newly formed Association of Black Broadcast Executives, who met recently in New York with FCC Commissioner Benjamin Hooks (3d from r) are (l to r) Mr. Norford, Mr. Brown, Mr. Murray, Ms. Johnson and Mr. Hepburn.
Changing Hands

Announced

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

* KDRC-TV El Paso: Sold by Doubleday Broadcasting Co. to Evening Post Publishing Co. for $5,275,000. David G. Scribner is president of Doubleday, which also owns KRIZ(AM) Phoenix; KHQ-AM-FM Denver; KDWB(AM) St. Paul; KDEF-AM-FM Albuquerque, N.M.; KROD(AM) El Paso; KOSA-TV Odessa, KITE(AM) Terrell Hills and KEXL(FM) San Antonio, all Texas. Peter Manigault is president of Evening Post which has newspaper interests in Charleston, S.C., and also cable television franchise in Aiken, S.C. KDRC-TV is CBS affiliate on channel 4 with 61.7 kw visual, 6.8 kw aural and antenna height 1,150 feet above average terrain. Consultant: George W. Moore & Associates, Dallas.

* WLPM(AM)-WFOO(FM) Suffolk, Va.: Sold by Suffolk Broadcasting Corp. to Smiles of Tidewater Inc. for $1.3 million. Suffolk Broadcasting is owned by Edmund D. Baydush, Hynda Gerstenfelt, Marcia B. Shift and Marilyn D. Lane. Smiles of Tidewater principals are Norman J. Sutters, Durwood H. Godwin and James D. Davis who also own WRNC(AM) Raleigh, WBFS(AM) Spring Lake, WISP(AM) Kinston, WSML(AM) Graham, WSMY(AM) Weldon and WGAJ(AM) Elizabeth City, all North Carolina. Sale of WGAJ to Campbell Broadcasting Co. also has been announced (see below). WLPM operates full time on 1450 kHz with 1 kw day and 250 w night. WFOO is on 92.9 mhz with 50 kw and antenna height 500 feet above average terrain. Broker: Blackburn & Co.

* WGAI(AM) Elizabeth City, N.C.: Sold by Smiles of Elizabeth Inc. to Campbell Broadcasting Inc. for $330,000 (see above). A. Hartwell Campbell, president of Campbell Broadcasting also owns WGT(AM) Wilson, N.C. WGAI operates full time on 560 kHz with 1 kw day and 500 night. Broker: Blackburn & Co.

* WKRK(FM) Louisville, Ky.: Sold by WKRR Inc. to Stoner Broadcasting Systems Inc. for $725,000. Keith L. Reising is president of WKRK. Stoner Broadcasting, owned by Thomas H. Stoner, also owns KROK(AM)-FKMG(FM) Des Moines, Iowa; WNBF-AM-FM Binghamton, N.Y., and WNGT(AM) Huntington, W. Va. WKRK(FM) is on 106.9 mhz with 50 kw and antenna height 500 feet above average terrain. Broker: Blackburn & Co.

* WHCN(FM) Hartford, Conn.: Sold by Concert Network to Beck-Ross Communications Inc. for $500,000. T. Mitchell Hastings is president of Concert Network, publicly held corporation which also owns WBCN(FM) Boston. George H. Ross and Martin F. Beck are principals of Beck-Ross. They also own WBLI(FM) Patchogue and WGLI(FM) Babylon, both New York and WKM(AM)-WGMS(FM) Flint, Mich. WHCN(FM) is on 105.9 mhz with 20 kw and antenna height 740 feet above average terrain. Broker: LaRue Media Brokers, New York.

* WFKY(AM) - WKYW(FM) Frankfort, Ky.: Sold by Capital Broadcasting Corp. to Capital Communications Inc. for $450,000. William C. Clay is president of Capital Broadcasting. Sellers also own WBLR-AM-FM Greensburg, Ind., WMT-AM-FM Mt. Sterling, Ky. and recently announced sale of WDLM(AM) Delaware, Ohio. Anthony S. Ocepek, president of Capital Communications, has interest in WFPY(AM) Painesville and WHQK-AM Fern Lake, both Ohio stations full time on 1490 kHz with 1 kw day and 250 w night. WKYW(FM) is on 104.9 mhz with 3 kw and antenna height 260 feet above average terrain. Broker: Hamilton-Lands & Associates.

* WMOU(AM)-WXLQ-FM Berlin, N.H.: Sold by White Mountain Broadcasting Co. to Dean J. Slack for $250,000. White Mountain is owned by Robert Powell. Mr. Slack is general manager of WEZR(FM) Burlington, Vt. WMOU operates full time on 1230 kHz with 1 kw day and 250 w night. WXLO-FM is on 103.7 mhz with 10 kw and antenna height 160 feet above average terrain. Broker: Keith W. Horton Co., Elmirta, N.Y.

* WPDQ-AM-FM Portage, Wis.: Sold by Comstock Publishing Co. to Edward A. Robinson for $237,000. Comstock owns Comstock Publishing Co. Mr. Kramer was manager of WDXU(AM) Waupaca, Wis. WPDQ is daytimer on 1350 kHz with 1 kw. WPDQ-FM is on 100.1 mhz with 3 kw and antenna height 300 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 38):

* WDXX(AM) Clarksville, Tenn.: Sold by Clarksville Broadcasting Co. to Radio Station WDXX for $285,000. Clarksville Broadcasting is owned by National Bank of Commerce of Jackson, Tenn., as trustee of estate of late Inc. Mr. Robinson’s estate also includes WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris and WENU(AM) Union City, all Tennessee, and WCM(AM) Corinth, Miss. (applications for assignment of all stations are pending). Jack Mayer, general manager of WDXX, owns Radio Station WDXX. WDXX is daytimer on 540 kHz with 1 kw.

* WPIS(AM) Ticonderoga, N.Y.: Sold by Ticonderoga Community Service Broadcasting Corp. to Motsinger Communications Inc. for $210,000. Philip Spencer is president of Ticonderoga. Purchaser John K. Motsinger is announce at WPTW. WPIS is daytimer on 1250 kHz with 1 kw.

Raleigh AM called on carpet

WLLR(AM) Raleigh, N.C., is facing revocation of its license. The FCC has ordered a hearing to determine if the station engaged in fraudulent schemes, in connection with its advertising practices, and in fraudulent billing activities. The commission said that if information it has on those matters is substantiated, it
would warrant refusal to grant a license renewal and would raise serious questions as to WLLI Inc.'s qualifications to be a licensee. In ordering the hearing, the commission also said that a fine of up to $10,000 could be imposed if the hearing record does not warrant issuance of a revocation order.

**FCC relights fire under Overmyer case**

**Issue tossed back to Judge Sharfman to resolve six-year-old charges in connection with sale of five UHF's**

The FCC review board has remanded to the administrative law judge the six-year-old proceeding involving applications for transfer of five UHF permits from D. H. Overmyer Communications Co. to AVC Corp. Additional findings centering on a misrepresentation issue against Mr. Overmyer will be weighed by Judge Herbert Sharfman (BROADCASTING, May 7, 1973).

The original transfer agreement which was approved in 1967 involved KEMO-TV San Francisco; WECO-TV (now WPGH-TV) Pittsburgh; WSCO-TV (now WXXI-TV, owned by Metromedia Inc.) Newport, Ky.; WSMO-TV (now WATL-TV) Atlanta and WXKO-TV Rosenberg, Tex. Daniel H. Overmyer, the corporation's principal owner, still retains WDHO-TV Toledo, Ohio.

Consideration for the transfer was 80% of Mr. Overmyer's expenses or $1 million, whichever was less.

Congressional hearings on the transfer raised questions about Mr. Overmyer's estimate of its out-of-pocket expenses. Without setting aside the transfer, the commission opened hearings on the alleged misrepresentations.

In an initial decision last May, Judge Sharfman ruled that Mr. Overmyer failed to corroborate the expense estimate but that he was neither finding Mr. Overmyer guilty of making false statements nor innocent of any intention to deceive.

The commission's Broadcast Bureau, however, felt that this decision skirted the central issue. Because Mr. Overmyer was still a licensee in Toledo, the bureau said that the character qualification issue of whether Mr. Overmyer misrepresented his expenses could not be left unresolved.

Mr. Overmyer filed a petition last October requesting that the proceeding either be terminated or that the case be remanded to Judge Sharfman to resolve the misrepresentation issue. In response, the review board agreed to remand the case to Judge Sharfman since the resolution will require character and credibility judgments of the witnesses and Judge Sharfman has already had opportunity to evaluate the parties involved.

---

**EXCLUSIVE WEST**

*Ideal For Owner-Operator*

Excellent non-directional daytimer and Class C FM combination in university city.

Price of $375,000 includes real estate.

Terms available.

Contact John H. Bone, San Francisco office.

---

**Media Briefs**

They did it. Two broadcasters indicted by federal grand jury forbugging office of Kennard Hawkins, general manager of WJMO(AM) Cleveland Heights, Ohio (BROADCASTING, Oct. 1, 1973), have pleaded guilty to one count of bugging. Morris Paul Schechter (professionally known as Van Lane), WJMO vice president and sales manager, and John Harvey Rees, engineer at WRC(AM) Washington, face sentences of up to one year in jail, fines of up to $10,000, or both. Sentencing is being delayed pending completion of probation report. Frederick M. Coleman, U.S. attorney for Northern District of Ohio, said it was still unclear whether bugging incident, in fall of 1972, was related to renewal hearing in which WJMO's license is at stake.

Help wanted. Women. FCC has instructed three Massachusetts stations to increase their efforts to employ females in top positions. WHYN-TV and WWLP-TV, both Springfield, and WSBK-TV Boston were directed to submit list of local women's groups they will consult when filling positions in upper four job categories (officials and managers, professionals, technicians and sales personnel). Commission said there was no indication any of three stations discriminated against women but additional affirmative action was needed.

Net yet. FCC refused to approve plan for financing and participation by Alvin Korngold in operation of KPHX(AM) Phoenix while application to transfer 50% of station to Mr. Korngold is still pending. KPHX present owner, Melvin Himmelstein, said station had suffered heavy losses, and without "immediate infusion of cash," it would be forced to shut down. Commission replied that Mr. Korngold's furnishing of funds and proposed involvement in station's operation represented premature transfer of control in violation of commission rules.

Superlatives. Noncommercial WHYT-TV Philadelphia completed 1973 with longest and most lucrative on-air sponsorship raising drive of its history. On 16 evenings, station raised total of $47,537 in pledges from 2,585 viewers, to help offset increased 1973 operating costs.

Working for women. National Association of Educational Broadcasters is implementing new informational service for women in communications. Program includes resource center through which female NAEB members will be able to locate women knowledgeable in numerous subjects for consultation. Project is headed by NAEB Program Officer Mary Lynn Moody, who has been given additional title of coordinator of women's activities for the organization.

Short renewal and fine. Administrative Law Judge Basil P. Cooper has issued initial decision recommending that WCVI(AM) Connellsville, Pa., be renewed for only one year and that WCVI stockholder Bernard Skorn be fined $5,000 for double-billing practices. Other issues, including alleged fairness doctrine violations and failure to make program logs available for public inspection, brought against WCVI by Connellsville citizens group, were resolved in favor of station.

Blacks want to revive U. Hudson Broadcasting, Inc., recently formed black-owned company, has filed application with FCC
to acquire license of now-dark WMCV-TV Nashville (Broadcasting, Sept. 24, 1973). Station's assets and right to apply for license were purchased by Hudson from Music City Video Corp. for $60,000 in bankruptcy proceeding. Hudson, headed by Robert D. Hudson and James E. Lawson, expect to begin operations on channel 17 within 90 days of commission approval making it candidate for first black-owned station to go on air. Another black-owned group, WOPR Inc. has been granted construction permit and plans to begin broadcasting on Detroit's channel 20 sometime this year.

Latest in Tenafly. New communications consulting firm has been formed by Tom McMahon, formerly associated with Oliver Treyz at TV Advisors Inc., New York. Tom McMahon and Associates, P.O. Box 261, Tenafly, N.J. 07670; telephone (201) 567-8421.

Heading south. Edwin Tornberg & Co., media brokers, has relocated its Eastern offices from New York to Suite 1150, Chevy Chase building, 5530 Wisconsin Ave., Washington 20015; telephone; (310) 652-3766. Western office remains at P.O. Box 218, Carmel Valley, Calif. 93924.

On both coasts. KDAY (AM) Santa Monica (Los Angeles), Calif., and WRAP (AM) Norfolk, Va., joined Mutual Black Network last Tuesday (Jan. 1). MBN affiliates now total 83.

'Enemies' list gets slim pickings from broadcasting's ranks

In White House roster made public by committee studying IRS involvement, no broadcast journalists make the roll; only one industry executive is named

Although journalists, particularly those from broadcasting, have long been regarded as the bane of the Nixon administration, none from any media was represented on a list of 490 "enemies" whose tax returns the White House is said to have asked the Internal Revenue Service to give special scrutiny.

The names of a number of broadcast journalists who appeared on "enemies" lists that former White House counsel John Dean III turned over to the Senate Watergate Committee in June (Broadcasting, July 15) did the names of some advertising agency executives and others in and around the edges of broadcasting.

These, too, were missing from the list that Mr. Dean referred to IRS in September 1972. The list was made public by the Joint Committee on Internal Revenue Taxation after a six-month investigation, which convinced it that former IRS Commissioner Johnnie M. Walters, acting under instructions from Treasury Secretary George P. Shultz, ignored the White House request. According to Mr. Walters' testimony, Mr. Dean said that John D. Ehrlichman, then domestic affairs adviser, wanted IRS to "see what type of information could be developed" on those named.

But the list contained names of some interest to those in broadcasting—excluding the name of one broadcasting, one-listener, town; Stimson Bullitt, of Seattle, president of King Broadcasting Co. Also on the list were Norman Lear, of Beverly Hills, one-half of the production company of Tandem Productions; Robert B. Chote, of Washington, consumer advocate and chairman of the Council on Children, Media and Merchandising, and Charles Benton, of Evanston, Ill., an executive with Encyclopedia Britannica Films, outgoing president, background of National Citizens Committee for Broadcasting and active in the citizen movement in broadcasting in Chicago.

The list also contains the names of some stars of theatrical films—Paul Newman and his wife Joanne Woodward, Gene Hackman, Burt Lancaster, and Shirley MacLaine—and musician Herb Alpert.

A member of the staff of the joint committee said the committee had no idea on the White House used for constructing the "enemies" lists, either the one that was made public last June or the one that Mr. Dean turned over to IRS.

However, many of those on the second list were supporters of Senator George McGovern (D-S.D.), the Democratic presidential candidate in 1972. They included Lawrence O'Brien, former chairman of the Democratic National Committee, and McGovern's campaign aides, Frank Mankiewicz and Gary Hart.

Catch-up ball. The FCC omitted the following information in its release last month of 1972 radio financial data, which were published in the Dec. 31 Broadcasting.

Network broadcast expenses* (in thousands of dollars)

<table>
<thead>
<tr>
<th>General Expenses</th>
<th>Amount*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical expenses</td>
<td>$2,381</td>
</tr>
<tr>
<td>Program expenses</td>
<td>27,388</td>
</tr>
<tr>
<td>Salaries, wages and bonuses of officers and employees engaged in following categories: Technical</td>
<td>$2,229</td>
</tr>
<tr>
<td>Program</td>
<td>$7,094</td>
</tr>
<tr>
<td>Selling</td>
<td>3,032</td>
</tr>
<tr>
<td>General and administrative</td>
<td>2,437</td>
</tr>
<tr>
<td>Total (all officers and employees)</td>
<td>14,790</td>
</tr>
<tr>
<td>Depreciation of tangible property</td>
<td>496</td>
</tr>
<tr>
<td>Amortization on programs obtained from others</td>
<td>198</td>
</tr>
<tr>
<td>Feature film shown or expected to be shown in U.S. theaters</td>
<td>198</td>
</tr>
<tr>
<td>All other fees</td>
<td>216</td>
</tr>
<tr>
<td>All other programs</td>
<td>198</td>
</tr>
<tr>
<td>Records and transcription</td>
<td>30</td>
</tr>
<tr>
<td>Music license fees</td>
<td>7,113</td>
</tr>
<tr>
<td>Other performance or program rights</td>
<td>7,113</td>
</tr>
<tr>
<td>Cost of Intercity telephone relay circuits</td>
<td>7,113</td>
</tr>
<tr>
<td>Total expense for news and public affairs</td>
<td>23,242</td>
</tr>
</tbody>
</table>

* CBS, MBS, NBC and ABC's AM networks and 1 FM network.

Cablecasting

Get-together by CPI and Viacom is latest to be called off

Merger fizzles due to economic forces in cable industry, say firms, and not because of any Justice antitrust threat

The cable industry was dealt another serious blow last week with the announcement that the proposed $62-million merger of Communications Properties Inc., Austin, Tex., into Viacom International Inc., New York, has been terminated. The reason behind the action, as reported in a conciliatory statement from Viacom, was identical to the explanation given by LVO Cable Inc. two weeks ago for the collapse of that firm's merger into Cox Cable Communications—"adverse economic conditions." In contrast to the Cox-LVO affair (Broadcasting, Dec. 31), officials of both Viacom and CPI emphatically denied that the antitrust climate at the Justice Department regarding major cable combinations had anything to do with the demise of their transaction. Sources close to the Cox-LVO deal had disclosed that Justice's failure to pass judgment beforehand on the legality of that transaction was a major consideration in calling it off. CPI had made data relating to their proposed merger available to Justice at the department's request last November (the deal was announced in August); no word had come from Washington prior to last week's announcement.

It was, instead, the declining market in cable stocks generally—and in Viacom and CPI securities specifically—which led to last week's action. When the merger was first reported in August, Viacom's stock was trading on the New York Stock Exchange at approximately $10 per share; CPI common was being sold over the counter at around $5. As of last week, the value of a Viacom share was fluctuating around $7; CPI securities were trading at just above $2.

What happened in the interim is somewhat of a mystery to Viacom Chairman Ralph Baruch. "What hurt the entire industry is the Teleprompter problem," he noted last week, adding, however, that the particular hardships experienced by that company are not indicative of the situation at Viacom, which remains a profitable operation. "We're very optimistic about our future," Mr. Baruch said. But Mr. Baruch and other cable executives queried last week noted sadly that the skepticism that Teleprompter's corporate troubles inspired on Wall Street has apparently had an adverse effect on industry investments in general. For these things are a matter of "a number of reasons," said CPI Vice President Ben Conroy. "Established companies like our- selves have to look at a number of things." Included in that regard, Mr.
Conroy noted, are the capital requirements associated with a combination of two corporate entities in a business which requires substantial funding, and status of interest rates and marketing conditions. In the case of Viacom and CPI, those conditions were not conducive to merger.

The termination of the two mergers underscores what could become a significant problem for the industry. "I think that for any companies that are active in the big markets," Mr. Conroy said, "it's a paradox." Cable firms need a broad capital base in order to proceed with the wiring of extensive franchise areas, he noted. But the most expeditious—and in the case of some cable firms, the only way to achieve that base at present is to combine resources. If the business environment does not permit such developments, observers note, growth must be retarded. And while there is ample incentive in the cable industry to engage in combinations (four mergers of cable companies were contemplated within the past year), there are also significant obstacles standing in the way of that process.

In 1973, seven of the top dozen multiple system operators were involved in merger proposals. Cox Cable agreed to merge with American Television & Communications. Cypress Communications reached a similar agreement with Warner. Cox wanted to absorb LVO. CPI agreed to combine with Viacom. Of those proposals, only the Cypress-Warner transaction was effective.

In the case of the Cox-LVO agreement, adverse conditions on Wall Street and a generally downbeat financial climate in the industry were as much a negative factor as they were with the Viacom-CPI situation. In the four months between the time that Cox-LVO was announced and the time it was canceled, the price of a single share of Cox Cable stock declined by nearly $10—from $17 in early September to about $7.50 in late December. (Interestingly, Cox common climbed on the market last week to 9¼.) LVO Cable in the same period dipped from 2¼ to 1¼ (last week it stood at 2¼). "I'm afraid we've gone through the same kind of thing," said CPI's Mr. Conroy.

One difference between the pitfalls encountered by the principals of the two ill-fated mergers, however, is that while the Justice Department's silence was directly attributed to the fall of the Cox-LVO deal, the Viacom-CPI collapse was apparently based entirely on market considerations. Cox Cable was known to have sounded out the department regarding its attitude toward their merger before the transaction was formally announced. They also filed an official letter of intent to merge and, according to a well-informed source, had been given the understanding that the matter could be dealt with "very expeditiously." But four months later, the source said, Justice "had not given any indication of any type or kind" as to which way it would go. "We couldn't stand and wait with one foot in the air," he complained. "It's horrible to be standing in a state of suspended animation. If two companies cannot combine into economically viable units, they lose a lot of favor among the investing public."

In contrast, Mr. Conroy reported, CPI and Viacom "had little or no contract with Justice." The termination, Mr. Baruch echoed, "had absolutely nothing to do with Justice."

For Cox's and LVO's part, while the immediate possibility of merging is nil, the prospect of doing so under a more favorable economic climate is still alive. "We're keeping the door open," said LVO Chairman Wayne Swearingen. In the meantime, Cox and LVO are negotiating for possible joint cable operations in markets where LVO now holds unbuilt franchises. Mr. Swearingen cited several locations where such a move is being contemplated, including Tulsa, Okla. (LVO's headquarters city); Boise, Idaho; Columbia, S.C., and Chattanooga. "Any or all of these might be done," he said.

CPI and Viacom have no such immediate plans. Regarding the possibility for future joint efforts, Mr. Conroy reported that "has not been talked about. We'll probably be going our way and they'll go theirs."

**Cox Cable in Saginaw**

Cox Cable Communications, Atlanta, announced last week it would increase its holdings in Saginaw (Mich.) Cable TV Co. to 95% through acquisition of the respective 31¼% interests of Century Cable Communications and Continental Cablevision for a total of approximately $1.8 million in cash and notes.

Henry W. Harris, Cox Cable president, said the agreement is subject to FCC approval of transfers of microwave permits. The Saginaw system, which commenced service last May, currently has more than 6,500 subscribers and when completed next spring will have approximately 370 miles of plant passing 39,000 homes.

In a separate transaction Cox Cable agreed to acquire Century Cable Communications' CATV franchise for Owosso, Mich., a town of about 5,400 homes 30 miles from Saginaw. The system is under construction but not yet in service.

Cox Cable currently serves more than 310,000 subscribers in 34 wholly or partially owned systems in 15 states.

**Little cables want to be thought of differently when copyright comes up**

Small, independent cable operators are so concerned with the bite out of their revenues that would result from impending copyright legislation that they are now talking of being categorized, at least for regulatory purposes, as a separate industry apart from the cable television business.

That concern was emphasized by Kyle Moore, president of the five-month-old CBS Laboratories Mark III image enhancer is preferred by most TV stations. Because it sharpens both vertical and horizontal detail automatically, and improves picture resolution as well as color fidelity. The Mark III, with unique "crispened-comb" filter, separates chrominance from luminance, providing sharper contrasts with more defined picture detail. Available for all monochrome and color cameras. From CBS Laboratories, of course.

CBS LABORATORIES
A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905.
Departed. Sol Schildhause, chief of FCC's Cable Television Bureau, has severed connections with commission in all but technical sense. He went on leave Dec. 28 pending completion of processing of his application for disability retirement. David Kinley, deputy chief of bureau, is now acting chief and is expected to be named chief (BROADCASTING, Dec. 17, 1973).

Last step in Louisville. Official of Communications Properties Inc., Austin, Tex., reports that filing of application with FCC for certificate of compliance to cover CPI's newly acquired cable franchise in Louisville, Ky., is "imminent." River City Cable, majority of which is owned by CPI, formally accepted Louisville city council's offer of franchise on Nov. 28.

Cable and college. CATV's impact upon institutions of higher learning will be theme of invitational conference scheduled for Dallas's North Park Inn Jan. 29-31. Meeting, sponsored jointly by Cable Television Information Center and EDUCOM educational testing service, is designed for educators from broad range of institutions. Featured speakers will include Stanford University President Richard Lyman, Ralph Dungan, New Jersey chancellor of higher education, and Lloyd Morrisrett, president of John & Mary Markle Foundation (which is supporting event jointly with National Science Foundation).

Cableman. Avtel Corp., Glen Head, N.Y., reports installation of its Digital automatic cassette programing system has been completed at several cable systems in Guam and California, and in Hilton hotels nationwide. System, which originates programming automatically, consists of several cassette playback units. Preset cue signals provide for automatic play and stop functions. Avtel says system is similar to automation systems prevalent in FM radio. Complete one-channel system installation runs $7,000.

Allowed in. FCC has granted permission to Public Utilities Commission of Ohio to intervene in pole-attachment proceeding (Dockets 16928, et al.). In proceeding, commission asserted jurisdiction over pole-attachment and conduit agreements for cable-television use, where local jurisdictions had not acted, and offered interested parties opportunity to reach agreement on such arrangements. Ohio PUC said it wanted to participate in order to assert its jurisdictional and regulatory powers over telephone, electric and common-carrier utilities in Ohio.

To Aloha. GTE Sylvania CATV equipment division said it will supply equipment for cable system presently under construction for Oceanic Cablevision Inc. on island of Oahu, Hawaii. System, set for completion later this year, will eventually have 650 miles of cable plant.

Watching by wire. Tocom Inc., Dallas, says it has signed $3-million contract with Sentry Security Co., Hallandale, Fla., for installation of former's computer controlled communications system. Facility will be used on channel leased from Lauderdale Lakes, Fla., cable system, to provide home security and other services to some 18,000 residents of area condominiums.

Building. Oak Industries Inc., Crystal Lake, Ill., is constructing additional facilities for manufacture of its line of CATV equipment. Plant, which eventually will cover 50,000 square feet and employ 700 persons, is adjacent to Oak's development laboratories at Fitchburg, Wis. Facility will complement firm's current plant at Elkhorn, Wis.

NCTA will talk music. In response to Broadcast Music Inc. President Edward Cramer's announcement that organization will seek to collect royalties for cable use of BMI-licensed music (BROADCASTING, Dec. 10), National Cable Television Association has asked its music committee to hold discussions with licensing interests soon. NCTA Vice President Wally Briscoe said "it's entirely appropriate" at this time to hold talks with BMI, as well as American Society of Composers, Authors and Publishers, and SESAC on problem. He noted, however, that cable industry has had "gentleman's agreement" with music-licensing interests for years that cable has liability for music it presents, and that payments should be negotiated in accordance with time frame required for resolution of other cable-copyright questions. Mr. Briscoe said he wasn't sure whether music agreement could be reached before copyright legislation is enacted. ASCAP sources reported that they had some talks with NCTA's copyright committee, but do not expect further action before resolution of CBS-Teleprompter cable-copyright suit. Supreme Court decision is expected in few months.

Alterations. Vikoa Inc., parent of multiple-owner Continental CATV Inc., New York, has agreed to sell three cable systems in New York and New Jersey for estimated $2.8 million. Company has purchased three West Virginia systems for total of about $360,000. Vikoa's systems in Peekskill (about 3,000 subscribers) and Haverstraw (4,500), both New York, and Burlington-Willingboro, N.J., will go to Trancable Inc., new Fort Lee, N.J.-based firm headed by George W. Green. Deal is expected to be closed by end of month. Vikoa has acquired two systems serving Cameron (425 subscribers) and Glendale (674), both West Virginia, from Edwin Haines. Kimball, W. Va., operation comes to firm from J. L. Cruise. Vikoa systems already serve 14 West Virginia communities. Company now is in 63 towns in 10 states.

Cable Briefs

Departed. Sol Schildhause, chief of FCC's Cable Television Bureau, has severed connections with commission in all but technical sense. He went on leave Dec. 28 pending completion of processing of his application for disability retirement. David Kinley, deputy chief of bureau, is now acting chief and is expected to be named chief (BROADCASTING, Dec. 17, 1973).

This appears as an announcement only

Radio station KXOL-AM Ft. Worth, Texas was recently sold through the brokerage services of R. Miller Hicks & Company 1011 West 11th Street Austin, Texas 78703 (512) 477-2425

Norman Fischer Manager Communications Department

Broadcasting Jan 7 1974

RADIO STATION KXOL-AM FT. WORTH, TEXAS was recently sold through the brokerage services of R. MILLER HICKS & COMPANY 1011 West 11th Street Austin, Texas 78703 (512) 477-2425

Norman Fischer Manager Communications Department
Nix on pix. Canadian Radio-Television Commission has ruled that locally originated feature-film showings on cable systems do not “give priority to local community participation.” Accordingly, commission won’t allow them, except Nix on pia. Canadian Radio-Television between The National Cable Television Association’s choice of cable franchisee, (Broad-casting, Nov. 12), two local firms that were initial contenders have reapplied for franchises. Greater Houston CATV, which is council’s choice first time around, and Gulf Coast Cable Television have formally submitted bids for non-exclusive contracts. They didn’t specify areas of city they intend to serve.

Building an ideal. National Cable Co., subsidiary of LVO Cable, is constructing “model” cable system to serve East Lans- ing, Mich., including Michigan State University, System, which will include 86 miles of dual-trunk cable, will offer 26 channels initially, 36 eventually. Ten broadcast signals will be carried as well as 23 FM channels, planned automatic fire and burglar alarm system, several instructional and program-originating channels, advertising and leased-channel capacity. Construction is to be completed in spring.

Pay-cable additions. Home Box Office Inc. reports it is supplying motion pictures, sports and special events for pay-h TV channels on systems in Endicott, Vental and three other communities in Binghamton, N.Y., area. Systems are owned by Pioneer Cablevision, Binghamton. HBO now serves 14 cable sys- tems in Pennsylvania and New York.

Sitting up late with a distant signal

NCTA asks FCC to move on rulemaking that would allow cables to import duplicated signal into market when local outlet signs off

The National Cable Television Associa- tion has urged the FCC to adopt a rule- making proposal by which cable systems would be permitted to import signals of distant TV stations which operate after the local station has signed off. Existing commission rules prohibit systems from importing into the local market the signal of a distant station which duplicates pro- gramming of a more significantly viewed local outlet.

The proposal advanced by NCTA last week would ostensibly conform to that requirement in that the additional im- ported signal would be carried only be- tween the time that the local station signs off and signs on. The plan has attained greater significance in light of recent experiments at several major market tele- vision stations with all-night operation. Several Metromedia Inc. stations now engage in this practice one or more times per week, for instance.

The original proposal was submitted to the commission late last year by Davis Communications Inc., a Decatur, Ga.-based cable operator. Davis contended that no adverse economic impact on the part of the local station could be shown if the plan were put in effect. The propo- sal also asserted that no FCC certifi- cate of compliance would be necessary in order to implement late-night carriage.

NCTA maintained last week that the commission should make “every effort” to permit cable operators “to provide greater time and program diversity” when their is no prospect of economic harm to the local broadcaster. The association said “propriety” would serve “as a means of providing television to viewers presently disenfranchised be- cause of their living or occupational schedules.”

Citizen group charges there’s something rotten in Philadelphia cable

At hearing on state-regulation bill, legislators hear allegations of violations of franchise agreements

Pennsylvania state legislators are investigat- ing citizen charges of impropriety on the part of firms holding Philadelphia’s six cable franchises and claims that city government is doing nothing about the situation. Members of the Philadelphia Community Cable Coalition have told a legisla- tive committee that the state must move to check into Philadelphia cable activity, because the city will not. A hearing, called to investigate a pending bill that would create a system of state cable regulation, was also attended by representatives of the three firms holding franchises in the state—Comcast Corp., Jerrold and Triangle Publications—which decreed the state plan to regulate cable.

Lois Brown, a member of the cable coalition and president of Metrotel Com- munications Inc. (which wants a Phila- delphia franchise if one becomes available), told the legislators that the group had been “totally frustrated” in efforts to get city officials to look into the city cable situation. The group con- tends that trafficking of franchises has been rampant. Philadelphia granted six franchises in 1966. Only one firm, Tele- systems Inc., has been building a plant. Miss Brown cited one alleged violation of a franchise provision prohibiting owner- ship transfer without city approval—the sale of Jerrold interest to Sammons Com- munications in 1971. The coalition said at least two other franchisees have sec- retly followed that route. A scheduled city witness did not appear at the hearing and a spokesman for Mayor Frank Rizzo said the city would not supply data until hear- ings reconvene this month in Harrisburg.

Broadcast Advertising.

NARB promises close watch over energy ads

Board’s intent spelled out in reply to query from Senator McIntyre

National Advertising Review Board Chairman Edwin D. Etherington indicated his organization will comply with the spirit, if not the letter, of a call from Senator Thomas J. McIntyre (D-N.H.) for an advertising policy on matters related to energy.

In a letter responding to earlier corre- spondence from the senator, Mr. Ether- ington indicated that a consultative panel appointed in April to explore energy advertising and environmental matters would research the question. But Mr. Etherington also defined the boundaries of that exploration:

"It is not the purpose of our self-regu- lation program, any more than it appears to be the purpose of the Congress, to establish a censorship program or a blank- ket prohibition against advertising by type or source," Mr. Etherington explained. "It is our purpose to foster the high- est standards of truth and accuracy in national advertising and to heighten the awareness of advertisers and their agen- cies of practices that may be contrary to the public interest."

In his letter to the NARB, Senator McIntyre had expressed concern over cer-
taining company advertisements, specifically a Mobil Oil Co. TV commercial which the NARB chairman has since, through attorney and steering committee member Benny L. Kass, referred to the National Advertising Division of the Council of Better Business Bureaus.

According to an NARB source, no report from the panel appointed to investigate the general energy crisis issue as it affects advertising is expected for at least three months.

**More for the money if the message is right**

To encourage its advertisers to promote energy conservation, KETV (Omaha) is offering extra exposure for commercials that "contain direct, helpful advice to help reduce the energy crunch."

Kenneth H. James, president, made the offer in letters sent to some 750 national advertisers and their agencies, and he extended it to local and regional advertisers.

He said last week the plan was getting prompt and favorable attention but that it was too early to judge what the actual response would be.

"This is not a cute way of giving bonus spots," Mr. James asserted. Rather, he said, KETV sees it as a new way—in addition to public service announcements and news coverage—of spreading word of the importance of conserving energy. He said KETV would work closely with advertisers and their agencies to make sure their messages meet the requirement of "direct, helpful advice" before additional exposure is granted.

"The offer is open to advertisers who "now have or are soon to have a major schedule on KETV," but Mr. James said "major" would not be defined in dollars alone. "If an advertiser has only $150 to spend and wants $100 of it into this type of message," he said, "that's certainly a major expenditure for him."

Mr. James said there was no formula specifying how many extra exposures a qualifying commercial might be given. In general the plan is to schedule them in periods other than those ordered by the advertiser in order to reach as many different viewers as possible.

**Mogul: Upgrade fees to reps, agencies for radio placements**

Broadcasters also urge national campaign to promote aural medium

An increase in the compensation rate for national advertising agencies and station representatives handling radio has been proposed by Emil Mogul, executive vice president of Screen Gems Radio Inc., as the first step toward enhancing radio's competitive position.

He told a group at his annual end-of-year luncheon in New York late last month that "there is nothing sacred about the 15% commission" and urged it be raised to 17½%.

Mr. Mogul noted that it takes an equal effort to make a buy on radio or on television, and buyers have a tendency to place their orders on TV because of the economics involved.

He also recommended that the station fee be raised, though he didn't mention a specific percentage. He reasoned that reps would be able to provide improved research and sales promotional material work with the added compensation.

Mr. Mogul also said the radio industry should launch a national advertising campaign in leading trade and financial publications to herald radio's role as "an effective sales tool equal and perhaps superior to any competitive medium."

**TVB bringing it back**

A repeat performance of "Challenge of Change—74," a three-hour, five-screen color presentation on survival in times of tough selling, first shown at the Television Bureau of Advertising's annual meeting (Broadcasting, Dec. 3), has been set by TVB for Jan. 14 at the Americana Hotel in New York, starting at 9 a.m. Featured participants, as at the annual meeting, include Dr. Mortimer Feinberg, management consultant and business psychologist, and TVB President Norman E. Cash. Tickets, $25 each, also cover a continental breakfast at 8:30 a.m.

**Business Briefs**

Winging right on. Bankers Life and Casualty Co., Chicago, has renewed sponsorship of Paul Harvey News on ABC Radio, and begins its 23rd consecutive year of association with five-minute program. Bankers Life's sponsorship runs through December 1974 and includes announcements on 8:30 a.m. editions of Paul Harvey News on Monday, Wednesday and Friday and 12:30 p.m. broadcasts on Tuesday, Thursday and Saturday. Agency is Marshall John/Action Advertising, Northbrook, Ill.
Colvin on his own. William B. Colvin, whose sales and sales management training sessions for the Television Bureau of Advertising have attracted close to 2,000 salesmen and sales executives since he initiated them 10 years ago, is resigning as TVB vice president for member training to enter business for himself in the direct mail field from home and headquarters in Lancaster, Pa. TVB President Norman E. Cash said the decision "adds new urgency to our continuing efforts to find alternative training methods" and that TVB is looking for "another Bill Colvin." Mr. Colvin joined TVB in 1955 as one of its first employees.

Medium's message. Winners have been named in 'Pro-TV' contest, competition sponsored jointly by Television Information Office and Broadcasters Promotion Association for PSA's designed to demonstrate how broadcast industry serves its audience. Winners were selected in two categories, general and station-related spots. In first category (general, reaching 300,000 homes or more) were: WBAP-TV Knoxville, Tenn., first place; WCBB-TV Boston, second. Awards in the general category, under 300,000 homes included: WCSC-TV Charleston, S.C., first, and WREX-TV Rockford, III., and WBBM-TV Binghamton, N.Y., both honorable mention. In station-related category, awards went to WBFC-TV Greenville, S.C., first, and KNBC(TV) Los Angeles and WAVE-TV Louisville, Ky., both received honorable mention.


Moving. Atlanta staff of Avco Radio TV Sales moved Jan. 1 to new offices: 1819 Peachtree Road N.E., Atlanta 30309.

Don't short the customer. KFV(AK) Modesto, Calif.'s failure to broadcast commercials paid for by advertisers has brought letter of reproof from FCC. During October 1972 field investigation FCC found that KFV failed to broadcast all announcements in three advertising packages sold in 1971 and 1972. Packages had been sold by independent contractors who collected in advance and KFV issued no invoices. Although there was no evidence that discrepancies were authorized or permitted by KFV, the commission said, the fact that they were substantial and owed over long period of time indicated "a lack of licensee responsibility." At same time, FCC sent letter to all licensees, warning that where "a pattern of partial or nonperformance of advertising contracts is found, resulting from either willfulness or lack of adequate supervision or control, serious questions will be raised as to the licensee's qualifications . . . and appropriate sanctions or hearings will be ordered."

### BAR reports television-network sales as of Nov. 25

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Nov. 25</th>
<th>Total dollars week ended Nov. 25</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>116</td>
<td>843,500</td>
<td>3,598</td>
<td>$ 23,126,200</td>
<td>$ 21,934,900</td>
</tr>
<tr>
<td>Mon-Fri 10 a.m.</td>
<td>958</td>
<td>14,446,600</td>
<td>43,919</td>
<td>362,269,100</td>
<td>337,085,100</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>313</td>
<td>7,542,000</td>
<td>13,293</td>
<td>200,192,500</td>
<td>196,429,000</td>
</tr>
<tr>
<td>Mon-Fri 6-7 p.m.</td>
<td>116</td>
<td>3,444,900</td>
<td>4,480</td>
<td>91,255,000</td>
<td>83,370,600</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>12</td>
<td>411,900</td>
<td>636</td>
<td>15,662,700</td>
<td>14,270,500</td>
</tr>
<tr>
<td>Sunday</td>
<td>398</td>
<td>28,005,200</td>
<td>18,429</td>
<td>996,562,300</td>
<td>876,807,500</td>
</tr>
<tr>
<td>Mon-Fri 7:30 p.m.-11 p.m.</td>
<td>116</td>
<td>3,444,900</td>
<td>4,480</td>
<td>91,255,000</td>
<td>83,370,600</td>
</tr>
<tr>
<td>Mon-Fri 11 p.m.-Sign-off</td>
<td>176</td>
<td>3,341,700</td>
<td>7,673</td>
<td>120,190,200</td>
<td>96,079,800</td>
</tr>
<tr>
<td>Total</td>
<td>2,089</td>
<td>$58,035,800</td>
<td>92,028</td>
<td>$1,809,256,000</td>
<td>$1,626,897,400</td>
</tr>
</tbody>
</table>

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

### BAR reports television-network sales as of Dec. 2

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Dec. 2</th>
<th>Total dollars week ended Dec. 2</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>102</td>
<td>587,100</td>
<td>3,701</td>
<td>$ 23,713,300</td>
<td>$ 22,514,200</td>
</tr>
<tr>
<td>Mon-Fri 10 a.m.</td>
<td>1,020</td>
<td>9,333,000</td>
<td>44,939</td>
<td>371,602,100</td>
<td>346,616,300</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>320</td>
<td>7,300,800</td>
<td>13,613</td>
<td>207,493,300</td>
<td>202,563,400</td>
</tr>
<tr>
<td>Mon-Fri 6 p.m.-7:30 p.m.</td>
<td>1</td>
<td>2,777,800</td>
<td>4,580</td>
<td>94,032,800</td>
<td>85,673,900</td>
</tr>
<tr>
<td>Sunday</td>
<td>12</td>
<td>400,800</td>
<td>648</td>
<td>16,063,500</td>
<td>14,589,800</td>
</tr>
<tr>
<td>Mon-Fri 7:30 p.m.-11 p.m.</td>
<td>389</td>
<td>26,966,800</td>
<td>18,818</td>
<td>1,023,529,100</td>
<td>900,907,600</td>
</tr>
<tr>
<td>Mon-Fri 11 p.m.-Sign-off</td>
<td>171</td>
<td>3,179,400</td>
<td>7,845</td>
<td>123,369,600</td>
<td>98,700,600</td>
</tr>
<tr>
<td>Total</td>
<td>2,114</td>
<td>$50,545,700</td>
<td>94,146</td>
<td>$1,859,803,700</td>
<td>$1,671,785,800</td>
</tr>
</tbody>
</table>

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

### BAR reports television-network sales as of Dec. 9

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Dec. 9</th>
<th>Total dollars week ended Dec. 9</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>88</td>
<td>523,300</td>
<td>3,790</td>
<td>$ 24,236,600</td>
<td>$ 23,111,000</td>
</tr>
<tr>
<td>Mon-Fri 10 a.m.</td>
<td>989</td>
<td>8,711,000</td>
<td>45,929</td>
<td>380,313,100</td>
<td>354,687,600</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>309</td>
<td>7,417,100</td>
<td>13,925</td>
<td>214,910,400</td>
<td>208,506,500</td>
</tr>
<tr>
<td>Mon-Fri 6 p.m.-7:30 p.m.</td>
<td>1</td>
<td>2,575,100</td>
<td>4,680</td>
<td>96,607,900</td>
<td>87,950,500</td>
</tr>
<tr>
<td>Sunday</td>
<td>9</td>
<td>264,000</td>
<td>657</td>
<td>16,327,500</td>
<td>14,950,900</td>
</tr>
<tr>
<td>Mon-Fri 7:30 p.m.-11 p.m.</td>
<td>366</td>
<td>25,449,300</td>
<td>19,205</td>
<td>1,048,978,400</td>
<td>923,257,300</td>
</tr>
<tr>
<td>Mon-Fri 11 p.m.-Sign-off</td>
<td>168</td>
<td>2,918,800</td>
<td>8,013</td>
<td>126,288,400</td>
<td>101,143,500</td>
</tr>
<tr>
<td>Total</td>
<td>2,049</td>
<td>$47,858,600</td>
<td>96,199</td>
<td>$1,907,682,300</td>
<td>$1,713,587,300</td>
</tr>
</tbody>
</table>

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

Broadcasting Jan 7 1974 27
A BRIGHT SPOT IN THE ENERGY CRISIS!

Music

Breaking In

You're So Unique—Billy Preston (A&M)

Mr. Preston's latest album is called Everybody Likes Some Kind of Music, an appropriate title for a black artist who seems bent on projecting his image toward a much broader audience than can be reached with the R&B banner. You're So Unique, which was taken from that album, indicates that ambition. It's a song where the rhythm takes over, inviting the listener to dance regardless of the vocals. Which is fortunate for Mr. Preston. For with lyrics such as "You're so delicious to my taste, let me hold you round the waist," this song isn't going to make it on its literary merits. Its strength lies in mass appeal, a quality that is almost inherent in a tune by an accomplished musician which combines the banality of a honky-tonk piano with the soulful dynamism of a wailing background vocal. If the combination works, You're So Unique could give Mr. Preston the hit that his earlier Space Race promised before dying at mid-chart. Stations programming the new Billy Preston included WCOL (AM) Columbus, Ohio, and WJET (AM) Erie, Pa.

Doo Doo Doo Doo Doo (Heartbreaker)—Rolling Stones (Rolling Stones) * With their last single, Angie, the Stones came up with one of their rare ballad hits (it still rides the "Playlist" this week at 65). That record fronted their recent album, Goats Head Soup. From the same LP the Stones have culled their newest single release, but this one is a standard Stones rocker—Doo Doo Doo Doo Doo (Heartbreaker).

Doo is a back-up vocal chorus; most disk jockeys are referring to the record simply as Heartbreaker. From mostly unintelligible lyrics, it appears to be a vague social commentary ("Police in New York City...in a case of mistaken identity, shot a boy right through the heart."). In a new top-40 treatment by the Stones (although they do it frequently on record albums), there is a heavy horn track on Heartbreaker, arranged by session man Jim Price.

Stations reported on the new Stones last week included WCFL (AM) Chicago, KILT (AM) Houston, WXYW (AM) Cleveland, WPOP (AM) Hartford, Conn., and KFRC (AM) San Francisco.

The Last Time I Saw Him—Diana Ross (Motown) * One of the few apparent trends in top-40 radio in 1973 has been the creeping influence of ragtime and Dixieland music. All three recent Dawn hits ("I'm a Yellow Ribbin', My Sweet Gypsy Rose and Who's in the Strawberry Patch with Sally?") are self-described exercises in rag-rock, according to their writers (BROADCASTING, Nov. 26). Helen Reddy's Leave Me Alone (Ruby Red Dress) certainly shows its roots on much the same level. And now it seems unlikely a songstress as Diana Ross has also opted to take a musical ride into the past with a new recording.

The Last Time I Saw Him has not an ounce of traditional soul, and redefines the boundaries of Diana Ross' post-\-Supremes appeal even more drastically than her previous ballad, Touch Me in the Morning. What it does possess is an infectious bounce, the kind that every few years or so yields a Hello Dolly or a Midnight in Moscow.

Stations already bouncing with Diana Ross' The Last Time I Saw Him included KJR (AM) Seattle, WKBW (AM) Buffalo, N.Y., and WMJF (AM) Daytona Beach, Fla.

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).
- Could You Ever Love Me Again, Gary and Doyle (London).
- Dark Lady, Cher (MCA).
- Half a Million Miles From Home, Albert Hammond (Mums).
- Last Kiss, Wednesday (Sussex).
- Last Kiss, J. Frank Wilson & the Cavaliers (Virgo).
- Love Me For What I Am, Lobo (Big Tree).
- Meadows, Joe Walsh (ABC/Dunhill).
- River of Love, B. W. Stevenson (RCA).
- Show Down, Electric Light Orchestra (United Artists).
- I'd Like to Sing, Kris Kristofferson & Rita Collidge (A&M).
- Star, Stealers Wheel (A&M).
- This Time I'm Gone for Good, Bobby Blue Bland (ABC/Dunhill).
- Touch the Wind, Mowedades (Tara).
- Wold, Harry Chapin (Elektra).
- When I Fall in Love, Donny Osmond (MGM).
- Will You Still Love Me Tomorrow, Melanie (Neighborhood).
- You're So Unique, Billy Preston (A&M).

Briefs asked by Jan. 17

Judge Morris E. Lasker has asked that all parties involved in a suit brought by CBS-TV to compel the American Society of Composers, Authors and Publishers, and Broadcast Music Inc. to issue per-use licenses for musical-performance rights, file briefs in lieu of closing statements (BROADCASTING, Dec. 3). The trial held in U.S. District Court in New York concluded earlier this month (Dec. 14) with the final testimony of the last witness in the case: Dr. Franklin Fisher, an economist called by CBS-TV. Judge Lasker has requested the briefs be filed no later than Thursday, Jan. 17.

None of the parties involved would speculate as to when a final decision might be handed down from the bench.
These are the top songs in all-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Arbitron Radio audience ratings for its PD reporting station on which it is played and for the part of the day in which it appears. (‡) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist (radio)</th>
<th>Rank by date parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last week</td>
<td>This week</td>
<td></td>
<td></td>
<td>Rank</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>The Most Beautiful Girl (2:42)</td>
<td>Jim Croce—ABC/Dunhill</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Love Is a Many Splendored Thing (3:30)</td>
<td>Tom Jones—Capitol</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Love Unlimited (3:29)</td>
<td>Gladys Knight &amp; the Pips—Buddah</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Three Is a Magic Number (2:58)</td>
<td>The Rolling Stones—ABC</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Leavin' Alone (Ruby Red Dress) (3:28)</td>
<td>Helen Reddy—Capitol</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>It's Too Late to Stop Now (3:15)</td>
<td>Todd Rundgren—Bearsville</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>The Joker (3:36)</td>
<td>Bobby Whitlock—Capitol</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>Can't Let Up (3:39)</td>
<td>Elton John &amp; Kiki Dee—ABC</td>
<td>10</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Smokin' in the Boys Room (2:57)</td>
<td>Brownsville Station—Big Tree</td>
<td>11</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>You're Sixteen (3:50)</td>
<td>Charlie Rich—Capitol</td>
<td>12</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>I've Got to Use My Imagination (3:29)</td>
<td>Stevie Wonder—Tamla/Motown</td>
<td>13</td>
</tr>
<tr>
<td>12</td>
<td>12</td>
<td>Living for the City (3:00)</td>
<td>Chicago—ABC</td>
<td>14</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td>Just You 'n' Me (3:44)</td>
<td>Olivia Newton-John—MCA</td>
<td>15</td>
</tr>
<tr>
<td>14</td>
<td>14</td>
<td>Never Never Gonna Give You Up (3:58)</td>
<td>Barry Manilow—ABC/Dunhill</td>
<td>16</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td>The Love I Lost (3:39)</td>
<td>Elton John &amp; Kiki Dee—ABC</td>
<td>17</td>
</tr>
<tr>
<td>16</td>
<td>16</td>
<td>Mind Games (3:59)</td>
<td>John Lennon—Apple</td>
<td>18</td>
</tr>
<tr>
<td>17</td>
<td>17</td>
<td>Photograph (3:55)</td>
<td>Wings—Apple</td>
<td>19</td>
</tr>
<tr>
<td>18</td>
<td>18</td>
<td>The Way We Were (2:29)</td>
<td>Barbra Streisand—Columbia</td>
<td>20</td>
</tr>
<tr>
<td>20</td>
<td>20</td>
<td>Rockin' Roll Baby (3:15)</td>
<td>Stylistics—Arabber</td>
<td>22</td>
</tr>
<tr>
<td>21</td>
<td>21</td>
<td>Spiders &amp; Snakes (3:03)</td>
<td>Jim Stafford—MGM</td>
<td>23</td>
</tr>
<tr>
<td>23</td>
<td>23</td>
<td>Got a Name (3:39)</td>
<td>Jim Croce—ABC/Dunhill</td>
<td>25</td>
</tr>
<tr>
<td>26</td>
<td>26</td>
<td>Tell Her She's Lovely (3:50)</td>
<td>El Chico—ABC</td>
<td>28</td>
</tr>
<tr>
<td>27</td>
<td>27</td>
<td>Baby Brother (3:30)</td>
<td>Jim Croce—ABC/Dunhill</td>
<td>29</td>
</tr>
<tr>
<td>28</td>
<td>28</td>
<td>I'll Be There (3:00)</td>
<td>Donny Osmond—M-G-M</td>
<td>30</td>
</tr>
<tr>
<td>29</td>
<td>29</td>
<td>Her She's Lovely (3:50)</td>
<td>Linda Ronstadt—Asylum</td>
<td>31</td>
</tr>
<tr>
<td>30</td>
<td>30</td>
<td>Strawberry Patch with Sally (2:23)</td>
<td>David Bowie—MCA</td>
<td>32</td>
</tr>
</tbody>
</table>

Alphabetical list (with this week's over-all rank): Abba—Cag-Daba (46), All I Know (43), American Tune (55), Americans (35), Angie (65), Are You Lonesome Tonight (83), Big Time Operator (69), Blue Collar (87), Can This Be Real (52), Come and Get Your Love (40), Come Get to Know You (46), Doo Wop (31), Dusty Springfield (46), Easy to Be Hard (89), Goodbye Yellow Brick Road (3), Heartbeat, It's a Love Beat (23), Healin' Wheels (18), Hello (29), I Can't Stand the Rain (47), I Got a Name (29), I Love You (66), I Should Sing (25), If You Can Make It Through December (2:41), I'm Gonna Win This Time (4:05), I Never Gonna Give You Up (4:02), I Only Have Eyes For You (2:06), I Still Got the Meat (38), I Won't for You (81), I'll Be There (17), I'll Be Your Baby Tonight (3:30), I'll Never Love Again (52), I'll Never Stop Loving You (2:06), I'll Never Stop Loving You (2:11), I'll Never Stop Loving You (2:56), I'll Never Stop Loving You (3:17), I'll Never Stop Loving You (4:05), I'll Never Stop Loving You (4:28), I'll Never Stop Loving You (2:56), I'll Never Stop Loving You (2:56).
SAG, AFTRA get serious about merger

Long-discussed move gets out of talking stage; networks see more clout in consolidated union, but expect no major problems

Screen Actors Guild and American Federation of Television and Radio Artists announced last week that committees of the unions have been named to study the possibility of merging the two organizations.

The issue of consolidation has been raised from time to time over the past decade. The latest impetus came last fall when New York members of AFTRA, 82% of whom also belong to SAG, urged that merger be considered. Boards of directors and rank-and-file members of the two unions have been named since then to study the consolidation approach be explored.

The unions said last week that SAG and AFTRA each had appointed committees to study the merger question, initially in separate meetings, to formulate ideas for mutual consideration.

For many years SAG and AFTRA have been negotiating jointly with advertisers, agencies and the networks in the area of TV commercials. Their contracts are similar with respect to fees and working conditions.

At issue in the programing sector, SAG holds jurisdiction over filmed programs and AFTRA over live and video-taped shows. An exception is that if a film studio produces on tape, SAG has control.

Should a merger be effected, there probably would be an effort on the part of the combined union to insist upon a single set of fees and work rules. One industry official said that SAG's fees for programs generally are higher and its working stipulations more restrictive than AFTRA's. He noted that under AFTRA, performers work on a seven-day basis, while under SAG, the week is five days, with provisions for overtime for sixth and seventh days.

An AFTRA official said its fees are higher for one-day assignments while SAG's are costlier on multi-day shows. An exception is that SAG has control. They are apprehensive over the possibility of AFTRA's merged union. They also expect to get heavier clout during negotiations to get serious about the inevitable union against the other. They agreed, too, they would be more vulnerable in the event of a strike.

But network sources said a combined union would not simplify the negotiations process and the grievance procedures that are costly and time-consuming.

Network officials indicated they would resist any moves by a consolidated union to escalate costs by incorporating into a contract the advantageous features not held separately in SAG and AFTRA pacts.

SAG has more than 27,000 members and AFTRA more than 25,000.

AM – FM
Top 50
(West Central)

Excellent coverage on both signals. Growing market. Substantial real estate. Priced at $1.1 million. Favorable terms on debt-assumption and $400,000 cash on balance.

Contact us for details.

William Kepper Associates
1615 Orrington Avenue
Evanston, Illinois 312-869-3468
1056 Sunset Drive
Vista, California 714-726-8642

Plaintiffs in suit against Teleprompter say they want only to establish a principle

CBS, production firms contend they are not interested in exacting damages for past infringements

CBS and three television program production companies say that if they win the suit they have brought jointly against Teleprompter Corp. to establish cable TV's copyright liability for the programming its imports, that will be enough for them. They will waive their rights to damages for past copyright infringements.

CBS, Calvada Productions, Jack Cher-tok Television and Dena Pictures made the commitment in a brief they filed with the U.S. Supreme Court. The brief was a reply to the allegations of Teleprompter and National Cable Television Association that if the high court upholds a lower court's ruling that cable systems are liable for copyright payments for programming they relay from distant stations, the cable industry would become bankrupt in attempting "to satisfy the potentially huge amount of damages."

CBS and its co-plaintiffs said that the Copyright Act was not designed to require "remorseless retribution" in every case of infringement and that the courts have wide discretion to choose among various remedies.

For their own part, CBS and the production companies said they would waive their rights to damages and request only injunctive relief. Furthermore, they said they would have no objection to the high court's deciding that liability would be prospective only and that no copyright owner may recover for past infringements.

The Motion Picture Association of America, in a friend-of-the-court brief filed in support of CBS's position, sought to undermine the predictions of Teleprompter and NCTA as to the consequences of a decision in favor of the copyright owners. MPAA quoted both a financial statement attached to Teleprompter's 1971 annual report and a note accompanying that company's 1972 annual report to the effect that Teleprompter officials do not believe a decision adverse to the company will have "a material effect" on its financial position.

Changing Formats

- KTYD-AM-FM Santa Barbara, Calif., have changed to a progressive rock format.
- KDAY(AM) Santa Monica, Calif., switched from progressive rock to all-black top-40 last Friday (Jan. 4). The new format will feature rhythm-and-blues and soul selections and carry a lower commercial load than the previous format. Overruling the change is a new general manager, Gary Price, who moved from the same post at KHOO(AM) Burbank, Calif., and program director Ron Samuels, who moved from KSFX(FM) San Francisco.
- WGLO(FM) Oak Park, Ill. (expected to change its call letters to WBMX(FM) shortly), has adopted "the black musical experience" as the theme for its new format. Included in the station's programming is a live gospel show from 6 to 9 a.m. Monday-Saturday, with the remainder of the schedule featuring jazz, African and West Caribbean music, blues, and soundtrack albums. The Sunday line-up includes religious programming, with a mixture of gospel music, church services and nationally distributed religious programs. The station, said to be the only outlet offering a black-oriented format in the Chicago area, formerly programmed oldies rock.
- WXYX(FM) Paducah, Ky. (formerly WXYY-FM), has switched to Peters Production's "Country Lovin,'", a modern country format. The station formerly duplicated the programming of WXYY(AM).
- WCOU-AM-FM Lewiston, Me., has shifted from an MOR format to modern country. The format change, which will provide the only AM country signal in
Plan ahead. NBC-TV has made first commitment for new series for next season with 60-minute version of "Born Free." Series will be shot entirely on location in Kenya by Screen Gems in association with David Gerber Productions and NBC-TV. Mr. Gerber is executive producer and Paul Radin, who produced theatrical movie "Born Free" and sequel "Living Free," will produce TV series. Time slot is to be determined. NBC also has half-hour situation comedy "For Better, For Worse," starring Jack Weston and Marge Redmond, in development as possible series, with Aaron Ruben ("Sanford and Son" producer) as producer for Andomar Corp. in association with N.B.C.

Variety radio. Inter-View Communications Inc., New York, is producing weekly radio variety series, "Ray Heatherton Show." Half-hour program stars Mr. Heatherton and has celebrity guests in comedy and musical appearances.

More "Little Rascals." King World Productions, Berkeley Heights, N.J., reports that 11 new episodes of "The Little Rascals" half-hour situation comedy series will be produced in color as additions to 69 black-and-white episodes now in syndication in more than 50 U.S. markets. King World said "The Little Rascals" episodes are original "Our Gang" comedies produced by Hal Roach and have been on TV for 15 years.

Mets extend tenure. New York Mets and WOR-TV New York have signed new three-year agreement under which station will telemat Mets baseball games through 1976. WOR-TV has been carrying Mets contests continuously since 1962.

Night of the living Juice—Laurel Productions of Pennsylvania Inc. has begun production on a one-hour television biography of Buffalo Bills halfback O. J. Simpson. George Romero, director of the film "Night of the Living Dead," is directing. Laurel Productions has finished shooting a half-hour documentary for television on Pittsburgh Steelers back Franco Harris.

Clothes to you. WMAL-TV Washington and nonprofit D.C. Council on Clothing for Kids Inc. staged successful 10½-hour "Clothe-A-Thon" to gather new and used clothes for needy school children. Area residents donated over 21,000 pounds of clothing; financial pledges amounted to over $46,000, station said.


The year in review: Presidential crises become focal point of network retrospectives

A mellowed Howard K. Smith awards partial blame for Watergate to politics of past administrations; Crisis looks at Nixon's Presidency; NBC reviews a mosaic of topics

ABC newsman Howard K. Smith has made a sharp turn from his Oct. 31 editorial suggesting President Nixon resign (BCRAST and Nov. 3). In a Dec. 27 ABC News special, "The Crisis of the Presidency," Mr. Smith said he believes "there are mitigating facts in Mr. Nixon's behavior," among them that "many of the witness was going to say that his administration have been logical exaggerations of the bad political habits of past Presidents, too long tolerated by us." He did not retract his resignation proposal, however.

The ABC journalist's remarks, labeled "personal" by a White House official, concluded a two-hour of interviews with six students of the American scene: pollster Louis Harris, journalist Alistair Cooke, columnist Vermont Royster, economist Walter Heller, Harvard professor Paul Freund and political scientist Sydney Hyman. Only Mr. Royster did Mr. Smith address a question about the news media's role during the Watergate crises. The "Wall Street Journal" columnist called the press's performance "really superb" during the investigative cycle of Watergate-related scandals, but less than in accordance with due process during the indictment of Spiro Agnew: "I couldn't help but feel uneasy at the press's effort to try to find out what some witness was going to say that his administration had been logical exaggerations of the bad political habits of past Presidents, too long tolerated by us." He did not retract his resignation proposal, however.

The only network newscaster who called for Mr. Nixon's resignation, Mr. Smith now says "unless clear new incriminations are discovered, or unless Republican leaders ... demand that he quit, creating a majority for impeachment and conviction, we are stuck with a shrunken leader for three more years." The ABC newsmen's new tack seems to be to blame congressional "stubbornness" as well as the "sullied" Presidency for the crisis in the oval office.

"Crisis" is also part of the title for CBS News' review of the presidential year, "The Seventh Crisis: Nixon on Nixon," airing Thursday (Jan. 10). White House correspondent Dan Rather anchors a retrospective of "President's World," a film from 1973. Burton (Bud) Benjamin is the program's executive pro-
producer; John Sharnik is the producer.

"No one is in a better position to explain the bizarre events of the past year than Richard Nixon," Mr. Sharnik said. "In an interview with Mr. Nixon that is exactly how we handle the subject. Our broadcast is not President Nixon on his administration. Rather, it is President Nixon, speaking on the issues and his experience, as they are.

NBC's review of 1973 takes a more general approach, with military involvement, cost of living and shortages nestling among White House topics discussed in A Year Apart to be broadcast Sunday (Jan. 3) 3 to 5:30 p.m. (Est). For the 17th consecutive year, NBC-TV airs NBC News' review of the year's events by a battery of 21 correspondents, including John Chancellor, NBC Nightly News anchorman; David Brinkley, of David Brinkley's Journal; Frank McGee, Today show host; and reporter Edwin Newman. Wallace Westfeldt is the producer.

A look at what the Miami Herald case may mean for all

WNET examines the implications of a fairness doctrine for newspapers

The right-of-reply dictum for newspapers and its fairness doctrine broadcast counterpart were given equal time Dec. 27 on noncommercial WNET-TV New York's monthly media review, Behind the Lines. Producer Andrew Pearson interviewed principals in the Tornillo vs. the Miami Herald case (Broadcasting, Nov. 19), and concluded that if the U.S. Supreme Court upholds the Florida Supreme Court's decision that a newspaper must allow a political candidate to answer alleged character assaults from a newspaper "there may well be another commission like the FCC here to regulate newspapers."

Mr. Pearson also discussed the FCC's censure of NBC News for its documentary, Penions, the Broken Promise (see page 33). The censure was based on fairness, and Mr. Pearson observed that "the issue is whether a government agency should be in the position of making editorial judgments at all."

The WNET program also featured interviews with Yale radio announcers and students involved in last year's challenges to the FCC's drug-lyrics statement. The Supreme Court refused to hear the Yale stations' challenge to the FCC decision, and Mr. Pearson noted that "this leaves the FCC with the right to judge the programming content of radio stations—in the meantime, Yale continues to broadcast what it feels is good music."

Defining the ultimate weapon of the FCC as the revoking of a broadcasting license, Mr. Pearson interviewed the Rev. Carl McIntire, "who lost his radio license because the FCC said he hadn't tried hard enough to get credible opposing opinions on his station."

Dr. McIntire called the revocation a "political act," because he broadcast challenges to the administration's Vietnam war policies. Dr. McIntire told Mr. Pearson American TV and radio stations "tremble; they're afraid of the FCC, which is politically oriented and appointed." After an unsuccessful attempt to broadcast from a pirate radio ship, Dr. McIntire now feels the only way to retrieve his license is to get Congress, which set up the FCC, to investigate the commission's activities," Mr. Pearson said.

Behind the Lines featured floating comments from U.S. Supreme Court Justice William O. Douglas's October speech at Staten Island Community College. "We approach the 1980's with a large chunk of the press under government control," Justice Douglas had said. "The First Amendment is a good weather-vane. There are ominous signs everywhere that it may be on the decline."

Mr. Pearson concluded by noting that "what we see on television and read in the press is directly affected by decisions in the Supreme Court. The court says broadcasting is not a right, but rather a privilege to be administered by a federal commission. The Supreme Court now has to decide [with the Miami Herald case] whether the printed word in newspapers is a private right for editors and publishers, or a public privilege, to be regulated by perhaps another government commission."

CBS asks Vanderbilt to halt outside use of news tapes

CBS-TV has filed suit against Vanderbilt University, Nashville, to enjoin the school's television news archives from further reproduction and distribution of CBS Evening News broadcast tapes. The suit claims Vanderbilt infringes on the network's copyright through unauthorized rental of Evening News broadcasts taped from WLAC-TV.

"We find particularly outrageous and potentially damaging to our credibility and reputation the unauthorized editing and excerpting of our news product by those who are in no way connected to or responsible to the people who gather the news," a CBS spokesman said.

Vanderbilt has been taping evening news broadcasts off the air from all three networks since Aug. 5, 1968. The archives last spring supplied the House Subcommittee on Investigations with material used for its hearings on alleged incidents of "news staging" by CBS and ABC (Broadcasting, May 22). The archives also provided the National News Council with abstracts on broadcasts relating to the council's study on presidential complaints about the media (Broadcasting, Nov. 5).

CBS claims the suit, filed Dec. 21 in

Other side of the mike. Former NBC newsman Chet Huntley had some unflattering words about journalists in a recent interview on WXYZ-TV Detroit. "I find that among our colleagues in the news business there is a brand or a degree of arrogance there that I think is most unbecoming to us," he said. "Newsmen are not privileged people," he pointed out. "So I think we might adopt a somewhat more humble and modest attitude...." He also said newsmen "have indulged too much for my taste" in so-called advocacy journalism. On other topics, he expressed hope that the happy-news format adopted by some TV stations is just "a passing fad." But he also suggested that the media should take advantage of a "good, positive, happy-ending story" whenever possible. Mr. Huntley, now spokesman for American Airlines, said he found advertising "fascinating" but "there are too many guys around who are breaking the rules" through false and misleading ads. Which network's evening newscast does he watch? "I fortunately am able to watch all three. They come on one right after the other up where I live" (In Big Sky, Mont.). Mr. Huntley was interviewed by WXYZ-TV's Dennis Wholey on A.M. Detroit.
Nashville, is its only recourse after repeated requests to Vanderbilt to stop duplication and rental of the broadcast tapes. CBS says it has offered the university royalty-free license to tape news broadcasts for on-campus use only. The suit demands that Vanderbilt return all existing evening news tapes to CBS. CBS News erases its evening news broadcasts after two weeks, the CBS News spokesman said.

Vanderbilt Chancellor Alexander Heard said archive procedures "have been carefully designed in an effort to assure that they do not infringe the rights of CBS or of the other networks." The archives maintain a repository of network news broadcasts "in the public interest, and in the absence of any similar service elsewhere," Mr. Heard said. The university tries to "parallel as nearly as possible" procedures for reproducing and distributing newspapers and network news broadcasts, another Vanderbilt spokesman said.

**NBC appeals on 'Pensions'**

NBC has gone to court in an effort to establish broadcaster's freedom to engage in investigative journalism without having to worry about being overruled by the FCC on questions of fairness. NBC petitioned the U.S. Court of Appeals in Washington for review of the FCC decision that the network had not discharged its fairness-doctrine obligations in connection with Pensions: the Broken Promise, broadcast on Sept. 12, 1972.

The commission action was taken on 5- to 0 vote in response to a complaint from Accuracy in Media, a conservatively oriented media watchdog. AIM claimed the program gave a distorted view of pension plans promoting the impression that "failure and fraud are the rule." NBC could have met its fairness obligations simply by presenting a spokesman for pension funds in a newscast or on its Today show. However, NBC elected instead to make a test case of the issue. It contends that the program did present positive statements on pension plans but that its purpose was to examine the deficiencies of many private pension plans. And the commission action, it feels, amounts to a kind of second-guessing of network news judgment that is prohibited by the First Amendment.

**Journalism Briefs**

**Belt-tightening.** Mutual Broadcasting System has closed its New York news bureau in what was described unofficially as economic belt-tightening with new operations at MBS's Washington headquarters. Sixteen newsmen, announcers and engineers were affected, but some reportedly were offered Washington posts. MBS's sales headquarters will remain in New York but consolidation with new offices at 887 Seventh Avenue.

**Violent viewer.** Roger Grimsby, WABC-TV New York news anchor, emerged unharmed from icepick assault outside ABC News headquarters Dec. 27 by 24-year-old woman who accused him of maiming her on air. Woman, booked on charge of attempted murder and possession of deadly weapon, several months ago kicked another WABC-TV anchor, Bill Beutel, in groin, accusing him of calling her a homophobe. Grimsby, who disarmed woman with help of ABC guard and other personnel, called accusations "a fantasy."

**Change of plans.** Four independent Metromedia television stations, that had planned to start taking electronic news service of Television News last summer, in January, have decided not to subscribe to TVN. John Gilbert, TVN President, explained stations wanted seven-day service, while TVN offers only Monday-through-Friday coverage. Stations now are served by UPTVN, which operates on seven-day basis.

**Talk about energy.** Capitol Hill News Service, Washington, is offering Energy Shorts, four-minute weekly wrap-up of top energy stories, to radio stations. Program is available in five forms, with audio service to begin shortly.

**Washington affair.** Washington Journalist Center has announced 10 1974 fellowship recipients. Awards, made to professional journalists demonstrating promise in field of public affairs, involve five-month stay in Washington where fellows meet with Federal officials and Washington reporters in addition to pursuing in-depth reporting assignments. Two broadcasters in group are Jon P. Kraushar, news writer and film editor, WPix(TV) New York, and Charles L. Moriwaki, associate editor, Sacramento Bee and formerly with noncommercial KQED(TV) and KGO-TV both San Francisco.

**Focus on national topics.** Bob Cessna's Consultant Services, Daytona Beach, Fla., is offering script or taped commentary on national issues for syndication. Service, currently being carried by 75 radio stations, features a topic daily, Monday through Friday. P.O. Box 5356, Daytona Beach Fl, 32020. Phone: (904)-255-1154.

**Working capital for NTA**

National Telefilm Associates, distributor of motion pictures and programs for television, announced it has reached a seven-year, $16-million loan agreement with five banks. George C. Hatch, NTA board chairman, said the credit line will enable the company to "compete even more effectively in the distribution of new television and motion picture products to complement our recently acquired NBC catalog. The location tended to be purchased worldwide distribution rights to 120 TV series (including Bonanza and High Chaparral) and 83 entertainment specials previously distributed by subsidiaries of NBC. NTA's financing program was arranged with First National City Bank of New York, Chase Manhattan Bank, Bank of America, First Security Bank of Utah and First National Bank of Denver. NTA is a subsidiary of Telecommunications Inc., Denver-based group CATV and microwave system operator.

**Financial Briefs**

More time. Gulf & Western Industries, New York, extended to Jan. 31 at 5 p.m. NYT its offer to issue $35 principal amount of its 7% series B nonconvertible debentures (due 2003) for each share of common stock tendered. Up to total of 1 million shares but with right to accept up to another one million shares. Company said there would be no further extension of offer, originally set to expire Dec. 28. At that time, Gw&W said, about 240,000 shares had been tendered.

Trade. MGM Inc., Culver City, Calif., plans exchange offer of $650 principal amount of new issue of 10% subordinated debentures (due 1993) for each $1,000 principal amount of outstanding 5% subordinated debentures (also due 1993). There are about 50 million of 7% debentures currently outstanding.

Correction. BROADCASTING's Dec. 31, 1973, issue reported Cox Cable Communications closed at 19% on Dec. 19. Correct figure was 7. Closing Jan. 2, however, jumped to 9%.

**Funding.** Becker Communications Associates, Chicago, has announced closing of two long-term financing agreements with separate cable entrepreneurs. Loan totaling $1.7 million goes to Maine Cable Television, Bangor, for refinancing and improvement of existing plant. Allocation of $5.1 million was made to Comax Tele- com Corp., New York, to complete construction of cable systems serving Lacka- wasa, Cheektowaga, Blasdell, West Seneca, Hamburg and Sloan, all New York.

**Reverse split.** Telepro Industries, Cherry Hill, N.J., has effected 1-for-8 reverse stock split (see stock index, page 34). Closing at 2% reflects company's reissue of two million shares to parent, ELT Inc.; company charter only authorizes two million shares.
Broadcasting's index of 138 stocks allied with electronic media

|--------------|-------|---------------------|---------------------|--------------------|-----------------|----------|----------|-----------|-----------------|-----------------------------|

**Broadcasting**

|--------------|-------|---------------------|---------------------|--------------------|-----------------|----------|----------|-----------|-----------------|-----------------------------|

**Broadcasting with other major interests**

|--------------|-------|---------------------|---------------------|--------------------|-----------------|----------|----------|-----------|-----------------|-----------------------------|

**Cablecasting**

|--------------|-------|---------------------|---------------------|--------------------|-----------------|----------|----------|-----------|-----------------|-----------------------------|

**Broadcasting Jan 1974**
VIACOM
VIKA

Stock symbol
VIA
VIX

Exch.
N
A

Closing Wed. Jan. 2
5 1/4
2 1/4

Closing Wed. Dec. 19
4 5/8
4 1/4

Net change in week
+ 5/8
+ 1

% change in week
+ 13.51
+ 12.50

High
7 1/8
9 1/8

Low
1 3/4
1 3/4

P/E ratio
75
75

7.82

Approx. shares outstanding
(000)
3,851
2,591

Total market capitalization
(000)
20,217
5,829

Programming

COLUMBIA PICTURES**
DISNEY
FILMWAYS
GULF + WESTERN
MCA

ADMIRAL WELLS, RICH, GREENE WRG
NEEDHAM, HARPER NDHMA
MCCAFFREY MARVIN JOSEPHSON GREY FOOTE CONE CREATIVE MANAGEMENT

TOTAL

TOTAL

RUST
KANSAS STATE
N-M-

WESTINGHOUSE
TELEMATION**
SONY
MOTOROLA
MAGNAVOX
HARRIS -INTERTYPE
GENERAL ELECTRIC
CONRAC
AMPEX
PKL CO. PKL

INTERPUBLIC
ELECTRONICS CCAE
VIDEOTRONICS
INDUSTRIES INC.
CORP

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

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/End</th>
<th>Earnings Change</th>
<th>Net Income Change</th>
<th>Per Share Change</th>
<th>Per Share</th>
<th>Net Income</th>
<th>Per Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas State Network Inc.</td>
<td>3 mo. 11/30</td>
<td>2,463,000</td>
<td>+11.2%</td>
<td>319,000</td>
<td>-9%</td>
<td>0.18</td>
<td>2,214,000</td>
</tr>
<tr>
<td>Rust Craft Greeting Cards Inc.</td>
<td>9 mo. 11/25</td>
<td>57,751,000</td>
<td>+13.5%</td>
<td>2,015,000</td>
<td>+46.7%</td>
<td>.85</td>
<td>50,711,000</td>
</tr>
</tbody>
</table>

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

1 1972 results do not include extraordinary gain of $1,478,519, or $1.06 per share, resulting from sale of Entron CATV subsidiaries in July 1972.

2 Broadcasting division had pretax loss of $50,084 (2.4 cents per share) on revenues of $1,450,306 in 1973 period; pretax income of $83,896 (9.3 cents per share) on revenues of $1,345,401 in 1972 period.
Media
Neal W. Branch, assistant manager in charge of television sales, WBRW-AM-FM-TV
Knoxville, Tenn., named general manager of stations. He succeeds John P.
Hart who remains VP and member of board of stations' licensee, Multimedia
Broadcasting Co., Greenville, S.C., group owner.
Chuck Edward Dolejs Jr., sales manager, WDKX(AM) Jackson, Tenn., named
general manager.
Gene Loving, station manager, WNOR-AM-No Norfolk, Va., named VP and
general manager.
Michael C. Steele, station manager, WNY-AM-FM Elmira, N.Y., and John A.
Harlow, program director, KWMN(AM) Northfield, Minn., named VP-general
manager and operations director, respectively, for WHTS(AM) Sheboygan, Wis.
First Sheboygan Corp. assumed control of WHTS on Jan. 1.
Charles A. Barton, with J. Walter
Thompson, Atlanta, appointed director of radio, WCSC(AM) Charleston, S.C.
Robert N. Ordonez, VP and general manager, KORK-TV Las
Vegas, appointed VP of parent Donrey Media Group, broadcast-
division with policy and operational responsibility for group's three TV
and five radio stations. Deon Borba, VP and general manager, KHOU-TV
Houston, succeeds Mr. Ordonez as VP and general manager, KORK-TV.
Jerry L. Frentress, general manager, KREB(AM) Shreveport, La., named area
coordinator, Dynamic Broadcasting, with responsibility for that station and for
KTRM-AM-FM Beaumont, Tex. Gene Dickerson, sales manager, KTRM-AM-FM,
named general manager. Dynamic Broadcasting is also owner of KIK(AM) Sinton,
Tex.
Taliaferro S. Simpson III, VP and gen-
eral manager, WCBB-AM Charlottesville, N.C., appointed operations manager WCHS-AM
Charleston, W. Va.
Gary Price, formerly general manager, KROQ(AM) Burbank, Calif., named to
same post at KDAY(AM) Santa Monica, Calif.
Dick Norman, acting program director, WAVI(AM) Dayton, Ohio, named oper-
ations director. James Richards, sales manager, WAVI, has been assigned addi-
tional duties as assistant station manager there.

Russ Molloy, director of corporate
development programs, Koss Corp., stereo-
phone manufacturer, joins WFMR(FM)
Milwaukee as VP and general manager.
Robert E. Dow, program-operations di-
rector, WGAM-AM-FM Portland, Me.,
named station manager.
Arthur Haack, manager, Peat, Marwick,
Mitchell & Co., accounting firm, named
corporate controller, Taft Broadcasting
Co., Cincinnati.
Robert H. Wheat, promotion-publicity assistant, AVOO's WLW(AM) Cincinnati,
named research director, named group's
WLW(AM) Columbus, Ohio. He will be
succeeded by Michael W. Butler.
Paul Oughton and Roy Hardee, opera-
tions manager and news director, respect-
ively, WMTV-TV Washington, N.C., named
VP's.
Robert F. Fuzy, general manager, non-
commercial KCPT-TV Kansas City, Mo.,
elected VP, Central Educational Net-
work's board of directors.
Bill Logan, promotion director, WAVE-
AM-FM Louisville, Ky., named director,
television operations, WMTV-TV, Cedar
Rapids/Waterloo, Iowa. All are Orion
Broadcasting stations.

Broadcast Advertising
Hanno Fuchs, group creative director,
Grey Advertising, New York, joined
Harper & Steers, New York, as senior VP and executive creative di-
rector. Thomas F. Papanek, creative di-
rector, NH&S, Chicago, elected senior
VP.
Jack Silverman, head of television pro-
duction; John Harrison, VP-treasurer;
Philip Levine, VP-associate director of
research, and Josephine Smith, VP-crea-
tive director, all named senior VP's,
Ogilvy & Mather, New York.
Shirley Young, executive VP for research
services, Grey Advertising, New York,
named executive VP for research services
and marketing. Barbara Feigin, VP, and
Needham, Harper & Steers, New York,
named manager of department. Edward Lambe, VP
and associate research director, given
additional duties as executive director.
J. William Beindorf, general sales man-
ger, WTCN-TV Minneapolis-St. Paul,
named VP.
Donald F. McCarty, manager, research/marketing development, and Geoff Hall,
manager, network/group plans, named
divisional VP's, Katz Radio, New York.
Paul Kelly, Southwestern sales manager,
Arbitron Television, Dallas, named
Southern director.
Daniel R. Glynn, account supervisor,
Kenneth E. Krom, creative director,
James S. O'Connor, tax counsel, and
Michael F. Zaremba, account supervisor, elected VP's, Leo Burnett U.S.A., Chi-
cago.
Raymond Werner, creative group head,
Ketchum, MacLeod & Grove, Pittsburgh,
named VP.
William Quigley Jr., account supervisor,
Needham, Harper & Steers, Chicago,
named account director.
Macey I. Schaffer, general sales manager,
WQON-AM-FM Miami, named general
sales manager, WBUS(AM) Miami Beach.
Carlton Taylor, art director, Dailey &
Associates Advertising, San Francisco,
joins Tracy-Locke there as art director.
Neil Kennedy, VP and Eastern sales man-
ger, MMT Sales, New York, named VP
and general sales manager. Farrell Re-
ynolds, account executive, succeeds Mr.
Kennedy as Eastern sales manager.
John D. Sawhill, research director, RKO
Television Representatives, New York,
named VP-marketing and research.
Joe Mazza, with sales staff. Kaiser Broad-
casting's WKB-TV Cleveland, named sales
manager of group's WKBO-TV Cambridge,
Mass.
Paul M. Nugent, general sales manager,
WXIX-TV Cincinnati, named VP.
Fred Gage, general sales manager, WNOW-
AM-FM Norfolk, Va., named VP.
Barbara Plazza, traffic department, WCCO(AM) Minneapolis, named sales
service manager.
David Dunn, executive producer, KCP-
(TM) Los Angeles, named executive pro-
ducer of Asher/Gould Advertising there.
John J. Svoboda, artist and illustrator,
Omaha World-Herald, appointed creative
supervisor, Allen, Reynolds & Smith, Kap-
lan Advertising, Omaha.
Franklin S. McMahon, account sup-
ervisor, Erwin Wasey Inc., Los Angeles,
named media director.

Programing
Ron Beckman, VP-business affairs, Brt
Productions, New York, named VP-busi-
ness affairs, 20th Century-Fox Television,
Beverly Hills, Calif.
Andrew L. Spitzer, sales director of

Fates & Fortunes.

Broadcasting Jan 7 1974
36
Dancer-Fitzgerald-Sample's program syndication services, New York, appointed VP.

William Hogan, staff producer in ABC-TV's on-air advertising department, named to new post of manager, children's programs, NBC-TV.

W. Wayne Godwin, special projects director, noncommercial WPSU-TV Tallahassee, Fla., named program director.


Ron Samuels, formerly with KSFX(FM) San Francisco, joins KDAY(AM) Santa Monica, Calif. as program director.

Gary Ellen, assistant news director, WBJZ-TV Boston, named executive producer of programing, WJZ-TV Baltimore. Both are Westinghouse Broadcasting stations.


Paul Simon, research director, Billboard magazine, appointed West Coast director of research, Screen Gems, Burbank, Calif.

Broadcast Journalism

Al Mann, Midwest bureau chief, UPITN, Chicago, appointed news manager, WHC-TV Pittsburgh.

Al Buch, assistant news director, KBOI-AM/TV Boise, Idaho, named VP and director of news and public affairs. Norm Gunning and Garth Andrews, reporters, named managing editor and executive producer, news and public affairs respectively.

Reed S. Yadon, assistant news director, WAKY(AM) Louisville, Ky., named news and public affairs director.

A. Rabun Matthews, newswriter, CBS Evening News with Walter Cronkite, joins WFAA-TV Dallas as reporter.

Cindy Marsh, with news staff of KTIV-TV Sioux City, Iowa, joins KCWU-TV there as reporter.

Mike Allen, formerly with KMPC(AM) Los Angeles, joins KDAY(AM) Santa Monica, Calif. as news and public affairs director.

Ron Miller, with news staff, WDBJ-TV Roanoke, Va., named news director, succeeding Larry E. Maisel, who has been named news director of WXJ(TV) Jacksonville, Fla.

Don Harrison, newsmen, KCMO-TV Kansas City, Mo., named to anchor WBAL-TV Baltimore's 7 and 11 p.m. newscasts.

Cliff Love, director of community relations, WABC(AM) New York, named editorial-community affairs director.
Cablecasting

Robert M. Pesick, sales engineer, Jerrold Electronics, named Western regional manager and head of new Denver office of Metz & Jarvis, cable consultancy.

Robert R. Corbin, assistant controller and purchasing agent, Continental Cablevision of Ohio, Findlay, Ohio, appointed regional manager.

Kenneth H. Robinson, director of marketing and general sales manager, Prodeline Inc., cable equipment manufacturer, named marketing manager-transmission systems products, Cablewave Systems, North Haven, Conn.

Equipment & Engineering

Mike Snyder, formerly with WLEX-TV Lexington, Ky., joins Kentucky Educational Television as broadcast engineer.

Anthony R. Pignoni, operations manager, Robert Bosch Corp.'s Fernseh Division, named division manager of its new TV systems headquarters in Ramsey, N.J.

Franklyn R. Beecham, sales manager, Tele-Cine Inc., Maspalqua, N.Y., named marketing manager for TV optical products, Canon U.S.A., Lake Success, N.Y.

Deaths

Irua Phillips, 72, one of broadcasting's more prolific writers of soap operas for more than four decades, died Dec. 23 at her Chicago home. Beginning in radio as actress, she joined WGN(AM) Chicago in 1930 and began writing Today's Children, her first success. Other subsequent long-running daytime serials on networks included Women in White, Road of Life, Guiding Light, Right to Happiness, Lonely Women, Young Dr. Malone and The Brighter Day.

Miss Phillips turned to television in 1949 and was co-writing CBS-TV's *As The World Turns* until last summer. She is survived by two adopted children, Katherine Louis and Thomas Dirk Phillips.

Howard C. Caldwell Sr., 80, died Dec. 25 in Indianapolis. Mr. Caldwell served as chairman emeritus of Caldwell-Van Riper Inc., Indianapolis advertising and public relations firm. Survivors include his wife and son, Howard C. Caldwell Jr., assistant news director, WRTV(TV) Indianapolis.

Edward Tomlinson, 82, died Dec. 30 of a stroke at Fairfax Nursing Home in Fairfax, Va. Mr. Tomlinson was South American correspondent from 1936 to 1943 for *New York Herald Tribune* and Scripps Howard. He also reported for NBC News for nearly quarter century. There are no immediate survivors.

William Lewis Black, 55, died Dec. 24, of heart attack at his home in Vienna, Va. Mr. Black was chief of operations for State Department's telecommunications division. He is survived by his wife, one daughter, and one son.

For the Record

As compiled by Broadcasting Dec. 17 through Dec. 28 and based on filings authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aux.—auxiliary. CAR.—community antenna relay station. CH.—critical hours. CP.—conclusion permit. D.–day. DA.—directional antenna. ERP.—effective radiated power. HAAT.—height of antenna above average terrain. kbt.—kilobt. kW.—kilowatts. L.S.—local sunset. mbr.—megahertz. mod.—modifications. N.—night. P.S.A.—preservice service authority. SCA.—subsidiary communications authorization. SH.—specified hours. SSA.—special service authorization. STA.—special temporary authorization. trans.—transmitter. TPO.—transmitter power output. U.—unlimited hours. VU.—visual. w.—watts. w.—educational.

New TV stations

Final action

- Dallas—FCC designated additional issues against Wadeco Inc., competing applicant for WPAA-TV Dallas facilities, to determine whether Wadeco violated rules when it amended application for CP and if so, what significance such violation might have on applicant's fitness as licensee. Action Dec. 19.

Rulemaking petition


Call letter application

- *Central Michigan University, Alpena, Mich.—Seeks *WCM- TV.*

Existing TV stations

Final actions

- WCFT-TV Tuscaloosa, Ala.—FCC granted application by Chapman Television of Tuscaloosa Inc., licensee of WCFT-TV Tuscaloosa, to increase ERP to 589 kW from 209 kW and decrease HAAT to 550 ft. from 560 ft. Action Dec. 19.
- WPLG-TV Miami—Chief, complaints and complexity division, informed Walter F. Bryant that no further action was warranted on his complaint that WPLG-TV violated fairness doctrine by refusing to let him have more than one and one half minutes in which to reply to editorial by station on transportation in Broward county. Action Dec. 20.
- WCJA(TV) Champaign, Ill.—Broadcast Bureau granted request for authority to operate transient control from 509 South Neil Street, Champaign (BRCTV-1725), Action Dec. 14.
- WCJB-TV Springfield, Mass.—FCC ordered WHYN Stations Corp. (WHYN-TV Springfield), Springfield Television Broadcasting Corp. (WWLP- TV Springfield) and New Boston Television Inc. (WSBIK-TV Boston) to submit within 45 days list of local women's organizations, female community leaders and educational institutions with which they will maintain systematic communication each time their stations seek to fill position in upper four job categories. Stations were also required to submit with their 1974 and 1975 annual employment reports a detailed statement on affirmative action they have taken to seek female applicants for each job opening.
New AM stations

Applications

- Gladwin, Mich.—Gladwin Broadcasting Co. Seeks 1350 kHz, AM exclusive allocation, stating that it has incurred apparent liability of $5,000 for violation of rules by failing to show the station is necessary to the public interest in its area. Action Dec. 19.

- Starkville, Miss.—Prairie Broadcasting Co. Seeks 980 kHz, 1 kw, D.O. address Box 1017, Columbus, Miss. Similar to NWMC (AM) in Starkville, for use in FM broadcast. Action Dec. 20.


Other actions

- Review board in Stamford, Conn., AM proceeding, denied motion by Radio Stamford Inc. for extension of time through Dec. 28 to file any motions to add or delete issues in proceeding involving station's desire to move to new station on same facilities in Stamford (Doc. 19872-73). Action Dec. 18.


Call letter applications

- Angel M. Rivera, Barceloneta, Puerto Rico—Seeks WBQG.
- Theodore J. Gray Jr., Appomattox, Va.—Seeks WTXT.

Existing AM stations

Applications

- WROD Daytona Beach, Fla.—Seeks CP to increase ant. height to 500 ft. Ann. Dec. 17.
- WW1, New Orleans—Seeks CP to change trans. site to approximately 5 miles south of New Orleans, and west of route 45, New Orleans; change studio location to 1012 North Rampart Street, New Orleans; change trans. site to RCA, BTA-SU and make changes in DA system. Ann. Dec. 17.

Please send...

SUBSCRIBER SERVICE

<table>
<thead>
<tr>
<th>Plan (in)</th>
<th>Cost ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 years</td>
<td>$60</td>
</tr>
<tr>
<td>2 years</td>
<td>$45</td>
</tr>
<tr>
<td>1 year</td>
<td>$25</td>
</tr>
</tbody>
</table>

Canada Add $4 Per Year

Please print new address above and attach label from a recent issue, or print old address including ZIP code. Please allow two weeks for processing; mailing labels are addressed out or two issues in advance.

BROADCASTING, The newswheel of broadcasting and allied arts

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including ZIP code. Please allow two weeks for processing; mailing labels are addressed out or two issues in advance.
Summary of broadcasting
According to the FCC, as of Nov. 30, 1973

Licensed

On air

Air

```
Licensed

On air

```

| Commercial AM | 4,175 | 4 | 16 | 4,285 | 51 | 4,446 |
| Commercial FM | 2,431 | 0 | 2491 | 135 | 2,626 |
| Commercial TV-VHF | 506 | 1 | 6 | 513 | 7 | 520 |
| Commercial TV-UHF | 90 | 0 | 3 | 182 | 39 | 244 |
| Total commercial TV | 696 | 1 | 9 | 705 | 46 | 764 |
| Educational FM | 603 | 0 | 25 | 628 | 95 | 723 |
| Educational TV-VHF | 88 | 0 | 3 | 91 | 4 | 96 |
| Educational TV-UHF | 124 | 0 | 14 | 140 | 143 | |
| Total educational TV | 212 | 0 | 23 | 231 | 239 | |

* Special temporary authorization.

Rulemaking

Call letter applications
- young people, University, Fairfield, Conn.—Seeks WVOF(FM).
- Lincoln Broadcasting Co., Hodgenville, Ky.—Seeks WLCB(FM).
- "KX" Broadcasting Co., Boston College, Newton, Mass.—Seeks WZBC(FM).
- Robert L. Kimel and Bessie W. Grad, Barre, Vt.—Seeks WORK(FM).

Call letter actions
- WBCW Broadcasting Inc., La Junta, Colo.—Granted KBLJ(FM).
- KAIR Inc., Jefferson City, Mo.—Granted KJMO(FM).
- WFTF Inc., Front Royal, Va.—Granted WIXV(FM).

Existing FM stations

Final actions
- WPTF from Joelton, Tenn.—Broadcast Bureau granted license to use former main trans. for aux. purposes after 700 ft.; with remote control (BLH-5997). Action Dec. 13.
- WTAD(FM) Murphysboro, Ill.—Broadcast Bureau granted CP to install new trans.; change TPO; ERP 2.9 kw; and add circular polarization to HAAT; ant. height 200 ft. (BPH-8702). Action Dec. 12.
- WTVU TV Pittsburgh, Pa.—Broadcast Bureau granted CP to change trans. location (same site); operate by remote control from studio at William- son Addition, Peach Orchard Road, Pittsburgh; install new trans; install new ant.; make changes in azimuth (increase height); change TPO; ERP 3 kw; ant. height 300 ft. (BFP-8529). Action Dec. 12.
- WNNN(FM) Canton, N.J.—Broadcast Bureau dismissed request for waiver of rules to identify as Canton-Salem, N.J. Action Nov. 29.
- WUJD-FM Kettering, Ohio—Broadcast Bureau granted CP to install new trans.; new ant.; make changes in azimuth (increase height); change TPO; ERP 50 kw; ant. height 300 ft.; remote control (BPH-8547). Action Dec. 12.
- WFMZ(FM) Allentown, Pa.—Broadcast Bureau granted CP to change trans.-studio location to East Rock Road, Salisbury, Allentown, Pa.; install new trans.; make changes in ant. system (decrease height); install new ant.; change trans-mission line; change ERP 12.5 kw; ant. height 870 ft.; condition that grant does not include WTTW-FM Westminster, Md., and WCMC-FM Wildwood, N.J., being granted authority to operate with maximum ERP (ERF 50 kw; ant. height 500 ft.) (BPH-8086). Action Dec. 12.

Action on motion

Call letter applications
- WSTC-FM Stamford, Conn.—Seeks WYRS(FM).
- WMAQ-FM Chicago—Seeks WJOI(FM).
- WAFM(FM) Angola, Ind.—Seeks WLKJ(FM).
- WLQO-LF La Porte, Ind.—Seeks WOCO(FM).

Call letter actions
- KARN-FM Little Rock, Ark.—Granted KKYY(FM).
- WHYD-FM Columbus, Ga.—Granted WCGQ(FM).
- WFSB(FM) Framingham, Mass.—Granted WDJM-FM.
- WKLG(FM) Wagoner, Okla.—Granted KJEM(FM).

Renewal of licenses, all stations
- KQZ(AM) San Diego, Calif.—Seeks assignment of license from San Diego Publishing Co. to Talamantes Broadcasting for $100,000. Seller: David G. Talamantes, et al. (100%). Actions Dec. 12.
- KTLD(AM) Langhorne, Pa.—Seeks assignment of license from TML Broadcasting Co. to Pennsylvania Mutual Life Insurance Co. (100%). Action Dec. 12.
- KPOX(AM) Portland, Ore.—Seeks assignment of license from KPOX Broadcasting Co. to Mohawk Broadcasting (100%). Action Dec. 12.
- KXQZ(AM) Kansas City, Mo.—Seeks assignment of license from Mahaffy Broadcasting Co. to Western Broadcasting (90%). Action Dec. 12.
- KRO(AM) Des Moines, Ia.—Seeks assignment of license from Western Broadcasting (90%). Action Dec. 12.
- KSK(AM) Austin, Texas.—Seeks assignment of license from State Comic Ass'n. to Austin Publishing Co. (100%). Action Dec. 12.
- KYJO(AM) Waco, Texas.—Seeks assignment of license from KYJO Broadcasting Co. to KYJO Broadcasting (100%). Action Dec. 12.
- KFAX(AM) Fort Worth, Texas.—Seeks assignment of license from KFAX Broadcasting Co. to Texas Broadcasting (100%). Action Dec. 12.
- KSJO(AM) El Paso, Texas.—Seeks assignment of license from KSJO Broadcasting Co. to KSJO Broadcasting (100%). Action Dec. 12.
- KJAM(AM) Atchison, Kans.—Seeks assignment of license from KJAM Broadcasting Co. to KJAM Broadcasting (100%). Action Dec. 12.
**Cable**

**Applications**

- WATF in New Britain, Conn.
- WBQ in Chicago, Ill.
- WJAC in Johnstown, Pa.
- WJBK in Detroit, Mich.
- WBBM in Chicago, Ill.
- WSAW in Appleton, Wis.
- WTVS in Birmingham, Ala.
- WFAA in Dallas, Texas
- WABC in New York, N.Y.
- WWJ in Detroit, Mich.
- WMUR in Manchester, N.H.
- WLS in Chicago, Ill.
- WITM in Washington, D.C.
- WTVH in Rochester, N.Y.
- WJZ in Baltimore, Md.
- WFMZ in Allentown, Pa.
- WJW in Cleveland, Ohio
- WCVB in Boston, Mass.
- WSB in Atlanta, Ga.
- WABX in Jacksonville, Fla.
- WTVT in Orlando, Fla.
- WGN in Chicago, Ill.
- WOR in New York, N.Y.
- WTAE in Pittsburgh, Pa.
- WTRY in Youngstown, Ohio
- WXYZ in Detroit, Mich.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
- WOR in New York, N.Y.
- WORX in Providence, R.I.
- WRGB in Schenectady, N.Y.
- WJZ in Baltimore, Md.
- WSB in Atlanta, Ga.
- WTVH in Rochester, N.Y.
- WBNS in Columbus, Ohio
- WJW in Cleveland, Ohio
- WABC in New York, N.Y.
Help Wanted Management

Sales Manager. Top 50 market. Local salespeople with limited experience required. Limited experience considered. $28,500 and incentive. Opening created by forthcoming retirement and move to new station acquisition. Box N-126, BROADCASTING.

Assistant Corporate Director of Marketing. Major group. College graduate who desires management. Must have at least $30,000 in sales experience. Excellent opportunity. Submit resume to Box N-128, BROADCASTING.

General Manager. Opportunity for advancement within group. Strong sales background. Mid-west market. Salary up to $40,000. Send resume to Box N-130, BROADCASTING.

25% ownership available to ambitious, young radio executive seeking equity participation. Best FM facility in fast growing Midwest city of approximately 400,000 population. If you have sales experience and are ready to run your own show, send resume to Box N-138, BROADCASTING.

General Sales Manager for top rated Oklahoma station. Excellent salary plus override should total $30,000 or more annually. Must have radio sales experience and fringe benefits. Box A-60, BROADCASTING.

Sales-oriented GM for #1 mid-south AM. Management oriented sales executive who wants salary, fringe benefits. Box A-60, BROADCASTING.

Help Wanted Sales

Group owned Detroit radio station has immediate opening for ambitious, young salesperson ready to move up. Company makes position available. Income range $20 to 35K depending on experience and performance. Send resume to Box N-129, BROADCASTING.

Escape to sunny Arizona. Southeastern Arizona regional AM, #1 in market wants top salesperson. Growing community, living conditions excellent. Want combo man or woman. Top salary, good commission. Send resume and picture. Phone after 6, 602-364-3979. Box N-188, BROADCASTING.

Sales help wanted. Primary salesperson, small market Iowa station. Good arrangement for performer. Could lead to sales management. Box A-25, BROADCASTING.

Radio salesperson. Network owned and operated station. Opening created by promotion to national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box A-36, BROADCASTING.

Experienced salesperson, also capable of limited air and production work. Growing small market station. Send resume and letter introducing yourself to RUSH Media Inc, 14 Copeland Ave, Westfield, NJ. Must have at least 2 years experience. Box 1031, BROADCASTING.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best markets. Contact Jack Chapman, KGKJ, Gallup, 505-683-4444.

Salesperson who wants to make radio sales a career. Have had excellent results with women selling and am looking for replacement to one whose husband was transferred to another city. Must be ambitious, self-starter and imaginative. Contact Charlie Persons, KVBW, Brainerd, MN 56401.

California area. San Francisco area station wants local and regional salesperson for aggressive radio and TV operation. Successful candidates will account for guarantee of $12,000 annual. KXON in beautiful Napa Valley, CA. 707-252-1442.

East Coast station seeking Corporation is acquiring other radio stations. I need a live wire Sales Manager, Salespeople, live wire Deejays, digging Newspapers etc. I’ll give you an outstanding, fast growing format. Write: Paul Sidney, General Manager, East Coast Broadcasters, 815 S. Michigan Ave., Chicago, IL 60604.

Help Wanted Annunciators

Northwest medium market contemplates looking for communicators. Send resume. Box N-209, BROADCASTING.

Help Wanted Annunciators Continued

Help Wanted Technical Continued

Help Wanted Technical

Chief Engineer, Directional AM, automated FM, Midwest station. Salary $15,000 plus. Small market. Send resume, references to Box N-171, BROADCASTING.

Opportunity for 1st class engineer with some electronics background to break into engineering. Some broadcasting experience required. Must have FM/AM/CATV experience. Send resume, pictures and references to Box A-41, BROADCASTING.

Help Wanted News

Contemporary Station in major FL market is looking for an experienced, aggressive news director. Send resume with Equal Opportunity Employers. Box A-36, BROADCASTING.

New York suburban station seeks to expand news department with an experienced journalist. Prime requirement is desire and ability to dig for news and write it well. Excellent opportunity for right person. Send tape and resume to News Director, WALK, Box 138, 47-21 9th Ave., Queens, NY 11102.

Expanding Department needs aggressive self-starter capable of handling inside and outside assignments. Fulltime, fulltime, fulltime. Send resume to Art Reid, WTRX, Box 1330, Flint, MI 48501.

Help Wanted, Programming, Production Others

Draft Sports Director/Salesperson for important New England facility. Play-by-play talk show, news reports, community involvement, excellent pay, plus for total involvement. Airchecks, salary requirements, equal opportunity. Send resume to Box N-164, BROADCASTING.

Copy Writer/Traffic Director—$50,000 watt stereo FM. Only 24-hour in market. Excellent lower Michigan community. Experienced copywriter and traffic with production ability. We are EOE. Send complete resume and picture including commercials you have written to Box A-12, BROADCASTING.

Film Specialist. To produce and direct film documentaries and production inserts for midwest university stations and state ETV network. Requires BA plus five years experience or equivalent and advanced knowledge of all facets of film production. Minority group members and women are invited to apply. Immediately available. Send resume and references to Box 10207, Sequoia Broadcasting, 2200 S. 99th, Kansas City, MO 64108.

Director—radio information center to broadcast programs to visually handicapped persons. Under private contract. Direct, manage, purchase equipment, develop program, hire, train and supervise additional staff. Minimum duties will include development of permanent financial support, station management, public relations. Downers Grove, IL. Send resume. Gary K. Bauman, N-135, Room 400, 919 Walnut Street, Philadelphia, PA 19107.

Situations Wanted Management

Young, Experienced. Sales oriented GM for Prog FM top 50 market background on merchandising programming localization, Box N-100, BROADCASTING.

Young Enthusiastic Sales Pro Desires Management. 6 Years Experience, Programming and Sales. No stipulations. Don't wait. Write now. Box N-106, BROADCASTING.

General Manager, 33 with three years experience managing MOR station in top 50 market. Sales management background. Currently earning $22K, desire more. Box N-127, BROADCASTING.

Sales Manager looking for challenging sales management spot in large market with opportunity for fast advancement. Respond with detailed information to Box N-129, BROADCASTING.

Sales Manager: currently salesman in top 20 market with super track record. Willing to sacrifice dollars for position with excellent opportunity for career growth. Four years experience. Box N-142, BROADCASTING.

General Manager proven track record in major market. Looking for greater challenge. Send resume with how you motivate sales and programming staffs. Box N-143, BROADCASTING.

Creative announcer, former music director, also strong in copywriting and news, looking to get involved. Check box—cal is a possibility. Write: Box N-179, BROADCASTING.

Help Wanted Announcers

Personality announcer for morning shift, medium Florida morning outlet. AFL/CME format. Equal opportunity employer. Send resume to Box A-5, BROADCASTING.

Announcer—50,000 watt stereo FM. Only 24-hour in market excellent lower Michigan comedy. Experienced person strong on production with copy writing ability. Write complete resume, picture, picture, Box A-11, BROADCASTING.

Immediate openings for experienced announcer or PD. Florida fulltime station. Box A-19, BROADCASTING.

Willing to learn and wear many hats. Small town. Resume, no tape, no phone. Box A-38, BROADCASTING.

Wanted: An experienced announcer for a C&W format. Group owner with sales in VA and SC. Must be able to travel. Send resume and sales if wanted. Reply Box A-38, BROADCASTING.

Box N-132, BROADCASTING.


Morning DJ. music direction experience. Sales experience helpful. Potential of becoming program director. Stational WLXK Radio, P.O. Box 161, Galion OH 44833. 419-468-4664.

Florida contemporary needs experienced, talented lock jockey. Immediate opening with a Right Format. $150 to $130 to start with good fringe benefits, security and room for growth. Small market but professional atmosphere. Tape, resumes to WIPIC, P.O. Box 712, Lake Wales, FL 33853. No cells please.


Knoxville, TN. WIVK AM & FM, 50 KW & 100 KW ERP. Looking for an individual wishing to become member of a stable organization that is No. 1 in the market. Resumes to Bobby Denton, Operations Manager, WIVK, P.O. Box 10207, Knoxville, TN 37919.

Experienced announcer with Third Endorsed Minimum. Contact Bob Davis, WMDR, Box 461, Moline, IL 61265-309-526-3357.

WORB, Tara River, NJ is looking for a good, progressive announcer. Must have on air experience to act as local affiliate's DJ. Send resume and photo to WRIC, P.O. Box 838, Richland, VA. No phone calls.

Still seeking experienced only, drive-time announcer for top-3 cities MOR CBS affiliate. No rockers. New facilities and many benefits. Rush tape, photo if possible, salary requirements, references and availability to John Carlin, WSOW, P.O. Box 1945, Saginaw, MI 48638.

Kentucky—Young person with ideas and a self starter. Some sales. Immediate opening. Call 606-248-5642.

Help Wanted Technical

Chief Engineer, Directional AM, automated FM, Midwest station. Salary $15,000 plus. Small market. Send resume, references to Box N-171, BROADCASTING.

Opportunity for 1st class engineer with some electronics background to break into engineering. Some broadcasting experience required. Must have FM/AM/CATV, automation, etc. Send resume, picture and references to Box A-41, BROADCASTING.

Broadcasting Jan 7 1974

43
Situations Wanted Management Continued

- You want high profit, continuing sales growth, and a GM you can count on. I want $25,000, a car, and profit sharing. Let’s get together. Box N-195, BROADCASTING.

Texans: Regional Sales Director for East Coast Major Market Station. Have financial interest in and am currently responsible for sales programs and policies for broadcast corp. If FM, CP, On air, writing, production—the best, Steady experience a plus. Five years or more. If small market, can get totally involved with, take charge of, and settle in Texas small or medium market, with part or full ownership potential. Now is your chance. Box A-1, BROADCASTING.

Attention: Absentee Owners. Upgrade your station with expertise and rewards. Available immediately. Salary negotiable. 602-384-C367 or A-33, BROADCASTING.

General or sales manager, mature well-known broadcaster, knowledgeable to management. Available only because of ownership change. Desire return to hometown Virginia. Experience $25,000 plus, and worth it! Box A-9, BROADCASTING.

Bored with retirement in my prime time after selling my radio stations. Seek challenging management or sales/management opportunity. Box A-18, BROADCASTING.

Rap's—15 years radio sales in Dallas. I know where the dollars are! May I open an office for you? Reply to Box A-23, BROADCASTING.

I'm looking for a long-term growth opportunity with responsibility and rewards. Successful sales backer, immediate ground medium and major markets. Some sales management. Reply to Box A-54, BROADCASTING.

Currently employed top rocker in sales-management position. Young, vibrant and ready for you. Total radio, 12 years—all TOP 40. Put it all together—I work for South or West but consider all. $22,000 plus. Top references and results. Box A-27, BROADCASTING.

Radio is where it's at—Respected radio man, heavily sales man, and administrative executive. Station sales manager and prominent national representative management. Desire West Coast, but will consider all locations for station or rep sales management position. Box A-54, BROADCASTING.

Are you looking for an aggressive, young GM? 34, family man, 14 years experience, and position desirable. Prefer C&W small market. Dependable family man. P.O. Box 10255, Norfolk, VA.


Situations Wanted Sales

Michigan sales opportunity desired. Now manager of small market FM 27. degrees. Want full time selling in large or medium market, with advancement. Earnings potential should well exceed current annual salary of $11,000. Reply to Box N-192, BROADCASTING.

Successful salesman, five years in market of 300,000, looking for comfortable, permanent position in town of 20,000 to 40,000 pop. Southwest only. Some announcement if necessary. Have 1st Phone. Box A-75, BROADCASTING.

Situations Wanted Announcers

First phone, ten years experience, MOR, Operations, news, production, no maintenance. Box N-55, BROADCASTING.

Announcer looking for rocker or wild top 40, Capable of up tempo MOR. Creative, Married, 3rd phone. Willing to relocate. Has good gain experience in sales. Box N-120, BROADCASTING.

MOR Talent, PD drive, or good night slot, college grad, 3rd endowed, now in medium market, wanting security, personality. Box N-162, BROADCASTING.

My contemporary talk show can build sales and audience. Box N-186, BROADCASTING

First in talks, news, MOR, contempt, hard rock, sales, management & production, 10 years experience. $31,250,000 w/incentives. Box N-187, BROADCASTING.

Inexperienced, low-key pro. Want med. market, any location. Prog MOR prop. rock, or easy contemp. Salary negotiable. Good writer. Don Cohen, 17247 Alta Vista, Southfield, MI 48075. 313-557-4912 or 517-351-9287.

3rd phone station looking for air experience at station in 40,000-plus market. Left in good standing—with or without P.O. Contact D-J, 34902 Winslow, Wayne, MI.

Experienced play-by-play man looking for greater opportunity. Experience in MOR and rock. 1st phone, married, will relocate. 612-881-3505.


Situations Wanted Technical

Dedicated Engineer-Announcer looking for a good job and a small or medium market station. Box A-7, BROADCASTING.

Engineer, experienced, first class license, familiar with West Coast. Must speak FM, TV, CB, STL, LH, HF, VHF, UHF. Box A-26, BROADCASTING.


‘Virgin’ Sports, AM/FM, looking for personality, technical background, good voice, familiarity with possible Greater East Lubbock, TX. Box A-52, BROADCASTING.

Situations Wanted News

Available for the Colorado, Wyoming, Idaho area, a weatherologist with 22 years experience radio and television. Age 40, Desires a first flight job with a top notch station in large area. Currently doing two weather shows nightly with highest ratings in five station market. Anxious to move to United States. Interested in no TV, small market, or college, and will relocate. Call Pete at 313-543-0799, or write 26133 Detroit, Dalton Mountains, MI 48071.

Metro Chicago. Current week day FM personality seeks same week end position for transmitter, automation, or board eng. No advertising, please. First phone, Call Bill at 712-625-1074.

27-year-old woman reporter, with six years TV and radio news experience in major and medium markets, seeks position in well-established news team. Also have BA, MA in news. Reply Box A-41, BROADCASTING.

Attention: Rocky Mountain West, Washington and Oregon looking to get into Radio. Family man, 35, professional with 18 years local, regional and West Coast, now in news. Interested in position as radio and/or TV news director in community under 75,000 pop. Long term only. Currently free-lancing in Europe, thus will need 30 days to move. Box A-43, BROADCASTING.

I'm on sports trip—station trpped out—forced to situations elsewhere. Require TV exp. Management, PD, talk shows. D.J. Heavy play-by-play, interview, minor pro, college, high school. Box A-57, BROADCASTING.

Investigative Newspaper—Don't touch this unless you want answers and can bear subtle financial pressures because you called me on my snoping. If I offered you documented evidence that the "Virgin Mary" program would you air it? I have experience, reference, major market. Box A-58, BROADCASTING.

Country Music Disc Jockey available immediately. 15 years experience. 1st class ticket. Telephone 305-100-7777. 2nd phone for immediate. Contact Pat, A-20, BROADCASTING.

Help Wanted Technical

Large market Michigan Network Affiliate seeking experienced technical people. Send resume. Equal opportunity employer. Box A-182, BROADCASTING.

Transmitter technician manufacturer for Midwest: PTV UHF. Prefer 2 years or more maintenance experience with klystron type transmitter. Also studio-transmitter technician for operation and light maintenance. Technical school plus experience desired. Equal opportunity employer. Please send letter of application to Box A-20, BROADCASTING.

Help Wanted Programing, Production, Others

If your small or medium market rock, oldies or adult contemporary station can pay a creative, hard working program director a five figure salary contact Box N-32, BROADCASTING.

I want to make you No. 1 major market lock and production/music director seeks creative, developmental programing position. Eight years experience. Box A-35, BROADCASTING.

Sales/Programming for Local Origination. Extensive Sales and Management background in Cable, Television. Excellent with all phases of Programming. Capable. Controls, including play by play, First Class license. Experienced, mature, cost-conscious and budget oriented. Box A-69, BROADCASTING.

Producer/production man, 24, single, MA, R/T. Seeking management position. Experience all phases of production. Creative, ambitious, hard worker. Excellent references. Box 1, A-55, BROADCASTING.

Bill Crable—Program Director K/JM Ft. Worth, Available January 1st. Enthusiastic Air Pro, Excellent Background. Top References...St. Louis, Kansas City.

Attention small-medium market Midwest rockers: Music director looking for a gig. Experience as top 40 DJ- MD and a gig as record-programmer in Midwest market. I'm your same old Gary Ladesis, 115 North Main, Medford, WI 54451.

Help Wanted News

News Director—Assume full command of outstanding news department in Florida medium market. Should be good air personality as well as journalist and family. Send photo and resume to Box A-33, BROADCASTING.

Weatherperson—Top 50 Midwest market with great potential for innovative talent. Competition is shallow and exciting talent could make it big. We’re number two and trying harder. Send resume and salary requirements. An equal opportunity employer. No. 47, BROADCASTING.

Crack reporter, able to develop unique features and meaningful sidebars. Female or male. Creativity and the ability to be a self starter very, We’re number one, looking for number one type people. E.O.E. Send resume and writing samples to Box A-53, BROADCASTING.

Help Wanted Programing, Production, Others

Large market Michigan network affiliate seeking experienced technical people. Send resume. Equal opportunity employer. Box N-181, BROADCASTING.

Help Wanted Production Programming, Others Continued

Traffic director for Florida station on BIAS computer. Must be thoroughly familiar with and control of inventory, production, etc. Manages any situation for itself. Please pay true. Box A-34, BROADCASTING.

Producer/Production/Director—Top 50 Midwest market looking for creative, hard working people with strong background of experience. Equal opportunity employer M/F. Send resume and salary requirements to Box A-46, BROADCASTING.

Help Wanted Technical Continued

Chief Engineer—Group owned New England TV-AM requires Chief with proven administrative and technical ability. Box A-77, BROADCASTING.

Videostage engineer—One of the country’s fast growing and progressive public television stations has an immediate opening on maintenance of RCA TE-60's and post production editing. Contact Steve Rogers, 219-233-9022. P.O. Box 1, Miami 1, FL 33161; Phone 309-49-8221.

Immediate opening for a TV-FM broadcast systems design engineer. Qualifications include a knowledge of communications engineering fundamentals, FCC rules and procedures, and an ability to write technical specifications and engineering for the right person. Submit resume and starting salary to W. J. Kessler Associates, 2929 NW 13th St., Gainesville, FL 32601.


1st Class Engineer for progressive small market network station. Will be right person. Contact Chief Engineer, 606-255-4404. An equal opportunity employer.

Television Engineer capable of operation and maintenance. Prefer 1st class license, some digital background, AMPLEX VTR experience. Major market VHF, good contact and experience available, Need to go anywhere. David Barrett, Box A-20, BROADCASTING.

Help Wanted News

News Director—Assume full command of outstanding news department in Florida medium market. Should be good air personality as well as journalist and family. Send photo and resume to Box A-33, BROADCASTING.

Help Wanted Programing, Production, Others

Major market jock, 40 DJ- MD and Music Director. Attention Bill Caldwell, 305-991-219 and 305-991-219. BROADCASTING.

Major market network station. Prefer to relocate, send resume. Equal opportunity employer. Box A-45, BROADCASTING.

Help Wanted News

News Director—Assume full command of outstanding news department in Florida medium market. Should be good air personality as well as journalist and family. Send photo and resume to Box A-33, BROADCASTING.

Help Wanted Programing, Production, Others

Highly motivated self-starter with a wealth of experience in Broadcasting, Community Service and Government. Must be a BA in Broadcasting with work experience in Radio/TV, Journalism and Advertising. Am a successful news director, having developed a creative, personable radio voice with experience in TV production and programming. I want a long term relationship with people who care about people. Box N-103, BROADCASTING.

Help Wanted Technical

Assistant Chief Engineer desires greater responsibility and financial remuneration. Will relocate for the right opportunity. Box N-129, BROADCASTING.

VTR—Video experienced first phone with over 7 years experience. Seeking immediate opening for top VTR station’s event. Have total market growth against declining station audience share. Prefer to relocate. Send your resume to Box A-50, BROADCASTING.

Help Wanted Technded

Lack of communications with TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV. Take some TV.
Situations Wanted Programming Production, Others Continued

Program Manager with 6 years experience. College graduate. Excellent opportunity in company large. 35 years old, major market experience. Box N-141, BROADCASTING.

Talented young major market producer/director looking for top 15 markets, but any position considered. Background in all phases of studio and remote production. Proven success. MA desires college radio-TV post with production duties. Young, creative, commercial and non-commercial experience. Box O-22, BROADCASTING.


Associate Director in top 10 with considerable directing experience seeks Director position in top 15 market. Super references. Strong news, creative. Box A-31, BROADCASTING.

18 years production experience, most as Production Manager at three different major market independent television stations. Family man, mid-30's. Equally qualified as Operations Manager. Box A-44, BROADCASTING.


CABLE
Help Wanted Management
Graduate. Majors seek recent college grads with sales experience to be Advertising/Sales Managers in various locations. To $6000. Box A-4, BROADCASTING.

Help Wanted Technical
CATV Technicians with practical experience in complex headend maintenance and Jerrold bi-directional equipment. Work in growing system now serving 27,000 subscribers. Minimum 4 years experience in CATV maintenance required. Send details to Paul Knox, Operations Manager. Box 212, Cablevision, 1122 N. Byrne Road, Toledo, OH 43607, Phone 419-531-5121.

Teaching-Broadcast Electronics Technology. Immediate opening to teach and add additional developmental work in a new Bachelor of Science Program in Broadcast Technology. Should have experience as a Chief Engineer with experience in CCTV, CATV or microfilm. Excellent position. Box 32, BROADCASTING.

Chief Engineer wanted for large CATV local origination department. Experience needed in 1st VCR tape machine, 72 years experience, etc. Great opportunity. Box 33, BROADCASTING.

Production Engineer for large Southern Californian Cable TV company. Must be qualified to operate & maintain VCR recorder/production switchers/B&W and color cameras. $800-$1,100. Call Chris Donovan 213-955-4455.

WANTED TO BUY EQUIPMENT
Wanted, first class color remote vans. 2-6 color cameras. Please mention your years in the business. Write Box N-17, BROADCASTING.

Plate Transformer for GE 4T515A 50kw Transmitter in operating condition or would consider good core and frame. Also, consider any other plate transformer capable of handling 25-50 kw VHF transmitter 208-240p, 50-60, B eight or equal. All inquiries to Al Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601 or Phone 318-627-9097.

FOR SALE EQUIPMENT

RC Antenna 4T6F-A and 4T67B VHF Transmitter both in good working order. E. James Vann, Striver 742-5533. TV 277 Golden Gate Avenue, San Francisco, CA 94102.
RADIO

Help Wanted Management

WHEN YOU NEED HELP
FINDING THE RIGHT EXECUTIVE
CALL RON CURTIS & CO.

We find outstanding candidates for any position above $12,000 per year in radio, television or CATV. Contact Mike Walker for management, sales, programming, promotion, engineering or financial people. Call 312-693-6171 or write Ron Curtis & Co., O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631.

SALESPeOPLE
Leading broadcasting company will be adding experienced salespeople in 1974. Excellent opportunities in both radio and television, including company owned national representative division. Rapid advancement for candidates with management potential. Send detailed resume. Confidential. Equal opportunity employer.

Box A-37, BROADCASTING

Norelco
REGIONAL MANAGERS
for Distributor Sales
ATLANTA & CHICAGO

Growth opportunity with expanding, famous Norelco A-V products. Candidates should have successful track record selling CCTV, video cassette and audio-visual equipment. High potential and liberal fringe benefits. Contact Sales Director, Warren Charles at:

PHILIPS BROADCAST EQUIPMENT CORP.
One Philips Pkwy., Montvale, NJ 07645

An Equal Opportunity Employer

Help Wanted Sales

Washington D.C. market, top-rated Modern Country operation, AM-FM simulcast, expanding sales force because of booming business, is seeking an experienced salesperson with proven sales record ready to earn more than $20,000 in commissions the first year. Must be aggressive self-starter to find new business and cultivate excellent, established agency list. Super fringe benefits. Send letter and resume to Olm Hester, WPKX-WXRA, 523 1st St., Alexandria, VA 22314.

Help Wanted Announcers

WANTED IMMEDIATELY
WAKEUP PERSONALITY
with good sense of humor
by West Coast 50kw

Rush resume, photo and salary desired to:

Box A-39, BROADCASTING

Help Wanted Announcers Continued


NEW MEXICO IS A GOOD PLACE TO LIVE!
Applicants wanted (DJ's, sales, news, etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call; send typed resume, tapes and requirements.

New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, NM 87102

Modern C & W DJ
Mature, experienced, workable personality. Send DJ audition, resume and picture to W-SHO Radio, 2820 Canal St., New Orleans, LA 70119.

PROGRESSIVE COUNTRY
PROGRAM DIRECTOR for happy station in beautiful mid-eastern mountain state. Rated #2 of 16 in no hassle market of 270,000. #1 rating is not necessary, but we want to SOUND better to ourselves. If you're a successful morning communicator, production expert, and a programmer who can help us reach our goals, write: E.O.E.

Box A-65, BROADCASTING

TELEVISION Help Wanted Technical

FIELD
SERVICE ENGINEERS

International Video Corporation, the leading manufacturer of videotape recorders and television color cameras, has field service openings in several regions.

Experienced field engineers are required to install, demonstrate, and service IVC products in the field as well as service maintenance at the regional office.

Positions require individuals with 2 years technical school and 2 years experience in service maintenance of videotape recorders and/or television color cameras. Positions also available in the Data Products group for individuals with experience with digital equipment test and repair.

For immediate consideration, please write or call: Mrs. Pat Morton, IVC, 990 Almanor Avenue, Sunnyvale, CA 94086, 408-736-3900, ext. 24. We are an equal opportunity employer m/f.

International Video Corporation

Broadcasting Jan 7 1974 47
● CIRCUIT DEVELOPMENT ENGINEER
● TELEVISION SYSTEMS ENGINEER
● TECHNICAL WRITER

The Grass Valley Group, Inc., a leading manufacturer of professional television studio equipment, has positions available in the following categories:

CIRCUIT DEVELOPMENT ENGINEER
A BSEE degree and a thorough understanding of the latest solid state circuit techniques and devices are basic requirements. The engineer must be able to perform all the tasks necessary for the development of new products to completion with minimum direction.

TELEVISION SYSTEMS ENGINEER
Must have thorough working knowledge of television systems from both a technical and an operational viewpoint. Experience in television broadcasting required, BSEE degree desired.

TECHNICAL WRITER
The position requires a person capable of assuming complete responsibility for preparation of technical instruction manuals. Knowledge of television systems and experience with commercial electronic products highly desirable.

Company benefits include excellent salary and the opportunity for advancement. The plant is located in the Sierra Nevada foothills approximately 50 miles northeast of Sacramento near the rural communities of Grass Valley and Nevada City.

Send resume, including salary history, in strict confidence to William L. Rorden.

THE GRASS VALLEY GROUP, INC.
P.O. Box 1114
Grass Valley, California 95945

An Equal Opportunity Employer

Situations Wanted Production, Programming, Others

Major MOR
Program Director
Will Consult
Station in 1974.

Box A-6, BROADCASTING

Situation Wanted News

Quality Major Market Radio Sportscaster Seeks Opportunity in TV Sports Top Credentials
Box A-59, BROADCASTING

Employment Service
527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Shelée Baris, Director

Miscellaneous

Check your mail for information on—
GOLF TELEPHONE NETWORK
now available for 1974
personalized reports for your stations with scores and interviews of each P.G.A. Golf tournament.
For complete information, write to:
GOLF TELEPHONE NETWORK
Post Office Box 393
Renton, WA 98055

Wanted to Buy Stations

Owners: Sell Me Stock or Percentage
I will manage and sell to greater grosses and profits. I have cash, tremendous track record, solid aggressive reputation. Let me build while you enjoy. Prefer Southeast or Midwest. Write to:
Box A-14, BROADCASTING

For Sale Stations

Wis. Small AM-FM $237M SOLD
Tenn. Small FM 130M Terms
Fla. Medium Fulltime 250M Terms

CHAPMAN ASSOCIATES*

business brokerage service

Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341
Persistence is the payoff for Eastman's unstoppable Bill ('Be Fabulous') Burton

"Enthusiasm. The single most important quality in selling. The highest paid quality on earth. To be enthusiastic, act enthusiastic. Be fabulous."

Such statements rekindle visions of the high school locker room and those sometimes inspiring but often obnoxious slogans the coach used to tack on the bulletin board to motivate the team into total competitiveness. In the world of business, where the final score is measured in dollars rather than touchdowns, one might question the sophistication of such a zealous credo. Unless you happen to be a salesman, which Bill Burton, the statement's author, is.

Among the fraternity of men who make their living convincing others that what they have to sell is somehow better than anything else on the market, a positive attitude and a persistent nature are assets. In the presence of Mr. Burton, executive vice president of Eastman Radio, they are mandatory. "We believe that the prime prerequisite of management is to replace oneself," Mr. Burton says. And thus, the 30-odd men who pound the pavement in the name of Eastman's 158 radio station clients do so in the conviction that to be introverted and mundane is tantamount to failure. Robert Eastman, who until October 1972 headed the firm, demanded it. Bill Burton, as Eastman's number-two administrator and second largest stockholder—behind President Frank Boyle in both categories—both practices and predicts it.

"There's an enormous correlation between Bill Burton and Bob Eastman," says Mr. Boyle, who admits to being "terribly prejudiced" about each. "Bob predictably will go down in history as the all-time great rep head as far as a generalist is concerned—who could do almost anything. But as a catalyst of enthusiasm, aggressiveness and honesty, Bill and Bob are very much alike. What Bill does and will continue to do until they put him in the grave is to be an evangelist of this belief: Nothing happens until you sell something."

Mr. Burton's undying allegiance to optimism and dynamism as a sales tool sometimes inspires guffaws on Madison Avenue. Indeed, one might be forgiven for occasionally failing to take seriously a man who carries around a file of such self-acknowledged "corny cliches" as: "Don't take no from a man who can't say yes. "Integrity. It's the mark of a man," and "Think big, sell big, be big." But to deny Bill Burton those convictions, one finds after listening to him in earnest, is to deny him his existence. The man is for real.

"I'm inclined to think," Mr. Burton states, "that perhaps the backbone of America is the product movers." After all, he reasons, "how long could America build what it couldn't sell?" In the case of radio, the particular commodity that Eastman purveyes, Mr. Burton finds it easy to be optimistic. "I believe in radio. I think I have an advantage that a lot of people don't have. And that is not only believe in my product, I know it works."

Instilling that belief in the minds of advertisers is the function of the radio rep. In an age of economic pitfalls, some have come to question whether that industry can continue to affirmatively justify its existence. Predictably, Bill Burton is not among them. "There is always going to be a tremendous need for good salesmanship," he maintains. "I don't think the rep business is in danger. But I think certain reps are in danger. What it boils down to is that with the advent of FM, there are more and more good radio stations and fewer and fewer good rep firms." One major problem, he feels, is that local salesmen are finding it easier to get to the decision-making personnel among whom the ability to stop the buck is there. In national advertising, that individual may reside thousands of miles from the huckster's turf. For that reason, Mr. Burton says, it is standard operating procedure at Eastman to be liberal about traveling privileges.

No one at the firm utilizes that privilege more than Mr. Burton, whose capacity for travel is almost nomadic. As coordinator of Eastman's sales efforts (he is fond of the phrase "team captain"), he spends about 40% of his time at the firm's New York headquarters, where he maintains an office. He flies between 50,000 and 100,000 miles each year. His home and personal headquarters remain in Detroit.

Mr. Burton's infatuation with the virtues of enthusiasm preceded his entry into radio. While working as a sales executive for 3M Co.'s national outdoor advertising division he became involved in a project called the "National Shopping Center Network." The idea was to place product ads on billboards hanging from utility poles in the parking lots of shopping centers around the country. Mr. Burton had even more ambitious designs on the campaign: "I wanted to add movement to the signs, and sound. I wanted you to get out of the car and hear: 'Hi, Mrs. Consumer. Glad you could drop by to see us today. Remember to get your Campbell's soup when you flutter through the supermarket.' " For some reason, the idea didn't fly, and neither did the campaign—according to the persistent-in-retrospect Mr. Burton, because 3M "had a less than full commitment to doing the job the right way." Mr. Burton's migration to radio sales—he joined Eastman in 1960—was at the urging of Messrs. Eastman and Boyle, the latter an acquaintance since 1948 when the two were students at Michigan State.

One need not question the importance Mr. Burton assigns his association with Eastman. But in the personal achievement department, a biographer might give priority to an event that occurred just last April. In 1964, Mr. Burton severely injured a spinal disk during a game of handball. During the subsequent months he spent in a body cast, his physician warned he might never walk again. Bill Burton said no. Not only would he walk, he maintained, but someday he would run in the Boston marathon. Nine years later, he made good on that prediction. His daughter, Kerrie, recorded that climactic moment in a school composition:

"... Someone told my mom that dad had dropped on the ground along the way, but she didn't want to tell us. Then all of a sudden, someone yelled, 'There's your dad.' I couldn't believe it. I saw him and cried so much because I was so happy. I ran the last little way with him. I gave him a big kiss, but he could hardly stand up. I was proud of him!"

Bill Burton had come much farther than those 26 miles and 385 yards. Why did he do it? Primarily, he says, to impress upon his two daughters "that persistence is one of the key fundamentals of making it in this world."

Be fabulous.

Editorials

A little landmark
A panel of the National Advertising Review Board, the advertising business's self-regulatory arm, has issued what the NARB calls a "landmark" decision, holding that a 1972-73 campaign for Schick's Flexamatic electric shaver was "false in some details and misleading in its over-all implications" (Broadcasting, Dec. 31, 1973).

The "landmark" label apparently stems from two facts: that this is the first major decision involving comparative advertising since the Federal Trade Commission endorsed the name-names approach and that it came in the most controversial case NARB has handled in the two years since it set up shop. But whether it will have a landmark effect on advertising remains to be seen.

The panel's basic yardstick seems simple enough. In effect it holds that if Product X advertises itself as superior to Product Y, Product X must be able to substantiate the claim. None of the world's Product Y's, and few X's, are apt to challenge that concept. The trouble comes in applying it.

In TV and print ads, Flexamatic had claimed that tests showed it shaved closer than Norelco, Remington and Sunbeam shavers. But the NARB panel held that the advertising implied superiority over all models of the competing brands, some of which had not been involved in the tests, and that it also implied superior performance for all men when in fact some men got better results from the competition.

Schick, while reluctantly accepting the panel's ruling as a guide to future advertising, insists the panel read more claims into the old advertising than it really contained. Subjective judgment, then, is the basic issue here — and almost inevitably will be at the center of future comparative advertising disputes as well.

The impossibility of predicting such judgments suggests that the "landmark" nature of the current case is more likely to be determined by the courts, where litigation between Schick and Remington is now pending, than by the NARB panel's decision — whose bigger contribution, then, may be in allaying public suspicions that NARB is essentially there to whitewash advertising.

Cat's paw law
The U. S. Department of Justice made it clear last week that it wants to dismember co-located newspaper and broadcasting ownerships, with the FCC acting as the butcher. In filing petitions to deny renewal of broadcast licenses held by publishers in St. Louis and Des Moines, Iowa, the department was following a strategy originated in a similar filing against the Milwaukee Journal Co. (Broadcasting, Dec. 10, 1973). As the strategy unfolds, it gets no prettier.

The basic argument made in all of these petitions is that newspapers and broadcast stations that are commonly located and commonly owned represent horrendous concentrations of control. It is an antitrust argument, based on economic shares of relevant markets. But the Department of Justice has chosen not to test its case in the courts under the intricacies of antitrust law. It wants the FCC to do the job under the infinitely more flexible standard of the "public interest." If the Milwaukee case looked to be a cheap shot, as was observed on this page last Dec. 17, the filings against Newhouse and Pulitzer in St. Louis and.

Cowles in Des Moines are cheaper still.

The Justice Department makes no secret of its desire for the FCC to issue a general policy against newspaper-broadcast crossownerships. Indeed it refers to an FCC rule-making to achieve that aim, begun in 1970.

In its latest filings Justice modestly omits to mention that its heavy nudging was largely responsible for the FCC's initiation of the rulemaking and that the premise then was radically different from the antitrust arguments Justice is making now. Originally the rulemaking raised the socio-cultural question of whether crossownerships of co-located media deprived the public of diversified sources of entertainment and information.

That question was more than adequately answered by massive studies undertaken by the National Association of Broadcasters and the American Newspaper Publishers Association. The studies found that the public was exposed to enormously more resources of intelligence than the government had imagined. Since being officially filed as comments, back in April 1971, these studies have stood as the last word. Justice never sought to contradict them.

Furthermore, still other studies submitted at the time conclusively showed that co-located newspaper-broadcast ownerships were in decline — a trend that has been continuing. The point was made then, and could be made more emphatically now, that the general breakup of crossownerships would serve no public good and would add few new public voices at the exorbitant price of wholesale dislocations in media operation. The ANPA estimated that $2 billion worth of newspaper-owned broadcast stations were at stake.

It would have been tidier, of course, if the FCC had been less dilatory in reaching a decision once all of the evidence was in. A firm policy issued then would have resolved the "public interest" question about multiple ownerships and would thus have deprived Justice of the gimmick it is using now as a short cut to antitrust prosecution.

But it is not too late. The evidence at hand overwhelmingly supports a finding that the public has been more served than diserved by the broadcast system as now structured. Let the FCC end the rulemaking on that note, and let Justice go to court if it really thinks it has cases in Milwaukee, St. Louis, Des Moines or wherever else it may have targets in mind.

"They bring me ball games, I buy their beer. It's as simple as that."
“WGN?
It’s really great.
The people who call
the radio guys on
the phone all have
something to say.
Every day the
subjects are different.
I always have
something
to talk about at
coffee break.”
Our Xerox trademark is among our most valuable assets.

So it's important to us that you know how it should be used. And how it should not.

If you spell Xerox with a small x, you're making a big mistake.

Since a trademark is by definition a proper adjective, it should always be capitalized.

At the same time, using a capital X doesn't give you the right to use it in a way that's wrong.

Even with a big X, you can't make a Xerox, you can't go to the Xerox and you can't Xerox anything. Ever.

As long as you use a big X, however, you can make copies on the Xerox copier, you can go to the Xerox computer and you can read a Xerox publication.

So remember, whenever you're writing our name, use a capital letter.

After all, isn't that the way you write your name?

XEROX