ABC's in hot pursuit of White House intervention
In perspective: the heat on crossownership

For 25 years, we've been making or breaking the news in Houston.

1954-1973 KPRC-TV wins more news awards than all other Houston stations combined. They include several Emmys.

1969 KPRC-TV is on the scene with extensive, award-winning coverage of a major and controversial phenomenon: The Houston heart transplants.

1947 KPRC-TV is news. Channel 2 presents the first television newscast in Houston. It's soon to boast the city's first full-time TV news staff. And later, the first full-color news telecast in the city.

1969 Broadcasting from NASA to the world, KPRC-TV aids all networks in presenting live coverage of man's first steps on the moon.

1973 KPRC-TV breaks the Dean Corrly Story. On the scene coverage of the largest murder case in modern history.

When it comes to news, people in Houston turn to TV 2. They've been doing it for 25 years now. And the best is yet to come.

KPRC TV HOUSTON
PETRY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE

When it comes to news, people in Houston turn to TV 2. They've been doing it for 25 years now. And the best is yet to come.

KPRC TV HOUSTON
PETRY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE

When it comes to news, people in Houston turn to TV 2. They've been doing it for 25 years now. And the best is yet to come.

KPRC TV HOUSTON
PETRY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE
Did you know...
Sparta manufactures a full line of AM and FM transmitters, and audio products? Look to Sparta for EVERYTHING in your broadcast equipment needs.
What's commercial. FCC expects to complete work this
week on document it hopes will go far toward resolving
broadcasters' many questions about what constitutes pro-
gram-length commercial. Officials indicate that document —
which runs about 20 pages and contains more than 25 ques-
tions and answers on programs that are commercials and
must be logged as such and those that aren't — does not
add up to free pass. Some broadcaster suggestions — for
experimentation with different kinds of program-length
commercial and for permitting such programming on regular,
infrequent, basis — are rejected. But neither does docu-
ment realize broadcasters' worst fears. Remote-program
broadcast, say, from record store that sponsors program
would not be considered program-length commercial if it
did not involve interweaving of program content with plugs
for store. And that seems to be test: Are commercials and
program material so integrated they can't be separated?
Commissioners last week were said to be generally satis-
fied with document that staff prepared on what is acknowl-
edged as difficult question. But further clarification was
required in some areas — those, for instance, involving swap-
shop and classified-ad programs.

Warm your hands at the Carson machine? Special study
commissioned by National Association of Broadcasters has
generally confirmed FCC's estimate that total broadcast
transmitting and receiving gear uses 143 kilowatt hours of
electrical energy per day (Broadcasting, Dec. 31). Study
was made by Hittman Associates, which said power saving
to be derived from early sign-off of television stations, at
11 p.m., for example, as some have proposed, would be
negligible. And there's subsidiary value to TV viewing, said
Hittman: Sets are "almost as efficient as electrical heaters" in
warming rooms they're in.

Extended gestation. Date for final action by FCC on modi-
fication of its prime-time access rule has slipped again.
Commission had been expected to wrap it up last week,
but staff had not finished polishing final draft of report
and order. Commission had virtually given approval to doc-
ument before Christmas, but some members suggested edi-
torial changes, and their aides are working with Broadcast
Bureau staff in making them. Final product, however, is
expected to conform closely to plan set forth in notice
commission issued last month, when major issues were re-
solved (Broadcasting, Dec. 3). Action this week is not like-
ly, due to absence of Chairman Dean Burch, at conference
in Rome, sponsored by Italian government's radio and tele-
vision operating authority (Broadcasting, Jan. 7). Chances
are that commission will take final vote next week.

Ins and outs. TV code considerations are expected to occu-
py serious attention of National Association of Broadcasters
Joint Board at meeting in St. Maarten, Netherlands Antilles,
this week. There will be renewed insistence that code mem-
bership be made mandatory for all NAB TV members; about
one-fourth don't subscribe. It's argued that code is
weakened by lack of unanimous backing and that more
dues are needed to support increasingly costly code activity.

Odds are against move, however. It's feared many nonsub-
scribers would resign from NAB before aligning themselves
with code standards — circumstance that might make NAB
purser, but up to $200,000 poorer in loss of dues.

Another major policy consideration: insistence by public
authorities on representation in code organization. NAB's atti-
dute: unequivocal no.

Pasture. Leading figure in broadcasting's legal circles is
packing up his briefcase. Thomas E. Ervin, NBC executive
vice president, who talked about retirement at age 60, then
at age 61, has decided to do it now that he's 62, after 26
years with company. Effective date is Feb. 2. He plans to
remain in New York, "do nothing but loaf for at least a
year." NBC law department and Washington office, which
report to him, will report after his departure to NBC Board
Chairman David C. Adams.

Mr. Adams is no stranger to idea of retirement himself,
having tried it once and returned with expectation he'd do
it again before age 65, though apparently he has no sure
target date in mind. He'll be 61 on March 5.

About ready. This may be week for FCC action on WTIC-
AM-FM-TV Hartford, Conn., sales by Travelers Corp. to
separate purchasers for $40 million. FCC staff has cleared
transfers, with no complications, but mechanics of produc-
ing 60-page report during holiday vacations prevented ear-
erly consideration. Washington Post Co. acquires ch. 3
WTIC-TV for $34 million with WTIC-AM-FM to be sold for
$6 million to new corporation headed by Leonard J. Patri-
celi, president of stations under Travelers' ownership.

Ten percent up. Despite various negative developments of
past year, estimated subscriber revenues of cable TV indus-
try rose by some $43 million. According to National Cable
Television Association calculations, medium took in some
$468.1 million last year, compared with $425.6 million
in 1972. Totals for both years increase by $10 million if
supplemental revenues from such functions as pay TV, sec-
ond hookups, installation and local origination advertising
are considered. NCTA now counts about 8 million cable
subscribers, compared with 7.25 million year ago, 6 million
as of January 1972.

Fully packed. Federal Trade Commission officials are try-
ing to figure out how consumer information, in detail they
think is necessary, can be crammed into broadcast commer-
cials that are rarely more than minute long. Problem is get-
ing bigger as agency continues drive for information dis-
closure. Hearings may be held.

One down. Informed staffers on Hill say controversial vot-
ers' time provision in Anderson-Udall campaign-reform bill
(H.R. 7612) is probably dead. Testimony of CBS Washing-
ton vice president, Richard Jencks, before House Elections
Subcommittee (Broadcasting, Oct. 7, 1973) is credited with
striking fatal blow. Mr. Jencks showed how broadcast
schedules could be saturated with politics for weeks at
time under voters' time proposal. Staffs in House and at
Common Cause, which is active in campaign reform, will
start work this week on new draft; they say networks and
National Association of Broadcasters will be consulted.
Long awaited, nearly forgotten administration report on cable policy is coming out of the egg at last; limited common carrier status is key

High-level administration committee report on long-range cable television policy, in preparation since June 1971, will be released this week by Office of Telecommunications Policy. Report, which would require drastic overhaul of existing cable policy, is understood to be aimed at creating industry in which private and governmental control over program content is eventually removed and opportunity for increased competition among media provided. Technique: Separate cable system owners almost entirely from program supply.

Report, which is believed to follow outlines of drafts that have surfaced over life of committee (Broadcasting, Dec. 20, 1971; July 31, 1972), envisages system in which cable systems would be obliged to offer local stations’ programs and would be allowed to program one or two channels — but would be required to lease remaining channel capacity on common carrier basis. OTP Director Clay T. Whitehead, who served as chairman of special committee, in speeches and in discussions with academics, government officials and others during preparation of report, has indicated his view that common carrier approach, which would provide for variety of independent voices, would best accomplish his stated goal of eliminating need for government regulation of programming. Common carrier approach would, in committee’s view, eliminate need for present FCC bar on television stations’ ownership of systems in same market and on networks’ ownership of systems anywhere; and report would permit such ownership — and newspapers’ too.

Report does not recommend rate regulation — with possible exception of local regulation of rates local franchise bodies impose on systems. And even there, committee has in previous drafts of report expressed hope that competition from other media rather than rate-base regulation would be means chosen for assuring reasonable rates.

No limits would be placed on number of signals that could be imported by individual system. But those using channels for such service would be obliged to pay full copyright liability. Local broadcasters would also face prospect of pay cable service on leased channels, though report might propose at least temporary measures for protecting free broadcasting from loss of programming to pay cable.

Report also is understood to suggest manner in which regulatory jurisdiction over cable should be apportioned among federal, state and local governments. And, with report proposing measures for stripping FCC out of all program-related obligations, its functions, reportedly, would eventually be limited to settling and maintaining technical standards.

Report’s proposals would be implemented in stages through legislation and regulation. Transition from existing system would be keyed to development of industry. And that would be measured by percentage of subscribers cable industry could claim. Exact percentage at which report would consider industry mature and therefore subject to all proposals could not be learned. But it is understood to represent “substantial” number of subscribers.

OTP is sending report to White House today (Monday), at same time pre-release copies are being sent to media. Mr. Whitehead has kept FCC Chairman Dean Burch informed of committee’s progress and plans to meet with commissioners to brief them on committee’s proposals.

Report is to be critiqued Wednesday at Washington conference being called by Douglass Cater, director of Aspen program on communications and society. Other than Mr. Whitehead and Leonard Garment, White House aide, members of committee have all left government — Peter Peterson,
former Secretary of Commerce; Elliot Richardson, who was secretary of Health, Education and Welfare when appointed, then move through top jobs at Defense and Justice; George Romney, former secretary of Housing and Urban Development; former White House aide Robert Finch, and Herbert Klein, former director of communications for White House.

Over the top at Teleprompter

Teleprompter Corp., New York, by year end had met and surpassed subscriber level required by lenders to avoid default on outstanding debt. On Dec. 31, Teleprompter said, it signed 963,541st subscriber; it had been necessary to reach 960,000. Announcement climaxed what firm called "intensive marketing sales program" over past 16 weeks, in which average of 400 commissioned salesmen were on streets on given day.

In process, said Teleprompter Chairman Jack Kent Cooke, company "shattered innumerable industry records." Superlatives included: greatest total number of subscribers (figure stood at 750,374 at end of 1972), largest net subscriber gain in single year (213,167, as opposed to 120,000 increase in 1972), greatest net 16-week gain (97,682), largest one-week increase (10,838), greatest single-day sign-up (2,199) and greatest daily average of working commissioned sales personnel (400). Mr. Cooke said unprecedented sales effort would continue, and that he expects "another banner sales year" in 1974.

Public interest attorney charged with soliciting San Diego group to oppose Storer purchase, trying to abort solution to which it had agreed

Head of San Diego chicano group says public interest attorneys "solicited" case involving petition to block Storer Broadcasting's purchase of KCST(TV) San Diego and then "were less interested in the public interest than in their apparent desire to file a petition and make a name for themselves."

Charge was made by Luis Natividad, executive director of Chicano Federation of San Diego County, in affidavit accompanying Storer's opposition to request by National Organization for Women's request that commission accept its late-filed petition to deny transfer of KCST. Charge was aimed at Albert Moreno, who at time of events described in affidavit was with Public Advocates in San Francisco but is now in private practice in San Diego.

"Regardless of the desires of the local minority community, Public Advocates pressed an approach which could not possibly have resulted in agreement [with Storer]." Group originally welcomed Advocates' offer of assistance, Mr. Natividad said, but it did not "expect to be bound against its best wishes and best judgment as to the needs of the San Diego's minority community merely to satisfy an outside attorney's desire for litigation."

Coalition, which included NOW, reached agreement with Storer that apparently eliminated threat of opposition to sale, on Oct. 1, 1973. However, neither Mr. Moreno nor NOW representatives were present, according to Mr. Natividad. Three days later, he added, Mr. Moreno addressed coalition, said it should not have met Storer representative without him, and convinced most members to disavow agreement and file petition to deny. Mr. Natividad subsequently signed affidavit in behalf of coalition supporting petition to deny.

Later, coalition changed course and decided to honor Oct. 1 agreement -- except for NOW, which withdrew. Mr. Moreno left case at that time.

Mr. Moreno denies charge that he had solicited case, saying he had been brought in by Spanish-speaking groups whom he declined to identify. He said his professional view was that agreement should not be accepted.

It's intimidation, says Journal Co.

First target in campaign that Justice Department's antitrust division is conducting against renewals of newspaper-related broadcast stations (Broadcasting, Jan. 7; see also page 14) says campaign is part of effort to intimidate FCC. Department's demands for numerous license renewal hearings are aimed at forcing commission to restructure broadcasting industry according to department's concepts, Jay E. Ricks, counsel for Milwaukee Journal Co.'s WTMJ-AM-FM-TV, said in letter to FCC Chairman Dean Burch last week. Company urged commission to reject complaint and to defer consideration of "abstract issues" of newspaper-broadcast crosstownship to rulemaking that commission is considering on that subject.

Friendly faults both sides on First Amendment

Fred W. Friendly, former president of CBS News and now professor at Columbia School of Journalism, is worried about "the nervous breakdown of the First Amendment." And it is not only "antimedia assaults" of Nixon administration and of courts and prosecutors that concern him. Journalists, publishers and broadcasters who, he said, most need First Amendment are contributing factor to what he regards as amendment's unhealthy condition. And in appearance before Federal Communications Bar Association, he cited as example NBC and its refusal to provide time for views contrasting with thrust of its documentary on pension systems. Pensions: The Broken Promise dealt principally with defects in private systems. While he praised program and said FCC's action in directing NBC to make time available for other side was "capital letter violation of the essential spirit" of that doctrine, Mr. Friendly criticized NBC for getting "on its high horse in its unwillingness, on its own terms, to devote any additional prime time exposure to this continuing controversy....Pursuing it further instead of smothering it might have kept the FCC out of its newsroom, and NBC out of the courtroom."

Mr. Friendly also wondered how NBC, in taking case to court and FCC Chairman Dean Burch, "who has become an outstanding chairman of the television age," could occupy such opposite ground on issue. His speculation -- that they are trying to teach lesson to each other. He said that NBC wants to banish fairness doctrine because it intrudes into broadcast journalism and violates First Amendment. Commission, because of NBC's "intransigence," he said, has adopted position of "total intervention" in fairness matters.

In Brief

Private party. Vice President Gerald R. Ford was guest of top network executives at get-acquainted dinner at Washington's International Club last Thursday night. Attending for ABC: Leonard H. Goldenson, chairman, and Elton H. Rule, president; for CBS: Arthur R. Taylor, president, and John A. Schneider, president of CBS/Broadcast Group; for NBC: David C. Adams, chairman, and Julian Goodman, president. With Mr. Ford were his press secretary, Paul Militch, and chief of staff, Robert T. Hartmann.

Change of heart. CBS's Atlanta affiliate, WAGA-TV, which had said it would cancel CBS Morning News (page 39), won't.

Prescience. New concern about energy crisis is old hat to at least one member of broadcasting fraternity. In early 1950's CBS Chairman William S. Paley was chairman of presidential (Truman) commission on materials policy that predicted what has happened would happen. His chief aide on project was Bill Ackerman, then head of CBS's special projects unit, who later went on to State Department and is now with Library of Congress. Four-volume report, "Re-

Broadcasting Jan 14 1974

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sources for Freedom," was issued in 1952. CBS did hour-long documentary in 1964, based on findings.

Hat in ring. Former FCC Commissioner Nicholas Johnson has taken plunge. In form letter to friends and acquaintances, he is declaring himself in race for Congress in Iowa's third district, is soliciting campaign funds with $75,000 goal. He will face competition from fellow Democrats for party's nomination for seat now held by Republican H. R. Gross, who may not seek re-election (see page 16).

Greener pastures. At least one candidate is out of race for Democratic vacancy on FCC. Harvey Jacobs, director of center for broadcasting and international communications at New Mexico State, independent who was originally in running for Nick Johnson seat to which James Quello was nominated, will accept editorship of Eugene Pulliam's Indianapolis News. He had support of several Western senators, had been considered as compromise candidate between those supporting Mr. Quello and advocates of another academic, Glen Robinson of University of Minnesota.


Touch of the brakes. FCC has ruled that multipoint distribution service (MDS) carriers may not produce program material nor provide more than half their service to subscribers. However, it will allow provision of studio facilities and technical assistance to subscribers. FCC also placed restriction on acquisition of second adjacent channel by licensees. Commission has granted 23 MDS construction permits; 360 applications (314 mutually exclusive) are pending in 184 cities.

NAEB's new nine. National Association of Educational Broadcasters membership has elected first nine members of what will be 15-member board of directors. Roster was decided, in mail balloting conducted last month, from list of 19 nominees. Additionally six members will be chosen by new board during Jan. 27-28 meeting. Elected were: George Blair, University of North Carolina; David Crippens, KCET (TV) Los Angeles; Virginia Fox, Kentucky Authority for Educational Television; Shirley B. Gillette, WNET-TV New York; Jack McBride, KUON-TV, University of Nebraska; Lincoln; Florence Monroe, WNYE-FM-TV New York; Clyde Robinson, KUOP (FM) Stockton, Calif.; Thomas Skinner, WQED-FM-TV Pittsburgh; Charles Woodliff, Western Michigan University.

Finality. Sale of KTBC-TV Austin, Texas, from Texas Broadcasting Corp. to Times Mirror Co. has been reaffirmed by FCC and petition by Civic Telecasting for reconsideration of action was dismissed. Commission approved sale last September subject to outcome of petition by Civic to deny renewal to Times Mirror's KDFW-TV Dallas, and on outcome of anti-trust suit against Times Mirror stockholder.

Pay now, rule later. One proponent of pay cable television, Ralph Baruch, president of Viacom International, New York, is understood to be proposing to FCC that it abandon all restrictions on new medium for period of three years. In speech to be given before Radio and Television Research Council in New York this week, Mr. Baruch will suggest that during study period FCC monitor pay cable performance and examine its effect on other media and on choices available to viewing audiences.

Shutting the door. FCC stands firm on its ruling dismissing Committee for Open Media's petition to deny license renewal of KRON-TV San Francisco. Last week it denied petition committee filed seeking reconsideration of ruling.

Day and night, we are the one with the 18 to 49 year olds.

Sign on to sign off in New York, Chicago, Detroit, Los Angeles, and San Francisco combined, we have a 16% advantage over CBS, and a 21% advantage over the NBC stations.

The 18 to 49 year olds spend the most money, and they watch us more than any other station group in the country.

We're number one in Daytime with women 18-49. (32% over CBS, and 19% over NBC.)

We're number one in Early Fringe. (46% over CBS, and 58% over NBC.)

We're number one in Local Early News. (41% over CBS, and 95% over NBC.)

We're number one in Prime Time. (9% over CBS, and 20% over NBC.)

We're number one in Late News. (34% over CBS, and 41% over NBC.)

Sign on to sign off more 18 to 49 year olds watch us than any other station group.*

Day and night we are number one.

ABC OWNED TELEVISION STATIONS

WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO; KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES

*Audience information based on Arbitron and NSI estimates. November 1973 for New York, Chicago, Detroit, Los Angeles and San Francisco. Subject to qualification available upon request. Figures cited are NSI.
Indicates new or revised listing.

This week


* Jan. 15—WDCH Corp. special stockholders meeting, for vote on proposed merger of WDCH Corp. Into Bluestone Broadcasting Co. Suburban Hotel, John Blair & Co. 50 Monteisy Boulevard, Boston.

* Jan. 18-19—Rocky Mountain CATV Association meeting. Scottsdale, Ariz.


* Jan. 19—Public/UTC meeting. Location to be announced, Washington.


* Jan. 20—ABC/WMC Inc. annual stockholders meeting. Company headquarters, Culver City, Calif.


Also in January


* Jan. 24—Georgia Association of Broadcasters Institute. Featured speakers include Richard Waid, NBC News president; Richard Wiley, FCC commissioner; Sori Tashoff, broadcasting editor; Jack Anderson,纵; Chairman; and J. Leonard Reinhart, former Cox Broadcasting president. Continuing Education, University of Georgia, Athens.

* Jan. 25—Start of Senate Commerce Committee hearing on nomination of James H. Quelio to FCC, Washington.


* Jan. 28-31—Mississippi Broadcasters Association winter meeting and sales conference. LeFleur's Restaurant, Jackson.


* Jan. 29-31—Cabell Television Information Center and EDUCOM (Educational Testing Service) Conference "Television and the University." North Park Inn, Orlando, Fla.

* Jan. 30-Feb. 5—American Bar Association midyear meeting. Among topics to be discussed are federal shield laws for newsmen. Houston.

Infighting

Editor: Within the last month, in a town [Norman, Okla.] where we at the Cable Television Information Center have worked closely with local officials, “scare” advertisements which were the subject of a story in your Dec. 31 issue (“Mystery Money Backs Campaign against Cable Franchise”) appeared in the local paper.

The circumstances of this disgraceful effort are familiar: A disgruntled local partner of an unsuccessful franchise applicant decided that if the game couldn’t be won the right way, it might be won some other way. And while extreme, this is not an attitude which is completely unprecedented. Center staff members, working as we do with a large number of cities, have seen too many other cases.

We think it’s time this kind of thing stopped cold. We think it’s time the cable industry grew up . . . .

To the officials of that city, cable television has brought far more problems than results. They’re going to tell that to other officials. And life will be a bit harder for the industry in the next city.

Tactics like these surely must be destructive and cannibalistic to the industry itself. They suggest neither an important industry nor one that is going to provide significant services to the American consumer.—W. Bowman Cutter, executive director, Cable Television Information Center, Washington.

Ringing a bell at B&B

Editor: Your Dec. 31 issue contained a cartoon by Sid Hix which we at Benton & Bowles got a particular kick out of. We are the agency for Post’s Grape Nuts and are the creators of the [Euell Gibbons] advertising which motivated the cartoon. Would it be possible for us to obtain the original artwork for this cartoon? I assure you we would put it to good use, as it represents a very amusing aspect of the impact which this advertising has had.—George J. Simko, senior vice president, Benton & Bowles, New York.

(The original is on its way.)

Not so

Editor: Your “Closed Circuit” account of network series sold to stations [Broadcasting, Dec. 31, 1973] was in error. MCA TV’s sale of Ironside, Marcus Welby and Adam-12 have a fixed delivery date to local TV stations whether or not the series continues on the network. Ironside will be delivered to stations in September 1974, Marcus Welby and Adam-12 on or before September 1975. Should these series remain on the network past the date of their delivery to local stations, the titles used by the local stations will be altered as not to confuse viewers.—Hal Cranton, vice president-advertising, promotion and station services, MCA TV, New York.
FIRST-TIME RELEASE
OFF-NET FOR STRIP
SYNDICATION...

IN COLOR

LASSIE

186 Half-Hours
15 Hours
9 Features

Almost 85% in Color and fresh to syndication!

Great additions to the LASSIE syndication library!

Most-heralded, acclaimed, all-family entertainment network TV series ever! LASSIE carried greater network ratings than Gunsmoke, Hogan's Heroes, Adam 12, Big Valley, That Girl, Mannix, High Chaparral, Get Smart, The FBI...and others we've all known to be such winners over the years. We have the dates, seasons, numbers and adult demographics to prove it! Insure winning ratings, shares, audience loyalty, total acceptance and income. BE FIRST IN YOUR MARKET to schedule the 17-year CBS network success veteran for the first time on a 5-a-week basis in Color!

FCC ruling expected any minute now, will permit LASSIE to play first half of prime-access hour in top 50 markets! Family-appeal programming recommended. Talk with your rep, your agency time-buyer friends, who will want to be scheduled in LASSIE! Talk to us, too!

for the facts, figures, and good deal YOU can make...write or call gray-schwartz enterprises, inc.
425 SOUTH BEVERLY DRIVE
BEVERLY HILLS, CA 90212
MARV GRAY, PRES., TELEFLIX DIV.
TEL. 213 / 556-1628
exclusive U.S. representative for © LASSIE TELEVISION, INC., subsidiary of Wrather Corp.

SELLING NOW FOR SEPTEMBER 1974 START!

The show that made 7 o'clock Sunday night a tradition, these LASSIES include all of '64-'71 seasons on CBS.

Multiple Emmy and Patsy Award Winner! Plaudits from the nation's most distinguished Societies and Organizations: Symbol of Keep America Beautiful Program, awards and citations from National 4-H, PTA, Department of Agriculture, American Heritage Association, U.S. Forest Service, etc.
Bates blazes a way in program production

(The Jan. 7 "Monday Memo," by Duane C. Bogie, senior vice president of Foote Cone & Belding and president of its subsidiary, FCB Productions, told about that agency's involvement in creating television programming, particularly the long-running Hallmark Hall of Fame specials. This week's "Memo" tells how another agency, Ted Bates & Co., figures in the television programming picture.)

Popular myth would have it that advertising agencies are no longer active in television programming. Ted Bates & Co. believes this myth should be dispelled once and for all.

Although the fully staffed television program office in Hollywood has become obsolete for most major advertising agencies, many are still deeply involved in television production. Such agencies as Dancer-Fitzgerald-Sample, Ogilvy & Mather, J. Walter Thompson, Norman, Craig & Kimmell, Young & Rubicam, Foote, Cone & Belding and Compton are quite active both in network and syndicated program activity.

And Ted Bates is a prime example of a full service agency that has continually maintained a television programming department in New York with outstanding success for its clients. Bates clients now enjoy many of the same services they did in the era of client-owned network programming. In today's climate of primarily 30-second scatter participation buying, the Bates programming department has continued to concentrate its efforts on selective programming designed to fulfill specific client needs.

Under the over-all supervision of Richard A. R. Pinkham, who himself is a past network programming chief, this department is responsible, through a Bates subsidiary, for the production of The Doctors, Colgate-Palmolive's NBC-TV Emmy award-winning daytime serial for the past 11 years. This series continues to be one of the most popular daytime dramas on television. Specifically, according to the November Nielsen's, it ranked fourth among all daytime programs in reaching women 18-49. Indicative of the Bates programming expertise is the fact that the current executive producer of The Doctors began as a program supervisor at the agency.

In addition, Ted Bates has been responsible for the creation, the production supervision in Canada and the distribution of Colgate's successful prime-time access series, Police Surgeon. Now in its second year, this series enjoys a line-up of over 120 stations providing exposure in approximately 82% of all U.S. television homes.

It is the combination of an appealing lead, top guest stars, compelling scripts and an experienced team of network producers—Wilton Schiller and Chester Krumholz (whose credits include Ben Casey and Dr. Kildare)—that has produced this highly popular police-medical drama. Last season Police Surgeon ranked first of all new prime-access programs in reaching women 18-49, Colgate's key target audience. Early 1973-74 data continues to show excellent results.

According to the short October Nielsen sweep, Police Surgeon is second in its time period in homes and/or women 18-49 in Cincinnati, Dallas, Seattle, Atlanta, Pittsburgh, Cleveland, Kansas City, Mo., Miami, Detroit and St. Louis.

In addition to having an outstanding production, an enormous amount of effort has gone into developing a line-up of stations with sizable audience potential. Further, we are continually working to improve the station clearances and to generate as much meaningful local program promotion as possible. Our efforts have already paid off and we are now receiving unsolicited phone calls from stations that want to include the series in their schedules beginning early this year.

It has been an effective mixture of talent and effort that has achieved these outstanding results for Colgate.

We work closely with the three network program departments, the independent networks and producers in developing program vehicles that will meet our clients' specific audience requirements while at the same time providing promotion and associational values. Good examples of these are the Prudential Life Insurance Co.'s sponsorship of the Prudential College Scoreboard, on ABC, and the M&M/Mars pioneer sponsorship of ABC's Peabody award-winning After School Special series, both of which are in their second year.

Both clients have promoted these sponsorships extensively within the trade and within their own organizations. For several years now Prudential has successfully merchandised the Prudential College Scoreboard among its total agent force. This important sales group has responded enthusiastically to the show since its inception.

Other new projects on the drawing board of Richard E. Moore, Bates vice president, programing, are two major syndicated programs: the first, a medical-health oriented series and the second, six country music specials (Country Music Music Festival) produced at Nashville's Grand Ole Opry.

We are also working on the re-release of a major motion picture for television and several sports programing concepts, one of which has been sanctioned by the Professional Golfer's Association Tournament Player's Division. Another concept Bates developed specifically for its clients is the Daytime Television Emmy Awards Special that will air next May on NBC-TV. It is anticipated that this program will garner one of the highest ratings ever on daytime television.

At this writing the FCC has proposed that network production of their own television programing material be terminated. This should open up even more opportunities for agency productions and advertiser controlled programming.

The Ted Bates media-program department, which is well known in the industry for its innovative network and spot television negotiations, is bolstering its client image in the new climate of television commercialization, the plusses derived from effective and efficient program sponsorships and associational values can help an advertising campaign shine through the "television haze."

Joel M. Segal has been with Ted Bates & Co. since 1965 and has worked as a network television account supervisor, assistant vice president and, later, vice president, network television and radio. He was named to his present post, senior vice president, television and radio, in July of last year. Previously, he held various posts with NBC-TV and Benton & Bowles, New York. He is a graduate of Cornell University and received an MBA degree from Columbia University.

Monday Memo®
A broadcast advertising commentary from Joel M. Segal, senior vice president, TV and radio, Ted Bates & Co., New York.
That's what we're hoping Americans will do with their gasoline consumption. More specifically, we hope they'll save 25%.

To get the message across, the Chamber of Commerce of the U.S. is sponsoring a powerful program called Save, America. Save 25%.

It's a program to spur a pitch-in-together, national, voluntary effort. From the national chamber through to local chambers, state chambers and trade and professional associations.

An essential part of the program is a series of four public-service TV and radio announcements featuring Arch N. Booth, of the Chamber of Commerce of the United States. And featuring several no-nonsense, practical, new ways to conserve gasoline.

We hope when you receive the announcements, you'll use them. And use them often.

If, for some reason, you haven't received them, contact Hugh Guidi at (202) 659-6232 immediately.

It's an important message. And we can only spread it with your help.

So please, do help.
ABC casts a dragnet to prove White House was out to get networks

Papers filed in preparation of defense against government's antitrust suit seek tapes, papers of prominent administration, show business figures; depositions will also be sought

ABC issued a sweeping call last week for White House, Justice Department, Watergate prosecution and other documents that might support its claim that the government's antitrust suit against the networks was designed to suppress them. It also served notice that it intended to question under oath key former and present associates of President Nixon about these and other documents, including tape recordings, that could bolster its case.

The moves, without known precedent in broadcasting, were made in papers filed by ABC counsel in the U.S. District Court for the Central District of California, where the antitrust suit against ABC, CBS and NBC has been pending for almost two years (Broadcasting, April 17, 1972, et seq.).

CBS lawyers were reported to be planning to file similar papers, but NBC sources said that company had no such plans. All three networks have formally contended, though in somewhat varying terms, that the antitrust suit—designed to break their power to program and schedule their networks—was part of a plan, as CBS put it, to inhibit network criticism of the Nixon administration.

ABC had not been that explicit in its reply to the suit, but it was in its papers last week, filed late Tuesday (Jan. 8), and it also left no room for doubt that it was seeking to prove political motivation.

Observers read this meaning clearly in ABC's call for all documents relating to any contributions, "monetary or otherwise," by MCA's Jules Stein and Taft B. Schreiber and Warner Brothers' Ted Ashley to the Committee to Re-Elect the President, along with any document dealing with "any promise, representation, assurance or undertaking made in connection with or as a condition or inducement for such contributions."

This presumably relates to what network officials have always considered the odd timing of the antitrust suit. Motion-picture officials and the Motion Picture Association of America—whose pertinent documents were also called for by ABC—reportedly had prodded the government to file such a suit but, according to some sources, three different attorneys general had refused. They, in their election years, at a time when Richard G. Kleindienst's nomination as attorney general was in obvious trouble in the Senate, the suit was filed with data suggesting an old complaint had been hurriedly revived, ignoring recent FCC actions in the same areas.

Mr. Schreiber, a close friend of President Nixon, has been identified as one of those behind the campaign to limit network reruns. He is director and former executive vice president of MCA Inc., one of the giants of programing and syndication. Dr. Stein is founder of MCA. Mr. Ashley is chairman of Warner Brothers Inc. All three were among those ABC said it planned to question, along with Herbert W. Kalmback, lawyer friend of President Nixon to whom it was suggested they might have made campaign contributions. Together these three reportedly contributed—though this is not mentioned in the ABC papers—more than $40,000 to President Nixon's campaign.

ABC also asked specifically for each document "relating or referring to any conversation, communication, meeting or conference" held at San Clemente, Calif., the Western White House, on or about April 5, 1971, "with or to the President of the United States or any person employed in the Executive Office of the President."

The April date was believed to refer to a scheduled meeting with MPAA officials on a number of subjects including tax treatment for the film industry and possibly other issues such as limitations on network reruns, subsequently endorsed by the President.

More broadly, ABC called for all documents "relating or referring to actual or prospective antitrust litigation, or any suggestion, proposal or decision to commence or not to commence such litigation, or to threaten such litigation against ABC, the television networks or the news media, written, recorded, sent or received by the President of the U.S., the Vice President of the U.S., any person...

Unrepentant. One of the men ABC wants to talk to in connection with its defense against antitrust action got the jump on the network last week. White House media adviser Patrick Buchanan, speaking last Monday (Jan. 7) during a forum on "Crisis in Confidence" at Sangamon State University, Springfield, Ill., placed a major portion of the blame for America's disillusionment on the media, and heavily on the electronic components thereof. These were among his key passages:

"In bringing about the current general decline in confidence in government, the national media must be named—in that happy Watergate phrase—a 'non-indicted co-conspirator.' . . . The national media and the networks claim—and indeed merit—credit for having raised the issues, set the agenda of the sixties and beaten the drums for the reforms that followed. But just as they can take credit for the successes of the decade, so, in the failure of the sixties, they are partners in bankruptcy. . . . With the rise of adversary journalism in the last decade, the dominant Eastern press, and more especially the major national networks, became less and less news gathering and reporting organizations, and more and more media arms of a particular ideology. Like the Ford Foundation, the great networks are invaluable political assets, captured by or in alliance with the political left. In the social and political struggles of our time, they are active belligerents, though they still fly the old flag of neutrality, and still claim the rights of nonbelligerents, to which they long ago ceased to be entitled. . . . The networks are not simply news organizations. They are communications cartels, giant economic enterprises that have cornered vast segments of the marketplace of ideas. . . . [They should] recognize that what is good for the Nielsen ratings is not necessarily good for America. An exaggerated emphasis upon violence and sex in prime-time entertainment might make the network ratings soar, and the cash register jingle, but it may also be helping to make a new Lake Erie out of American culture. . . . [They should] treat the statements of Ralph Nader to the same chilly reception, occasionally, as those of Richard Nixon. . . . If a majority of Americans ever become convinced that the democratic game is not worth the candle, that this free society is not worth saving, that the United States is not worth preserving—then pleading the First Amendment will not exempt the national media from their full responsibility."
How big is the threat to multimedia ownership?

Showdown looms between an FCC reluctant to rule divestiture of co-located newspapers and V's and a Justice Department that is determined to force action

The FCC and the Department of Justice's antitrust division appear to be headed for a confrontation over the question of concentration of control of media in individual markets. It is not the kind of confrontation that is likely to be resolved quickly or neatly.

At issue is nothing less than the philosophy that should be applied in examining the question of multimedia ownership in a given market. Should the commission continue its fealty to the "public interest" standard, with all the opportunity for ducking hard questions that makes possible? Or should it, with the antitrust division, make competition its god and thus substitute certainty for flexibility?

In the developing confrontation it is the commission that is on the offensive and therefore in the most difficulty. But it can be said to have brought the trouble on its own head. Six years ago, it proposed a rule to the effect that only the owner of any kind of full-time station from acquiring another full-time outlet in the same market (BROADCASTING, April 1, 1968). The Justice Department's antitrust division applauded the proposal, but, in its comments on the rulemaking, urged the FCC to go further by breaking up existing multimedia holdings—newspapers included—in the same market. And the commission, in March 1970, when it adopted its original one-to-one customer rule, proposed to do just that.

But times, and the commission membership, have changed. The notice of proposed rulemaking was supported by Kenneth A. Cox, Robert T. Bartley, Nicholas Johnson and H. Rex Lee, all of whom have departed. Commissioner Robert E. Lee also voted for the notice of rulemaking, but he made it clear his vote did not commit him to any particular course of action.

Chairman Dean Burch, who concurred in part and dissented in part, is seen as the only member of the present commission who would support an order requiring divestiture; and his concern—like Justice's—is limited to those situations involving crossownerships of newspapers and VHF television stations. Commissioner Lee has long disputed the wisdom of breaking up newspaper-broadcast combinations. And none of the three Nixon appointees—Charlotte Reid, Richard E. Wiley and Benjamin L. Hooks—is regarded as likely to argue the point with him. Thus, whatever the feelings of the two new members of the agency—and thus far only one, James H. Quello, a product of the Capital Cities Corp., has been nominated—the chances of the commission adopting the divestiture rule seem slim indeed.

Commission officials speculate that the erosion of support for the proposal is the principal reason Chairman Burch has not forced the issue at the commission. Whatever the reason, the passage of the years without commission action has made Justice Department officials "restless," according to the deputy assistant attorney general for the antitrust division, Bruce B. Wilson, put it last week.

So the department decided to prod the commission. Its weapon was the petition to deny renewal applications; its targets, television stations owned by newspapers, and, with those newspapers, commanding a major share of the local advertising market. The first target—hurriedly selected; the antitrust division lawyers missed the commission deadline for filing formal petitions to deny—was the Milwaukee Journal Co.'s WTMJ-AM-FM-TV.

The petition, two weeks ago, was filed against newspaper-related stations in Des Moines, Iowa, and St. Louis (BROADCASTING, Jan. 7).

Chairman Burch, however, had already read the antitrust division's message in the Milwaukee pleading. Furthermore, he was concerned about the commission's use of the argument, in rejecting petitions to deny renewal applications that involved charges of concentration of control of media, that such questions are better dealt with in a rulemaking proceeding rather than on an ad hoc basis. (That issue and that argument were already involved in two court cases involving petitions to deny renewal applications. One petition was filed against KRON-FM-TV San Francisco, by two former employees; the other, against WBNV-TV Columbus, Ohio, by a group of former employees.)

The commission, Chairman Burch felt, could not continue to make that argument unless it was prepared to come to grips with the rulemaking (BROADCASTING, Jan. 7).

So he asked the staff to begin preparing material on the issue. Two weeks ago, the matter became a priority item, with early February set as a target date for completion of the staff work (BROADCASTING, Jan. 7). And last week, a half dozen staffers from various sections of the commission were recruited for a task force to work on the project—to summarize the 14 or so volumes of comments and prepare options for the commission to consider.

The commission's apparent revival of interest in the rulemaking was welcomed by Mr. Wilson. "A rulemaking is the most desirable way" to approach the concentration-of-control-of-media question, he said. And he indicated the commission's action might lead the antitrust division to suspend its present campaign of filing against the renewal application of newspaper-owned stations. "But I'd
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broadcasters would probably be well advised not to assume that it is an aberration, a product of the Nixon administration's "war on the media," as former FCC Commissioner Nicholas Johnson charged two weeks ago. The Justice Department's interest in broadcasting matters goes back a long way.
In 1958, for instance, the department forced the Kansas City Star to sell WDAF-AM-TV Kansas City (the stations are now owned by Taft Broadcasting). Five years ago, citing antitrust arguments, it blocked the sale of KFDM-TV Beaumont, Tex., to the Beaumont (Tex.) Enterprise and Journal. More recently it forced the breakup of Frontier Broadcasting Co. broadcast holdings (Broadcasting, Nov. 15, 1971) after filing a petition with the commission to deny the renewal of KXAC-TV Cheyenne, Wyo., on the ground that Frontier's domination of that market was so great as to raise serious anticompetitive questions. And it has filed oppositions to some 60 requests for waiver of the rule barring TV-CATV crossownership in the same market.
Thus, there seem to be grounds for believing Mr. Wilson when he says that the impetus for the new campaign against media crossownership originated with the antitrust division staff, not the "front office."
So the elements for a confrontation between the commission and the Department of Justice are present. If the commission does turn its back on the one-to-one-market rulemaking in anything like its present form, as seems likely, Justice will, as Mr. Wilson said, be forced "to reassess our position." And if the commission then rejects or deny that Justice has filed, a not unlikely prospect, given the present and foreseeable make-up of the commission—the department could seek judicial review. And the commission would find itself the defendant in an appeal brought by the "United States of America."
That is not the only irony. Rejection of the rulemaking would deprive the commission of the argument it has been making against petitions to deny filed by citizens complaining of a concentration of control—that the problem should be handled in a rulemaking, not by case by case. The courts would begin to deal with the problem.
And then there is the provision in license-renewal legislation now pending before Congress that would prohibit the commission from restructuring the ownership control of the broadcasting industry on a case-by-case basis. If that provision becomes law, the Nixon administration, now being blamed in some quarters for the Justice Department's attack on crossownership, would be entitled to some broadcaster thanks. For the provision first appeared in the bill as the Office of Telecommunications Policy.
So in the long run, it may be that
the developing struggle will result in the Justice Department being forced to resort to antitrust suits to break up media concentrations it feels should not be tolerated on antitrust grounds. That, of course, would be expensive and far more time consuming than getting the FCC to do the whole job by rule.

San Jose chicanos say they're caught in backwash of pact
Local group complains that KNTV invokes fairness to force it to avoid controversy

Pending before the FCC is a kind of second-generation complaint of the citizen movement in broadcasting, the type that can develop after citizen group and station reach agreement on the issue of citizen group access to the station's facilities.

The complaint was filed by the Chicano Airwaves Programing Committee of San Jose, Calif., against KNTV(TV) there and involves the fairness doctrine, though in a unique way.

It is not that the committee is invoking the doctrine to obtain time on the station. Rather, in the words of one of its members, Richard Martinez, the committee believes that KNTV has attempted to use the fairness doctrine to limit the airing of controversial issues on La Voz de Aztlán, a monthly one-hour program devoted to chicano affairs.

The program is the product of an agreement which the station reached with the committee's parent organization, the South Bay Community Coalition for Media Change, and which was filed with the commission.

The station has informed the committee that if it deals on the program with controversial issues, such as the grape and lettuce boycotts and the picketing of Safeway stores, it must present opposing views in order to meet the requirements of the fairness doctrine.

Robert M. Hosfeldt, vice president and general manager of the station, said in a letter to the committee that the decision on how opposing viewpoints will be presented is entirely within the discretion of the licensee. And, he added, the public can best understand the controversial matters the committee may present when all viewpoints are presented within the format of a single program. KNTV's "sole intention" is to insure that the committee programs serve the public interest, he said.

Mr. Martinez concedes that the agreement with the station commits the committee to obtaining the station's agreement in choosing material for broadcast. But he also contends that the station "can not force the chicano community to program non-chicano perspectives on their monthly one-hour program . . . ." The committee's concern, he makes clear, is the loss of time from its one-hour monthly program to other, non-committee points of view. Forcing the chicano community to surrender time to present opposing views whenever the chicano view is presented on controversial matters, he says, "is not in the public interest."

"It is, in effect, the blackmailing of chicanos into not criticizing non-chicano interests; i.e., only if noncontroversial material is presented, or only if controversies are blandly presented will chicanos be allowed full use of their allocated monthly one hour."

Who's on first in House Commerce
Committee's minority membership looks bound for shake-up with Senate ambition, retirement and defeat at the polls thinning its ranks; majority side seems on firmer ice

The minority side of the House Commerce Committee, parent committee of the Communications Subcommittee, may be drastically altered when the 94th Congress convenes a year from now. At least two members have announced definite plans to leave the lower house and the attrition could run as high as seven GOP congressmen by year's end. Meanwhile, Congressman H. R. Gross (R-Iowa) will neither confirm nor deny reports that he does not plan to seek re-election. Former FCC Commissioner Nicholas Johnson indicated his interest in running for Mr. Gross's seat as a Democrat (Broadcasting, Dec. 10, 1973).

Congressman Clarence Brown (R-Ohio), ranking minority member of the Communications Subcommittee, announced last week that he would seek re-election. He had been seen as a possible candidate for Attorney General William Saxbe's Senate seat from Ohio. But Mr. Brown would have had to face stiff primary opposition from another Ohio Brown, Lieutenant Governor John R. Brown, considered by many to have greater visibility in the state.

If Mr. Brown's hope for re-election is realized, he will move up in the committee standings from sixth to fourth when 69-year-old Representative Ancr Nelsen (R-Minn.) retires at the end of 1974 and Congressman James Harvey (R-N.C.) assumes a U.S. District Court judgeship in Michigan.

Mr. Brown, a four-term representative from a staunchly Republican central Ohio district, may move up even farther in the Commerce Committee pecking order if Congressman Tim Lee Carter (R-Ky.) decides to run for the Senate seat that Senator Marlow W. Cook (R-Ky.) is reportedly considering vacating. Congressman James Broyhill (R-N.C.), the number-three Republican on Commerce, is considered running for Senator Sam Ervin's (D-N.C.) seat (Senator Ervin, 78, announced his retirement last month). One House source close to Mr. Broyhill says that the congressman will "probably go to the wire and then decide not to run."

Congressman Lou Frey (R-Fla.) is saying privately that if Senator Edward Gurney (R-Fla.) legal problems grow worse, culminating in a decision not to seek re-election, Mr. Frey could well run for the seat. Senator Gurney testifies this week before a Senate subcommittee on an alleged campaign contribution kickback scheme that involves his chief fund raiser, his former administrative assistant and the chairman of the Florida GOP executive committee. Senator Gurney reportedly may be indicted, as well. Also, there has been speculation that
In Memoriam

John C. Cohan

1912-1974

He was President and Founder

Central California Communications Corporation
four-term Congressman James Collins (R-Tex.), 58, is considering retiring. And freshman Congressman Samuel Young (R-III.) of Chicago is considered the most vulnerable Republican on Commerce in terms of his re-election chances in November. His district is heavily Jewish and was Democratic before the 1972 Nixon sweep. A Watergate reaction could put a Democrat back into the House from Illinois' 10th district.

But perhaps the most noteworthy bit of speculation to come from Capitol Hill last week was the prospect of ex-FCC Commissioner Nicholas Johnson sitting on the Commerce Committee of the House in the 94th Congress. Congressman H. R. Gross, 74, would not comment on a report last week in the Des Moines (Iowa) Register that he is leaning toward staying in the seat no matter whom he runs against. Changes on the majority side of House Commerce seem less definite than anything on the GOP side. Congressman Peter Kyros (D-Me.) has been asking around the Hill for a new speechwriter, perhaps in preparation for a gubernatorial race this fall. And Congressman Richardson Freyer (D-N.C.) is another who is reportedly eyeing Senator Ervin's seat, though aides close to him say he's leaning toward staying in the House.

Back to the drawing board. WWDL-FM Scranton, Pa., spent three months and $20,000 constructing a new 80-kw generating plant to provide the station with full emergency power. But on Dec. 30, minutes before the station staff and others were to enter the building for a dedication ceremony, an explosion, believed to have been caused by a gas leak, ripped through the building and demolished it. A replacement is scheduled for completion March 1.

Changing Hands

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


Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 48):

* KIMW(AM) Denver, wqxi(AM) Atlanta and wqxi-FM Smyrna, Ga.: Sold by Paco and Southern Co. to Jefferson-Pilot Broadcasting Co. for $15 million (see opposite page).

* WFD(FM) Flint, Mich.: Sold by WFD Corp. to F.W.P. Corp. for $704,376. Elmer A. Knopf is president of WFP Corp. Fane W. Pelavin, owner of F.W.P. Corp., is board chairman of WFD Corp. He also has interest in Beverly Hills, Calif., real estate firm and Houston oil drilling project. WFD operates full time on 910 khz with 5 kw day and 1 kw night.

* WDXE-AM-FM Lawrenceburg and wtpf-AM-FM Paris, both Tennessee: Sold by Lawrenceburg Broadcasting Co. and Paris Broadcasting Co. to H-M-S Broadcasting Co. for $450,000 and $425,000 respectively. Lawrenceburg Broadcasting and Paris Broadcasting are principally owned by National Bank of Commerce of Jackson, Tenn. as estate trustee of Aaron B. Robinson. Mr. Robinson's estate also includes WBNK(AM) Union City, Tenn., and WCMC(AM) Corinth, Miss. H-M-S is owned by Robin H. and Ralph C. Mathis, John B. Skelton and Ricky J. Huffman. Messrs. Mathis and Skelton have interest in WCP-A-M-FM Houston, W35C(AM) Magee, WXTN(AM) Lexington and WBAO(AM) St. Simons, all Mississippi. Mr. Huffman also has interest in WCP-A-M-FM Houston, Miss. WDXE is daytimer on 1370 khz with 1 kw. WDXE-FM operates on 95.9 mhz with 3 kw and antenna 205 feet above average terrain. WTPF is daytimer on 710 khz with 250 w. WTPF-FM operates on 105.5 mhz with 3 kw and antenna 200 feet above average terrain.

* WRLB(FM) Long Branch, N.J.: Sold by Long Branch Broadcasting Co. to John J. and James J. Mazzafero and Phillip DeSantis for $300,000. Sellers are Orlando A. Biamonte, John J. Gesualdi and Dennis Mastro. Messrs. Maz-
zacco are presently directors and part owners of Long Branch Broadcasting. Mr. DeSantis has interest in Rumson, N.J., real estate firm. WRLB(FM) operates on 107.1 mhz with 3 kw and antenna 130 feet above average terrain.

**Pacific and Southern merger into CCC gets stamp from FCC**

However, there are other obstacles facing transfers of stations

The FCC last week approved the merger of Pacific and Southern Co. into Combined Communications Corp. The commission also granted Pacific and Southern's application to spin off three stations, KIRM(AM) Denver, WQXI(AM) Atlanta and WQXI(FM) Smyrna, Ga. to Jefferson-Pilot Broadcasting Co. A waiver of the commission's three-year holding rule was necessary to complete the transaction.

Total consideration for the stations involved in the spin-off is $15 million. The assignment of the two Georgia stations, however, was made subject to the outcome of a proceeding before the Atlanta office of the Equal Opportunity Commission. And the assignment of all three stations to Jefferson-Pilot is conditioned on the outcome of a pending antitrust suit against Jefferson-Pilot Corp.


Combined Communications, the surviving corporation in the merger, will absorb Pacific and Southern's WQXI-TV Atlanta, WWDJ(FM) Hackensack, N.J., WSAI(AM)-WJDJ(FM) Cincinnati and KKDJ(FM) Los Angeles. Combined Communications already owns KQAR-AM(FM)-TV Phoenix; KBT(TV) Denver; KARK-AM-FM, Little Rock, Ark.; KOKO-TV Oklahoma City; WALK-TV Louisville, Ky. and WPTA-TV Fort Wayne, Ind.

**Cowles attorney says FCC annual report error misled Justice Department**

The attorney for Cowles Communications Inc. last week fired off a letter to FCC Chairman Dean Burch to set the record straight about the ownership interest the Des Moines Register and Tribune Co. has in Cowles.

An entry in the FCC's annual report for fiscal 1972 indicates the Des Moines company owns 100% of Cowles, wrote Robert A. Marmey, when in fact it has only a 9% interest with no voting rights.

A copy of Mr. Marmey's letter went to the Justice Department which, said Mr. Marmey in his letter to Chairman Burch, apparently relied on the FCC report in filing its petition to deny the renewals of KQAR-AM-FM-TV Des Moines (Broadcasting, Jan. 7). Justice had asserted that information in the FCC annual report 'more than suffices to establish as a fact that the Des Moines

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**In recognition.** Virginia Governor A. Linwood Holton (l), having officially designated "VTWV-TV Day," extends congratulations to John R. Mahoney (c), general manager of Park Broadcasting's Richmond station, and William M. Havens, its founder. The station, which went on the air April 22, 1948, was the first in the entire South," according to the governor, who cited the station on its 25 years of service.

Register and Tribune Co. and Cowles Communications Inc. are commonly owned and commonly controlled.

**Log-access changes**

The FCC has modified its rules requiring television stations to make their program logs available for public inspection. One change, adopted in response to complaints from citizen groups, requires stations to make the logs available for inspection and reproduction at a location convenient to residents of the community that the station serves. However, where a good cause exists (a request based solely on competitive considerations, for instance, or one that is an attempt at harassment) requests for inspection need not be honored, the FCC said. And parties wishing to inspect logs must make an appointment with the station, identify themselves and their organizations, and state the reason for the request. Licensees may make a copy available for inspection instead of the original logs; and a party wishing a machine copy must pay a reasonable cost for reproduction. The commission also said that a licensee who has gone beyond the composite week to make a programming showing must afford members of the public access to additional program logs to enable them to develop their own showing. The rule is effective March 1.

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**Media Briefs**

Bouncing in beautiful Burbank. American Federation of Television and Radio Artists has charged KRQO(AM) Burbank, Calif., with financial irresponsibility. It filed complaint with FCC and state Human Resources Department claiming that station on many occasions during past year had issued payroll checks to AFTRA on-air personnel that were returned marked insufficient funds. AFTRA also

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**SOUTHERN ROCKY MOUNTAIN AREA $100,000**

Fulltime AM in single station market. Nine acres of real estate included. Tourist area with comfortable year-round climate. Beautiful, newly refurbished offices and excellent equipment, including new remote gear. Exceptional opportunity for owner-operator.

Contact: Don Hayslett in our Dallas office.
claimed that KROQ owed union payments for pension and health and welfare obligations. Gary L. Bookasta, KROQ vice president-general manager, denied charges, terming them "a blatant distortion." He insisted that he has always honored its payroll. AFTRA said it has asked principals of the licensee to post bond to guarantee station's payroll.

Change of address. J. Leonard Reinsch, president of Cox Broadcasting Corp. until last month (Broadcasting, Dec. 31), and continuing as chairman of Cox Cable Communications, both Atlanta, has moved into new offices at Suite 300, S3 Perimeter Center East, Atlanta 30346. Telephone Is (404) 252-6831 until Feb. 24, (404) 393-0480 thereafter.

Radio drama: renaissance or brief sojourn in nostalgia?

It depends on who is asked: CBS, Mutual, NBC give glowing reports of station, advertiser acceptance; but some affiliates can't see how new trend can be compatible to their formats and audiences.

Himan Brown, producer-director of the new CBS Radio Mystery Theater, has this true believer's vision that he's setting the scene for a mid-1970s return of the golden age of radio drama.

"When the Mystery Theater [which kicked off its nightly one-hour schedule Sunday, Jan. 6, on 218 stations] gets the big ratings I know it'll be getting," he said, "we have plans to add an hour's worth of nonmystery drama every night, with a title like CBS Playhouse. Then we'll do a Sunday-evening showcase of classic drama by playwrights like Eugene O'Neill, William Saroyan and Maxwell Anderson. These would run two to three hours and we'd use all the prestigious actors we could get."

But Mr. Brown's vision doesn't stop there. "Once we have all this radio drama flourishing on the airwaves," he says, "I can see us going to two hours of soap opera every afternoon—that is, four half-hours, back to back. And then maybe even some after-school children's serials."

If these predictions seem like nothing more than gas-filled balloons labeled "wishful thinking," Mr. Brown may simply be responding to the recent flood tide of publicity that's being washing over this sudden "revival of radio drama" (The New York Times), radio's "giant step backward," (Time magazine).

For, in addition to the nightly CBS Radio Mystery Theater, the following shows are being touted as forerunners of the new trend:

* Zero Hour, a series of 13 original mystery dramas (each of which is made up of five continuing half-hour chapters) that the Mutual Broadcasting network has been sending out to "in excess of 150 stations" (mostly Mutual affiliates) since Dec. 17 (Broadcasting, Nov. 12, 1973). The show is produced by the Hollywood Radio Theater and narrated by Rod Serling.

* Sounds of the City, a 15-minute-a-day, five-days-a-week soap opera about a contemporary family of urban blacks. The UniWorld Group Inc., a black advertising agency based in New York, which will produce the series, is now lining up black stations and will use the technical facilities of the Mutual Black Network (along with many of its affiliates). UniWorld has signed Quaker Oats as full sponsor of the series.

* X Minus One, a rerun of a series of...
How-to session. Himan Brown, executive force (and producer) behind the CBS Radio Mystery Theater series, here coaches Joan Hackett, garbed in radio informality for a starring role in the "Mother Love" episode.

30-minute science-fiction drama originally broadcast on the NBC radio network in the mid-1950s. NBC has been sending them out once a month as part of its Sunday Monitor network feed (7:30 p.m., NYT) since June 24 of last year.

* The National Lampoon Comedy Hour, a 60-minute weekly satirical review sent out (mostly by air mail) to 104 stations by Twenty First Century Communications Inc., which publishes the monthly National Lampoon magazine. FM progressive rockers dominate the Lampoon's station line-up and the four national spots in the show are sold mostly to record companies on a week-to-week basis.

* The Lone Ranger, The Shadow, Fiber McGee and Molly and a few other old-time radio shows, the original recordings of which are sold market-by-market by Charles Michelson Inc., New York. Mr. Michelson says his tapes are now being heard at least once a week in 380 cities.

Despite all this activity, there are a number of radio executives sternly resisting the urge to climb aboard the radio-drama bandwagon. "It's just not our 'thing,'" says Bob Mahlman, vice president and general manager of ABC radio. "The ABC radio network is basically in business to serve its affiliates, and to date our affiliates have not been demanding that we give them drama. News, sports and commentary are where we're at right now—although if radio drama becomes a big hit, then obviously I wouldn't close the door on our eventually getting into it."

Russ Tornabene, vice president and general manager of the NBC radio network, is also somewhat skeptical of the trend. "All the publicity and promotion you're seeing about this resurgence of radio drama has been mainly generated by CBS itself," he says, adding that he recently read an internal CBS memo that goes into chapter and verse about how to keep the media spotlight trained on Mystery Theater.

"CBS is spending a lot of money to
put this thing over," Mr. Tornabene continues, "because they know they're taking a very big risk. The problem I've found in trying to sell radio network programs is that each station—particularly in the big markets—has its own character. The big-market station knows its own identity, and likes to do its own programing. If your network program isn't consistent with that station's sense of its own character, it won't take your show, no matter how good it is." He mentioned a live-on-tape Helen Reddy concert last month—in his words, "three hours edited down into one brilliant hour of music"—that was turned down by a number of middle-of-the-road NBC affiliates because they thought it would be too strong for their audiences.

CBS is running into that problem in a few cases with its Mystery Theater. Its all-news owned-and-operated stations in New York (WCBN(AM)) and San Francisco (KCBS(AM)) turned thumbs down on the series because of the format clash, but three other CBS all-news O&Os said yes to the series: WBEM(AM) Chicago, KNX(AM) Los Angeles and WERI(AM) Boston. And Sam Cook Digges, president of CBS Radio, says he's very pleased with the replacement stations in New York (WOR(AM)) and in San Francisco-Oakland (KNEW(AM)).

Sponsor interest in radio drama has so far been spotty. CBS has sold only two of its five network spots on Mystery Theater, to Anheuser-Busch and Kellogg, both having signed for the full 365-day ride at a total cost of $365,000 each (a minute a day at $1,000 a minute). The three unsold minutes are being used for public-service announcements. NBC is sustaining X Minus One, and no sponsors have yet been lined up. But, although the show is almost a month old, although Mutual's sales chief in New York, Art Okun, says he's "optimistic" about landing a sale or two shortly.

And the National Lampoon hasn't been able to get a full year's commitment out of any of its sponsors, although on a show-by-show basis advertisers like A&M Records, 7-Up and the Warner Paperback Library bought 38 out of a possible 40 national-spot minutes during the first 10 weeks, according to Matty Simmons, the producer of the show. The Lampoon's price per minute was $1,700 to begin with, but it has since gone up to $3,000 as the line-up to stations climbed from 62 last November to the current figure of 112 (about 80% of which are FMs).

CBS officials refuse to say how much it costs to produce a typical Mystery Theater hour, but one source at the network says CBS's total commitment to the series runs to "more than a million dollars" for a year's worth of 195 originals and 170 repeats. Mr. Digges adds that the directors', actors' and writers' unions have helped in cutting costs by waiving their residuals for the first rerun of each of the episodes.

Zero Hour costs its production company, the Hollywood Radio Theater, about $4,000 per half hour, and The National Lampoon Comedy Hour comes to about $5,000 for each 60-minute program.

CBS's Hi Brown says he's confident that Mystery Theater's nightly dramas, with E.G. Marshall as host, and actors such as Agnes Moorehead, Kim Hunter and Ruby Dee, will "sound the death knell" for Zero Hour, and for the old-time radio dramas that are chalking up respectable ratings in a number of markets. He says that the Hollywood Radio Theater "went broke" trying to sell Zero Hour market-by-market and that Mutual "bailed out Jay Knolos," the president of HRT, by offering him their network's facilities. But even with a network Zero Hour will fail, Mr. Brown says, "because if you miss any one of the five half-hours you lose the plot thread. With our 60-minute dramas, you get a complete story every night. And those scratchy recordings of The Shadow and The Green Hornet are strictly for stuff—even at their best they were never very good."

So far, Mystery Theater has received something of a drubbing from the critics. John J. O'Connor, the TV critic of The New York Times, on the basis of the first couple of programs, said, "The project seems to be stuck between hackneyed scripts, which are too silly to be taken seriously, and camp nostalgia, which is too flimsy to sustain a respectable quota of knowing giggles."

Mr. Kay O'Shaughnessy, The New York Daily News TV critic, said one of the episodes she heard was "dull," another "fuzzy and unsatisfying" because it "lacked any real suspense," and concluded that Mystery Theater "needs tightening of scripts and a faster pace. It's supposed to be suspenseful, but sometimes you wait a long time for the suspense to grab you."

Taking the long view, Time magazine's critic Stefan Kanfer, asking the question "Is radio drama in for a resurgence?", answered by saying that it seems no more likely than the comeback of silent two-reelers. All that can reasonably be expected now is a brief eavesdropping on the past—an opportunity to employ the long-rusted faculty of imagination."

MJA gets even bigger in the talent field

Woolf's huge line-up of sports figures added to Josephson roster, second acquisition this month

Marvin Josephson Associates, New York, parent company of International Famous Agency (talent), has acquired Robert Woolf Associates, Boston, a firm that represents more than 300 athletes in the U.S.

Mr. Josephson noted that sports have become competitive with entertainment attractions for the box-office dollar and that the demand of television viewers. He said: "The stars of today are the athletic heroes as well as the motion picture, television and performing stars." He added that athletes represented by Mr. Woolf conceivably could become part of enter-

Back to basics. Lloyd Holler and Saundra Sharp are continuing characters in Sounds of the City, a daily 15-minute radio soap opera produced by UniWorld, a black ad agency based in New York. It will begin on Mutual March 1.
Nothing ordinary about this Gates antenna...

Here's a diplex television antenna broadcasting two VHF signals simultaneously. We custom-built it for WTOP-TV and WMAL-TV in Washington, D.C. This Channel 7 and Channel 9 antenna was built and tested on Gates antenna range in Syracuse, New York. During the last five years more than 100 television antennas have been built and tested on this range.

We customize antennas to fit the specific needs of our customers. No matter how complex. And thoroughly test your antenna before delivery.

Call or write for more information on how Gates can custom-design an antenna for your operation.

HARRIS
GATES DIVISION
Quincy, Illinois 62301 U.S.A.
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 programer'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 programer, and a "must sell" issue for every producer and distributor.

Again, as always . . .

You belong in Broadcasting Feb18
Stanley Kramer works for ABC

ABC-TV and David Wolper Productions have announced that filmmaker Stanley Kramer ("Judgment at Nuremberg," "On the Beach") will produce and direct three one-hour television specials from Boston. Among the artists he represents are Jim Plunkett, Walt Patulski, John Matuzak, Carl Yastrzemski, Derek Sanderson, Mickey Redmond, Calvin Murphy, Buck Buchanan, Vic Hadfield and Jo Jo White.

MJA entered the sports field in mid-1972 and represented the Montreal Organizing Committee for the 1976 Olympic Games. MJA negotiated the sale of the American television rights to the games for a record $25 million. It also represents the World Hockey Association and the North American Soccer League.

MJA two weeks ago announced acquisition of the Chainin-Park-Citron Agency, Los Angeles, a television motion-picture talent agency.

Program Briefs

Heading west. Registration for National Association of Television Program Executives conference in Los Angeles Feb. 17-20 have gone over 900 mark, are expected to top 1,000. Conference officials expect record number of station managers to join core group of program directors at Century Plaza hotel meetings; over 100 are among advance registrants. More than 70 firms—principally program distributors—will exhibit at conference.

L.A. Open for HTN. Hughes television network will air two rounds of Glen Campbell Los Angeles Open Feb. 16 and 17. Field of 144 golfers including last year's champion, Rod Funseth, are expected to compete for $150,000 prize money.

Reprise for Judy. Mission Argyle Productions, Los Angeles, is syndicating three one-hour videotape specials of Judy Garland, based on the three CBS-TV specials she did in 1964. All are in black and white and are being distributed by Vidistrib Inc., Los Angeles.

Still together. Time-Life Films and BBC have renewed their agreement under which TLF distributes BBC television programs in U.S. and Latin America. TLF now distributes 350 BBC titles in syndication, including "Voice On America, Civilisation, Search for the Nile," "Elizabeth R" and "The Six Wives of Henry VIII."


More animal adventure. Entertainment Company of America, Los Angeles, announces TV syndication rights to "It's a Small World," 39 half-hour animal adventure films produced by Elvon Productions, from which ECA previously secured distribution rights to Dr. Frank Baxter's "Four Winds." ECA also reported TV syndication rights to Clutch Cargo, children's cartoon series produced originally by Cambria Studios as five-minute segments—now available as 52 half hour shows. "Clutch Cargo" is second children's cartoon series acquired by ECA; last month it acquired "Space Angel" series.

Residuals up. Payments to writers jumped over 68% for films-to-TV in November 1973 over same month previous year. Writers Guild of America reported last week TV payments moved up not quite .05%. Residuals for 11 months of 1973: TV, $5,877,178, and films-to-TV, $985,095 for total of $6,862,273. For same 11 months of 1972 figures were $5,923,898, $980,245, and $6,804,142.


Save energy. Association of Motion Picture and Television Producers, Los Angeles, has undertaken energy conservation campaign for movie theaters and TV and radio stations. First announcements for radio, are by actors Dennis Weaver and Telly Savalas, and are on way to all 50-kw radio outlets. Both personalities, as well as entertainer Arthur Godfrey, are expected to talk sports soon.

For the locals. Production House Inc. is releasing four half-hour films on contemporary topics designed for local television programming requirements. Obesity, drug abuse, Kung Fu martial art form, and mystery of Star of Bethlehem are subjects. 665 Harrison Street, San Francisco, Calif. 94107. (415) 493-3086.

Spotlight on energy. CBS-TV will begin its weekly series of news programs on Jan. 20 (Sun., 5:30-6 p.m.), examining various facets of energy problems. Titled "Energy..." series will vary subtitle, according to major portions of particular week's report. CBS News correspondent John Hely will conduct these half-hour casts which will tap full resources of CBS News for both domestic and global developments on energy.

Other sports fill Sunday holes left by football

TV networks book wide range for scheduling through spring

Now that the Super Bowl has rung down the curtain on the football season, the TV networks are spreading the word about Saturday-afternoon and Sunday-afternoon sports features for the rest of the winter and on into the spring of 1974.

Having lost out to CBS in the bidding for National Basketball Association games, ABC will fill the gap by running an extra Sunday edition of its regular Saturday-90-minute "Wide World of Sports" potpourri. The Sunday version, which started earlier this month, runs through mid-April. The 90-minute "Professional Bowlers Tour" will return to ABC schedule. The 90-minute "Howard Cosell's Sports Magazine" will present topical stories every Sunday between Jan. 27 and April 28. A new series called "Superstars," pitting "48 famous athletes against each other in sports other than those in which they regularly compete," will be on every week between Jan. 27 and March 3. The dates for the weekly "American Sportsman," beginning its tenth year, are Feb. 10 through April 28. Other sports on ABC include the Hawaiian Open (Feb. 2, 3), the Dayton Open (Feb. 17) and the Doral Open (March 9, 10).

The linchpin of CBS's sports schedule this winter and spring is NBA basketball, with regular-season games every Sunday through March 24, followed by the televising of a batch of playoff and championship games, many of them in prime time. Another feature is "CBS Sports Spectacular," which will include events like ice skating from the Lenin Sports Palace in Moscow (Jan. 20), rodeo championships in Denver (Feb. 3) and indoor track-and-field contests from Madison Square Garden (March 3). The half-hour "CBS Sports Illustrated" returns next Sunday (Jan. 20) and will run through the summer of 1974.

NBC has National Hockey League games to fill out its Sunday schedule between now and the Stanley Cup finals in mid-May. (A half-dozen or so Stanley Cup games will probably also be shown in prime time.) Another regular Sunday
event, beginning Feb. 24, will be World Championship Tennis, which will run through May 12, when the singles final takes place. NBC will do the "Bob Hope Desert Classic" on Feb. 9 and 10, and then for three Saturdays (Feb. 16, Feb. 23 and March 2) "Arnold Palmer's Best Eighteen Golf Holes in America" will feature some of the top golfers playing various holes on 18 different courses. The NCAA basketball playoffs and finals come along in mid-March, and the weekly Saturday afternoon major-league baseball games kick off April 6.

**Viacom gets to keep 'All in the Family'**

U.S. Southern District Court of New York has ruled that Viacom International holds the exclusive syndication rights to Tandem Productions' 'All in the Family.' Viacom filed suit against Tandem last summer, alleging that Tandem was attempting to reassign overseas distribution rights to 'All in the Family' to another syndicator. Viacom had been handling foreign distribution of the series, which has been carried in the U.S. on CBS-TV for several years.

Tandem argued that CBS had no right to transfer distribution rights when CBS Enterprises was spun off to become Viacom. The court ruled that in Tandem's contract with CBS covering the series, there was a clause stating CBS could assign syndication rights.

Under the court's decision, issued Jan. 4, Viacom will continue to distribute 'Family' overseas and holds domestic syndication rights.

**What's her new line? 'Wally's Workshop' team expands into TV production**

Walnat Co., Indianapolis, producer of the half-hour syndicated 'Wally's Workshop' series, has opened its own production facilities in that city and is preparing three other programs for distribution.

The company, which is owned by Natalie and Wally Bruner, has enlarged its staff, appointing William T. McCamack, formerly president of Educational Equipment Co., Indianapolis, as vice president of sales and marketing. Other new staffers are Bob Smith, production manager, previously with Wish-TV Indianapolis; Martin McPherson, associate producer and recently with Wish-TV, and Margaret Ann Pentland, director of syndication service and previously a writer and producer of children's TV programs.

Gray-Schwartz Enterprises Inc., Beverly Hills, Calif., will represent Walnat in national sales.

Wally Bruner, formerly host on the syndicated 'What's My Line?' series, created 'Wally's Workshop,' two years ago. It is now carried in 69 markets on a barter basis via U.S. Ph-4.

Walnat is now developing 39 half-hours of a children's program patterned after 'Wally's Workshop;' 13 half-hours of an outdoor cooking show and 104 seven-minute segments of filler handy-man tips.

**PSA's PSA's rebut butts in the wee, small hours**

PSA Broadcasting Inc.'s four FM stations in California have been broadcasting on a 24-hour format for years. Commercial business in the early morning hours at best has been modest. Last week, the four PSA stations began broadcasting "Stop Smoking" public service announcements exclusively in the 1-5 a.m. period. All commercials in that time segment have been deleted.

The seven-week campaign is designed to help individuals stop the cigarette habit, even in the middle of the night. The messages were worked up in conjunction with the Los Angeles Medical Association and the Heart Association.

In April, the antismoking campaign will resume, again for seven weeks, in cooperation with the Cancer Society. And on the books for future use, according to Jack Simmons, PSA Broadcasting president, are additional promotions for those desiring to lose weight and on energy conservation. PSA stations (all FM): KEZM Los Angeles, KEZL San Diego, KEZR San Jose, and KEZS Sacramento.

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**Offered for sale**

**Offered for Sale by State of Wisconsin Educational Communications Board DUNN COUNTY, WISCONSIN**

450 foot self-supported steel tower and 1100 square foot stucco building located 8 miles northwest of Eau Claire, Wisconsin. Ideal transmission site; appropriately zoned and located on highest elevation in the vicinity. The property is offered for sale by the State of Wisconsin. Bids will be accepted up to 2:00 P.M., C.D.S.T., 13 March 1974. For additional information contact Art McClure (608-266-1360), Bureau of Facilities Management, Department of Administration, Madison, Wisconsin 53702.

STATE OF WISCONSIN DEPARTMENT OF ADMINISTRATION 1 WEST WILSON STREET MADISON, WISCONSIN

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**Broadcast Advertising**

**Product information stressed as key element in ads**

Advertisers must toe that line in order to achieve believability, Washington panelists agree

A combination of consumer clout, ad-industry self-policing and government intervention will put an increasingly informational slant on advertising.

That was the consensus of a panel that explored the topic "Can Advertising Be Made More Educational?" during a session of the Consumer Conference in Washington last week. But while industry and government panelists answered that question affirmatively, they qualified their responses with considerations of type and quantity of information and medium involved.

It is in the "best interests" of advertisers to make their advertising more informative, according to Federal Trade Commission Chairman Lewis Engman, who found noninformational advertising to be a factor in advertising's lack of credibility. He cited a poll conducted last year that registered a low 12% figure for public confidence in advertising. "Advertising must be made more educational if it is going to retain any credibility at all," he said. And while he admitted that advertising should not carry the whole burden of conveying consumer information, it can carry a "substantial portion" of that load. The FTC, which has been developing rules on the disclosure of nutritional information and pertinent facts in other product areas, will be "encouraging and mandating" stepped-up information standards for products, he said.

But while government intervention is one means of attaining increased informational content in ads, regulation is not the only, or necessarily the best approach, according to Mr. Engman. The FTC, whose authority is limited to interstate business practices, is precluded from acting on a local level where "gross problems" may exist, he said. He also called a "substantial limitation" the time-consuming case-by-case litigation procedure used in challenging particular instances of unfair or deceptive advertising. Of "substantially greater impact" are industry self-policing mechanisms, he said, and applauded efforts of the National Advertising Review Board and local review bodies modeled after it.

While arguing that the selling of products makes a major contribution to a viable economy, Mr. Engman, president of the American Advertising Federation, said that another function of advertising is to inform. He predicted that advertising will become increasingly informative, particularly as consumers use and demand that information. However, he noted informational requirements will vary with the type of product and suggested that alternative methods of in-
information dissemination may be appropriate in different circumstances. Point of sale, manufacturer leaflets and product labels may be more relevant to certain products (particularly in the health and safety areas) where ability to refer to the information is requisite, he said.

Douglas Allgood, director of corporate advertising for RCA, said that “providing information won’t always provide an education.” He expressed dissatisfaction with the fact that ads frequently fail to discharge “social obligations” by portraying honestly and responding fairly to the needs of minorities. But, he said, “we are getting to the point where we can trust ad claims a little more.”

The panel was part of a Jan. 7-11 Consumer Conference sponsored by the National Consumer Information Center and held at Washington’s Statler Hilton hotel.
Energy's "in," Actor George C. Scott, Miami Dolphin Coach Don Shula, and Dolphin and Marv Fleming are featured in televised messages from the Federal Energy Office's "Don't Be Fueulish" campaign, undertaken by the Advertising Council (Broadcasting, Dec. 31, 1973). Produced by Cunningham & Walsh advertising agency, the 10-, 30- and 60-second spots are part of the multimedia energy project presented Thursday (Jan. 10) at the St. Regis Hotel In New York. Mr. Scott is depicted in an empty classroom urging viewers to turn off unused lights to conserve energy for such vital buildings as schools. Mr. Fleming is seen in a deserted football stadium urging teamwork to fight the energy crisis. Mr. Shula is filmed in his office stating the energy crisis "is no game" and also urging teamwork in combating it. The Shula spot made its debut Sunday (Jan. 13) during the Super Bowl game. The TV spots, plus radio, newspaper, magazine, and poster messages are part of the council's introductory campaign phase, said Robert Kelm, council president. "We are designing this campaign for flexibility because of the changing nature of the energy crisis," he said.

### New Murdoch tabloid to get TV send-off

**First will be big spot campaign followed by network if publication is put in national distribution**

Spot television will be the backbone of a $2 million advertising spree to introduce a weekly national newspaper *National Star*, in the U.S., tentatively set for Feb. 2.

An official of Ted Bates & Co., New York, agency for World News Corp., New York, publisher of the new weekly tabloid, said last week that spot TV will be the principal vehicle to launch the *Star*, supplemented by schedules in selected magazines. Spot TV will be used in 29 major markets starting in early February in the Northeast from Maine to Virginia and as far west as Cleveland, conforming to the initial distribution pattern of the newspaper.

At the conclusion of about eight weeks, management will decide whether the newspaper is to be expanded to national distribution. The Bates official said that network TV will be used if the go-ahead for national distribution is given. World News has allotted about $3 million for the national campaign, principally in network TV. Total expenditures in 1974 can go as high as $6 million.

The massive advertising effort is aimed at acquiring readership for the *Star*, which is described as a cross between *Time* magazine and *Variety*. The newspaper already has recruited a staff of experienced newspapermen from such periodicals as the *New York Times*, the *Baltimore Sun* and the *New York Daily News* and plans to tap the free-lance market generously. The accent will be on entertainment and sports.

The man behind the *Star* is Rupert Murdoch, 42-year-old Australian. Since 1954, when he acquired control of a small Australian publishing company, News Limited, whose key property was *The News* in Adelaide, Australia, he has amassed a communications empire. His interests extend to more than 50 daily and weekly newspapers and magazines in Australia; more than 40 magazines and newspapers in Britain (including the six-million circulation *News of the World* and the three-million circulation *The Sun*); newspapers in New Zealand; television and radio stations in New Zealand and Australia, and London Weekend Television. The organization's initial foray into U.S. journalism was the *San Antonio Express* in Texas, bought for $18 million last fall.

Bates's copy will be tailored to the news and feature articles to be carried in the *Star* and will be changed each week. Thirty- and 60-second commercials will be used. The newspaper will sell for 25 cents per copy, primarily in supermarkets.

The Bates official said television is used heavily in England and Australia by the Murdoch-owned newspapers.

### Six Hill Democrats criticize energy ads

They want corporate messages put to FTC substantiation test

Six members of Congress petitioned the Federal Trade Commission last week to require that corporate and institutional advertising, especially by oil companies, be required to meet substantiation rules. The congressman charged 12 oil firms with presenting energy-crisis advertising that was "very misleading and difficult to substantiate."

Senator Birch Bayh (D-Ind.) accused the oil companies of using portions of their "record profits in a massive public relations campaign to deny their true role in contributing to the energy crisis."

Senator Bayh was joined by Senators Frank Moss (D-Utah) and Thomas McIntyre (D-N.H.) and Representatives Benjamin Rosenthal (D-N.Y.), Les Aspin (D-Wis.) and Andrew Young (D-Ga.) in the petition filed by the Media Access Project, Washington. The petition asked the FTC to move quickly to encompass corporate advertising in its substantiation rules and to seek immediate proof for 16 ads placed in magazines and on network television. The petition also suggested the FTC conduct an immediate investigation into the energy-related claims of utilities and electrical appliance manufacturers.

Four of the ads cited are TV spots, three Exxon commercials aired on the CBS Evening News with Walter Cronkite and NBC-TV Nightly News and a Shell Oil spot.

### BAR reports television-network sales as of Dec. 16

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<tr>
<th>CBS</th>
<th>$694,560,400 (35.5%)</th>
<th>NBC</th>
<th>$666,351,500 (34.1%)</th>
<th>ABC</th>
<th>$594,487,700 (30.4%)</th>
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<tr>
<td><strong>Day parts</strong></td>
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<td><strong>Total dollars ended Dec. 16</strong></td>
<td><strong>1973 total minutes</strong></td>
<td><strong>1973 total dollars</strong></td>
<td><strong>1972 total dollars</strong></td>
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<td>Monday-Friday</td>
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<td>$27,742,700</td>
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<td>Monday-Friday</td>
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<td>386,197,800</td>
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<td>Saturday-Sunday</td>
<td>287</td>
<td>6,825,000</td>
<td>14,213</td>
<td>221,735,400</td>
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<td>Monday-Saturday</td>
<td>101</td>
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<td>Sunday</td>
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<td>673</td>
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<td>Monday-Sunday</td>
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<td>129,031,100</td>
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<td>98,184</td>
<td>$1,955,399,600</td>
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</table>

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.*
Joining Y & R team. Young & Rubicam International said last week that Irwin Barnett and Bernie Zlotnick are joining Y & R to form national retail advertising agency. Their agency, Barnett, Zlotnick Inc., New York, is being dissolved and new unit will be called Barnett, Zlotnick Advertising. It will operate as autonomous unit of Y & R Enterprises. Its first accounts, clients of Barnett, Zlotnick Inc., are Bond Stores, New York, and Arlen Leasing Co., division of Allen Realty and Development Corp., New York.


Billings up $17 million. Needham, Harper & Steers, New York, reports that on basis of billings and profits, 1973 was "the most successful year" in its history. Board Chairman Paul C. Harper Jr. said agency estimates that 1973 total billings will be about $215 million, 17% increase over 1972. He added that audited figures are not yet available but agency estimates "satisfactory increases" in profits for 1973.


Buyer. CBS-TV's three-year bicentennial series, The American Parlor, will be sponsored by Eaton Corp., Cleveland, and diversified global manufacturer, through J. Walter Thompson Co., New York. Series begins next spring, will consist of 13 one-hour prime-time family specials on major American historical themes. It will be produced by CBS News, with Columbia University history professor Henry Graff as adviser.

 Eighth year. Kal Kan Stores Inc., Los Angeles, (pet foods) has renewed for eighth consecutive season sponsorship of Animal World, produced by Bill Burrud Productions, Hollywood. Renewal is for 1974-75 season. Program, according to Burrud firm, will be seen in access time in nine of 10 top markets.

 Buys both Brewers. Milwaukee Advertising Association, through Hoffman York, Madison, Wis., Madison's largest advertising agency, has purchased major portion of Milwaukee Brewers radio and television broadcasts for 1974 baseball season and remaining radio broadcasts of Milwaukee Brewers pro baseball team this season. Schlitz Broadcasting Division is exclusive rights holder for both properties.

 Landmark copyright ruling reassessed in Supreme Court.

Fortnightly decision has been eroded by time, argues CBS, co-complainants; Teleprompter claims reversal would create imbalance of power.

Five and a half years ago the U.S. Supreme Court held that the two relatively primitive cable-television systems in West Virginia involved in the Fortnightly Corp. case, did not incur copyright liability in picking up and retransmitting local television signals. Last week, the question of whether cable systems are subject to copyright payments was again before the Supreme Court in Washington, this time in a case that CBS and three independent producers have fought against Teleprompter in connection with the operations of five Teleprompter systems which use the more sophisticated equipment becoming typical of cable systems.

The stakes, said Mr. Barnard, said that the service area of a station is what the FCC says it is—and that includes the area into which the commission allows a station's signals to be imported. As for the concern about advertising costs that rise because of advertising with CATV, Mr. Barnard said, in effect, too bad. "Advertisers will have to compete with other advertisers who want that time."

Justice Stewart made it clear that he would like to see Congress act in the matter, but he does not relish examining a 1974 industry in the light of a 65-year-old statute. He noted that parties in the Fortnightly case had said Congress was considering new legislation, and said: "All we have is a 1909 statute, passed long before there was broadcasting, let alone CATV."

The lawyers before him when he raised the point were not helpful in bringing Justice Stewart up to date on the status of the long-stalled copyright legislation. Mr. Barnard said a copyright bill had been reported to the full Senate Judiciary Committee by its subcommittee on copyrights. It has not; the subcommittee, headed by Senator John McClellan (D-Ark.), is awaiting the Supreme Court's decision in the Teleprompter case before taking final action on the copyright bill.

 Storer Cable offers to buy Gray's CATV holdings.

Storer Cable Communications Inc., Miami Beach, said last week it has agreed to make a tender offer to purchase the stock of Gray Cablevision Inc., operator of a 5,000-subscriber cable system in Albany, Ga. The system would be sold in order to bring Gray into compliance with the FCC's cable-crossownership rules, which prohibit common ownership of co-located cable and television facili-
ties. Gray is also the licensee of WALB-TV Albany.

Under the agreement, Storer said, it is not obligated to acquire any shares unless 80% of Gray's 475,000 outstanding shares are tendered. Storer apparently already has a commitment for the majority of that number. James H. Gray, owner of 50.2% of Gray's outstanding stock, has agreed to make his securities available. And the firm agreed to recommend to its 600 other stockholders that they tender their securities; a letter voicing that request is expected to be sent out next month, subject first to the approval of the boards of Gray, Storer Cable and Storer Broadcasting, parent of the cable firm. Storer Cable also said the solicitation would be made subject to the satisfaction of Securities and Exchange Commission requirements.

A Storer spokesman said a factor behind the firm's decision to negotiate for the Albany franchise was its heavy cable concentrations in adjacent areas. The company owns, through acquisitions in 1973, systems serving Moultrie, Tifton, Nashville, Sparks, Adel, Bainbridge and Americus, all Georgia.

Storer has agreed to pay $5 per share for the Gray securities. If all 475,000 shares are acquired, Storer would be paying a total of $2,375,000. If only 80% is acquired—the minimum required to put the transaction in effect—the price would be $1.9 million.

California utility doubles pole fees

Not only that, it says rates should be doubled again; state senate hearings set

That pole attachment controversy that has bedeviled cable TV operators for years has flared anew in California where Pacific Gas & Electric Co., a power company that serves most of northern California, has notified CATV systems it intends to double attachment rates to $5 per pole per year and to double to $2 the charge per year for each amplifier on its poles. The new rates were to go into effect Jan. 1.

California cable owners are protesting bitterly, particularly after representatives of the California Community TV Association were advised that PG&E intended to review rental rates annually and that an “appropriate” rental should be $11.50 per pole per year.

CCTA has advised California cable owners to refuse to sign new contracts pending settlement of the pole attachment controversy on a national basis. It also persuaded the California Senate Committee on Public Utilities and Corporations to hold hearings on the subject. These will begin next month, according to the chairman of the committee, Senator Alfred E. Alquist.

In a report to members, CCTA referred to the FCC's call last year for a negotiated settlement of the long-standing dispute and its further request for maintenance of the status quo until this is reached.

CCTA has also complained of the PG&E action to FCC Chairman Dean Burch who replied Jan. 3 expressing concern “that an increase in rates at this time, without some showing of compelling and unavoidable circumstances, does not serve the commission's call for maintenance of the status quo.”

Mr. Burch noted that the FCC last August announced it had instructed its staff to draft documents asserting commission jurisdiction on pole attachment rates, but expressed the hope that state and local jurisdictions—or mutual agreements between cable operators and utilities—would make the move unnecessary. Originally it gave the parties 90 days to come to terms; this was extended another 90 days last October, making the deadline the end of this month.

Study to evaluate use of satellites for cable

Booz, Allen and Hamilton retained by group of operators seeking workable system for networking

The Cable Satellite Access Entity, a consortium of CATV firms formed last summer to explore the possibility of using space technology to distribute cable-network programming (Booz Allen, Sept. 3, 1979), has chosen Booz, Allen and
Hamilton, New York, to conduct its feasibility study.

The study, commissioned after several meetings of representatives of the 44 participating cable firms, will evaluate various considerations involving cooperative use of domestic communications satellites. Satellites have been cited by many cable officials as a potential means for cable networking. CSAE, which is headed by Rex [illegible] (Telecable, Norfolk, Va.), said last week that the Booz Allen and Hamilton study will concentrate on operational features, market potential and other aspects of program distribution via satellite. A separate study of technical considerations is being done internally under the direction of CSAE Secretary Ed Taylor (United Video Corp., Tulsa, Okla.). Both studies are to be completed around July 31.

FCC is asked to take Warner out of pay cable

Theaters see antitrust violation in production-exhibition pairing

The National Association of Theater Owners thinks pay television is the electronic equivalent of motion picture theaters. It was with that premise that the organization last week petitioned the FCC to prohibit Warner Communications Inc. from engaging in pay cable.

NATO pointed to the 1938 antitrust action the federal government brought against Warner and four other companies—Paramount Pictures Inc., Loew's Inc., Radio-Keith-Orpheum Corp. and Twentieth Century-Fox Corp.—that owned motion theaters and also engaged in motion picture production and distribution. The government's request that movie exhibitors divest themselves of production and distribution businesses was finally granted by a federal district court in 1946 in the so-called Paramount case.

In 1951, NATO said, the government and Warner entered into a consent decree to implement the court decision. It called for division of Warner into two separate companies—one for exhibition and another (which is the present Warner company) for production and distribution.

"Despite this absolute prohibition against engaging in the business of motion picture exhibition without court approval," NATO asserted, "beginning in 1971 Warner embarked upon a major program of acquiring cable television systems throughout the United States and exhibiting feature films on them through pay television programs." It noted that "within the last year Warner has begun instituting pay television cable systems on at least seven of its cable systems."

NATO contended that "Warner is in blatant violation of the judgment against it entered in the Paramount case . . . Surely the exhibiting of hundreds of first and second run motion pictures to the public through cable television for a monthly admission means that Warner is engaged in the exhibition business in violation of the judgment."

NATO also charged Warner with violating the antitrust laws "by obtaining unreasonable leverage against theater owners which it now both licenses films to as a distributor and competes with an exhibitor; by entering into reciprocal arrangements with other distributors which it now both competes with as a distributor and acquires product from as an exhibitor, and by having in its new posture as both distributor and exhibitor the motive and power to drive theaters out of business and obtain a monopoly of motion picture exhibition in many localities."
“People laughed.


“Now, I’m not so immodest as to think that what I wrote or directed and put in front of them made them laugh, because I was serious. Those were serious pieces as far as I was concerned. And ‘The New Dick Van Dyke Show’ is a serious work. But people laugh.

“So I have to assume that it’s because Kodak makes funny film.

“When people say they’re laughing at my film, it’s really Kodak’s film. But then again it’s mine because I bought it from them. I think they sell the same film to some of my friends because their films make people laugh, too.

“I understand that they also have a serious film that they sell to Swedish and Russian directors. And that film is almost certain not to make people laugh.

“I’m negotiating for the film rights to ‘Dante’s Inferno’; and if I do secure them, I’ll order Kodak’s serious film.”

The Broadcasting
Playlist
Jan 14

These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Arbitron Radio audience ratings for the week on the radio 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 places over the previous Playlist week.

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<tr>
<th>Over-all rank</th>
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Alphabetical list (with this week's over-all rank): Abba—Dana D (34), American Tune (50), Alf (24), America (24), Are You Lonesome Tonight (44), Can This Be Real (53), Come and Get Your Love (51), Dark Lady (60), Doo Doo Doo Doo Doo (Heartbreaker) (69), Doobie Brothers (31), Goodbye Yellow Brick Road (66), Hanging Around (67), Heartbeat, It's a Love Beat (56), Helen Wheels (19), Hello It's Me (14), I Can't Stand the Rain (57), I Got a Name (53), I Just Slept (21), I've Got to Use My Imagination (84), If You Can Make It Through December (60), Midnight Train to Georgia (55), Mind Games (23), The Most Beautiful Girl (2), My Music (29), My Sweet Lady (42), Never Never Gonna Give You Up (15), One Tin Soldier (32), Painted Ladies (35), Paper Roses (59), Photodream (60), Raise My Horse (67), Rivers Of Babylon (63), Rock On (46), Rock & Roll Hootchie Koo (78), Rockin' Roll Baby (20), Seasons in the Sun (25), Sexy Mama (53), Show and Tell (26), Soldier Rider (20), Soldier In A Bottle (16), Soldier In a Bottle (11), Top of the World (14), Unlucky (10), We're Gonna Give You Up (52), Who's In the Strawberry Patch With Sally? (23), You're So Sixteen (7), You're So Unique (16), Zanzibar (42).
A combination of strategy and timing turn '73's flamboyant stage acts into the stuff of which top 40 is made

Two of the year's biggest live concert attractions closed out 1973 with both a new album and a new single. Although Alice Cooper and Bette Midler may not appear to have much in common, both face the same task: to translate the excitement of their stage acts onto vinyl. Both represent recording acts that had their birth outside the studio but regard the radio medium as essential to their continuing eminence on the music scene. Much of the game plan is developed by people who have contributed to the stars' past successes.

Bette Midler's music director, Barry Manilow, has been part of her studio and stage world since the Divine Miss M first began to prove that camp could be set to music. With the thought of breaking into the world of advertising, Mr. Manilow took his first job in the CBS mail room, while attending New York's City College night program in marketing and merchandising. In the early part of this year, he was promoted to film editor, he had switched schools to the New York College of Music and eventually transferred his career goals to the world of pop. WCRS-tv New York tapped him for the musical directorship of the Emmy-winning Call Back (January 1968-November 1969), where he was able to work with and present many local hopefuls he had coached as a musical tutor. And it was in the guise of piano accompanist/teacher that he first encountered Bette Midler in 1970.

"It was instantaneous hate," Mr. Manilow recalls as the prime emotion stemming from their encounter at New York's Continental Baths, where Miss Midler was auditioning as a weekend nightclub performer. "But she had the exact power on stage then as she has now," he said. Mr. Manilow put Miss Midler's stage act together through her recent three-week sell-out engagement at New York's Palace theater. He has finally ended a three-year professional relationship with her—music director and record producer— in order to pursue his own career as a performer, but not before co-producing the Bette Midler album with Atlantic Records' Arif Murdin. After almost a year crammed with one-nighters, Miss Midler is presently on a vacation which is expected to extend into June. For the next six months, she's counting on this, her second LP, to create national excitement for her via radio play.

It was in 1973 that singles pulled from her first LP recorded in late 1972 made Bette Midler a top-40 star. Do You Wanna Dance, a 1958 soul oldie, and the Andrews Sisters' Boogie Woogie Bugle Boy proved that her "trash with flash"—a blend of diverse nostalgia—worked on wax as well as on the stage. But Barry Manilow maintains that the recording studio is more than the stage minus the visual components, and he expressed relief that plans to record her Palace engagement were abandoned. The pacing of a live presentation does not lend itself to a recording session as he sees it; he regards the recorded medium as an entity unto itself.

Mr. Manilow sees a potential problem with Miss Midler's new single, In The Mood—it stops in the middle and starts up again. "This is not typical record thinking," he expounded. "Normally you go with Phil Spector's 'leave it where it is' motto. If you're into something that feels..."
good, don't stop to change it." But to record Bette Midler without attempting to capture some of the pacing of her live act is not the answer either. While Mr. Manilow feels it is impossible to reproduce "all the different colors that happen on stage," tackling a recording session with that in mind can lead to a workable compromise.

Higher & Higher is another example from the Bette Midler album that reflects the way in which drastic tempo and volume changes need not jar the listener out of the mental continuum he expects a pop recording to create and sustain. Unlike the live act which is paced carefully from the start, Barry Manilow recalls cutting over 28 different songs before selecting 11 for the new LP. The sequencing of these cuts was the final step in the creative process.

Barry Manilow refers to his production skills as a "stamp," and surely it has proved itself successful in keeping Bette Midler's growing audience satisfied; but he modestly claims he probably cannot come up with the same kind of material to warrant him working with another solo female artist. While he'll take credit for the tightness in her performances, the campy approach to her comedy and the drama she brings to the more serious ballads, Mr. Manilow credits to Miss Midler herself. For it was Bette Midler who first extended the boundaries of her art to include songs as dated as Boogie Woogie Bugle Boy and as fresh as tomorrow's hits. And despite the appeal of her wildly costumed and choreographed act, it is her music that continues to be her best salesman.

If Bette Midler's act can be boiled down to her music, then Alice Cooper's act which continues to exploit the goings-on of the group, is a sure you gonna-don't type. Alice Cooper has been carefully groomed up from just another loud post-psychadelic singer by manager Shep Gordon. But now that people have begun thinking they know what Alice Cooper is all about, Mr. Gordon is convinced they don't. With its latest single, Teenage Lament '74, pulled from their new Muscle of Love album, the group is trying once again to make a statement it made with its first hit, Eighteen! Violence is only part of the total show business flair that is Alice Cooper.

Over the years (especially during 1973 when singles pulled from the group's LP, Billion Dollar Babies, failed to become national hits), Shep Gordon has sensed a programer resistance to Alice Cooper, based on a top-40 preconceived notion of what the act is designed to do. But he has found a way to cope with these fears that Alice Cooper is "an entertainer, not a killer." What Alice Cooper does is cater his stage act to the public's penchant for violence. Pulling heads off baby dolls and even guillotining himself in the course of a concert is merely proving that the darker side still is what sells, according to Alice's manager. The act does not preach, it merely entertains. Jack Benny spends more than a nickel at a time in real life. Alice Cooper drinks beer and water alike, and doesn't give a damn what he gets—he just needs to be working.

The confrontation policy, coupled with a new single that addresses the domestic dilemma of any 15-year old in basic, rhetorical "what are you gonna-done" terms, seems to be working. Teenage Lament '74 appears this week on the "Playlist" in the 44th position after only a short time in release.

Alice Cooper is not content to rack up gold albums and huge tour grosses. (The Billion Dollar Babies tour went over the $5-million mark.) Hit singles are an essential part of the picture for a group which tries to understand the limits of top-40 programming policy. To Shep Gordon and to the group, a single "says something simple, yet unique." And while the group normally revels in depicting bloody and perverse goings-on in an effort to convince the world that "chopping off a baby's head puts the fun back into music," their well-chosen singles have been careful to fall on the right side of the good-taste fence.

An entourage of 30 accompanies Alice Cooper on the road to make certain everything goes as planned. In an effort to plan positive programer response to the latest Alice Cooper record, Shep Gordon's chief concern is that radio professionals are given an opportunity to make a decision based on the merits of the record, and not on any other criteria. In short, Alice The Terrible on stage becomes Alice The Personable in promotional visits as in all professional matters.
Broadcast Journalism

WNBC-TV's turn to show how to (try to) make it back up in the local news contest

Counterprogramming happy talk, doubling budget to two full hours and taking advantage of 'real people' in promotion are parts of the formula

Five years ago WNBC-TV New York's 6th Hour weekday newscast was either number one or neck-and-neck for that spot in the ratings race with WCBS-TV and WABC-TV. Then came the creation of WABC-TV's Eyewitness News (and the 'happy talk' news format), and the road since has been, for WNBC-TV, downhill. But if the station has gotten used to being last, it hasn't learned to like it.

What WNBC-TV hopes will be a turnaround began with the appointment of Earl Ubell as news chief 14 months ago. Since then he's been slowly revamping the newscast's style and format, and now... (The rest of the article is not visible.)

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.
I'm not a professional actor. I'm a regular person...and names his favorite Shannon's programs. I'm not worried about what the actors' guilds would say about that line, but I wanted to let the show run the way it was because we want to get people to say what they really think. It's all quite genuine and very funny. The spots were presented to WNBC-TV staff members in their own buildings and backyards for 6th Hour admirers.

The promotional campaign spotlights the best features of the five-month-old new format: regular, specialized, human characters. Each spot ends in one of the four lines that have been aired: "Whenever there is an available show,..."

The promotions staff is reluctant to hail the last month's rating increases until the on-air campaign gets a little older. But, Ms. Berk says, "In four months of on-air personalizing..."

No one yet says the results are very positive, there is evidence of progress. The show's November rating was 4.9. Its December rating was 5.7 after two weeks of on-air personalizing spots asking newsworthiness to "come home" to channel 4. Most importantly, WNBC-TV's 16% rating hike was carved from an 8% rating decrease by number one ABC.

Mr. Ubell notes, "We haven't been asked to give the show a break; none of us has lost any clients. We're happy."

"I think the whole idea of coming back to channel 4 is important," Mr. Ubell says, "because of the personal appeal, and because people really want to get away from happy news. They want straight news now. Happy talk is on its way out."

Mr. Ubell, who was science news editor at WINS-TV before joining WNBC-TV, says he doesn't know what happy talk news is. "My goal in taking over as news director was to get our audiences back. We consider show that I liked. I was not anxious to promote the show when I joined it because I didn't think it was very good." The news director asserted the broadcast could boost its ratings without a promotion campaign and would take a lot longer to bring the audiences back just by accidental sampling.

The purpose of a promotional campaign is to speed things up. If I had my way, we'd have year-round promotional campaigns. The more, the better."

Mr. Ubell is involved in over 100 promotions for the new 6th Hour news team. He hates the word "personality." "I want people who were extremely knowledgable, and who cared deeply about what they were reporting on, and who could communicate both. That's very hard to find, and that's what I'm looking for."

The news director also changed assignments of existing news personnel, giving former Cleveland Mayor Carl Stokes, for example, the opportunity to discuss what he is an expert in, urban problems," rather than to merely report the news. The plan is to promote these areas of the law, but a selective one, minus that faceless, nameless voice-over now,

Mr. Ubell noted. "Our news-of-the-day coverage was substantially improved, and we started giving the meaning of the news to help people understand what we were talking about."

### FCC in quandary after court rules lottery winners can be broadcast

It will seek Supreme Court appeal of appellate decision saying FCC violated First Amendment

A U.S. Court of Appeals decision that winning numbers in a state lottery are not news has the FCC considering broadcast stations from airing has generated as many questions from broadcasters as commission attorneys can remember taking in a long time. It has also generated a number of questions in the minds of commission attorneys, so much so in fact, they hope to have the U.S. Supreme Court take the case and provide some clarification.

The commission decided last week to ask the solicitor general's office to seek Supreme Court review of the decision. The appeals court decided by a 2-1 vote that the FCC's regulations on the airing of the lottery numbers violated the First Amendment. The commission is reviewing a decision by the New Jersey Lottery Commission that ABC-TV is in violation of the First Amendment. The station airs the lottery numbers, but the commission has filed an appeal to the Supreme Court. The court overturned the FCC's ruling and said the decision was based on the federal statute prohibiting the broadcast of lotteries or information concerning them. And its attorneys now say the third circuit court's opinion conflicts with a 1969 opinion of the Supreme Court. The appeals court for the second circuit, in New York, held that broadcasting lists of names of winners is "so-called news that directly promotes the lottery" and is illegal. The commission has filed an appeal to the Supreme Court. The decision was issued in an appeal brought by Metromedia and the New York State Broadcasters Association from a commission ruling on the kind of material that could not be broadcast concerning lotteries.

Furthermore, some commission attorneys feel that a literal reading of the opinion would indicate the broadcast of any item of "hot news" is protected by the First Amendment—even if the item is the winning number in the local numbers game. They don't premise the opinion on the lawfulness of the state lottery but on the fact that the winning number is news, said one commission lawyer. "We'll ask the solicitor general to seek..."
Supreme Court review so we can clarify the law," said one commission attorney, after commenting on the number of telephone calls the third circuit court's opinion had raised. "It's not fair to leave broadcasters and the public in this uncertainty."

The statutory bar on the broadcast of lottery information is not a favorite with many commission officials, particularly as an increasing number of states adopt the lottery as a means of raising revenues and find that broadcasters can do little to promote or publicize it. But they say they are stuck with the job of implementing it. The commission has created the machinery to amend the law to permit the broadcast of information concerning the operations of lawful state lotteries.

'Morning News' becalmed; CBS drops an anchor
Ratings for show continue poorly as Quinn is shifted to Washington and network considers restructuring

It's the old bang-and-whimper story again with CBS's Sally Quinn, who is being eased out of the co-anchor position on the CBS Morning News to that of a Washington sidebar correspondent ("Closed Circuit," Dec. 10, 1973). The Morning News rating is still wallowing at 1.6 for December (compared to that month's 6.0 for the Today show). Mel-low Hughes Rudd is left as the anchor-man now that Miss Quinn has departed.

Meanwhile, CBS Atlanta affiliate WAGA-TV announced it will drop the Morning News in early February, following the example of Detroit affiliate WJBK-TV which canceled the show in December. The show's new format opened Aug. 6 with 166 CBS stations, but three small markets have added the show, a CBS News spokesman said, leaving it with 167, compared to the Today show's 226-station clearance.

Asked if Miss Quinn, reportedly held responsible by some at CBS for the broadcast's poor showing, would be severed completely from CBS, the spokesman said "No, because that's not the way they do things here." The network Thursday (Jan. 10) issued the following statement, in response to snow-balling inquiries on Miss Quinn's status:

"We have nothing concrete to say about the future plans for the CBS Morning News. Frankly, we're still de-veloping them.

"Improvements or changes in the broadcast will be evolutionary—not immediate or obvious from one morning to the next.

"We are very proud of much of the CBS Morning News. The people who contribute to it are all exceptional right now. We are working on redefining certain elements, so that we can achieve what we set out to do: create a most complete and interesting informational early morning broadcast on network television and to attract significant audi-ences."

Football fed live to Alaska TV's opens RCA domsat
First U.S. system starts business, but it uses a Canadian bird
RCA inaugurated the nation's first do-mestic satellite communications service last week with the dedication of its Satcom system, which uses leased circuits on Telesat Canada's Anik II satellite to link the East and West Coasts of the contiguous U.S. and both coasts with Alaska.

The system was given a television workout in its "pre-operational stage" with transmissions of six football games live to Alaska, and was due to get another yesterday (Jan. 13) with pro- football's Super Bowl. It was far from clear, however, that the system would be used with any consistency for TV in the immediate future.

RCA officials said they were discussing possible TV use with all three commercial television networks and with cable-TV interests, but that no TV users were among the 32 customers already booked, mostly for voice and data transmissions.

Some CATV interests, however, said they were seriously considering the satel-lite service's possibilities and might begin using it regularly later this year within the continental U.S.

Network sources appeared skeptical, at least initially, about the prospects for regular use of the satellite to get network programs to Alaska live. One estimated that live transmission of the evening news alone would cost $400,000 or more per year, even with RCA Satcom's lower rates in comparison with those for inter-national satellite transmission, Alaska stations currently get their network pro grams primarily on film or tape.

Transmission of the football games via RCA Satcom was paid for by Alaska sta-tions, according to RCA spokesmen who put the charge at $3,600 per game, or about $1,200 per hour, which they said included reception at both Anchorage and Juneau, as against $5,000 to $6,000 per game if Intelsat facilities are used.

The games were the National Football League's American conference champion-ship game on NBC-TV and the National conference championship game on CBS-TV, both on Dec. 30; the Sugar Bowl game on ABC-TV on Dec. 31, and the Cotton Bowl on CBS-TV and the Rose and Orange bowls on NBC-TV on Jan. 1. The stations, according to RCA sources, were KTVN(TV) Anchorage, KINY-TV Juneau and KTVF(TV) Fair-banks, with the first two receiving satel-lite transmissions via RCA earth stations near Anchorage and Juneau and KTVF served by microwave from Anchorage.

Although officially dedicated in a
Satellite-linked six-city news conference last Tuesday (Jan. 8), the RCA Satcom system has been in service in what officials called its "pre-operational stage" since Dec. 20-21. It uses four RCA earth stations—near New York, San Francisco, Juneau and Anchorage—which cost an estimated $10 million, and two satellite channels leased from Telesat Canada at $2.7 million a year. The contract provides RCA with one channel full time and occasional use of the second channel. It is the occasional-use transponder, RCA officials said, that is envisioned for TV transmission. The full-time transponder will be used for voice transmissions.

The current system is in what RCA calls Phase I, which will continue until the company's own satellites up, the first of which is due for launch in late 1975. Phase II, with two 24-transponder satellites in stationary orbits and a third available when required, plus a network of major earth stations to serve the entire U.S., is targeted for operation by 1976. The new system's inaugural linked New York, San Francisco, Washington, Juneau, Nome and Anchorage.

Next satellite service in operation is expected to be provided by Western Union Telegraph Co., which is shooting for a mid-July start with its own satellites. Four other FCC-approved applicants have their projected systems in various stages of development.

FCC satisfied with autonomous status of new Comsat General

The FCC last week gave conditional approval to the Communications Satellite Corp. to turn over its domestic satellite operations to a newly formed subsidiary, Comsat General Corp. The immediate effect of the action will be the substitution of Comsat General as the applicant in actions already pending before the commission to construct and operate four communications satellites and two telemetry, tracking and control stations. The satellites will become part of AT&T's domestic communication system.

In a 1972 ruling, the commission directed Comsat to form a separate entity for its domestic-satellite operations in order to enter the field on a competitive basis. Comsat submitted a proposal last May but it was rejected by the commis-
Finance

Senate study sees big bank presence in broadcast firms

Though data may be obsolete, staff tracks alleged control of 20 radio-television licensees

A Senate committee report says that 12 U.S. banks have enough stock in 20 broadcasting corporations to constitute a controlling interest. But, according to the major thrust of the study, the information that government agencies receive from those companies and that is displayed on public file is often "meaningless and misleading." The study suggests that Congress pass stricter disclosure laws so that it may better formulate "public policy."

The 419-page report was issued last week by two subcommittees headed by Senators Lee Metcalf (D-Mont.) and Edmund Muskie (D-Me.). The subcommittees contend that Congress, the regulatory agencies and the public have difficulty in establishing proprietary ownership of and voting rights over large blocks of shares controlled by banks in trusteeship because of the practice of listing ownership under "street names" when reporting holdings.

The report charges that if seven banks do not divest themselves of stock in 17 broadcasting corporations by June 1975, they will be in violation of the FCC's multiple ownership rules. In 1972 the FCC dropped from 1% to 5% the interest one bank may control in single broadcast companies without counting all the stations against multiple ownership limits and gave institutions until June 1975 to comply. But if those rules were in effect in 1972 (the year for which the FCC supplied ownership data) seven banks— chase Manhattan, Bankers Trust, Morgan Guaranty Trust, United States Trust, Manufacturers Hanover Trust and Mellon Bank and Trust—would be in violation.

For example, with Banker's Trust's holdings in ABC, CBS, Metromedia and Dun and Bradstreet Inc. (parent of Corinthian stations) it had interests beyond the seven station limit in 19 television stations, 20 AM's and 20 FM's. Chase Manhattan, with more than 5% holdings in six companies, has interests in 20 TV's, 17 AM's and 18 FM's. Morgan Guaranty Trust held over 5% interests in four companies, Dun and Bradstreet, Capital Cities, Travelers Insurance (whose broadcast properties have been sold subject to FCC approval) and Time Inc., (which also has since sold all but one TV) with 16 TV's, seven AM's and 10 FM's at the time of compilation. United States Trust had interests in 12 TV's, eight AM's and seven FM's with the stock it held in Capital Cities, Dun and Bradstreet and Gannett. Mellon Bank and Trust held interest in six VHF's, six AM's and six FM's through its holdings in Metromedia and Times-Mirror. Manufacturers Hanover Trust,
The study suggests that Congress enact legislation that would require identification of proprietary owners of 1% or more of the stock in publicly held companies; would weight blocks of institutional stock so that its voting strength is lessened; would put limitations on stockholdings of officers and directors; and would institute federal chartering of corporations with stringent disclosure requirements. The purpose of such laws, a committee official said, would be to "find out who runs the corporations.

The following is a list of the top 25 banks with holdings in broadcast companies as of July 5, 1972, the number of shares they controlled and their percentage of total shares outstanding:

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<tr>
<th>Bank/Company</th>
<th>No. of Shares</th>
<th>%</th>
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<tr>
<td>Kansas City Southern Industries</td>
<td>2,600</td>
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<td>NTL Corp.</td>
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<td>Wometco</td>
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<td>First National City Bank</td>
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<td>CBS</td>
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<td>Allco</td>
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<td>Time, Inc.</td>
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<td>United States Trust Co.</td>
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<td>Refac Inc.</td>
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The potential implications of concentrated ownership by a group of financial institutions in the broadcasting and publishing industries, the report states, "are so great as to merit special attention.

The report also notes the need for more information on joint directorships and cross-ownerships. One such interlock mentioned was that of Atlantic Richfield President and Chairman Robert O. Anderson, who sits on the boards of the Chase Manhattan Bank (which holds 4.5% of Atlantic Richfield stock) and CBS (of which Chase controls 14%).

The multiple layers of corporate management available to institutional investors present fundamental questions regarding public policy," the report concludes. "However, it is clear that Congress, the [regulatory] agencies and the public generally will not obtain answers to those basic questions—answers that will provide the framework for reasoned public policy—without a more solid data base than is now available."
No. of Shares  
Cowles Communications 45,300 1.1
Capital Cities 35,090 0.6
Dun & Bradstreet 75,164 0.9
Westinghouse 453,704 0.5
Travelers Insurance—common 612,704 1.0
Travelers Insurance—preferred 3,500 0.3
Schei-Plough 993,700 4.0
Castle Broadcasting 35,500 7.3
Time 229,280 3.2
Outlet Co. 11,851 0.5
Vermoni Broadcasting 840 4
H & A American 254,600
Pacific Southwest Airlines 33,900 0.2
Knigh Newspapers 51,800 0.6
Ridder Publications—preferred 4,700 5.9
media General Corp. 42,435 1.3
Pueblo International Broadcasting 476,500 10.5
GCC Communications of Phila. 243,500 5

Bank of New York
ABC 513,400 7.2
Westinghouse 485,555 0.6
CBS 914,053 3.3
Taft Broadcasting 76,300 2.1
Wometco 50,000 1.3
Travelers Insurance 22,250 1.3
Fairchild 71,000 1.6
New York Times—common 4,000 0.2
New York Times—other 245,700 0.5
Time 79,200 1.1
Columbia Pictures 418,200 6.3
Pacific Southwest Airlines 33,900 0.2
NLT Corp. 333,105 3.7
Storer 119,700 2.9
Metromedia 163,911 4.6
Capital Cities 75,000 1.2
Publishers Broadcasting 14,128 0.5
Adams-Russell 74,800 6.0
Bankers Securities Corp. 2,076 0.5
Time Mirror Co. 4,352 0.4
RKO General—common 1,005,923 5.3
RKO General—preferred 2,379 4.2
Sonderling Broadcasting 36,400 3.6
Lee Enterprises 47,800 1.5
LIN Broadcasting 35,000 1.5
Daw Co. 24,754 1.0
Combined Communications 105,821 4.9
Ridder Publications 596,285 7.2
Twentieth Century Fox 391,159 4.2
Gable Industries 25,000 1.5
Chris-Craft 152,951 3.9
Du Art Film Labs 2,000 1.2
Knight Newspapers 10,427 0.9
Rollins 290,800 2.4
Zenith 79,640 1.2
Cox 241,300 5

Wilmington Trust Co.
Pacific Southwest Airlines 49,000 1.3
Warner Bros.—Seven Arts 55,100 0.9
Rollins 109,327 0.9
AVC Corp. 12,000 0.2
Central Broadcasting Co. 105 0

First National Bank of Chicago
CBS 700,507 2.5
Copley Press 2,475 0.1
Capital Cities 82,630 1.3
Zenith 1,458,587 7.9
RKO General 679,349 4.8
Harriscorp 18,665 5
Pacific Southwest Airlines 60,400 1.8

Continental Illinois National Bank
Westinghouse 493,967 0.5
Dun & Bradstreet 403,365 3.1
Field Communications 25,120 1
Globetrotter Communications 70,171 2.6
CBS 1,140,735 4.1
Taft Broadcasting 56,700 1.5
Capital Cities Broadcasting 251,814 4.0
RKO General—common 181,510 0.9
RKO General—preferred 13,020 0.7
RCA 867,120 1.2
Zenith 647,200 3.4

Chemical Bank
ABC 266,867 2.9
Westinghouse 622,795 0.7
Taft Broadcasting 60,000 1.6
Travelers Insurance—common 8,237 0.5
Travelers Insurance—preferred 8,237 0.5
Columbia Pictures 92,900 1.5
Zenith 204,400 1.1

Northern Trust—Chicago
Galesburg Printing 2,360
H & E Balacony Corp. 799,530 6.2

Travelers Insurance—common 555,702 1.2
Travelers Insurance—preferred 5,868 0.3
Rollins 225,950 3.9
Lee Enterprises 37,200 1.1
Old Colony Trust—Boston 602,624 1.3
Boston Herald Traveler 18,750 1.1
Travelers Insurance—common 9,200 0.8
Travelers Insurance—preferred 163,800 1.9
Twentieth Century Fox 171,800 0.8
Rollins 290,900 2.4
Columbia Pictures 134,035 2.1
Wometco 64,932 1.7

Harris Trust & Savings Bank
Combined Communications 133,348 9.0
Dun & Bradstreet 153,850 1.5
Zenith 191,325 1.0
Scheib-Plough 260,800 1.0
Time 83,000 1.2
Multimedia 30,000 1.2
Wirtz Corp. 20,492 5

Bank of America
Sierra Pacific Radio 74,400 1.2
Taft Broadcasting 70,814 1.3
æ Times-Mirror Co. 157,194 1.1
LIN Broadcasting 41,770 1.8
Publishers Broadcasting Co. 1,000 0.1
Cedar Rapids TV Co. 167 0.1
Kaiser 1,200,020 0.1
Geo. Cameron 30,000 1.2

National Bank of Detroit
Lamar Life Insurance 23,625 3
Girard Trust Bank
ABE Broadcasting 109,961 0.1
Times-News Publishing 1,232 0.1
Travelers Insurance—preferred 74,061 4.2

First Pennsylvania Bank & Trust
Superior Tube Co. 123,640 5
Travelers Insurance—preferred 19,511 5

Merchants Safe Deposit & Trust—Baltimore
A. S. Abell Co. 2,846
Dun & Bradstreet 352,339 2.7
Rollins 83,740 0.7

Security Pacific National Bank
ABC 225,155 3.2
WABY Inc. 1,000 0.1
Earl C. Anthony Inc. 500 0.0
Vinacorpor Printing Co. 352,339 2.7
Boston Herald Traveler 6,853 1.2

Crocker National Bank
KEYTV Inc. 1,000 0.1
KTTRB Broadcasting Inc. 2,750 0.0
Hubbard Broadcasting Inc. 325,000 0.8
Signal 301,424 1.6
Mid-Continental TV 4,540 0.0

Fidelity Bank—Philadelphia
CBS 467,037 1.7

Wells Fargo Bank
Fishes Blend Stations 26,136 1.1

Taft Broadcasting 841,601 1.1
Copley Press 26,136 1.1

Vindicator Printing Co. 78 0.0

1 Trusts, 2 and trusts, 3 Estate, 4 Co-trustee,
5 Private company; data not reported,
6 Less than 0.1%

It's all in the family for Rahall stock

In $2.6 million transaction stemming from management dispute, chairman takes over brother's shares; Rahalls still retain majority interest

Disagreement between two brothers over the management of Rahall Communications Corp. has led to an option agreement under which N. Joe Rahall, chairman and chief executive officer of that firm, will buy the 23.5% interest held by
by Sam G. Rahall, senior vice president, for $2.6 million.

According to the agreement, Sam Rahall and his immediate family (Rahall stock closed at 4½ bid in the over-the-counter trading last Wednesday [Jan. 9]). N. Joe Rahall said he has already made an initial payment of $50,000 and will pay the balance on or before Feb. 11, after which the option expires.

He also said the stock sale does not require FCC approval because "it will not change my position of control." After the transaction, he said, he will hold about 47% of Rahall Communications. Another Rahall brother, Farris, holds 22%; the remainder is publicly held by several hundred shareholders.

According to N. Joe Rahall, the sale stems from a proxy battle last year between Sam Rahall and then Rahall President Harold Holder on one hand, and Farris Rahall and himself on the other. He said the dispute ended in the ouster of Mr. Holder and a compromise agreement under which N. Joe Rahall was granted the option to buy out every shareholder for $20.50 per share. That option expired Dec. 31, N. Joe Rahall said, and "when he did not exercise the option I made the offer for his stock."

The Rahall chairman said he and his brother Sam disagree about basic management policy, adding that Rahall Communications plans to stick close to its principal business—broadcasting. (The unprofitable E.B.S. Tax Services Inc., which Rahall acquired in 1970, was discontinued last year.) He said the Rahall organization is acquisitive of three radio stations and a group of several TV outlets. And, he added, "a well-known broadcaster" will soon join Rahall as its new president.

The Rahall stations are WLKY-AM/FM-TV St. Petersburg, Fla.; WBMS (AM); WQBG (FM) Indianapolis; WAKA (AM) Whitehall, Pa., and WNNR (AM) Beckley, W. Va.

Financial Briefs

In the market. McGraw-Hill Inc. and Sonderling Broadcasting Corp. say they will purchase shares of its own stock on open market. McGraw-Hill plans to buy up to one million of company's common shares; company has 23.5 million shares outstanding. Sonderling is out to acquire up to 150,000 shares of its common, and would have 666,420 shares outstanding if full amount is purchased.

Big-money loan. General Instrument Corp., New York, diversified electronics firm active in cable television manufacturing, has arranged to borrow $75 million over seven-year period from group of 13 banks headed by Chase Manhattan, New York. Part of financing is $40-million, seven-year term loan, and remainder is provided by revolving credit agreement.

Note sale. UA-Columbia Cablevision Inc., Westport, Conn.-based group of CATV owner, has announced sale of $12 million of 15-year 9% senior promissory notes to three insurance companies. Company said proceeds will be used to prepay about $9.8-million in bank loans and help finance its operations. UA-Columbia has also arranged $6-million credit line with five banks led by Chase Manhattan and Pittsburgh National.

Oriel shares to RCA. RCA Corp. said holders of 98.51% of stock of Oriel Foods Ltd., London, have accepted its tender offer made last November. RCA offered equivalent of $26 million for stock of Oriel, which is refiner of vegetable, animal and marine oils. RCA said offer remains open until further notice.
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<th>Closing Wed. Jan. 9</th>
<th>Closing Wed. Jan. 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>Closing Wed. Jan. 2</th>
<th>High</th>
<th>Low</th>
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**Cablecasting**

TOTAL 333978 7375008

**Programming**

TOTAL 851460 859194

**Electronics**

TOTAL 61044 850273

**Admiral**

TOTAL 61044 850273

**Amex**

TOTAL 61044 850273
Mel Furney, formerly with CBS, New York, named director of sales and customer service, Reeves Cinetel, New York.

Gary Brazeal, with KCKN-AM-FM Kansas City, Kan., named operations director.

Gene Allen, with news staff, WKY-AM-TV Oklahoma City, named community relations director.

Broadcast Advertising

Jack Galassini, with sales staff, WSFA-TV Montgomery, Ala., appointed national sales manager. John Purcell, national/regional sales manager, named local sales manager.

Richard F. Appleton, general sales manager, KPVI-TV Fresno, Calif., named director of sales, WPVI-TV Philadelphia. Both are Capital Cities stations.

John Risher, local sales manager, WKY-AM Cleveland, named general sales manager. He is succeeded by Jerry Gilles, account executive.

Arthur R. Klein and Peter A. Georgescu, management supervisors, Young & Rubicam International, New York, named senior VP's.

Sanford S. Ackerman, formerly with Touche Ross & Co., New York, accounting firm, named senior VP in charge of

Edward McDonald, sales vice president, Television Advertising Representatives, New York, named sales manager, New York.

Dan Cosgrove and Bob Roganti, account executives, named group managers, New York.


Donald H. Cady, VP-account executive, Needham, Harper & Steers, Los Angeles, named VP-account supervisor, Erwin Wasey Inc. there.

Craig Roberts, news director, wtiw-(AM) New Orleans, named director of broadcast productions, Charles Dolce Advertising there.

Leo Fassler, formerly head of his own new product development firm, joins Warren, Muller, Dolobowsky's creative department as senior writer, New York.

James W. Messner, with sales staff, Norman, Navan, Moore & Baird advertising, Grand Rapids, Mich., appointed VP and member of the executive committee.


David P. Grigsby, senior research analyst, Metro TV Sales, New York, named research manager.


Ed Carter, VP, Zimmer, McClaskey Lewis, Louisville, Ky., named associate creative director for broadcast production, Mike Stone, assistant to broadcast producer, named manager of broadcast production at agency.

Nora Scott Walker, promotion secretary, krtv-(TV) San Diego, named assistant director of advertising and promotion.

Programming

Albert G. Hartigan, director of special projects, Worldvision Enterprises, New York, elected VP-special projects.


Doug Duperrault, administrative assistant to president of wfla-(AM)-FM-TV Tampa, Fla., named program director, WFLA-TV.

Frank D. Murray, VP-sales, Mapleleaf Films, Toronto, returns to ITC of Canada Ltd. as general manager, responsible for distribution in Canada of all properties and programming of Independent Television Corp., New York.


Ronald Cassinelli, from weze-(AM) Boston, appointed program director, whfm-(FM) Rochester, N.Y.

Paul Meyer, acting production manager, wtvu-(TV) Buffalo, N.Y., named production manager. Denise McGeein, secretary, named program coordinator.

Gene Kirby, program manager, ckey-(AM) Toronto, named VP-programming.

Dale Conquest, sportscaster, wtvu-(TV) Columbus, Ohio, named sports director, wkrk-(TV) Cincinnati. Both are Taft stations.

Milt Kahn, publisher of Milt's Mirror, sports newsletter, named sportscaster at kpix-(TV) San Francisco.

Lovel Dytte, executive producer and host on local programs for wbz-(AM)-TV Boston, assumes additional duties as operations manager of wzb-(TV).

Broadcasting

Richard Crombie, executive news producer, katu-(TV) Portland, Ore., joins kgtv-(TV) San Diego in same capacity.

Susan Carmichael, reporter, wqua-(AM) Moline, Ill., named news director, wire-(AM)-wtxz-(FM) Indianapolis.

Paul Barnett, reporter, wrbc-(TV) Memphis, named assistant news director.


Chuck Rowe, anchor, wsls-(TV) Chicago, joins kttv-(TV) Los Angeles, as weekend anchor.

Robert Houck, newscaster, wibq-(AM) Philadelphia joins wioq-(FM) there in similar capacity.

Roz Parry, newscaster-producer, wsns-(TV) Chicago, joins kolo-(TV) Reno as newscaster.

Jerry Shane, news director, kwmt-(AM) Fort Dodge, Iowa, joins wtaw-(AM)-FM Pittsburgh as reporter.

Alan Mendelson, reporter-producer, wbfl-(AM) Syracuse, N.Y., joins when-(TV) there as reporter.

Lemar C. Wooley, University of Florida graduate, joins wftv-(TV) Orlando, Fla., as reporter.


Cablecasting


Frank Kneiser, manager of Covenant Cable TV System, Millville, N.J., appointed VP.

Sal Ammirati, engineering manager, Amphenol RF, Division of Bunker Ramo, Danbury, Conn., equipment manufacturer, named chief engineer, Cablewave Systems, Hartford, Conn.

E. C. Oldfield, treasurer, TeleCable Corp., Norfolk, Va., named VP for corporate development.

Equipment & Engineering

John J. Guarrera, chairman and president, Sacom, Sun Valley, Calif., equipment manufacturer, and Robert D. Briskman, director of domestic systems, Communications Satellite Corp., Washington, have been elected president and divisional director, respectively, Institute of Electrical and Electronics Engineers, New York.


Charles B. Cohen and William J. McCarran, project engineers, CBS Radio, named associate editors of engineering department.

Please send

Broadcasting

Please send

The newsweek of broadcasting and allied arts

Name

Position

Company

Business Address

Address Change: Print new address above and attach label from a recent issue, or print old address

Name Address

City State Zip

Other Address

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

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☐ 2 years $45
☐ 1 year $25
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Foreign Add $6 Per Year

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Sourcebook $10.00
Foreign Add $6 Per Year

☐ 1974 Yearbook $17.50
Foreign Add $6 Per Year

☐ Payment enclosed

☐ Bill me

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 one or two issues in advance.

Broadcasting Jan 14 1974

47
Allied Fields

David S. Denison Jr., who resigned last month as member of Federal Trade Commission (BROADCASTING, Dec. 17, 1973), joins Washington law firm of Peabody, Rivlin, Lambert & Dennison, Mr. Denison's resignation was effective Dec. 31; no successor yet appointed.

Phillip F. Connolly, account executive, A. C. Nielsen Co., Northbrook, Ill., named VP.

Deaths

Otto Brandt, 57, formerly executive VP of King Broadcasting Co., Northwest broadcast group, died in Seattle Jan. 8 of cancer after year's illness. Mr. Brandt resigned from King Broadcasting in 1968 to take over RCA distribution here. Native of New York City, he entered broadcasting as NBC page in 1933 and worked up to that network's station relations department. He served as an air force pilot in World War II and returned to broadcasting as ABC director of station relations, rising to vice president of that network. In 1951, he joined King Broadcasting, becoming executive VP in 1965. During his career, he was chairman of the Television Bureau of Advertising, vice chairman of NBC's board of affiliates, and member of TV board of National Association of Broadcasters. He is survived by his wife, Thelma, and two children, Keith and Tina.

Lizette Sarnoff, 79, widow of late David Sarnoff and mother of Robert W. Sarnoff, current RCA chairman, died Jan. 8 in New York following brief illness. She was leader in hospital and educational causes and accomplished amanuensis. Survivors in addition to Robert Sarnoff include two other sons, Edward, chairman of Flet Services Inc., New York, and Thomas W., NBC staff executive VP, West Coast.

Julius F. Brauner, 64, secretary and general attorney of CBS Inc. and executive director, CBS Foundation Inc., died Jan. 5 at his Scarsdale, N.Y., home. Mr. Brauner joined CBS as attorney in 1938 and had been secretary since 1947. From 1932 to 1938 he was with law firm of Cravath, deGersdorff, Swaine & Wood, New York (now Cravath, Swaine & Moore). He is survived by his wife, Mrs. Ruth Gordon Brauner; daughter, Mrs. Edward (An-drea) Hein of New Providence, N.J., and son, J. Frederick Brauner IV of Redwood City, Calif.

John C. Cohan, 61, president-founder, Central California Communications, died in sleep Jan. 2 at his Salinas, Calif., home. Central California Communications owns KSBW-FM-TV Salinas-Monterey, KSBY-FM-TV San Luis Obispo, all California, and seven cable systems in that state. He is survived by his wife and four sons.

Ira Blue, 65, talk-show personality since 1959 at KGO (AM) San Francisco, died Jan. 8 after long illness. Mr. Blue is survived by his wife, a son and daughter.

Donald I. Ball, 69, died Jan. 7 in Scarsdale, N.Y. Mr. Ball retired in 1969 as director of program practices for CBS Radio. During 1930's and 1940's Mr. Ball was radio announcer for CBS. He is survived by his wife, one daughter and one son.

Buck Ritchey, 58, morning man on KAYO (AM) Seattle, died of cancer Dec. 23. He had been KAYO personality for 10 years, was with KVI (AM) Seattle for 22 years before that. Survivors include his wife, Inez, and one son.

For the Record.

As compiled by BROADCASTING Dec. 31 through Jan. 4 and based on filings, authorizations and other FCC actions.


New TV stations

Applications

* Anchorage—Alaska Public Television Inc. Seeking VHF ch. 7 (174-180 MHz); ERP 105.4 kw vis., 23.9 kw sur. HAAT 118 ft; ant. height above ground 220 ft. P.O. address 308 G Street, Anchorage 99501. Estimated construction cost $855,125; first year operating cost $307,000; revenue none. Geographic coordinates 61° 19' 10" north lat.; 149° 52' 33" west long. Type trans. RCA TT-17FH. Type ant. RCA TF-6AH. Legal counsel McKenna, Wilkinson & Ruiter, Washington; consulting engineer Marvin R. Weatherly, Anchorage.


* Williamsburg, Va.—Center of Excellence Inc. Seeking UHF ch. 46 (662-668 MHz); ERP 525 kw vis., 103 kw sur. HAAT 420 ft; ant. height above ground 434 ft. P.O. address 127 York Street, Williamsburg 23165. Estimated construction cost $457,000; first year operating cost $102,355; revenue none. Geographic coordinates 37° 18' 57" north lat.; 76° 43' 15" west long. Type trans. RCA TTV-306. Type ant. RCA TFA-24J. Legal counsel Geddy and Harris, Williamsburg; consulting engineer Jules Cohen & Associates, Washington; principals: Richard B. Brooks is president of Center of Excellence Inc. Ann. Dec. 21.

Action on motion

* Administrative Law Judge Forest L. McClenning in Anchorage, Calif., et al.; Surrogate County Broadcasting Co., et al.; TV proceeding, on pending officer's motion, renewed record and scheduled hearing conference for Jan. 7 for purpose of determining progress of merger negotiations and for setting date for filing of facts and conclusions of law (Docs. 18295, 18297-8, 18300). Action Dec. 28.
**Existing TV stations**

**Final action**
- WTVY(TV) Dothan, Ala.—Broadcast Bureau granted C to install precise frequency control equipment (BPCT-4516). Action Dec. 18.
- KIEM-TV Eureka, Calif.—Broadcast Bureau granted C to install TV studio at location to 560 South Broadway, Eureka (BMCFT-708). Action Dec. 18.
- KPUA-TV Hilo, Hawaii—Broadcast Bureau granted mod. of license covering change in name of license to Hilo Television-Hilo Inc. (BMCFT-770). Action Dec. 18.
- WMAR-TV Baltimore—Broadcast Bureau granted authorization to operate trans. by remote control from WMAR-TV studio building, 640 York Road, Balti-
- WSYR-TV Syracuse, N.Y.—Broadcast Bureau granted C to install precise frequency control equipment (BPCT-5093). Action Dec. 18.

**Actions on motions**
- Administrative Law Judge Frederick W. Denning
  in High Point, N.C. (Southern Broadcasting Co. (WQHP-TV) and Furniture City Television Co.), TV-providing change in contract to apply for the amendment to report minor change in ownership re transfer of control to and from Reynolds Securities Inc., of which Kenneth H. Mouwen is stockholder of Southern, to vice president (Docs. 19067-8). Action Dec. 13.
- Administrative Law Judge Lenore G. Ehrig in Phoenix, Ariz. (Panhandle Broadcasters Inc.), TV-providing transfer of station to apply for the amendment to report minor change in control to and from Screen Gem Inc., of which Kenneth H. Mouwen is stockholder of Southern, to director and vice president (Docs. 19016-7). Action Dec. 13.
- Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. (KORK-TV) and Las Vegas Valley Broadcasting Co.), TV-providing change in contract to apply for the amendment to report minor change in ownership re transfer of control to and from Reynolds Securities Inc., of which Kenneth H. Mouwen is stockholder of Southern, to director and vice president (Docs. 19038-6). Action Jan. 2.
- Administrative Law Judge James F. Tierney in New York (WPIX Inc. (WPIX(TV) and Forum Communications Inc.), TV-providing grant motion by Forum to amend application to update information about broadcast interests of principal (Docs. 18711-2). Action Dec. 18.
- Acting Chief, Broadcast Bureau, in New Orleans, granted motion by Screen Gem Stations Inc., li-
censee of WWWW-TV New Orleans, for extension of time to respond to the proposal of the Ad Hoc Committee on Sugar Bowl regarding broadcast of Sugar Bowl football game. Action Dec. 28.

**Other action**

**Call letter application**
- J. Lee Dittert and Dinah L. Dittert, Bellville, Tex.—Seek KACO.
- Carlos A. Lopez-Lay, Fredericksburg, Va., Virgin Islands—Granted WRR.

**New AM stations**

**Application**
- Tallapoosa, Ga.—West Georgia Broadcasting Co. (WKKW) Director, 202 Northwood Drive, Gadsden, Ala. 35901. Estimated cost $12,500; first-year operating cost $21,000; re-
venue $20,000. Mr. Davis owns WSW-
AM(AM) Center, Ala. and Mr. Livengood is assistant

**Final action**
- Jacksonville, Fla.—Parker-Hewitt Enterprises, Broad-
cast Bureau granted AM to operate station and install equipment at location (Docs. 19043-4). Action Dec. 18.
- Jacksonville, Fla.—Parker-Hewitt Enterprises, Broadcast Bureau granted AM to operate station and install equipment at location (Docs. 19043-4). Action Dec. 18.
- Jacksonville, Fla.—Parker-Hewitt Enterprises, Broadcast Bureau granted AM to operate station and install equipment at location (Docs. 19043-4). Action Dec. 18.
- Jacksonville, Fla.—Parker-Hewitt Enterprises, Broadcast Bureau granted AM to operate station and install equipment at location (Docs. 19043-4). Action Dec. 18.

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Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U.S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office.

**Employers Reinsurance Corp.,**
Summary of broadcasting
According to the FCC, as of Nov. 30, 1973

| Commercial AM | 4,375 | 16 | 4,385 | 51 | 4,446 |
| Commercial FM | 2,431 | 0 | 2,491 | 135 | 2,626 |
| Commercial TV-MHF | 506 | 1 | 506 | 7 | 520 |
| Total commercial TV | 696 | 1 | 706 | 244 | 764 |
| Educational FM | 603 | 0 | 603 | 95 | 723 |
| Educational TV-MHF | 88 | 0 | 88 | 4 | 92 |
| Total educational TV | 126 | 0 | 126 | 36 | 162 |

*New FM stations*

**Applications**
- Sun Valley, Idaho—Sun Valley Radio Inc. Seeks 93.3 mhz, 51 kW. HAAT 214 ft. P.O. address Box 1340, Hailey, Idaho 83333. Estimated construction cost $22,800; first-year operating cost $2,100; revenue $41,830.
- KCHY Cheyenne, Wyo.—Enochs, president of board of trustees, Southeastern University. Estimated construction cost $18,000; first-year operating cost $1,900; revenue $37,821.
- WOLR -498, Mobile, Ala.—Mr. Robert Brubaker, president of Southeastern University. Estimated construction cost $16,000; first-year operating cost $1,600; revenue $31,000.

**Actions on motions**
- Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif., (California Broadcasters of America, Inc. and Clark Broadcast Enterprises), proceeding in which General Manager of a corporation seeks to reclassify station as having community character.
- Administrative Law Judge Arthur Gladstone in Denver, Colo., (KHLK -492, Denver, Colo., and Clark Broadcast Enterprises), proceeding in which a corporation seeks to reclassify station as having community character.

**Fines**
- **Kite San Antonio, Tex.—Broadcast Bureau notified DoubleDay Broadcasting Co., licenses that it had incurred apparent liability of $2,000 for violation of rules by failing to include sponsorship identification for 20 announcements broadcast Sept. 4 through Sept. 7, 1973. Action Dec. 19.**
- **WATW Ashland, Wis.—Broadcast Bureau notified licensee that it had incurred apparent liability of $1,000 in violation of rules by allowing answering service which held third-class radiotelephone operator permits to act as operator for broadcast station, to be in charge of transmitting system; by allowing operators to make entries in operating logs and by having operators perform technical measurements for inspection. Action Dec. 17.**

**Call letter applications**
- **KOA D Lemoore, Calif.—Seeks KSVJ.**
- **KSDK Rapid City, S.D.—Seeks KTOQ.**
- **KGGH Houston—Seeks KEYX.**

**Call letter actions**
- **KACL Santa Barbara, Calif.—Granted KKIO.**
- **KGGM Albuquerque, N.M.—Granted KKKE.**
- **KCHY Cheyenne, Wyo.—Granted KNIE.**

**Actions on motions**
- **Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif., (California Broadcasters of America, Inc. and Clark Broadcast Enterprises), proceeding in which General Manager of a corporation seeks to reclassify station as having community character.**
- **Administrative Law Judge Arthur Gladstone in Denver, Colo., (KHLK -492, Denver, Colo., and Clark Broadcast Enterprises), proceeding in which a corporation seeks to reclassify station as having community character.**
- **Administrative Law Judge J. T. Bailey in Eugene, Oreg., (KHSK -494, Eugene, Oreg., and Clark Broadcast Enterprises), proceeding in which a corporation seeks to reclassify station as having community character.**

**Other actions**
- **Review Board in Fulton, Miss., FM proceeding, granted motion by Iowa County Broadcasting Co. for extension of time through Jan. 14, 1974, to file reply to opposition to granting of license to a for-profit subsidiary of a non-commercial FM broadcasting corporation.**
- **Review Board in Fulton, Miss., FM proceeding, granted motion by Iowa County Broadcasting Co. for extension of time through Jan. 14, 1974, to file reply to opposition to granting of license to a for-profit subsidiary of a non-commercial FM broadcasting corporation.**

**Rulemaking actions**
- **FCC amended FM table of assignments with assignment of class A channels to following communities: Chillicothe, Ohio; Key, Kan.; (240A); Jera (237A) and Tallulah (280A), both Miss.; Iowa City (265A) and Butler (288A), both Mass.; Missouri (285A); Pageland, S.C. (272A) and St. Louis, Mo. (284A) and Butler, Ohio (265A).**
- **Saul Stie, Maine, Mich.—FCC adopted amendment of FM table of assignments by substitution of ch. 258 for ch. 224A at Santa Maria, Calif., and amendment of ch. 267 to community.**

**Call letter applications**
- **Connor Broadcasting Co., Bethany Beach, Del.—Seeks WMBR.**
- **Florida Institute of Technology, Melbourne, Fla.—Seeks WFTF (FM).**
- **Pinecastle Broadcasting Co., Weymouth, Mass.—Seeks WMGH (FM).**
- **Booneville Broadcasting Co., Booneville, Miss.—Seeks WKB (FM).**
- **Edward Christian College, Paris, Ohio—Seeks WCMC (FM).**
- **Pennsylvania State University, Leeman, Pa.—Seeks WPSI (FM).**
Professional Cards

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(formerly Commercial Radio)
1334 G St., N.W., Suite 500
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COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
572 Murray Bldg.
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING ENGINEERS
INWOOD POST OFFICE
Box 7004
DALLAS, TEXAS 75209
(214) 631-8260
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2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
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LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
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(202) 296-2722
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Alexandria, Va. 22314
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Republic 7-6446
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2029 K Street N.W.
Washington, D.C. 20006
(202) 334-6205
(202) 621-2586
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HAMMETT & EDISON
CONSULTING ENGINEERS
Box 48, International Airport
San Francisco, California 94128
(415) 342-5200
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JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilliard 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-521-4386
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications & Field Engineering
Computized Frequency Surveys
245 Colorado Blvd.—82006
(303) 335-5552
DENVER, COLORADO
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E. Harold Munn, Jr.,
& Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

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Service Directory

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445 Casedow Ave.
Cambridge, Mass. 02138
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Call letter actions

KMLH(FM), WLakwa, Hawaii—Seeks KAIQ(FM).

WVSU(FM) Stidell, La.—Seeks WXEL(FM).

WABK-AM(FM) Sacramento, Calif. —Seeks KOLG-AM.

WLRC-FM White Hall, Mich.—Seeks WLRQ-FM.

WZOW-FM Utica, N.Y.—Seeks WXWMC(FM).

KTW-FM Seattle—Seeks ZOK(FM).

Call letter actions

WWAG(FM) Carrollton, Ala.—Granted WAQT(FM).

WFNP(FM) Naples, Fla.—Granted WCVU(FM).

WZCK(FM) Tampa, Fla.—Granted WBQK(FM).

WWTV-FM Cadillac, Mich.—Granted WKJF(FM).

WVJJ(FM) Three Rivers, Mich.—Granted WLKM-FM.

WLQH(FM) West Point, Miss.—Granted WKBK(FM).


WWQM(FM) Huntington, W. Va.—Granted WHEZ(FM).

Modification of CP's, all stations

WSWB-AM-TV Orlando, Fla.—Broadcast Bureau granted modified of CP to extend completion date to June 18 (BMFCT-7510). Action Dec. 18.


WWPB-FM Hagerstown, Md.—Broadcast Bureau granted modified of CP to extend completion date of educational TV to June 18 (BMFCT-809). Action Dec. 18.

WCTE(TV) Cleveland—Broadcast Bureau granted modified of CP to extend completion date to June 18 (BMFCT-7354) Action Dec. 18.

WTCH-FM Shawano, Wis.—Broadcast Bureau granted modified of CP to extend completion date of May 15 (BMFCT-13715). Action Dec. 19.

Other actions, all services

FCC extended date for filing reply comments in renewal proceeding, Channel 16 (Docket 19154) to Jan. 18. Action Jan. 3.

Ownership changes

Applications


WMN-FM Petoskey, Mich.—Broadcast Bureau granted license covering CP toexpand the limit of the petition in an appropriate scope of Hearing proceeding (Doc. 18008). Action Dec. 18.

WPMF-FM Pascagoula, Miss.—Broadcast Bureau granted request for waiver of rules to identify as Panama-Moss Point, Miss. Action Dec. 18.

WQFN(FM) Philadelphia—Broadcast Bureau granted license covering CP to expand the limit of the petition in an appropriate scope of Hearing proceeding (Doc. 18008). Action Dec. 18.

WQF-FM Houston—Broadcast Bureau granted license covering CP to expand the limit of the petition in an appropriate scope of Hearing proceeding (Doc. 18008). Action Dec. 18.

KOY-FM Laredo, Tex.—Broadcast Bureau granted CP to increase frequency to 94.9 mhz., ch. 235; install new trans. and ant.; ERP 100 kw; ant. height 870 ft. Action Dec. 18.


WYM(FM) Milwaukee—Broadcast Bureau granted license covering new educational CP; ERP 250 w; ant. height 870 ft (BMFCT-1809). Action Dec. 18.

WVHF-FM Watertown, Wis.—Broadcast Bureau accepted data filed Oct. 2, 1972, showing proposed operation on frequency of 94.1 mhz. (ch. 21); channel allocation in ant. system; ERP 20 kw; ant. height 285 ft; remote control permitted (Doc. 19161). Action Dec. 20.

Call letter applications

KMMH(FM) Walla Walla, Wash.—Seeks KAOI(FM).

WVSL-FM Stidell, La.—Seeks WXEL(FM).

WABK-FM Sacramento, Calif. —Seeks KOLG-AM.

WLRC-FM White Hall, Mich.—Seeks WLRQ-FM.

WZOW-FM Utica, N.Y.—Seeks WXWMC(FM).

KOWC(FM) KOSP(FM). 

Call letter actions

Carlos Rivera, Luquillo, Puerto Rico—Granted WSEP(FM).

Stonehill Communicators Inc., Iowa—Granted CP.

Wats Stonehill, Rockland, Mass.—Granted WRFP(FM).

Stereo Beam Corp., Cedar Rapids, Iowa—Granted KOWC(FM).

Communicators Inc., Iowa City—Granted KOLG(FM).

Dean Williams, Cedar Rapids, Iowa—Granted WRLQ(FM).

South Eastern Massachusetts University, North Attleboro, Mass.—Granted WCCM(FM).

Rockland Public Schools, Rockland, Mass.—Granted WRFP(FM).

Operation Opportunities—Clark Count, Las Vegas—Granted *KCEF(FM).

Mennonite College, West Long Branch, N.J.—Granted *WMCX(FM).


Triplett Broadcasting Corp., Upper Sandusky, Ohio—Granted CP.

Suarez Sr., Puerto Rico—Granted WSEG(FM).

Trans-Am Broadcasting Corp., Centerville, Tenn.—Granted CP.

Bridgelder Broadcasting Co., Logan, Utah—Granted KVWJ(FM).


LaCrosse Radio Inc., LaCrosse Wis.—Granted WLXR(FM).

Existing FM stations

Final actions

KQIO(FM) Los Angeles—Broadcast Bureau granted license covering changes; ERP 58 kw; ant. height 1,330 ft (BLH-5942). Action Dec. 18.


KCIL(FM) Houma, La.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 20 (BLH-6008). Action Dec. 18.


WBHP-FM Ann Arbor, Mich.—FCC, in response to request from Eastern Michigan University, licensed WEMU-FM (100.1), Ypsilanti, Mich., directly University of Michigan, to show cause why should circumstances & circumstances in ch. 16 for an appropriate scope of Hearing proceeding (Doc. 18008). Action Dec. 18.


WPMF-FM Pascagoula, Miss.—Broadcast Bureau granted license covering changes; ERP 1 kw; ant. height 280 ft. (BLH-1172). Action Dec. 18.


KOY-FM Laredo, Tex.—Broadcast Bureau granted license covering CP to change freqency to 94.9 mhz., ch. 235; install new trans. and ant.; ERP 100 kw; ant. height 870 ft. (BLH-1172). Action Dec. 19.

*WUTW-FM Blacksburg, Va.—Broadcast Bureau granted CP to install new trans.; ERP 650 kw; ant. height 870 ft; substitute control permitted (BMFCT-1649). Action Dec. 19.


*WYRS(FM) Watertown, Wis.—Broadcast Bureau accepted data filed Oct. 2, 1972, showing proposed operation on frequency of 94.1 mhz. (ch. 21); channel allocation in ant. system; ERP 20 kw; ant. height 285 ft; remote control permitted (Doc. 19161). Action Dec. 20.

Cable

Applications

General Television Minnesota Inc., 2021 Hennepin Avenue, Minneapolis, Minn. 55413 proposes for Fridley, Minn. (CAC-7122), to add CHWT airtional and direct services, keyed in to the service. Action Jan. 17.

Telecommunications Inc., 27 East Blackwall Street, Dover, N.J. 07801 proposes for Mountaintop borough (CAC-2366) and Parkway-Troy Hills (CAC-2367), both New Jersey, to delete airtional and direct services, keyed in to the service. Action Jan. 17.


Lake Charles, La.—FCC ordered lavo Cable Inc., operator of 12-channel system at Lake Charles, to show cause why it should not cease and desist from further violation of same-day network programing (CAC-1220). The action is based on a complaint that the above mentioned action be granted by the FOMI to WBBH Lake Charles, PA, be granted (Doc. 19121). Action Jan. 3.

St. Louis, Mo.—FCC granted an application of Strike Out Cable Inc., to operate a 12-channel system in the city of St. Louis (CAC-7034), to extendness of the service, keyed in to the service. Action Jan. 3.

Action on motion


*For the record: The bureau granted the license of FLWTV-TV Port Charlotte and Punta Gorda, both Florida. Action Jan. 3.
Help Wanted Sales Continued

Salesperson who wants to make radio sales a career. Have had excellent college background and am looking for replacement to one whose husband is transferring. Would like ambitious and imaginative person. Contact Charlie Persens, KVBR, Brainerd, MN 56401.

Working Sales Manager, established 100 kw beautiful FM station in the Twin Cities. Opportunity with only AM-FM-TV group in ideal market with Nik Roemer, WBER-DUVD, Bredentin, FL 31476.2138.

You Should Be or a have the X-Rock #2 or #3 in your local market. Is on its way to #2 and is on its way to #2 and is on its way to #2. The LSM will kill #1 dollars. Send resume to Box A-94, BROADCASTING.

Help Wanted Technicians

Chief Engineer, Directional AM, automated FM, Mid- west station with outstanding reputation. EOE. Send salary resume, references to Box N-1, BROADCASTING.

Chief Engineer. Need directiona AM and good FM experience. Immediate opening. Up to $15,000 to start. Send resume to Box A-91, BROADCASTING.

Chief Engineer for fast growing production center. Excellent salaries will take full responsibility for their department. You will be working with the best state of the art equipment and staff of dedicated professional engineers and technicians. Send resume Box A-94, BROADCASTING.

Help Wanted News

News Director - Dynamic Wisconsin medium market station. Experienced, responsible, well equipped FM/CATV, automation, etc. Send resume, picture and requirements to Michael McKee, KWCO Radio, P.O. Box 770, Chaska, MN 55308.

Chief Engineer for AM/FM operations in West Palm Beach. Experienced, responsible, well equipped AM/FM, own show, $2500 per month. Send resume to Box A-125, BROAD- CASTING.

A good solid radio person, experienced, dedicated and a self starter. The ideal candidate will be able to work full time and be able to work any day and any time. Send resume to Box A-141, BROADCASTING.

Wanted: Experienced newpaper to join aggressive news operation at Penn. suburban station. Dig, write and broadcast local news. Must have play-by-play ability. Good salary and generous benefits. Applicants from minority groups invited. Box A-141, BROADCASTING.

Wanted: Aggressive and dedicated newpaper who can anchor and field report. We'll pay. Tape, resume and salary requirements to Leonard Hill, News Director, KCOM Radio, 1400 Pierce Street, Sioux City, IA 51105.

Wanted: Experienced, conscientious, alert, enterprising journalist. We’re looking for a person with excellent news judgment, integrity and good professional standards. Send tapes and references to Gene Hirsch, WIL Radio, Box 1429, St. Louis, MO 63118. An equal opportunity employer.

News Director, WSUS, Franklin, NJ. Long hours, low pay. But if you have real talent, you’ll grow and move on to greater glory. Maximum power full-time in bustling County Seat area. Duties: Supervise 3. Send resume to Box 237, The Philadelphia Inquirer, 1739 Chestnut St, Philadelphia, PA 19103.

Sacramento correspondent? We’re looking for a conscientious reporter for actuality gathering and voice reports in the state capital. Current news affiliation preferred, but we will consider all qualified applicants. Send resume to Box 2522, Los Angeles, CA 90054.
Help Wanted, Programming, Production Others

Copy Writer-Traffic Director—50,000 watt stereo FM. Only newspaper copy. Excellent local spots for midday, evening, and overnight. Excellent clientele. \( \text{Bill Smith, 516-224-5456; \text{Box A-12, BROADCASTING.}} \)

Film Specialist. To produce and direct film documentaries for local clients. Experience in midtown station and state ETV network. Requires BA plus five years experience or equivalent and advanced knowledge of all facets of film production. Minority group member preferred. Will be required to interview. Immediate opening. \( \text{Box A-6, BROADCASTING.} \)

Leading Beautiful Music Syndication Co., seeks young but experienced programming programmer for 2nd unit bravura. Must provide detailed resume to Box A-109, BROADCASTING.

Situations Wanted Management

General Manager, 33 with three years experience managing MOR station in top 50 market. Sales management background. Currently earning 23K, desire more. \( \text{Box N-127, BROADCASTING.} \)

Sales Manager, looking for challenging sales management spot in large market with opportunity for fast advancement. Responsible for five salesmen and own list. College graduate, 30, family man. Box N-131, BROADCASTING.

Sales Manager: currently salesman in top 20 market with super track record. Willing to sacrifice dollars for management opportunity. College diploma, four years experience. Box N-142, BROADCASTING.

General Manager proven track record in major market. Looking for greater challenge. I know how to motivate and sell and programming staff. Box N-143, BROADCASTING.

Creative announcer, former music director, also strong in copying and news, looking to get involved, change fields. Creative, speciality. Will relocate. Box N-179, BROADCASTING.

Currently employed top rocker in sales-management position and ready for top radio, 12 years—all TOP 40. Put it all together—its work! Prefer South or West but consider all. \( \text{Box A-277, BROADCASTING.} \)

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

Experienced Broadcast manager wants V.P. & G.M. position, considerable buying power, currently employed. \( \text{Box A-87, BROADCASTING.} \)

20 years, 15 management. Good record, excellent credentials. Want to return to West Coast. Prefer California. \( \text{Box N-149, BROADCASTING.} \)

If looking for a General Manager with 15 years experience and proven track record, acquire but purchase \( \text{Box A-152, BROADCASTING.} \)

Officer and General Manager of medium market AM-FM group interested in management position in large market or major group. Come via programming and sales, thirteen years experience; ten years with present employer. Early 30s, High IQ, hard worker, creative, management, management. Strong in analysis, planning, sales management approach. Strong in analysis, planning, catalyst finance, accounting, motivation and competition. \( \text{Box A-153, BROADCASTING.} \)


Selling General Manager-aggressive self-generating. Would generate. Excellent track record in Management-Sales. Financially strong. Interested in solid growth situation. \( \text{Box A-130, BROADCASTING.} \)

Are you looking for an aggressive, young GM? 34, family man, 14 years experience, 7 in management. Excellent location. \( \text{Box A-105, BROADCASTING.} \)

General Manager. 14 years experience. Strong on sales and management. Prefer C&W small market. \( \text{Box A-105, Norfolk, VA.} \)

Situations Wanted Sales

Experienced creative ad. Man. Currently employed, desires a career in sales/marketing with top 100 radio market. Self starter, strong in sales promotion, sales, promotion and public relations. Solid background in television. Excellent references and resume available upon request. Reply to Box A-122, BROADCASTING.

Experienced sales manager, successful with adult formats, kudos from top radio station. College grad. \( \text{Box A-61, BROADCASTING.} \)

Young Top 40 Jack/Production Manager now in medium market seeks part time job in major market so he can go to college and further his degree in Radio-TV, 6 year experience. Super dependable. \( \text{Box A-73, BROADCASTING.} \)

Broadcasting School grad, experienced in D.J., sports, news, sales, and network. Prefer East Coast. Want to look for greater opportunity. Will relocate. \( \text{Box A-94, BROADCASTING.} \)

Three years experience, some college, endorsed three. Speech, voices and acting background. Good voice, all formats. \( \text{Box A-92, BROADCASTING.} \)

Tired of Penny Com. "Greats." Need to lay rock on the line. Four years experience. 
Math College Broadcast Degree. Third. \( \text{Box A-100, BROADCASTING.} \)

Currently employed DJ seeking change to stable organization with opportunity. First phone, experienced, creative, good voice, production, and news. Prefer upstate. \( \text{Box A-104, BROADCASTING.} \)

Female DJ. Dependable, creative, tightboard, versatile, authoritative. Weekends and/or evenings. \( \text{New Jersey, N.Y.C. area. Anxious. Box A-105, BROADCASTING.} \)

I'm looking for work in Michigan's lower peninsula as a jack or announcer. Full or part-time, 3rd phone. \( \text{gp newcomer, age 27, single. More info on request. Box A-106, BROADCASTING.} \)

Major Market Jack, presently doing Uptempo MOR, good background in programming. Looking for larger or medium market, professional Radio DJ, wall-to-wall. \( \text{Box A-117, BROADCASTING.} \)

Young, Sexy Voice DJ with one year exp. Some major, currently unemployed, good commercial. Can hold own in traffic, breaks, sales. \( \text{Box A-118, BROADCASTING.} \)

28 years experience, 52 year old man desires permanent Florida residence. Country or easy format. Family oriented, good voice, pleasant delivery, humor. Morning show specialty. \( \text{References, credit excellent. Box A-123, BROADCASTING.} \)

T.R., Records, Sports. Telephone. All these things in one show. 15 years of making it work. Too much energy and talent to go to waste. Great references. \( \text{Pref all formats. Box A-124, BROADCASTING.} \)

Morning Personality: Phone calls to strange characters, crazy news reports, etc. 24, 3 years experience. \( \text{Box A-125, BROADCASTING.} \)

DJ, on board, good news and commercial delivery, can follow directions, willing to go anywhere. \( \text{NOW. Box A-134, BROADCASTING.} \)

Wanted: Fair-minded GM or PD with the ability to recognize quality. Must be capable of getting along with good voice, desires position as air personality. College grad with five years experience with educational and commercial production. For resume write Box A-139, BROADCASTING.

P.D.-Morning Jack desires straight job on Top 40, 10,000 watt market. With small syndicated mix, salary $12,000 and up, eager, one, warm, personal. \( \text{Box A-140, BROADCASTING.} \)

Situations Wanted Annunciators

Announcer Looking for rocker or wild top 40, Capable of up tempo MOR. Creative, Marveled, 3rd phone. 
Willing top gun to get skin experience. \( \text{Box N-120, BROADCASTING.} \)

Entertainer/communicator for med. or major market. Q. or other top 40 plus experience, college grad. \( \text{Box A-61, BROADCASTING.} \)

Broadcasting School grad, experienced in D.J., sports, news, sales, and network. Prefer East Coast. Want to look for greater opportunity. Will relocate. \( \text{Box A-102, BROADCASTING.} \)

1/5 yrs. exp. network C&W morning man. 
Any shift. Send references and endorsements. 
Great folks. \( \text{Box A-104, BROADCASTING.} \)

Jockey. Experienced, dependable, versatile, 
Jockey desires job yesterday. 
Any market. Top 40, and news. \( \text{Box A-128, BROADCASTING.} \)

Eight years experience. Prefers Southeast, Small to medium market. Contact Randy Galliher, 3090 Angel Point, Jacksonville. \( \text{Box A-131, BROADCASTING.} \)

Experience play-by-play man looking for greater opportunity. Experience also board, C&W, MOR and rock. 1st phone, married, will relocate. \( 612-881-3505. \)

Available black comb with four years of experience and both D.J. and MOR. \( \text{Box A-129, BROADCASTING.} \)

Get no basics . . . no town clown . . . no jabber . . . just good time Rock 'n Roll . . . three years experience . . . First phone . . . go anywhere. 
Available immediately. \( \text{Box A-130, BROADCASTING.} \)

Loyalty is the key. \( \text{Box A-131, BROADCASTING.} \)

Loyalty is the key. \( \text{Box A-131, BROADCASTING.} \)

Skinny Jack desires job on Top 40, 10,000 watt market. With small syndicated mix, salary $12,000 and up, eager. \( \text{Box A-139, BROADCASTING.} \)

Situations Wanted Technical

Chief DJ, D.J., Florida resident, seeks position in Florida. 
Conscientious, Third endorsed. Call or write:1-904-255-9393. Mike Hon, 373 Williams Ave., Daytona Beach, Fl 32216. 

Young announcer-DJ desires work in small market Michigan station. Work hard, learn, fast. Harold Mason, WVAX, P.O. Box 150, Paoli, IN 47564. 812-793-3600 between 4:10 p.m.

Experienced DJ, Florida resident, seeks position in Florida. 
Conscientious, Third endorsed. Call or write:1-904-255-9393. Mike Hon, 373 Williams Ave., Daytona Beach, Fl 32216. 

Broadcasting Jan 14 1974 54
Help Wanted Sales

Account Executive, Large Midwest market. List earned $42,000. First year management position with growing company. Submit resume to Box N-135, BROADCASTING.

Help Wanted Announcer

We need a talented TV commercial announcer who is also capable of handling sports segments on a part-time basis. Two daily announcements and runs, indicating salary requirements, together with photograph to Box A-99, BROADCASTING.

Help Wanted Technical

Chief Engineer—Group owned New England TV-AM requires Chief Engineer and technical ability. Box A-72, BROADCASTING.

Westen VHF on the move, needs studio/VTR Maint. Engineer. Send salary requirements to Box A-80, BROADCASTING.

Help Wanted News

News Director—Assumes full command of outstanding strong leader for department of A. Salary commensurate with position. First Class License. Box 1642, BROADCASTING.

Help Wanted Programing, Production, Others

If your small or medium market rock, oldies or adult contemporary stereo can pay a creative, hard working program director a five figure salary contact Box N-25, BROADCASTING.

Need help in the Rating Race? One of the nations Top "Modern Country" Programmers has a desire to relocate. May even meet market. Let's get together! Box A-115, BROADCASTING.


Medium market AM or FM. Are you doing contemporary rock or would you like to? If you are now and not doing so well, or would, and don't know where to start, contact me. For the price of a stamp or phone call your station could be number one. Michael Scott, 3079 Florida Blvd, Lake Park, FL 33403, 305-622-8486.

Traffic director for Florida station on BIAS computerized system. Need take-charge person thoroughly familiar with control and manipulation of inventory, computer interface and responsibility. Write fully to Box A-34, BROADCASTING.

Producer/Director—Top 50 Midwest market looking for creative abilities with strong background in newsmakers, commercials, documentaries and live sports. BA and track record required. Experience in producer A/P. Send resume and salary requirements to Box A-48, BROADCASTING.

Promotion director for NBC affiliate. Top 50 market. Ohio Valley. Applicant should be familiar with all phases of station promotion, however, station is very strong in on-the-air promotion. Send resume with photograph to Box A-79, BROADCASTING.

Art director for TV Station. Responsible for TV Graphic, set design, related print materials. Salary range, $9,500-$10,500. Equal opportunity employer. Resumes and samples of work to Joan Gordon, WGBU-TV, Bowling Green, OH 43403.

Help Wanted Programing, Production, Others

General Manager, 35, three years sales management in major market, two years as general manager in medium market. Resume move up and make your station "go" Box N-135, BROADCASTING.

Situations Wanted Technical

Assistant Chief Engineer desires greater responsibility and financial remuneration. Age 32, BSEE degree, salary required for the right opportunity. Box N-129, BROADCASTING.

VTR/Video experienced first phone with over 7 years on Ampex VR1200 and Norac-GEO color cameras. Seeking creative position involving the production of programs. Prefer to work for VTR facility or big station production crews. Willing to relocate. Box A-30, BROADCASTING.

Young, experienced broadcast- er working in major market, eager to work as weatherman in larger market setting. Would like to be paid accordingly. Box A-106, BROADCASTING.

Experienced, responsible broadcaster, 30, 2 years radio, 3 years TV news production, 2 years college. New opportunity in TV news desired. Tape, resume on request. Box A-42, BROADCASTING.

Young, experienced broadcaster now working in major market, eager to work as weatherman in larger market setting. Would like to be paid accordingly. Box A-106, BROADCASTING.

Meteorologist; Two years radio experience forecasting for the New England area. Professional certification by the American Meteorological Society. Seeks opportunity in television, will relocate to any part of the nation. Box A-110, BROADCASTING.

Weathercaster with personality. Top ten desires change. All markets considered. Excellent appearance and industry reference. VTR. Not expensive. Box A-136, BROADCASTING.

Reporter—Have the experience, background, intelligence. Not run of the mill or limited to a single field. Will work for day. Box P-N-130, 2400 S, Columbus, OH 43224.

Sports—Experienced in all areas: reporting, writing, editing. Send VTR available. P.O. Box 6418, Columbus, OH 43224.

Situations Wanted Programing, Production, Others

Promotion Manager now #2 man ready for #1 spot in larger market. Box N-133, BROADCASTING.

Program Manager with 6 years experience. College graduate looking for better company in larger market. Box N-141, BROADCASTING.
Situations Wanted Production, Programming, Others, Continued

MA desires college radio-TV past with production duties. You'll create 
career, both commercial and non-commercial 
experience. Box A-2, BROADCASTING.

Associate Director in top 10 with considerable direct-
ing experience seeks Director position in top 12 mar-

Producer/Writer seeking position as producer/ex-
ecutive producer in major market or production 
company, major market experience. Solid back-
ground in promotion, VTR, 16mm film, Chil-
dren's Television. Good references. Young, respon-
bile, Innovative. Write Box A-92, BROADCASTING.

Young woman, but all pro seeks challenging job 
in television. Heavy experience in film booking, 
sales promotion, public relations and news casting. 
14 years' experience. Excellent all around skills. Box A-90, BROADCASTING.

Producer/director with solid background in all 
phases of production and programming is seeking 
opportunity in broadcast management. Will consider 
your position that gives me the responsibility of 
the air product. Box A-95, BROADCASTING.

Successful, profit-oriented P.D., Cable TV wants to 
switch to the right broadcasting or advertising 
situation. 3 years experience producer-director, sales, 
news. Box A-97, BROADCASTING.

Eight years in radio-TV media, last three as director/
producer and still young enough to keep on truckin'. 
Write for details. Will lend and if I have enough 
to be a television director at your station. Box A-100, BROADCASTING.

Young CATV station engineer wants position with 
promise, Color experience, have 3rd endorsed, working 
illness. Will relocate. Resume. Box A-142, BROADCASTING.

Attention Chicago—GAL available, part-time, evenings 
or weekends. Mess communications degree. I enjoy 
my day job in consumer protection, but miss the broadcast 
world. Call evenings 312-642-8246.

Program Manager, Experienced in network and com-
pany television sales, programming in top 15 
market. Age 38, 20 years in broadcasting. Top 
callers. Call 312-647-6014.

CABLE

Help Wanted Management

Grads: Major MSO seeks recent college grads with 
sales experience to be Advertising/Gailes Managers 
in various locations. To $2000. Box A-4, BROAD-
CASTING.

General Managers, Small MSO affiliated with a large 
insurance company is looking for a general manager 
with marketing background to operate its 40,000 
home system. In the 20's, 30's, we really 
will be treated in confidence and correctly answered. 
Box A-114, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted. First class color remote vans. 2-6 color 
cameras, 2-6 VTR's. No more, 3 years old. Ready to 
buy, reply Box N-167, BROADCASTING.

Plate Transformer for GE 4IF5A1 500W Transformer 
in operating condition or would consider good core 
and windings. Also, consider any other plate transformer 
capable of handling 25-50 kw VHF transmitter 208- 
240V, and 7.8 thousand S. Please send information to 
Al Smith, KPLC-TV, P.O. Box 1468, Lake Village, 
LA 70061 or Phone 318-239-4071.

Wanted: Plate Transformer for RCA 7T25 Al Trans-
mitter. New Price $109.00. Reply $100, or over $220 
to 3250 voltage. Contact: K. Lux, KGTV, P.O. Box 
268, St. Joseph, MO 64506.

We need used 50, 70, 10, KW AM and FM tran-
smitters, any make. Box A-294, BROADCASTING.

Wanted To Buy. 1000 Foot Used Tower, heavy duty. 
Must be FCC first class license, license is-if 
Grees, Owensboro Cables, P.O. Box 371, Owensboro, KY 42301.

FOR SALE EQUIPMENT

Martl Used. Remote pickups/studio transmitter/links 
in stock. New equipment. Terena available, BECOSO, 
8585 Stemmmons, Dallas, TX 75247. 214-630-3600.

For Sale Equipment Continued

IGM 630 surplus typewriter, card reader, remote 
controls, sensor cards etc. KOOG Radio, Omaha, NB. 
Don Donor, 1st Class.

RCA Model BTF 20-C Transmitter (FM) Parts. We 
have a substantial supply of parts for this discon-
tinued model transmitter and will be happy to make 
them available to any station at a reasonable 
price. We have to throw out Conat WEAW, Elsin-
oro, IL

For Sale: Pair of 410 CBS Automatic Peak 
Controllers (FM Voluums and FM Sterevo Voltuums) 
$950.00, WFTV, Winter Haven, Fl but must 
reside 100 miles for proper selling. 3K6W 8BB, 
Xmitter Line, Antenna, 1 Channel Stereo 
Board, 4500 or separate. On air at WTAO 618-687-
2000.

Relaxatstereo, Large stock—bargain prices—tested 
and certified. We are carrying all lines of 
Stereo Western Electric, Box 23872, Oakland, CA 94628.

One stop for all your professional audio require-
ments. Bottom line oriented. F. C. Brewer Com-
pany, Box 8057, Pascoa, CA 92505.

WANTED transmission line, up sale, 500' of 6/4" 
UHF, ideal line, used condition together with 
electrodes and hanges. Call or write; Tower Erec-
tion, Inc., P.O. Box 188, Menomonie Falls, WI 53051.

Marl & Sparts new and used equipment. Remove 
pickup/STL/Remote Control. Consoles, Revos, Com-
plete station packages. Financing, Haydav Associates, 
P.O. Box 922, Tolowa, TN 07751, 201-258-2655.

VT Airlanding Head Assembly RCA MI40/90AZ with 
Case. Need a spare? Here it is, $600. Norman Gil-
ness, Box 2124, Monterey, CA 93940, 4-408-372-
7424.

Gates Cyclod, 6-2FM antenna, decals. Excellent 
condition, low VSWR. On 947, tuneable, $1,100. 
RBC Carson Cohn Inc. Box 89, Fullerton, CA 92632.

Vacuum capacitors: MCC1,500, $50.00; MCC500, 
$200.00; MCC500, $50.00. Lightning arrestors, 
feeders, 10 amps, $50.00. Hubbells, 642o Tale-
mage, Dallas 75230.

All Digital split-field color bar generator. $595. 
Write RLM, Box 381, Madison, AL 35756.

McMartin Broadcast Console Model B-502 Stereo 
receiver, un-used, in original box, $1,100. Will 
ship anywhere in the U.S. $700.00 delivered. 
314-667-7910.

New fiducial cartridges—wound to any length $2.50. 
Send check with order. Idaho Magnetics, 160 Ande-
sen, Caldwell, ID 83605.

COMEDY

Desjays: Need, new, sure-fire comedy 11,000 classified 
timelines, $10, Catalog Fred Edmund Orrin, 2786-8 West 
Roberts, California, 90205.

"Reminiscing in old-time radio"—5-hour old-time 
comedy series. Haydon Huddleston Productions 
Inc., 305 Shenandoah Building, Roanoke, VA 24011, 
703-342-2170.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics 
and earn your degree by correspondence. Free brochure, 
Grantham, 2000 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, Omega Services has the best price for a 
First Class License. Day or evening. Guaranteed re-
sults. Omega Services, 339 East Ontario, 542-649-
667.

Job opportunities and announcer-clerkest-class F.C.C. 
license examination. Testing held at Hayden Productions 
Inc., 305 Shenandoah Building, Roanoke, VA 24011, 
703-342-2170.

First Class FCC in 6 weeks. Veterans ap-
proved. Day and Evening Classes. Ervin Institute 
(formerly ams Lectures) 25 W. Huron St., Chicago 
60611, 522-5825.

"Free Catalog... everything for the deejay! Cus-
tom CD's, Promos, Airchecks, Wild Tracks, Books, 
FCC tests, Comedy, and more; Write Command, Box 
26348, San Francisco 94126.

Two top broadcast experts looking for broadcaster 
to buy radio stations and/or strips. Will talk 
specifics. Box A-143, BROADCASTING.

Airchecks, auditions duplicated. Recorder, 682 East 
51st Street, Brooklyn, NY 11203. 212-451-2766.

Prizes Prizes! Prizes! National brands for promotions, con-
tests, programming. No barter or trade... better! 
For fantastic deal, write or phone; Bonzer Televis-
on & Radio Features, Inc., 166 E. Superior St., Chicago, 
call collect 312-666-3700.

"Free Catalog... everything for the deejay! Custom 
CD's, Promos, Airchecks, Wild Tracks, Books, FCC 
tests, Comedy, and more; Write Command, Box 
26348, San Francisco 94126.

Acquire two important sales letters for January 
mailing. (1) Directed to current advertisers. (2) Di-
rected to non-advertisers. Payable with order. Promet 
service. Robert O. Moran, 2235 
East Ridge Road, Beloit, WI 53511.

Cathedra comprise 23.5% of the U.S. population 
(143,000,000) adults 16 years of age or over. In one 
your market. The 1974 Catholic Almanac, cloth $7.95, paper $3.95. 
Write OSV, Dept. 303, Noli Plaza, Huntington, IN 46750.

Alex Dealer "Sound-Alike"—Any spot $8.00. Send 
name and check to: BPT, 235 Valley, Aurora, IL 60505.
Help Wanted Management

SALESPEOPLE
Leading broadcasting company will be adding experienced salespeople in 1974. Excellent opportunities in both radio and television, including company owned national representative stations. Rapid advancement for candidates with management potential. Send detailed resume. Confidential. Equal Opportunity Employment.
Box A-37, BROADCASTING

AM-FM Combo. Midwest market of 80,000 seeks sales oriented GM. Must have proven local sales ability and understanding of programming. Sales managers welcome.
Box A-125, BROADCASTING

IF YOU CAN PRODUCE THE TOP RATING IN HONOLULU, YOU CAN COLLECT THE TOP PAYCHECK! We need two grabbers. First, we need a General Manager with top administrative skills who can sell and keep a staff selling. His goal is simple: Top revenue radio station in Honolulu. Second, we need a Program Director who will have an equally simple goal: #1 ARB and Pulse In Honolulu. Our Incentive plan is not complicated either: You'll be the highest paid GM and PD in America's most interesting city. If you've ever made an effective presentation, today's the day! Equal Opportunity Employer.
Box A-128, BROADCASTING

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-38, BROADCASTING

Northeast major looking for a top-flight professional announcer/personality.
Salary commensurate with ability, top benefits and a great company. Picture and resume. All will be held in strictest confidence. Equal Opportunity Employer M/F
Box N-68, BROADCASTING

MORNING PERSONALITY
50 KW nationally respected industry pioneer needs it all—Humor, communication, No. 1 dynamite. Aggressive, fun place to work. money too! Rush resume to:
Box A-113, BROADCASTING
(An equal opportunity employer)

Help Wanted Production, Programming, Others

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

Help Wanted Production, Programing, Others—Continued

NEW MEDIA DEPARTMENT

Major bank holding company organizing own advertising agency needs a senior media planner and a time buyer. Highly motivated individuals will find challenge in helping to develop new media department. Fine working conditions in Upstate New York where a long commute is 30 minutes. Close to many ski resorts, hunting and fishing areas and there is a boat marina just 3 blocks from the new office.
Box A-122, BROADCASTING
An equal opportunity employer.

TELEVISION
Help Wanted Management

TV GENERAL SALES MANAGER
One of the nation's leading independent television stations needs an aggressive General Sales Manager to develop the full sales potential of the station. Market rank is within the top 50—an exciting growth market where the living has to rank among the best in our country.
If you feel you have the ambition, experience, and leadership to motivate others and become the #1 person at this station, send your resume and salary requirements.
An Equal Opportunity Employer
Box A-101, BROADCASTING

Help Wanted Technical

BROADCAST (Television) CHIEF ENGINEER
New York based station requires top professional studio and RF engineer to run full facility. Knowledge of helical tape and Telco Interconnections essential. Top compensation, benefits and exciting opportunity. Send resume to:
Box A-103, BROADCASTING

Help Wanted Production

65" or Taller TV/Radio Personality wanted for stand-up, straight-delivery TV Spot. Send TV tape if available or Audio tape and head shots. All Material Will Be Returned. PLEASE DO NOT APPLY IF UNDER 65". Write to: Forest Advertising, 24 Forest Street, Brockton, Mass. 02402.

Situations Wanted News

TV Sports Director/Sportscaster
Interested in top 35 market. All inquiries considered.
Box A-108, BROADCASTING

Broadcasting Jan 14 1974 57
### Communications at Graham Junior College

Is Radio and Television

2-year Communications programs leading to an A.S. degree are offered in:
- Radio Broadcasting
- Television Production
- Broadcast Journalism
- Broadcast Management (Media Advertising and Sales)
- Communications Electronics (Broadcast Engineering)
- and Performing Arts

For further information about these programs and others in Business or Liberal Arts call or write:
Admissions Office
Communications
Graham Junior College
632 Beacon Street
Boston, Massachusetts 02215

617/335-5650

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### For Sale Stations

| SE | Small | Daytime | 100M | Terms | M.W. | Small | FM | 155M | Terms | East | Medium | AM/TV | 1MM | Terms | South | Small | FM | 130M | 25% |
|----|-------|--------|------|-------|------|-------|----|------|-------|------|-------|------|     |      |      |      |      |      |      |     |
| N.Y. | Metro | Profitable | 350M | 29% | Gulf | Major | Fulltime | 2MM | Nego |

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### BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad Indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Effective January 1, 1974, BROADCASTING will not forward audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number. All material sent to BROADCASTING for forwarding will be sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified display ads:

- Help Wanted, 40¢ per word $8.00 weekly minimum. (Billing charge to stations and firms: $1.00).
- Situations Wanted, 30¢ per word $8.00 weekly minimum.
- All other classifications 50¢ per word $8.00 weekly minimum.
- Add $1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) 25¢ per Inch.
- All others 40¢ per Inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising required display space.
- Agency Commission only on display space.

Word Counts: Include name and address, Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 30mm, COD, PO, GM, etc. count as one word. Hyphenated words count as two words.

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### JOHN GRANDY

Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

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### For Sale Stations

FOR SALE—Midwest Day-Timer In attractive sound medium size market $250M. Absentee owner wants out. This could be buy of the year. Reply Box A-86, BROADCASTING

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### LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles

Washington

Contact: William L. Walker
Suite 500, 1735 DeSales St., N.W.
Washington, D.C. 20036

202/536-2050

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### CHAPMAN ASSOCIATES

business brokerage service

Atlanta—Chicago—Detroit—New York

Please Write: 5 Dunwood Park, Atlanta, Georgia 30341

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Your special needs deserve special attention. You will profit from the solid experience and creative service of the nation’s fastest-growing media brokerage firm. To buy, sell, trade or upgrade your group holdings, call or write us today... in complete confidence.

(This is where the action is)

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200 William Street • Elmira, New York 14902

P.O. Box 948 • (807) 733-7138

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### FOR SALE STATIONS

| STATE | TYPE | DAYTIME | 100M | TERMS | M.W. | SMALL | FM | 155M | TERMS | EAST | MEDIUM | AM/TV | 1MM | TERMS | SOUTH | SMALL | FM | 130M | 25% |
|-------|------|---------|------|-------|------|-------|----|------|-------|------|-------|------|     |      |      |      |      |      |     |
| N.Y.  | Metro| Profitable | 350M | 29% | Gulf | Major | Fulltime | 2MM | Nego |
Bob Hales: in charge of the mouse that hopes to roar in TV networking

Robert D. Hales, the new chief executive officer of the Hughes Sports Network, is walking a tightrope these days. On the one hand, he has definite ideas about setting in motion his scheme of making Hughes a bona-fide fourth network, one that might be able to compete with ABC-TV, CBS-TV and NBC-TV by putting on the kind of specialized programs that the networks tend to shun in their search for mass-audience Nielsen numbers. But, on the other hand, he doesn’t want to move too aggressively and risk massive retaliation from the Big Three this early in the game.

So Mr. Hales is keeping a low profile as he sets about changing Hughes’s image from a predominantly sports-oriented operation to a network with a “judicious” mix of sports events, documentaries, entertainment shows and children’s programming. As of this month, for example, the Hughes Sports Network officially changes its name to the Hughes Television Network. “Ideally,” Mr. Hales says, “our nonsports programming would grow to the point where it would make up about half of our network schedule.”

Currently, golf, basketball, football and tennis consume more than 80% of the Hughes schedule. “Putting most of our eggs in the sports basket is a very risky business,” he says. “We’re heavily committed to golf, for instance, which means, of course, that a run of bad weather could hurt us badly. And if a golf match is one-sided, or if one team gets a commanding lead during an ABA basketball telecast, the viewer may get bored and switch to something else.”

The previous management at Hughes, Mr. Hales says, was content to glide along, televising sporting events that the other three commercial networks didn’t want to bother with. This play-it-safe attitude gave Hughes a steady return on investment (even though a major golf tournament, say, can cost Hughes as much as $1 million in production costs, rights fees, line charges and station compensation), but Mr. Hales is aiming higher. “I’m not a conservative man,” he says. “I believe in taking chances—both physically and personally. A legitimate fourth network is going to happen in this country—the government allowed the networks to get their stranglehold over the airwaves, and, if the phrase ‘in the public interest’ has any meaning, the government’s going to have to undo that stranglehold.”

Mr. Hales is now in the middle of an efforts to get out to advertisers the message that, for example, Hughes can easily deliver regional hookups to sponsors that are not interested in blanket- ing the country. Because Liberty Mutual Insurance “does 90% of its business in 70% of the country,” according to Mr. Hales, the 14-man-vs.-nature half-hour documentaries the company bankrolls under the title The Explorers are sent out by Hughes only to the markets in that selected area.

On the other hand, he says, the Ford Motor Co., which wanted to air a 60-minute patriotic documentary tribute it put together, called My Father Gave Me America (narrated by Kirk Douglas), was so dissatisfied with the time slots offered by ABC, CBS and NBC that it went to Mr. Hales. Hughes ended up giving Ford a total of 145 stations (all but six of which are affiliated with one of the three networks). One hundred and twenty-two of the 145 carried the special on a simultaneous line feed (permitting Hughes to reach 84% of U.S. TV homes). Similarly, Xerox has given rerun rights to the BBC-TV Time-Life Films series America, narrated by Alistair Cooke, which originally ran on NBC (Tuesday, 10-11 p.m., NYT), to Hughes because, according to Mr. Hales, Xerox was up in arms over the late scheduling on NBC. Most of the Hughes outlets are now carrying it early Saturday or Sunday evenings, where Xerox hopes it will be watched by the children who couldn’t see it at 10.

Trying to put Hughes on the network-TV map against tough odds is the kind of problem Mr. Hales was forced to solve regularly at the Harvard Business School, which he attended from 1958 to 1960. “Harvard was all case-study method,” he recalls. “They gave you a case, put you in a room with 90 bright guys, and then the competition was on to see who could come up with the best solution. They deliberately gave you more work than you could possibly handle, and that forced you to decide priorities since you literally couldn’t do every case every night.”

If Harvard gave him a solid grounding in the unraveling of tough problems, the Gillette marketing-training program, which he signed up for after getting his MBA at Harvard, “gave me a broad picture of business by showing me how one top company operates,” Mr. Hales says. He spent the entire decade of the sixties at Gillette, rising from product manager of the Tectimatic stainless-steel razor to three posts abroad: marketing director of Gillette in England, marketing director in Germany and general manager in Spain. He was made president of Gillette’s Papermate division in 1969, and served in that capacity until Alfred Firestein, the president of Max Factor, “made me an offer I couldn’t refuse” in 1971.

But when Norton Simon took over Max Factor early in 1973 and Mr. Firestein died less than a month after the merger, the Firestein men began an exodus. Mr. Hales’s destination turned out to be the Hughes Sports Network, which signed him as executive vice president for marketing on June 20, 1973. He became chief executive officer on Oct. 5, 1973.

Mr. Hales’s most important extracurricular activity is his post as regional representative for the Philadelphia and Pittsburgh branches of the Mormon church. “If you want to know how I relax, it’s not by sitting down and reading a book but by going out and using my time to help people through the church,” he says. “Church work is my change of pace, my way to balance things out. It pulls me back from the day-to-day grind and gives me some perspective on life.”
Enough was enough
The Third Circuit U. S. Court of Appeals has raised more questions than it answered in ruling that broadcasts of winning numbers in state-run lotteries are news and therefore protected against government censorship (Broadcasting, Jan. 7). The court’s central finding, that broadcast news enjoys the full protection of the First Amendment, would have done much to clear the legal air if it had stood alone. Regrettably, the court elected not to stop there.

“They,” said the court of radio and television, “at least as much as the other news media should be left free to make their own editorial decisions as to what news will best serve their public. The only restraints on information by which, in the news context, the broadcast media may constitutionally be bound are those imposed by what little is left of the law of libel… and by the law of obscenity.” So far so good.

But then: “We can set to one side those cases dealing with a broadcaster’s commercial activities,” the court unnecessarily continued. “We assume for present purposes that Congress may constitutionally condition the grant of a license to use the federally owned broadcast frequencies upon an agreement by the licensees that they will disclose payments for broadcast information [sponsor identification] and that they will not… derive revenue from promotion of products or activities deemed by Congress unworthy of such promotion [the exclusion of cigarette advertising from the air]. We assume, as well, that Congress may condition the grant of exclusive licenses to use the limited available number of broadcast frequencies upon reasonable agreements by the licensees designed to assure fair access of competing ideas to those frequencies.”

The clumsiness of wording in that last sentence is of a piece with the thoughts expressed. Here the court has progressed from a finding that broadcast news is exempt from government control to an endorsement of a governnmentally imposed and supervised fairness doctrine. That, however, is not the only ambiguity in a decision that also said nothing about the constitutionality of the federal code provision that the FCC was enforcing when it ruled against lottery reports on the air.

The FCC is planning an appeal to the U.S. Supreme Court where sound arguments by broadcast lawyers might very well succeed in gaining some ground in the fight for First Amendment recognition.

Each to his own
Inside the antitrust division of the Department of Justice is a little band of career lawyers who are dedicated to the divestiture of co-located newspaper and broadcast properties. The deed is to be done not by the Justice Department in the tedious and uncertain process of antitrust litigation but by a single turn of an FCC mimeograph machine. Surely the FCC will frustrate this outrageous flight of bureaucratic ambition.

There is ample evidence and precedent for a dismissal of the rulemaking that the FCC has now dusted off under the pressure of Justice’s filings of individual petitions to deny license renewals to a number of newspaper-associated broadcast stations. Indeed the commission has gone through this whole exercise before, as is recollected in a report elsewhere in this issue.

There are striking similarities in the rulemaking that the FCC has now revived and the one it conducted in the early 1940’s. Both collected massive evidence on the newspaper-broadcasting side and none to justify the wholesale dismemberment of crossownerships. The first ended with a straightforward dismissal on a unanimous vote. The second should be ended similarly.

If Justice genuinely believes there are antitrust violations going on, it can prosecute as it has before — as, for example, it forced the Kansas City Star to dispose of WDAF-AM-TV in 1958 after a court had found the company guilty of restraints of trade through the use of combination rates and forced-buying tactics.

The antitrust laws are still at Justice’s disposal for application to specific cases. The adoption of an FCC rule would be a grossly unjust punishment for multimedia owners that have committed no offense.

DST forever?
Whatever second thoughts the great American body politic may harbor after the first week of daylight saving time, it might as well accept the premise that there will be no return to standard time for the foreseeable future; in fact DST might be forever.

Broadcasters, who live by the clock, have been doing their utmost to adjust to fast time while intensely involved in programing changes to conform to new rules, actual or about to be thrust upon them by the FCC in revising renewal criteria. Also to be coped with by advertisers and media is the barricade laid down by the reorganized Federal Trade Commission on competitive product claims made by advertisers.

Because the energy emergency is a problem of this generation, at least, it behooves broadcasters to plan for the long term rather than the two years decreed for DST. The greatest impact of the oil shortage undoubtedly will be on automobile travel for pleasure — weekend travel and vacations. This is bound to be reflected in more leisure time at home with bigger broadcast audiences.

Increased tune-in will bring another bumper crop too — a comparable jump perhaps in audience reactions — complaints as well as kudos. This also provides the greatest opportunity for broadcasters, the networks and the advertisers. They have only to soften their voices and give greater emphasis to the quality and depth of their services.
Whatever you might call her, Marcia Brandwynne is an important member of the Action News Crew on KTVU. Along with Anchorman George Reading, Weatherman Bob Wilkins and Sports Director Gary Park, Marcia is another reason more San Francisco Bay Area viewers aren't waiting till 11 O'Clock to get the news.
Our new Electro Sound ES-505 Professional Recorder Reproducer has what it took the Swiss centuries to develop. A heritage of classic design and precision performance. The ES-505's essential mechanical and electronic specifications compare favorably to Studer's A-80. And at $15, the price! Features include: "Operator Engineered" features. A disappearing headgate for easy editing or cleaning. A built-in reference audio oscillator that supplies test frequencies 60 through 15K for instant alignment. An optical monitoring system prevents tape damage during control sequencing. And differential disc brakes for ultra smooth tape stops. Our ES-505's "Record" indicator light also continuously monitors bias. There are two calibrate positions: one for record and one for reproduce. Our optional third reel is the ultimate in convenience for those heavier editing jobs. Operating modes are instantly selectable with fully illuminated transport controls or optional remote controls. Operator satisfaction. Electro Sound's unique viscous damped idler flywheel lowers flutter up to 25%. The ES-505's non-slip capstan improves playback timing accuracy by ±0.3 seconds in 30 minutes recording. The ES-505 is available in 3/4" and 1/2" versions, with 1, 2 or 4 channel configurations in consoles, portable, and unmounted configurations in "A" versions, with world's only 1 1/2 year extended parts warranty. The American machine to match Swiss excellence.

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