The TV networks: Riding a wave of prosperity
The debate over OTP's long-range vision for cable

Broadcasting

Jan 21

The newsweekly of broadcasting and allied arts

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Pennsylvania is one of the few states to have named a State Dog by legislative action. It is the Great Dane.
Robert E. Lee next? Is Nixon administration aiming at maximum turnover at FCC, without regard to political affiliation? That prospect loomed last week as word quietly made rounds that White House scouts are looking for candidates not only for Democratic vacancy (H. Rex Lee) but also for two upcoming Republican slots. That would mean replacement is being sought not only for Dean Burch but for FCC's senior member — Robert E. Lee — whose term expires next June. 30. Mr. Lee, 61, wants reappointment although he's eligible for retirement after two decades on FCC plus service on House Appropriations Committee staff and as FBI agent. Mr. Lee has known President since Mr. Nixon was representative from California.

Meanwhile, there's move among consumer advocates to switch James H. Quello, whose confirmation hearings begin Wednesday before Senate Commerce Committee. From appointment to Nicholas Johnson term, which has six and a half years left, to Rex Lee term, ending June 30, 1975. Aim is to get consumer advocate in longer term, and bait is withdrawal of opposition to Mr. Quello. Footnote: Mr. Quello reportedly will send committee letter committing himself to sell all of his broadcast stock upon confirmation by Senate. Taking FCC seat will cost him money. All his issues have fallen in price since acquired.

Medalist. Selection of Richard W. Chapin to receive National Association of Broadcasters' 1974 Distinguished Service Award (see page 10), which caused controversy among members of joint board at winter meeting in St. Maarten last week, seems to have been walkaway. Selection was made by convention committee, by 5-to-2 vote, in about 20 minutes. Before meeting, front-runners were considered to be NBC President Julian Goodman, Cox Broadcasting's (and Cox Cable's) J. Leonard Reinsch; cable connection was considered kiss of death for latter. Andrew Ockershausen, of Washington Star stations, who succeeded Mr. Chapin as joint board chairman, stumped for Chapin selection as man of year.

Sets in use. For eleventh straight year, TV viewing in 1973 reached record high mark. Final Nielsen figures, now in, put daily average at 6 hours 15 minutes per TV home, three minutes ahead of 1972 record. President Norman E. Cash of Television Bureau of Advertising, which keeps track of such things, had predicted new mark, based on 11-month averages. All that was needed to confirm his forecast was average of at least 6 hours 35 minutes in December — which came in at 6 hours 38 minutes. That was 10 minutes behind December 1972, but seven other months — April through October — reached all-time highs.

New targets. There's fresh evidence independent TV stations are beginning to make themselves felt as competitors for advertising dollar. For first known time, leading station rep has developed research presentation against independents and has been showing it to major agencies and big spot-TV clients. Presentation, by Harrington, Righter & Parsons, counters — though it doesn't mention — one by Metromedia in behalf of independents. Metromedia's cites several research sources as showing that adult women, not children, control early evening viewing of situation comedies and pay at least as close attention to those shows as to newscasts. HR&P cites research showing that when women watch early fringe-time situation comedies on network affiliates they are accompanied by fewer children, and thus freer from distractions, in HR&P's view, than women who watch them on independent stations.

Metromedia presentation asks advertisers and agencies to evaluate women viewers of situation comedies on same basis as women viewers of other programs. HR&P suggests advertisers refrain from buying spots for adult-oriented products in programs where more than half of audience is under age 18.

Manpower and money. President Nixon is expected to make several appointments soon to Corporation for Public Broadcasting board. One new name is that of Republican Durwood Varner, president of University of Nebraska, who would fill vacancy. Irving Kristol, Democrat, who has been sitting on board for year without Senate acting on his nomination, is expected to be reappointed. Third nominee, reportedly another university head, is also expected.

Office of Telecommunications Policy, meanwhile, is expected to complete work this week, and send to Office of Management and Budget for clearance to Congress, promised bill providing long-range funding for CPB. Terms call for financing that will rise in annual stages to $100 million a year in federal money after five years.

Whitehead's mission. Office of Telecommunications Policy apparently sees legislative implementation of report by cabinet committee on cable television (see page 32) coming in stages. In first bill that OTP is drafting, jurisdiction for regulating cable will be spelled out and allocated among federal, state and local governments. Additional legislation dealing with major elements of report may be several years away.

OTP Director Clay T. Whitehead, incidentally, made major personal public-relations effort to get report off on best foot possible, but success was less than complete. He made personal calls on Monday on David Adams, chairman of NBC, and Arthur Taylor, president of CBS. Calls to ABC for appointment with Leonard Goldenson, chairman, were not returned. Mr. Whitehead also briefed FCC commissioners on Tuesday, but some officials were miffed that Aspen-sponsored conference on report was held on Wednesday, when they had to attend regular meeting of their own.

Amelioration. FCC Commissioner Robert E. Lee sees, in growing number of stations whose license renewal applications are, for one reason or another, being deferred for increasing length of time, inequity that commission could eliminate. For instance, as of Dec. 1, 1973, 760 renewals were on deferred status; 400 of them had been for more than two years. Thus, many stations are not getting full three-year renewals, even if investigation clears them. Under commission procedures, stations are renewed by region, stations in each coming up every three years. Commissioner Lee's idea: If station merits full renewal, grant it, even if that would put station's license period out of sync with others in station's region.
Moving forward. In television networking, even last runner home is winner in race to bank. Broadcasting's discussions with those at helms of ABC, NBC and CBS verify that no slowdowns in competitive program development are being contemplated. Nor do Messrs. Rule, Goodman, Adams and Taylor foresee any curtailment in corporate growth, despite plethora of economic variables. It's three-way race on every front, and risks and rewards involved justify the fervor with which battle is being waged. Page 21.

Status quo. Ends won't justify means. That's conclusion of study delivered to NAB's joint board in St. Maarten on merits of cutting broadcast hours as energy-saving scheme. Radio board also expresses support for all-channel-receiver law, concern over sex and violence in TV programing. Page 23.

Helping hand. Justice Department's antitrust division is making no secret of its intention to justify its existence in area of multimedia ownership. In West Coast filing, it is equally candid in stressing conviction that FCC should be its ally. Page 24.

The People's Business. Getting public more involved in public broadcasting is becoming high-priority ambition in medium. This week's PBS-sponsored meeting in Washington kicks off the effort. Page 29.

Spy vs. spy. CBS has some suspicions that its investigative efforts at White House might have been secretly reciprocated by Nixon administration. It asks court trying Justice's antitrust suit against networks to compel evidence to prove its fears. Page 30.

The word on cable. There was no shortage of instant analyses of administration's long-awaited report on CATV policy — which endorses massive regulatory retreat. Aspen-sponsored conference immediately following release of study provides extensive forum for debate, with cablemen finding much to praise. Broadcasters generally lie low at outset, but criticisms of some particularly ABC indicate developing fight. Page 32.

White House aide Leonard Garment, shown taking notes at hastily called conference on report of Cabinet Committee on Cable Television, is one of increasingly exclusive club: members of that committee who are still in government. Only other member is its chairman, Clay T. Whitehead, director of Office of Telecommunications Policy. Other members were Peter G. Peterson, secretary of Commerce; Elliott L. Richardson, on committee as secretary of Health, Education and Welfare; George Romney, secretary of Housing and Urban Development; Robert H. Finch, presidential assistant, and Herbert G. Klein, director of White House Office of Communications. Also seen in picture above, on Mr. Garment's left, Thomas Moore, former president of ABC-TV who now heads Tomorrow Entertainment. (See page 32.)

Incubator. Pay cable needs time to develop, says Viacom's Baruch. He proposes three-year FCC regulatory moratorium to foster that opportunity. Page 39.

Free ride. Those all-expense-paid trips that some journalists regard as occupational fringe benefits come in for some harsh treatment by CBS's Mike Wallace — at same time that network was hosting affair of its own. Bad vibrations ensue. Page 41.

First of the second. Networks' second seasons get underway with two premieres. CBS-TV's Dirty Sally fares well in ratings, adequately with critics. If reviews are any indication, Happy Days could inspire a few at ABC-TV. NBC-TV's initial attempt at Friday-night schedule jockeying spoiled by "Hawaii" movie blockbuster. Page 48.

Arbiter. Is concept of fairness doctrine for print valid? Supreme Court will look for answer in Miami Herald case. Page 42.


NAB television board takes hard line, makes code membership mandatory to all; radio board tables similar initiative

National Association of Broadcasters' TV board voted last week to require all member TV stations to subscribe to NAB code, effective April 1, 1976 ("Closed Circuit," Jan. 14). Decision, during joint board meetings in St. Maarten, Netherlands Antilles, came day after radio board had tabled same proposal until 1975 — at behest of NAB staff, which requested "more time to sell the idea" to radio members.

Second surprise was decision to conduct future elections of TV directors by mail instead of balloting at annual convention. Decision goes into effect next year. Proposal that TV board members be elected from nine geographical districts with three at-large members — instead of by market-size classification — was defeated. Vote to solicit opinion of membership on district idea also failed.

Consumer group proposal that TV code authority be severed from NAB and that non-broadcasters be awarded seats on board was unanimously defeated. Decision is said to be predicated on conviction that self-regulatory procedures should be preserved.

TV code has also been notified of board's concern over rising tide of sex and violence in TV programming. Radio board first raised question of taste concerning such programs as NBC-TV's "How to Save a Marriage" and certain segments of Tomorrow show. Networks have been "put on notice," Joint Board Chairman Andrew Ockershausen said, and any specific action was relegated to network affiliate boards. Executive committee reaffirmed radio and TV programming statement stemming from "topless" radio controversy last year; NBC Washington Vice President Pete Kenney was only abstention. TV code dues structure was modified, resulting in increase for stations in larger markets and decrease for smaller-market outlets. Board also reiterated strong opposition to any change in FCC's CATV nonduplication rules.

By-laws committee, in short meeting, turned down motion that would have changed dates for selection of board chairman and vice chairman of TV, radio and joint boards from annual convention in March to January board meeting. Committee wanted to avoid situation where board officers might be chosen in January and then defeated for re-election in March.

Joint board accepted proposed $4.3 million budget, cre-
ated Radio Information Office supervisory committee similar to TV Information Office group, and approved recommendation that outside accounting firm with trade association expertise be consulted on NAB bookkeeping.

Association expects to take in $5,900,500 in fiscal 1974 (including $1,356,000 in radio dues, $977,000 in TV dues and $340,000 profit on annual convention). Expenses are expected to produce $371,000 deficit. General administration is expected to take biggest portion of expenses, $1.1 million. Station relations department is budgeted for about $870,000, government relations at $635,000, public relations $590,000 and anti-pay-cable efforts $240,500. NAB had $425,000 surplus in fiscal 1973.

For earlier actions, see page 23.

Cable, telephone companies near pact agreeing to 10% hike on pole attachments
Negotiations in progress since last August over cable industry dispute with common carriers regarding pole-attachment fees are nearing successful conclusion, with formal agreement expected soon - possibly this week. Terms of agreement, according to highly placed source, call for uniform interim rental increase of 10%, pending outcome of study which could lead to joint ownership of poles by cable industry and utilities.

Development follows key meetings held in Los Angeles last Thursday between National Cable Television Association's special pole-line negotiating committee and representatives of AT&T and General Telephone & Electronics. GT&E, which met separately with NCTA body (headed by J. Orrin Marlowe of Spectrum Communications), was reported to have accepted industry's proposed settlement. While AT&T representatives said they would have to seek approval of superiors, sources were confident that Bell System would agree.

Swift resolution of issue is regarded as essential in light of Jan. 31 deadline FCC has imposed for internal settlement. Agency has said it will assert jurisdiction in area if CATV and phone-company interests failed to reach private accord. It was reported, however, that commission is prepared to extend deadline if substantial progress in negotiations can be shown - as is now obviously case.

Disparities of pressures on, effectiveness of print, broadcast media bother FCC's Burch
FCC Chairman Dean Burch is continuing to indicate uneasiness over different kinds of treatment print and broadcast press receive as result of obligations fairness doctrine imposes on broadcasters. Chairman, speaking in Rome at conference sponsored by RAI, Italian government television authority, said, as he did before Federal Communications Bar Association in June (Broadcasting, July 2, 1973), distinction "disturbs" him and "calls for some fundamental rethinking." Government's role, he said, "is to make sure that the gateways to marketplace of ideas are open, free, and accessible—and to stay out of the marketplace itself."

In same remarks, chairman expressed dismay over statistics showing substantial edge that TV has over newspapers and other media as medium from which public obtains its news and which it regards as fairest and most unbiased. Sense of "disquiet," he said, results from "obvious and indeed inherent limitations of television news coverage." He recalled that CBS's Walter Cronkite once remarked that total text of his half-hour news program would fill less than page of daily newspaper. So "at best," chairman said, "television news only touches the high points." Nevertheless, he said, coverage of actual events, such as Watergate hearings, "represent some of television's finest and truly indispensable hours."

Justice Department sees no problem with OTP's stand on crossownership; citizen group launches an attack
Justice Department's antitrust division sees no conflict between its position on crossownership of cable television and television stations in same markets and that of Cabinet Committee on Cable Television (see page 32). Department is pressing for strict application of FCC rule barring such crossownership, while committee would permit it.

But, said Bruce Wilson, deputy assistant attorney general for antitrust division, "goals" of department and of committee are same—to prevent concentration of control of media. He said committee's recommendation for separating ownership of cable systems from control of content on their channels must be read in conjunction with section that would permit crossownership. Key factor, he suggested, was multiplicity of channels cable owner would make available but which would provide basis for competition. Justice and committee, he said, are addressing different problems. Department is concerned with breaking up what it considers existing concentrations of media control, while committee is looking "10 to 15 years down the road."

However, committee's crossownership recommendation was one of several provisions in report attacked by spokesman for Office of Communication of United Church of Christ. The Rev. W. James Richards, deputy director of office, said report was "weighted toward industry needs rather than toward public service" and was "truly shocking in its disregard of public necessities." Most discouraging aspect, he said, was proposed dropping of fairness doctrine obligation for cable systems. It is no answer to say that a member of the public may participate in the 'Hyde Park' discussion which the committee proposed. An audience for such set-tos is likely to be limited."

Ups and downs of second season
ABC-TV's new Happy Days nostalgia comedy pulled upset over CBS's high-rated Maude last Tuesday (Jan. 15; 8-8:30 p.m. NYT) in national Nielsen with 23.0 rating and 34 share to Maude's 19.8 rating and 30 share. NBC's new Tuesday schedule got off to rocky start on Jan. 15 as Adam-12 at 8 got 19.9 rating and 30 share (it was averaging mid-30's shares on Wednesday) and Banacek, from 8:30 to 10, averaged sub-par 25 share (compared to low-30's when it was on Wednesday). NBC's Magician action series also stumbled in its first Monday (Jan. 14; 8-9 p.m.) Nielsen test with 16.6 rating and 25 share against Gunsmoke's (CBS) 37 share and The Rookies' (ABC) 29 share. NBC's new Wednesday schedule also failed on Jan. 16, with Charlie's Angels' (7-8 p.m.) getting middling 18.2 rating and 28 share and new Wednesday Night at the Movies (9-11 p.m.) averaging disastrous 21 share over two hours with Dick Van Dyke film called "Some Kind of Nut."

It's over. The New York Times announced last week that CBS News morning co-anchor person Sally Quinn will join its Washington bureau.

One down. Representative H. R. Gross (R-Iowa), man ex-FCC Commissioner Nick Johnson hoped to have chance to beat in fall elections, has withdrawn from race. Mr. Gross is 74, attributed decision to age. He was newsman at WHO-(AM) Des Moines, Iowa; WLW (AM) Cincinnati; WISH-(AM) Indianapolis, and KXEL (AM) Waterloo, Iowa, before being elected to Congress in 1948. Mr. Johnson declared his Democratic candidacy for seat two weeks ago (Broadcasting, Jan. 14). Primary opponents will include Mason City chiropractor and university assistant professor from
Dallas-Ft. Worth, CBS Channel 4 announces the appointment of Harrington, Righter & Parsons, Inc. as national representative.
Cedar Falls. Even if he wins primary, assessment of local broadcasters is that he'll face uphill race in general election. He's being tagged "carpetbagger" who took up residence for sole purpose of congressional bid.

**Fair weather.** _The Secret Storm_, half-hour daytime drama on CBS-TV, will continue on air uninterrupted, though network has canceled show after 20 years, replacing it with game show, _Tattle-tales_ (Mon.-Fri., 4:45 p.m.). _Storm_ has its last program on CBS-TV Feb. 8, and beginning Feb. 11, series will be carried on more than 140 stations in varying time slots via barter syndication by American Home Products, New York, through John F. Murray Inc., New York.

In jeopardy. In action reflecting growing concern with allegations of improper business activities on part of broadcasters, FCC last week announced what is still something of rarity — license renewal hearing involving TV station. Renewal of WEAU-TV Eau Claire, Wis., was designated for hearing on issues to determine whether station engaged in fraudulent billing practices or if it failed to exercise diligence needed to prevent its "agents and employees" from engaging in such practices. Hearing could result in forfeiture of up to $10,000 even if license is renewed.

**Candidate.** Another name's surfaced for Democratic (Rex Lee) vacancy on FCC: that of Albert Hardy, director of broadcasting and recording department, International Brotherhood of Electrical Workers.

**Counterattacking.** Post-Newsweek Stations has accused competing applicant for its WPLG-TV Miami of "massive misrepresentations" in its ascertainment-of-needs showing. P-N says commission should hold predetermination hearing to determine whether Tropical Florida Broadcasting Co. should be disqualified. According to P-N its counsel interviewed 185 of 354 listed in ascertainment documents, found at least 58 who said they had not been interviewed by Tropical Florida.

**Changes.** Broadcast engineering firm of Robert E. L. Kennedy, Washington, has been reorganized, renamed Kear and Kennedy Associates. Frank G. Kear, original partner of late Robert Kennedy, will act as consultant to new operation. Archer S. Taylor, partner in Malarkey, Taylor & Associates, Washington cable consultant (which owns majority in Kear and Kennedy), will supervise engineering at company.

**Late Fates.** _John F. Bergin_, senior VP and associate creative director, BBDO, New York, joins SSC&B there as executive VP, creative director and member of board and executive committee. _Gene Graham_, national sales manager for Avco Broadcasting's WLWD (TV) Dayton, Ohio, named general sales manager for Avco Program Sales, company's syndication division. He replaces _Hal Golden_, who had headed sales arm from New York. Headquarters will shift to Cincinnati. _Catherine Mackin_, NBC News correspondent in Los Angeles, shifts to Washington to succeed Paul Duke, who is joining National Public Affairs Center for Television (see page 41). _James W. Cantor_, assistant to president of Warner Cable Corp., New York, named senior VP-administration. Position includes personnel responsibilities for group's 150-plus cable systems. _Cris Rashbaum_, VP and research director of Harrington, Righter & Parsons since 1960 and with that rep firm since 1951, leaves Feb. 15 to begin second career as lawyer — he passed bar exams in 1958 in criminal division of Legal Aid Society of New York. _Steve Raffel_, a senior sales executive whose 10 years at HR&P include three as assistant to Mr. Rashbaum, succeeds him as research head. _Fred A. Seaton_, 64, head of Seaton Publishing Co., Hastings, Neb., and its station group, died Jan. 16 in Minneapolis hospital. He was close associate of President Eisenhower, was secretary of interior and senator. _Benjamin Margolis_, 61, VP, Television Advertising Representatives, New York, died Jan. 16 enroute to office. He had been with TVAR since 1961, earlier had been with CBS for 26 years. (For earlier "Fates & Fortunes" see page 52.)

**Headliners**

**Frederick S. Pierce**, VP in charge of ABC Television planning and assistant to president, ABC-TV, named to new post of senior VP, with responsibilities that include supervision and coordination of all activities of television division of ABC, covering ABC-TV, ABC Entertainment, ABC Owned Television Stations, ABC Sports and ABC Television planning and development. _I. Martin Pompador_, president, ABC Leisure Group, and _Walter A. Schwartz_, president, ABC Television, elected to board of directors of ABC Inc.

**David C. Croninger**, formerly president of Metromedia Radio and recently executive vice president of Buckley Radio Sales, has been named vice president and general manager of WHDH (AM)-WCOZ (FM) Boston. _Richard W. Borel_, manager of planning and development for Blair, has been appointed vice president, administration, of parent WHDH Corp. (See story page 52.)

**Joe Windsor**, VP-general manager of WTVM (TV) Columbus, Ga., named president of Fuqua Communications, broadcast subsidiary of Fuqua Industries. He succeeds _Asa Stallworth Jr._, 45, who died of heart attack in Augusta, Ga., Dec. 22, 1973. Mr. Windsor will headquarter in Columbus, will be succeeded as WTVM general manager by _Lynn F. Avery_, VP-sales.

**Richard W. Chapin**, president of Stuart Enterprises station group, Lincoln, Neb., will receive National Association of Broadcasters' Distinguished Service Award at annual convention in Houston March 18. He is immediate past chairman of association's joint board of directors, will be 22d recipient of honor. Selection was announced at winter meeting of NAB joint boards (see page 23).
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4. Yes, better against fringe and daytime strip competition too!

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Indicates new or revised listing.

This week


Jan. 21—Extended deadline for filing reply comments on FCC's proposed rulemaking on combination advertising rates and other joint sales practices.


Jan. 21-29—American Conference of International Press Institute member nations, U.S.-European economic problems and NAGT, Brussels.

Jan. 22—Turner Communications Corp. special stockholders meeting, 1016 West Peachtree Street, N.W., Atlanta.

Jan. 22—New Jersey Broadcasters Association annual meeting, Monmouth College, West Long Branch.


Jan. 22-24—Georgia Association of Broadcasters institute. Featured speakers include Richard Wald, NBC News president; Richard Wiley, FCC Commissioner; Sol Taishoff, Broadcasting editor; Jack Anderson, columnist; Senator Herman Talmadge (D-Ga.), and J. Leonard Reinach, former Cox Broadcasting station manager, Continuing Education, University of Georgia, Athens.

Jan. 23—Start of Senate Commerce Committee hearings on compulsory licensing, Quoilo to FCC, Washington.


Jan. 25-27—Midwinter meeting, Florida Association of Broadcasters, Lakeland, Fla.

Jan. 26—Mississippi Broadcasters Association winter meeting and sales conference, LeFleur’s Restaurant, Jackson.

Also in January


Jan. 28-—Lee Enterprises Inc. annual stockholders meeting. Century Plaza hotel, Los Angeles.

February

Feb. 1—Sigma Delta Chi and Distinguished Service Awards ceremony. Award categories include radio and TV editorializing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.


 Feb. 1—Mortgage Bankers Association of America Janus awards deadline. Awards are given for excellence in financial news programming in following categories: commercial radio and TV stations and commercial radio and TV networks. Contact: Mark Savino, MBA, 1125 15th Street, N.W., Washington, D.C. 20005.

 Feb. 1—Extended deadline for filing comments in FCC proceeding on redesignation of community problems by educational broadcast applicants and formulation of rules relating to renewal of educational broadcast licenses.

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

 Feb. 5-6—South Carolina Broadcasters Association annual winter convention. Speaker: William Ray, FCC, Hilton Inn, Myrtle Beach.


 Feb. 6-7—Texas Cable TV Association convention. Marriott Motor hotel, Dallas.

 Feb. 7—Southern Baptist Radio and Television Commission fifth annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, former CBS vice chairman, now chairman, American Red Cross, Sheraton Hotel, Fort Worth.

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


 Feb. 15-17—Loyola University college radio conference. Lewis Towers Casino, 820 North Michigan Avenue, Chicago.

 Feb. 15-16—Arkansas Broadcasters Association convention, Nassau, Bahamas.


 Feb. 18-19—Texas Tech University, Department of Mass Communications. Mass Communications week, TTI, Lubbock, Tex.


 Feb. 28-March 2—Deadline for entry in FCC’s proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round Daylight Saving Time.

 Feb. 20-23—International Press Institute seminar
on U.S.-Canadian economic and political problems, sponsored jointly by American and Canadian IPI committees, Toronto, Feb. 23-26—Mutual Advertising Agency Network national meeting. Newport Inn, Newport Beach, Calif.

March

March 1—American Bar Association Gavel Awards entry deadline. Competition is open to broadcast and print entries that contribute to public understanding of American legal and judicial systems. Contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

March 1—Deadline for comments on FCC's proposed revised rules to permit use of Vertical Interval Reference signal for monitoring color quality of TV programs.

March 1—Extended data for filing reply comments in FCC proceeding on ascertainment of community interests broadcast stations and formulation of policies relating to renewal of educational broadcast licenses.

March 7—Deadline for submission of interim reports to FCC on testing of proposed systems of automatic audio identification of programming material on radio and television.

March 11-12—Ohio Cable Television Association annual convention. Inn, Columbus.


March 17-20—National Association of Broadcasters 52d annual convention. Albert Thomas Convention and Exhibit Center, Houston.


Some good words

Editor: I've read so much about the Rev. Everett C. Parker's remarks about broadcasting, with never a good word, that I'm afraid the FCC may be believing it by now.

I cite KMAM's programming of last week, during which we took it upon ourselves to help a mother of nine, whose home had been burned with all of the family's possessions. At the same time we were warning the area of a biker artist who was taking advantage of people in a house-inspection game. We were urging listeners to give blood while the bloodmobile was in the county—over and above our regular fare of public service programming.

I resent people like Dr. Parker, who has the money and the time to spend convincing members of the FCC that we broadcasters are no good.—B. D. Thornton, president, general manager, KMAM (AM) Butler, Mo.

(The FCC had another chance to hear from Dr. Parker last week; see story this issue.)

Fabulous

Editor: Hat's off to you for doing that "Profile" on Eastman's Bill Burton [Jan. 7]. It's refreshing to read of solid selling truths again. Complex complexes always were hard to relate to, but there should be no cerebral fog for up-and-coming young people in sales in understanding the philosophy Mr. Burton expounds. We old turks always knew we had a moral obligation to be optimistic, and that salesmen were not hired to say things management wouldn't put in writing.—James W. Mansfield, public relations, Washington, D.C.

Credit's due

Editor: In your Jan. 7 issue, you referred to an A. D. little study "commissioned jointly by the National Association of Broadcasters and the National Association of FM Broadcasters. Actually, this study was commissioned by the Joint Committee for All-Channel Legislation, which is composed of representatives of many organizations supporting radio all-channel legislation. One of these organizations is the Corporation for Public Broadcasting, whose director of engineering, Philip Rubin, designed the study. And it was CPB that paid half of the cost of the study, with NAFMB and NAB picking up the other half. Phil Rubin and his associates at CPB and in public and educational radio have been prime movers in the effort to accelerate passage of the radio all-channel legislation, and we commercial broadcasters are mighty happy to have them on our side in this project.—Abe Voron, executive director, NAFMB, New York.

Elliot would understand

Editor: Hands down, the winner of my poll for 1974's most intriguing leads is on page 39 of your Jan. 14 issue, and I quote the pertinent portion: "It's the old bang-and-whisper story again with CBS's Sally Quinn." Your reporters certainly do an in-depth job.—Richard Kroll, office of Representative Torbert Macdonald (D-Mass.), Washington.

Rather response response

Editor: I'd like to respond to letters in your Dec. 31 issue regarding CBS's Dan Rather and network commentators in general. Mr. Bisset of WUSA describes Mr. Rather's "anti-Nixon bias" as "on occasion, so apparent as to be a little frightening." It is absurd to expect a reporter-commentator to follow a politician's career without developing personal opinions about that politician. If that reporter has witnessed enough examples of what he considers to be dishonest or unscrupulous behavior on the part of that politician—even if that politician is President—it is unreasonable for him to reach the conclusion that that politician is dishonest or unscrupulous and, perhaps, unfit for public office. A commentator's personal views should be apparent—the job of a commentator is to examine the issues and offer his own personal opinions on them. Who is dangerous is the man who hides his political or social beliefs and weaves his own views into what is supposed to be unbiased news reporting.

And if Mr. Chapman of WMCS feels CBS's programing is often "licentious or seditious," his responsibility to the public is clear: He should drop the network. But apparently Mr. Chapman's criteria for tasteful features and commentary is that they never feature his personal "taste" and that the commentary reflect his own personal political or social preferences.—Danny Odess, program director, WIPC(AM) Lake Wales, Fla.

Editor: In response to the comments on your "Profile" on Dan Rather, may I too offer some comments:

As for Mr. Chapman of WMCS, the solution to his dilemma is contained in his letter. No one is forcing that station to air Mr. Rather's reports. And if Mr. Chapman is so violently opposed to the reporting of Messrs. Rather, Cronkite and Wallace, may I suggest he terminate his affiliation with CBS and the White House.

And as for Mr. Bisset of WUSA, may I remind him that reporters such as Mr. Rather serve a definite service on exposing corruption in the White House and other political departments.—Jim Cofer, sales director, Baltimore Youth Pulse, Brooklandville, Md.

Sorely missed

Editor: I had the privilege to be a member of a committee that selected the late Martha Deane (Broadcasting, Dec. 17, 1973), whose true name was Marion Oakes, to take the place of her predecessor. Her understanding of news, the human qualities of reporting, her confidence in explaining how she found and researched her material convinced us that the time slot of "Martha Deane" would be in capable hands.


One standing up

Editor: After reading the Jan. 7 "Open Mike" by Mr. Oakes on Carl McIntire, I must admit that he is 100% right. If the broadcasters of this country don't stand up for what is right and what is wrong, we better give up the ship, because it will be all over for free speech. There are a few of us in this business that are sick and tired of the government telling us how to...
What's a nice TV station like us doing in a place like this?

What We're Doing

It began in May when we were number one in news for the first time.* November proved May was right. We're reporting more news to more people than any other local Washington news program.

The Place We're In

The Scene Tonight is number one in metro rating, share, total homes and key demographic groups at both 6 p.m. and 11 p.m.*

WMAL TV 7
Washington, D.C.

*May and November, 1973. N.S.I. 6-7 p.m., M-F, and 11-11:30 p.m., T-F. Subject to qualifications available upon request.
Governor Linwood Holton of Virginia designates WTVR-TV Day in Virginia, honoring the South's and Virginia's first television station. With him are John R. Mahoney, station general manager (standing) and Wilbur M. Havens, (right) the station's founder and now a director.

FIRST IN VIRGINIA

WTVR-TV, which signed on the air April 22, 1948, was the first television station to provide television network service (January 1, 1949) and a 90-minute daily newscast — News/90.

AND TODAY WTVR-TV IS STILL OVERWHELMINGLY FIRST IN SHARE OF TOTAL HOMES WITH . . .

17 OF THE TOP 20 PROGRAMS* 18 OF THE TOP 20 PROGRAMS*  
* NSI-November 1973  
* ARB-November 1973

WTVR-TV . . . THE LEADER YESTERDAY • TODAY • AND TOMORROW

WTVR-TV is the Flagship Station of Park Broadcasting's Television Group which includes: WBMG, Birmingham, Ala.; WDEF, Chattanooga, Tenn.; WJHL, Johnson City, Tenn.; WNCT, Greenville, N.C.; WSLS, Roanoke, Va.; WUTR, Utica, N.Y.

REPRESENTED BY BLAIR TELEVISION

The Park Radio Group includes: WTVR-AM-FM; WDEF-AM-FM; WNCT-AM-FM; KRSI-AM-FM, Minneapolis, Minn.; KWJJ-AM, Portland, Ore.; WEBC-AM, Duluth, Minn.; and WNAX-AM, Yankton, S.D.

* Audience information based on indicated services; subject to qualifications available on request.
run this business when few if any of these "experts" have even been in the business.—William K. Holsington, general manager, WXVY (FM) Vicksburg, Miss.

There first

EDITOR: The last sentence of a notice in your Jan. 7 issue under "Changing Formats" said that WGLD-FM Oak Park, Ill., is the only outlet offering a black oriented format in the Chicago area. WONY (AM), a facility ranked by the rating service among the leaders in Chicago, programs to the black community and has for many years.—Cooks Bauman, manager, New York, WONY (AM) Chicago.

(The item should have said that WGLD-FM claims to be providing the first FM stereo service to the black audience)

Monday Memo®

A broadcast advertising commentary from Gordon Webber, senior vice president, Benton & Bowles, New York

At B&B: cutting costs but keeping up creativity

Three years ago, it was fairly common to let an associate creative director, copywriter or art director have his way when he said, for "creative reasons," he wanted to go with the highest of three competitive bids from TV commercial production houses.

Today, we have a rule at Benton & Bowles that if a group wants to accept a bid other than the lowest bid, it has to come up to me and give a damned good reason why. Virtually all the jobs we bid competitively now go to the lowest bidder.

We have been in the cost control business at B&B for a long time. And out of this experience, I think we have learned a few things. One is that any cost control plan or program that is going to succeed and serve the real interests of the advertiser has to satisfy two conditions:

(1) It has to work in a way that does not impede or compromise the creative excellence of the advertising, and (2) It has to be able to show that it is saving money.

If a cost control plan achieves the second objective, but fails in the first, I think everyone would agree that it's a bad plan. If it achieves the first objective, but fails in the second, then I guess you would have to say you have no plan at all, or at least one that isn't working.

The plan that satisfies both conditions is a good plan, good for the creative product and good for profit. Happily there are a number of these around. Meanwhile, let me tell you about two or three we have in operation at B&B.

After an American Association of Advertising Agencies study in May 1969, we at Benton & Bowles, along with our client, Procter & Gamble, decided to act on one of the study's suggestions. Early in 1969, we put into effect a consolidation plan, in which all the finishing, from dailies to answer print, was consolidated in one house.

The plan now includes four of our clients. We enjoy not only a very favorable schedule of rates, but a volume discount as well. This benefits even small clients, since the discount is based on the total volume generated by all our clients that are in the plan.

During the past four and a half years we have had the plan, more than 700 commercials have been completed with savings of 30% to 40% on finishing costs and 6% to 7% on gross production costs.

(An interesting thing has happened in the industry since we began that plan. In 1969, the industry average cost for editing a one-minute spot was $2,900. Today, the average has dropped to about $2,000. The base price we enjoy under our plan is still substantially below that. Under the competitive influence of this consolidation plan, a lot of the water has been squeezed out of this phase of film production throughout the industry.) We also have been operating under a cost-plus-fixed-fee plan for about two and a half years with a number of our clients. We have been able to show a very respectable savings over what we would have had to pay without the plan. In addition, we are able to share with our clients detailed breakdowns and cost information—which, incidentally, is spot edited by us.

The test of another cost control plan, in which we participated, was concluded last July. This was the plan Procter & Gamble and its agencies entered into with MPO. Under it, half of P&G's production was consolidated with MPO for two years.

During this period P&G and its agencies developed a considerable amount of sophisticated information and understanding about production costs. As a result of this experience, I would venture to say an advertiser today has a more wide-ranging knowledge of cost control or the practical means to apply this knowledge to a comprehensive cost control system.

The plan was not continued beyond the test period, but not because it didn't produce efficiencies and economies. It did, although not to the extent predicted. It was terminated mainly because the client felt it could accomplish the desired objectives of the plan by returning the cost control function to the agencies and setting up with them a cost control system based on the accumulated experience gained from the two-year test. Another factor that weighed in the decision was the matter of creative freedom. Agencies felt limited in their choice of directors under the consolidation plan, and although there was no perceptible loss in production quality of the commercials produced under the plan, it was felt a continuation of the plan might have a long-term effect on the morale and enthusiasm of creative people. This is a risk neither P&G nor its agencies wanted to take.

I think this new cost control system developed by P&G and its agencies comes pretty close to fulfilling that objective: creative freedom within a system that guarantees efficient control of production costs.

Home run for Hix

EDITOR: As the home station for the Knicks, Nets, Rangers, Islanders and Mets, everyone at WOR-TV New York especially enjoyed Sid Hix's cartoon of Jan. 7—"They bring me ball games, I buy their beer. It's as simple as that." Bless those sports fans, every one of them. And BROADCASTING, too.—Pat Throne, director, TV publicity, WOR-TV.
These programs are Number One in their time periods according to November 1973 Nielsen Audience Estimates. Subject to inherent limitations as stated in applicable reports.

DIALING FOR DOLLARS*
9:30 to 10 AM
Monday through Friday

BONANZA*
4:30 to 5:30 PM
Monday through Friday

I DREAM OF JEANNIE*
5:30 to 6 PM
Monday through Friday

NEWSWATCH*
The Number One News Program
7 to 7:30 PM
Monday through Friday
AND
11 to 11:30 PM
Monday through Saturday

To Tell The Truth*
7:30 to 8 PM
Monday through Friday

In Maryland Most People Watch
WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
Three views from the top: strong futures for networks

At midseason company presidents analyze their present standings, see no letup in program development, say they count on continued growth despite uncertainties in U.S. economy.

The three commercial television networks, going into the second lap of the 1973-74 season, are engaged in not one horse race but several, with multimillion-dollar stakes in each.

The heads of the three network companies ranged across some of these competitive areas—and others, including fields potentially competitive with television—in interviews with Broadcasting during the past two weeks. They appeared confident that their respective companies have the momentum and plans needed to provide better than average growth both in this economically cloudy year and in the foreseeable future. They left no doubt that they expected their activities in broadcasting to increase and remain the bulk of their businesses. And each expected his own network's competitive position to improve, starting with second-season changes now being introduced.

Heads of companies do not give out dollar details. Nor do their subordinates. But estimates compiled from other sources, though unofficial, suggest that the frequently proclaimed "three-network horse race" is really a number of races with network positions varying widely. For instance:

* In prime time, the showcase where network billings total a billion dollars a year and where network "winners" and "losers" are traditionally determined by audience size, the rankings in the ratings are unchanged from recent years. CBS is first, NBC second and ABC third, a little farther back than it has grown accustomed to be. But the best available information suggests that the billings gaps separating the three may be only about half as wide as the ratings gaps, with CBS getting close to 35%, NBC about 34%, ABC close to 32%.

* In Monday-Friday daytime, where billings reach approximately $400 million—and translate into profits much more easily than prime-time billings—the three networks are literally head to head in the ratings. Whose nose is in front depends on the angle of viewing. In ratings for each network's own programs, 10 a.m. to 4:30 a.m. NYT, ABC has approximately a half-point edge over the others this season. For those periods when all three are programing simultaneously, however, NBC has a fractional lead over CBS, and CBS an even smaller lead over ABC, though the differences are so small they may be accounted for by statistical margins of error. In billings, however, unofficial estimates give CBS about 38% of the daytime pie, NBC about 34% and ABC about 28%.

* In evening-news periods, which account for an estimated $80 million in billings, it's still a two-network race for first in ratings, with CBS's Walter Cronkite ahead by about half a point on average but overtaken occasionally by NBC's John Chancellor, while ABC's Howard K. Smith and Harry Reasoner have been pulling up steadily but remain third by more than two points. In billings estimates it's much closer to a three-way race, with CBS credited with about 38% of the total, NBC about 32% and ABC about 30%.

* In weekend daytime, where the three networks divided an estimated $230 million in billings, several different races are being run, but sometimes with fewer than three full-time competitors. On Saturday mornings, when all three are programing for children, CBS is first, ABC second and NBC a close third. On Sunday morning, ABC and CBS again program for children and stand in that order in the ratings, while NBC offers no regularly scheduled programming. Collegiate football has boosted ABC's volume of Saturday-afternoon programing substantially above CBS's and NBC's, while pro football has pushed CBS's and NBC's Sunday-afternoon hours well above ABC's. In general, NBC with its fewer hours and ABC with its football have led the Saturday-afternoon ratings, in that order, while NBC and CBS have swept Sunday afternoons, again in that order (although the rankings for pro football alone are reversed, with CBS ahead of NBC). In this hodgepodge, CBS is credited with about 40% of estimated weekend daytime billings, ABC with about a third, NBC with about 27%.

* In early morning and late night, which together represent close to $160 million in estimated billings, the ratings are dominated by NBC's Today and Tonight and, more recently, the late-late Tomorrow which is unopposed by ABC and CBS. Estimates assign more than 46% of the billings to NBC, about 31% to CBS, about 23% to ABC.

* For the entire network broadcast day, network researchers do not ordinarily keep ratings averages, presumably on the theory that advertisers buy into specific day parts and specific programs, not whole days. But billings figures are available from Broadcast Advertisers Reports. Of the estimated $2-billion-plus that advertisers spent on the three networks in 1973, 33.6% or $712,252,100 was spent on CBS, 23% or $681,185,800 on NBC and 30.4% or $606,641,700 on ABC.

These figures on ratings and billings are not directly comparable: The ratings represent Nielsen averages from Sept. 10, the start of the 1973-74 season, to Dec. 23, the latest available at time of compilation, while the billings shares represent estimates for calendar 1973—also to Dec. 23, the latest for which that data was available.

While network drumbeaters often tend to fight over fractional differences in ratings and try to explain away poor showings, the men at the top take a more pragmatic view.

"No network develops a schedule expecting to be last," said Julian Goodman, president of NBC. At ABC Inc., President Elton Rule concurred: ABC's prime-time performance this season hasn't been up to expectations, he agreed, because "some of the programs that were scheduled didn't perform as they had been intended to." Even at front-running CBS Inc., President Arthur Sulzberger was cautious: "I don't want to sound overconfident," he said. "In this game you have to compete and win every year. I just hope we can continue [to lead]."

Neither NBC nor ABC really expects to overtake CBS this season. ABC's Mr.
Rule didn’t say so specifically, but NBC’s Mr. Goodman, speaking from a stronger midseason rating position, thought it likely that even with the current changes—which all networks are counting on to strengthen their rating clout—NBC “will probably stay slightly behind [CBS] in prime time.” David C. Adams, NBC chairman, who joined him in the interview, agreed. As for 1974-75, “Who can say? It depends on what each network does.”

The pragmatism didn’t imply that anyone was taking second or third place lightly, or wasn’t out to be number one across the board. Despite the fuzzy outlook for the economy generally, the heads of all three companies insisted program development is not being curtailed. And all three could point to specific bright spots in their records to date.

For NBC President Goodman these included progress in NBC Nightly News, which he said had edged ahead of CBS’s Cronkite report during “several weeks” of 1973’s fourth quarter; advances in daytime ratings and also in daytime sales; continued “dominance” of Today in the morning and Tonight in late evening, the new late-night Tonight, which he said is doing “very well,” attracting some 2 million homes, and NBC’s performance in sports, where, he said, different measurements may be used but “we think we’re number one.” As for prime time, it’s “always a horse race—we’re right behind CBS and way ahead of ABC.”

One area where NBC is not as competitive as it would like and intends to be he said, is in Saturday morning children’s programing where NBC ranks third on the totem pole. But even there, he said, there’s been “a big improvement” with an estimated 30% gain in ratings, and the push for more gains is still on.

At ABC, President Rule said the bright spots included maintenance of “an exceptionally good position” in daytime; “decided improvement” in late night, with gains of 40%-45% in ratings and a format that has gone through its shakedown period and, though it may require some further tinkering, gives “a dimension to late night that is different from anything television has had before.”

He could also take pride in ABC evening news gains and in the sports image ABC has built over the years. In prime time, though he conceded this has not been one of ABC’s best years, he was confident that with the midseason changes now under way “we will pick up momentum again,” and he said his associates had told him that prospects for next season—which he will get into in more first-hand detail in discussions in Hollywood this week—are “better than excellent.”

He also noted that ABC is developing a morning show, to be part news and part entertainment, which it hopes to have ready by early 1975, and has given some thought, but nothing more than that as yet, to the idea of a late-late talk show to go against NBC’s Tomorrow.

At CBS, the bright spots for President Taylor included prime time, obviously; the late-night movies, which he said are doing “very well” in ratings and “very well” financially; CBS’s top position in Saturday morning children’s programing and improvements in its position in Monday-Friday daytime.

Weekday daytime is an area of special concern because CBS dominated it so completely for years and then slipped, a few years ago, to third place. There have been changes in both game shows and soap operas, and almost certainly there will be more, possibly including—though Mr. Taylor says there’s been no decision on this—the introduction of some long-form programing, presumably similar to that introduced by ABC-TV.
NAB's joint board rejects cutback in broadcast hours

Proposed curtailment of radio-TV would have minimal effect on energy crisis, study finds; radio board backs all-channel set law, expresses concern over sex and violence in TV

The joint board of the National Association of Broadcasters has rejected the notion that radio and television stations could ease pressure on the energy situation by curtailing broadcast hours. A study by the Hittman Corp., Columbia, Md., presented last week to the board at its winter meeting in St. Maarten, Netherlands Antilles, found that if transmission of commercials were banned during peak hours (4-7 p.m.) and late night (11 p.m.-6 a.m.), the savings would amount to only .12% of the nation's annual consumption rate ("Closed Circuit," Jan. 14).

NAB President Vincent F. Wasilewski said that such a broadcasting blackout "would cut communications between the public and the government itself and could endanger the nation's very security" as well. Mr. Wasilewski echoed the Hittman findings, saying, "measured against an insidious energy crisis, reduction of hours by radio and television stations would not be in the public interest."

According to the study, television sets use about 95% of all energy associated with broadcasting. Banning broadcasting during those two periods, it said, would save only a mere sliver of the nation's "energy budget." To a single family, such a ban would mean a savings of less than 1% of its energy requirements. Among the more startling findings was that if late-night broadcasting were banned, and only one out of every 100 viewers were to take his car for a pleasure ride for that reason, roughly twice the projected energy saving would be spent.

The joint board adopted a resolution that directs the association's staff to meet with federal energy office director William Simon so that the industry might offer its cooperation in "developing information on the various aspects of the energy crisis . . . so that it can be made available to the public." The association will also seek to coordinate the various conservation campaigns initiated by the government, industry, public service organizations and advertisers "so as to minimize the confusion and promote understanding of the problem."

In other action, the radio board unexpectedly resolved to support action aimed at passage of pending all-channel set legislation. Such legislation would require that all radio sets selling for $15 or more—including automobile receivers—be AM and FM capable. The radio board has until this time refrained from taking a position on this issue. Although radio board chairman Clint Formby (KPAK-AM-FM Hereford, Tex.) felt the board would eventually pass such a
resolution, he said; "I was surprised at how little resistance there was to the idea." The vote tally, however, was not recorded.

At its meeting last Wednesday, the radio board also:
* Directed the NAB staff to develop ways of increasing management services and information to members, as requested by the small market radio committee.
* Adopted a resolution opposing the extension of so-called carrier current systems that "distribute a broadcast-type service." It felt that use of such systems by schools and universities for educational purposes should be encouraged, but that any commercialization or networking of carrier current systems must be fought.
* Appointed four new members to the radio code board: Jack Thayer, vice president, Nationwide Communications, Cleveland; Arthur Mortenson, president, KBIG-AM-FM Los Angeles; Carl Venter, general manager, WPPT-AM-FM Raleigh, N.C., and Hal Davis, vice president, KIEI (AM) San Antonio, Tex.

Another surprise developed in the radio board meeting when the subject of sex and violence in TV programming was raised by a member whose congressman had expressed concern over that issue. Andrew Ockershausen, chairman of the joint board, volunteered his services as an emissary to convey that concern to the TV board, which was to meet the next day. Some members considered the matter tit-for-tat: last year, it was the TV board that first expressed concern over sex-talk progranming in radio.

The joint board, meeting on Tuesday, rejected a proposal that single stations of a broadcast group be admitted to individual membership—an amendment to the "unit rule" now in effect. The board, however, instructed the NAB staff to study a discounted dues structure for group stations. It also instructed the legal staff to join in possible Supreme Court review of a Philadelphia court holding that lottery reports are "hot news" and thus protected by the First Amendment (BROADCASTING, Jan. 7). NAB's stand would be in support of the Philadelphia ruling, which overturned an FCC decision in the case.

Witness line-up jells for Quello hearings

Michigan state delegation goes to bat Wednesday; Nicholas Johnson, star pitcher in second week of testimony, is expected to throw some curve balls at man nominated to be his successor.

Decisive hearings to determine the confirmation of James H. Quello to succeed Nicholas Johnson on the FCC will begin Wednesday (Jan. 23) before the Senate Commerce Committee, with John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, presiding. The hearings will continue into next week. Mr. Johnson is expected to be the star—if far from lone—opposition witness.

Leading off will be members of the Michigan congressional delegation—Senators Philip Hart (D) and Robert Griffin (R) and Democratic Representatives John Dingell, Lucien Nedzi, Martha Griffiths and John Conyers. They will be followed by Representative Parren Mitchell (D-Md.) and Mr. Quello, retired general manager of WJRE-FM Detroit and vice president of its parent, Capital Cities Communications, who was nominated last September for the FCC post by President Nixon (BROADCASTING, Sept. 24, 1973).

On Thursday the witnesses are Robert Choate, Council on Children, Media and Marketing; media activist Ralph Nader; Emma L. Bowen, president, Black Citizens for Fair Media, New York; John A. Flores, national chairman, National Spanish-Speaking Coalition on Domestic Affairs, Fresno, Calif.; Armond Lindsay, general manager, WJRE-FM Detroit; William Griffiths, general counsel, United Auto Workers, and former Detroit Mayor Jerome Cavanagh.

The Friday witnesses are U.S. District Judge Damon Keith of Detroit; Boniface Maile, Detroit attorney; Francis Kornegay, executive director, Detroit Urban League, and Ronald Hewitt, director, Detroit Housing and Urban Renewal Commission.

William Harris, former WJR (AM) operations manager, and Edward Baker, publisher of La Tribuna El Populo, Detroit, were also scheduled to testify but will instead submit statements.

Mr. Johnson will testify next Monday (Jan. 28). Other witnesses for that day and for Jan. 29 and 30 have not yet been set.

Justice again hands off to the FCC on multimedia ownership

In filing in West Coast CATV-TV case, department insists commission has duty to foster competition by breaking up concentration of control; meanwhile, Cowles says basic facts are wrong in Justice petition.

The Department of Justice's antitrust division appeared to go out of its way last week to make the point that regulatory agencies, such as the FCC, have a role in "preventing transactions or relationships that may develop into full-blown violations of the antitrust laws" and that such actions "can make prolonged and burdensome suits to enforce the antitrust laws unnecessary." As a result, the department added, "we have a substantial interest in the proper construction of the commission's statutory powers to promote competition . . ."

The department made the statement in a brief in support of the commission in a case in the U.S. Court of Appeals for the Ninth District in San Francisco, in which 10 companies are appealing the FCC's order banning crossownership of cable TV and television stations in the same market and requiring the breakup of such existing crossownerships.

The brief was unusual in that the department normally joins with the commission in defending against appeals of commission actions. But, the department said the reason for the separate filing was not any disagreement with the commission's action but, rather "to set forth our views," on questions of competition. The commission's brief was filed on Jan. 2.

The department's brief contains arguments that could lead to a court decision providing substantial support for the pending FCC rulemaking aimed at breaking up newspaper-TV crossownerships in the same markets, as well as for the department's recently initiated campaign of filing against the license renewals of newspaper-related broadcast properties.

Bruce Wilson, deputy assistant attorney general for the antitrust division, pointed up the court ruling upholding the commission on the CATV-TV crossownership question would have an "obvious" bearing on the question of newspaper-broadcast crossownership, since the situations are similar, he said.

The Justice Department, which has filed more than 60 oppositions to requests for waiver of the CATV-TV crossownership ban, contends that strict enforcement of the rule is needed to assure the development of cable television on a competitive basis. And it was a suggestion of the department's, in a 1968 commission rulemaking proceeding that resulted in a prospective ban on radio-TV crossownership, that led the commission to propose a rule requiring the breakup
Robert Q. Lewis, one of radio's biggest draws, now has a syndicated show — Robert Q's Hollywood — at a price designed to fit your market and budget. Your audience will love his humorous patter with the most glamorous people in the world. Packages from one-minute to one-hour are immediately available. For more information on these great packages, write: Robert Q's Hollywood
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of existing multimedia holdings, including newspapers.

The requests for judicial review of the CATV-TV crossownership rule were filed by Gill Cable Inc. and Gill Industries, Western Communications Inc., Concord TV Cable, Western TV Cable, County TV Cable, Chronicle Broadcasting Co., Newchannels Corp. and Newhouse Broadcasting Corp., and McClatchey Newspapers. They contend that the rule is beyond the commission's authority and that it is unreasonable; some also contend that it violates the First Amendment.

Both the commission in its brief and the department said commission authority to adopt such a rule has been recognized by courts in opinions which held that the regulation of broadcasting was designed to preserve competition and prevent monopoly. And they said the widest possible dissemination of information was consistent with the fundamental concept of the First Amendment.

But the department stressed the commission's responsibility for considering competitive effects in making public interest findings. "The commission clearly does have a duty to consider the competitive effects of granting broadcast licenses to owners of competing media in the absence of some clear legislative expression of contrary intent," Justice said.

And at another point it said the Supreme Court considers the public interest, in connection with regulatory statutes, "as establishing a presumption in favor of competition. The administrative agency can and should presume that the more procompetitive result is beneficial to the public interest in the absence of a showing that the procompetitive result is outweighed by other public benefits which further valid regulatory purposes of the particular regulatory statute."

The department was also unmoved by an argument the petitioners made and some commissioners have made privately in indicating opposition to the proposed breakup of multimedia holdings. The petitioners had argued that crossownership of CATV and television stations did not have an adverse effect on competition because it has not produced a history of "abuses." But, the department said, "antitrust policy is not concerned exclusively or primarily with such misconduct. The antitrust laws are intended to preserve market structures which are conducive to effective competition."

Meanwhile, one of the targets of the department's petitions to deny broadcast renewals on grounds of crossownership with newspapers has filed its reply. And the principal argument of Cowles Communications Inc., licensee of KRTN-AM-FM-TV Des Moines, Iowa, is that, contrary to the department's pleading, the stations are not under common ownership or control with the Des Moines Register and Tribune.

Furthermore, CCI said, an FCC administrative law judge reached that conclusion in an initial decision issued Nov. 27, 1973, which recommended renewal of CCI's WESH-TV Daytona Beach, Fla., and denial of the competing application filed by Central Florida Enterprises (Broadcasting, Dec. 10, 1973). And Judge Chester Naumowicz issued that decision.

CCI noted, without considering the effect of voting-trust agreements concluded on April 11, 1973, that "buttressed" his conclusion on the common ownership or control issue.

Under one agreement, the Register and Tribune Co. placed the 9% of CCI stock it owns in a trust. Gardner Cowles, honorary chairman, director and major stockholder in CCI, and two other CCI officials are voting trustees. Under the other, Mr. Cowles, members of his family and a corporation he controls placed the R&T stock they own in voting trusts. On the same day, Mr. Cowles resigned as a director and officer of R&T.

Accordingly, CCI said, whatever bonds may have existed between CCI and R&T "were effectively severed as of April 11, 1973." CCI also said the Justice Department's "flat statement that Cowles and R&T have common directors" is in error. CCI also noted that it has filed an application for assignment of licenses of KRTN-AM-FM to Stauffer Publications Inc. And if the proposed sale is approved, CCI said, it would be left only with KRTV in Des Moines— which would provide no basis for a hearing.

**Changing Hands**

Announced

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


- KTVW(TV) Seattle: Sold by Biaidon Mutual Investors Corp. to Christian Broadcasting Network Inc. for $1.5 million. Donald Wolfstone is principal owner of Biaidon. M. G. Robertson is president of nonprofit Christian Broadcasting Network which also operates WYAH-TV Portsmouth, Va.; WHAE-TV Atlanta; WWN-FM-TV Boston; WXRL-FM-Norfolk, Va.; and WWBF-FM Wethersfield; WSIF-FM Ithaca; WMBF-AM-FM-Beaumont; WOFM-AM-FM-Beaumont; WOFM-AM-FM-Beaumont; WFOF-FM Needle Valley, all New York, and KDTV(TV) Dallas. KTVW is on channel 13 with 214 kw visual, 31.6 kw audio and antenna 800 feet above average terrain.
Bass, Storer deny wrongdoing in San Diego

KCST-TV sale principals also cite lateness of NOW's petition to block, question organization's status

Objections to the petition by the National Organization for Women seeking to block the sale of KCST-TV San Diego have been filed by seller, Bass Brothers Enterprises, and buyer, Storer Broadcasting Co. NOW had charged that Bass Brothers was engaged in "traffic-flicking" and that both parties had made misrepresentations to the commission regarding the sale. An affidavit attached to the Storer filing—alleging that a public-interest attorney involved in the case had solicited the citizen protest and tried to block an agreement between Storer and his client—was reported earlier (Broadcasting, Jan. 14).

The initial announcement of the KCST-TV sale was made a week after the commission resolved a long-standing issue by authorizing an agreement under which KCST-TV assumed the ABC affiliation formerly provided to San Diego by XETV-TV (Tijuana, Mexico). Storer said his primary objection to the NOW filing is that it is inexcusably late—two months after the original deadline and seven weeks after an extended deadline agreed to by the parties. Bass Brothers questioned NOW's standing as a party of interest in the proceeding. According to Bass Brothers, the petition "does not state who the members of NOW are, or their numbers, or the basis upon which NOW purports to speak for the community."

Regarding NOW's allegation of "traffic-flicking," both Storer and Bass Brothers noted that Bass Brothers owned the station for over six years, easily satisfying the commission's three-year rule. Bass Brothers also denies that it is harvesting a "windfall" profit as charged by NOW. The net gain from the $12 million sale is described as "modest" by Bass Brothers.

Because the sale announcement followed so closely after the grant of the ABC affiliation, NOW contends that the parties must have been negotiating prior to the announcement and therefore misrepresented this fact to the commission. NOW charged that the "ink was barely dry" on the affiliation contract award when the sale was announced.

Bass Brothers and Storer deny that negotiations took place prior to the affiliation announcement. They also point out that there is no obligation to report such preliminary negotiations to the commission and that there would be no reason to conceal such negotiations even if they had taken place.

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Broadcasting Jan 21 1974
Critics of FCC run into heavy flak

Dr. Parker and his party find commissioners in no mood to knuckle under to charges about policy

Some 160 representatives of groups and organizations in 28 states got together with the FCC last week in another in a series of Washington rap sessions the commission has been holding with groups concerned about commission regulation of the communications industry. But last week, the commissioners not only heard complaints and expressions of concern about their plans and policies, they used the meeting to defend and clarify those plans and policies.

FCC Chairman Dean Burch set the tone at the outset, complaining about a background paper that Robert Lewis Shayan, professor at the Annenberg School of Communication at the University of Pennsylvania, had written for participants at the meeting, “I want to clear the air on this,” Chairman Burch said. The paper “is not factual” in alleging that there is a “grand conspiracy between FCC and the Congress to wipe out all public-interest protection.”

The paper referred to the commission’s re-regulation program as one aimed at dismantling commission rules providing for public access to the airwaves and for insuring that programing representing community interests and needs, are met and said the project might lead to elimination of the fairness doctrine (Broadcasting, Jan. 7). Dr. Everett Parker, director of the Office of Communication of the United Church of Christ, and one of the organizers of the meeting, echoed those views in an opening statement.

Commissioner Richard E. Wiley, who heads the commission’s re-regulation project, had come prepared to offer rebuttal. He called the project “government regulation at its finest”—an effort to modernize commission rules after 40 years of regulation, and strip away or modify those that have become obsolete.

And to prove his point, he called on Broadcast Bureau Chief Wallace Johnson, a member of the re-regulation task force, to review the actions taken thus far. After some 10 minutes of hearing about the commission’s reduction in the number of meter readings and transmitting equipment inspections that broadcasters must make, and the permission broadcasters now have to combine the operating log and maintenance log in one technical log, Dr. Parker, in effect, hollered “uncle.” He said the members of the group would prefer to use the time available to express their views, and would settle for copies of the report that Commissioner Wiley had had prepared.

In a related matter, Commissioner Wiley said the commission had not reached a decision on proposals for eliminating the fairness doctrine even on a test basis; indeed, he said legislation would probably be required for such a test. And he also said the commission unit that is staffing the commission’s inquiry into the fairness doctrine, which he also heads, has not made any decisions on whether broadcasters would be required to provide time for counteradvertising. Several of those who addressed the commission, including Warren Barten, of the Consumers Union, spoke in support of counterads as a means of informing the public on controversial issues.

However, officials working on the fairness issue are known to feel strongly that broadcasters should not be required to air counteradvertising. And Chairman Burch last week indicated he felt that the commission’s ruling applying the fairness doctrine to cigarette advertising—the action always cited by those endorsing counteradvertising—had been a mistake. He would have relied on the commission’s public-interest standard to achieve the same result of requiring health warnings in connection with cigarette commercials, he said.

Use of the fairness doctrine “leads you in strange directions,” he said. He becomes “frustrated,” he said, when he finds himself “literally” using a stop watch to determine how much time a broadcaster has devoted to one side of a controversial issue as against another side. “It’s very disturbing,” he said.

Another major point of concern to the group was the commission’s enforcement of policies dealing with equal-employment opportunity—not only at the nation’s broadcast stations but within the commission. And here the commissioners were more defensive. Blacks and women said more of their respective number should be hired by broadcasters, not only as a matter of right to employment but as a means of providing the kind of input into programing they feel they are particularly qualified to make.

Commissioner Benjamin L. Hooks issued a statement asserting that the commission, on a percentage basis, was employing in top jobs (except the top three grades, where no minority group members were employed) more minority-group members and females this year than last. He also said the percentage figures exceeded those in most other areas of government. But Chairman Burch, in response to a complaint of James D. Williams, of the National Urban League, that the commission was “lackadaisical” in enforcement of EEO rules, acknowledged that the commission had problems in dealing with the employment practices of its 8,000 broadcast licensees—not to mention the major common carrier companies, such as AT&T, which are also subject to commission EEO rules.

However, he noted that the commission had developed a two-man EEO office to help develop policies covering the regulated industries. (It also has an office run by a woman that checks on the commission’s own compliance with EEO law.) The external office, Chairman Burch said, is drafting a policy under which the commission would deal with EEO matters “on a more scientific basis” than is now the case. The commission uses what it admits are crude figures in determining whether to check into a renewal applicant’s employment practices. Chairman Burch said the commission would like to use its computer—to have it “spit out” for checking those stations not acting fairly in EEO matters.

After some two hours of complaints reflecting concern that the commission was too stodgy and unwilling to act in the public’s behalf, the commissioners were startled to hear themselves described as in danger of being accused “of being biased in favor of the liberal point of view.”

The warning came from Dr. Kenneth Lee, of Adelphi, Md., who was not part of Dr. Parker’s group but who is a supporter of Dr. Carl McIntire, the fun-
damentalist preacher, who was in the audience last week and whose Twentieth Century Reformation Hour is heard on several hundred stations across the country. Dr. McIntire has complained that stations are dropping the program because of fear of the FCC's displeasure; he also claims that the seminary he heads lost its licenses for WXUR-AM-FM Media, Pa., for political reasons.

And Dr. Lee said Lamar Newcomb, owner of WFAX-AM-FM Falls Church, Va., told him that friends within the FCC said Newcomb that he would have trouble at license-renewal time if he did not drop Dr. McIntire's program.

Chairman Burch's reaction was prompt. Either Mr. Newcomb "is giving you a lot of bull information, or he's nutty as a fruitcake." Dr. Lee urged the chairman to check Mr. Newcomb, and the chairman said he would. (Mr. Newcomb was out of town and could not be reached last week.)

The day had been a tiring one for the commissioners. In the morning, they had met with two other groups—one representing amateur radio operators, the other the National Association of Business and Educational Radio Operators. But Commissioner Hooks, for one, indicated he felt it was worth the effort, if only to get across the commission's point of view. Speaking toward the end of the two-and-a-half-hour session with Dr. Parker's group, he said: "There seems to be misapprehension and misinformation about the FCC. We go to broadcasters, and they accuse us of trying to choke 'em to death. When we go to public interest groups, they accuse us of being too palsy-walsy with broadcasters." And Dr. Parker, he said, by such meetings as he had last week, "wants to put us on the griddle, to hold us accountable." But, he said, the commission is not trying to "de-regulate against the public interest."

The day had been a busy day for the public interest groups, too. In the morning, they met on Capitol Hill, for a meeting with the staff of the House Communications Subcommittee on pending license renewal legislation. They were also briefed on the day's program by Les Brown of the New York Times and Dr. Parker.

Starting up in Altoona

WOPC(TV) Altoona, Pa., was scheduled to go on the air yesterday (Jan. 20). John R. Powley, permittee of the new ch. 38 outlet, said a 100-foot Stainless tower has been constructed atop Wopsononock mountain near Altoona. An RCA UHF pylon antenna has been top-mounted. WOPC will be represented nationally by Savilli/Gates, New York, and regionally by Regional Reps, Cleveland. Mr. Powley also owns WSHM(FM) Bellwood, Pa.-Altoona.
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CBS counterattacks antitrust suit

In court filing, network seeks documents relevant to any government investigation of company officials or newsman

Did the Nixon administration spy on CBS officials and newsman? That is an inference from a CBS filing in U.S. District Court in Los Angeles in the Department of Justice’s antitrust suit against all three television networks. In a Jan. 8 filing, CBS asked for any and all documents relating to actual or prospective antitrust litigation from a number of government officials, including President Nixon.

Except for the implication that government agencies may have investigated some of its officials and newsmen, the CBS filing is similar to one that was filed by ABC two weeks ago (BROADCASTING, Jan. 14). Both filings are part of the Department of Justice antitrust suit filed in 1972 that is aimed at prohibiting the TV networks from producing their own entertainment programs or feature films for TV.

NBC, which had not submitted a similar request for documents, was reported to be talking to the Justice Department about a possible settlement. An NBC official said that "preliminary discussions" with the department had been held but that no agreement had been reached.

The CBS pleading, titled "First Request for Documents Directed at Plaintiff," meaning the Department of Justice, names not only the President but also the Vice President, the attorney general, the Motion Picture Association of America; Jules Stein, founder of MCA Inc.; Ted Ashley, chairman of Warner Bros.; Taft B. Schreiber, director and former executive vice president of MCA; and Herbert Kalmbach, President Nixon’s former personal lawyer.

Among the federal agencies mentioned in the CBS document are the White House, the Office of Telecommunications Policy, the Justice Department special prosecution force, the FBI, the Internal Revenue Service, the Secret Service and the FCC. Also mentioned by name is the Committee to Re-Elect the President.

In its reference to CBS officials and
news, the network asked for any and all documents relating to any investigations by government agencies or others including, it said, documents relating to "any unlawful or covert entry into the office or home of such person." Named as objects of such surveillance, if it took place, were these 31 CBS officials and newsmen:

William S. Paley, chairman; Frank Stanton, retired vice chairman and former president; Arthur R. Taylor, president; Charles Ireland, former president, deceased; John A. Schneider, president, CBS Broadcast Group; Richard W. Jencks, Washington vice president; Robert D. Wood, president, CBS-TV; Thomas H. Dawson, former president, CBS-TV.

Robert V. Evans, vice president-general counsel; John D. Appel, assistant secretary and deputy general counsel; Jack B. Purcell, assistant secretary and West Coast counsel; Michael J. Goldey and Ralph E. Goldberg, general attorneys, New York; Joseph DeFranco, general attorney, Washington; Richard Salant, president, CBS News; William J. Small, vice president, Washington, CBS News; Gordon Manning, senior vice president-director of news, CBS News; William A. Leonard, senior vice president-director of public affairs, CBS News.

Fred Silverman, vice president-programs, CBS-TV; Michael Dann, former vice president, programs, CBS-TV, and Donald Sipes, vice president-business affairs and planning, CBS-TV.


A closed can of worms will be opened again

Loser in contest for ch. 3 Jackson

Civic Communications Corp., one of the unsuccessful applicants for channel 3 Jackson, Miss., has succeeded in persuading the FCC to reopen the case. The frequency, formerly WLBT(TV), was awarded to Dixie National Broadcasting in an initial decision last year.

The FCC's review board has ordered the proceeding remanded to Administrative Law Judge Lenore Ehrig for further hearing and issuance of a supplementary initial decision. The action resulted from a petition for remand that Civic filed in July 1973, which contended that there was "newly discovered evidence of decisional significance" bearing on Dixie's qualifications to be a licensee. Civic alleged Dixie failed to fully disclose, Civic said, were that, less than a year after Stirling netted some $19 million from a public stock offering, the company went bankrupt.

Dixie argued Civic was trying to create a theory of guilt by association and said that there has been no evidence of any wrongdoing by Mr. Phillips.

In siding with Civic, the review board said that while "remand is rarely desirable... it is the only way in certain cases to satisfy the public-interest standard we are mandated to follow... . It said "resolution of the significance of the possibly inadequate disclosures can be assessed only by a reopening of the record and further hearing."

Turner Communications Corp. stockholders will vote this week on a proposed loan and option agreement and a stock redemption plan that may result in Turner acquiring its second TV station and disposing of two of its four radio properties.

Under one proposal, Atlanta-based Turner would provide financial backing for WRET-TV Charlotte, N.C. (ch. 36),
Cablecasting

Reaction mixed as Whitehead pries loose cable report

Cable interests favorably inclined, but broadcaster opposition may be heralded by immediate ABC blast

After two and a half years of gestation, the report of the Senate committee on cable television emerged from the shell last week — and immediately came under the scrutiny of a number of experts and vested interests. Many found things to praise; this was particularly true of cable industry interests who appeared to be relieved. But the compliment there seemed to be a question or a criticism. And while broadcasters generally left the opening round to others, there was evidence, in a sharply critical statement by ABC, that they would participate with vigor in subsequent developments.

In short, the post-natal critique on Wednesday appeared to be the start of what Clay T. Whitehead, director of the Office of Telecommunications Policy and chairman of the committee, hoped would develop: a debate on a national policy of cable television regulation.

The committee, he said, "has come down on the side of a literal interpretation of the First Amendment, with a minimum of fission, ground with compromise. Whether we make that choice or another one, we should make it consciously — and decide how the medium is going to be brought into our society and economy."

And a day later, in an appearance on NBC's "Today" show, Mr. Whitehead cited the report as a reply to the criticisms that have been heard for years about the administration's - and Mr. Whitehead's - attitude regarding the media. "Some people say we want to restrict what we say and hear," he said. "This report indicates this is not the case."

The probing and poking at the report was done at an unusual unveiling for a government report — a conference at the Brookings Institution, Washington, sponsored by the Aspen Program on Communications and Society. Douglas Cater, director of the Aspen program, noted the Aspen organization's services as forum for the release to help Mr. Whitehead obtain White House permission to turn the document loose.

The conference was attended by some 70 persons — lawyers, representatives of foundations and think tanks, academics, members of the press and cable industry officials. The only major broadcasting figure present was J. Leonard Reinsch, who was a major force in the development of Cox Broadcasting and is now chairman of Cox Cablevision, one of the largest cable companies in the country. National Association of Broadcasters' officials, and representatives of the networks were invited to the NAB winter board meeting in St. Maarten, Netherlands Antilles. NAB was expected to issue a statement this week.

Whether the conference provides the impetus needed to make the report more than a one-day story is uncertain.

But Mr. Whitehead said OTP is drafting legislation to implement the report and will submit it to President Nixon for introduction to Congress.

And Nicholas Zapple, the Senate Commerce Committee's staff expert on communications, said the Communications Subcommittee would hold hearings on an administration bill if it is introduced reasonably soon. He noted that Senator John O. Pastore (D-R.I.), chairman of the Subcommittee, had asked Mr. Whitehead last February, when he was testifying on OTP activities, for the cabinet committee's recommendations on cable legislation. But prompt action is important, Mr. Zapple said, and the calendar and the subcommittee's workload both must be considered," he said.

OTP staff members had discussed the report with members of the House Commerce Committee staff as well as with Mr. Zapple and other Senate Commerce Committee aides before the general release on Wednesday. However, the chances of a hearing in the House did not seem as good as as Mr. Zapple indicated they were in the Senate. House Commerce Committee aides said OTP would have to demonstrate "need" for hearings on the subject before the committee would be turned away from problems stemming from the energy crisis.

Although many of those commenting on the report at the Aspen conference quoted their reservations — they said their reading of report had been hurried — the major themes of any debate that develops seemed to have been struck.

Virtually all of the public-interest types and foundation representatives praised the report's major principle — that owner-
ship of cable systems and control of programming must be separated," and that government regulation should be kept to a minimum. But then there were so many questions about important details that some observers wondered how much support a bill following the outlines of the report would attract in a congressional hearing.

For instance, a number of the participants questioned the committee’s less than total commitment to separation; the committee would permit cable owners to program "one or two" channels, besides retransmitting the television signals permitted by FCC rules and leasing the remainder on a nondiscriminatory basis.

Allowing operators to program any channels makes possible "the same kind of abuses that the separations policy is supposed to prevent," said Walter Baer, of the Rand Corp.

He and others objected also to the proposed restrictions on rate-of-return regulation and to what they said was the lack of precision and detail with which the "transition" period was treated; bow, Mr. Baer wondered, "do we get from here to there?"—there being the final implementation of all the report’s recommendations after cable penetration reaches 50% of TV homes. With eight million of the nation’s 66 million TV homes now wired for cable, Mr. Baer said he does expect 50% penetration to be reached before 1985 or 1990.

The committee’s recommendation that broadcasters and newspapers be permitted to own cable systems in their markets was also disturbing to a number of participants. If cable is going to compete with newspapers and television, said Henry Geller, former FCC general counsel who is now a member of the Rand think tank, it should not be part of the same communications complex. When cable achieves 50% penetration, he said, it "will not need broadcasters to get it going."

(Support for the crossownership aspect of the report came from Mr. Reinsch. He likened the present situation to the 1940’s when, he said, "The FCC was begging us"—radio stations and newspapers—to get into television. If problems develop from crossownership, they can be dealt with individually. But for now, he said, cable needs the financial strength that established TV organizations can provide. "We shouldn’t be too interested in who owns the system—just that they have the money to develop the industry," he said.)

Former FCC Commissioner Kenneth A. Cox, who as a member of the commission had urged that a tight regulatory leash be kept on cable television, indicated he has not changed his views. He remains skeptical that cable will, if unleashed, provide many useful services. "I have the continuing suspicion that people most active in cable will be happy if they can find a magic formula for getting to 40% or 50% penetration, provide only broadcast signals, and sports and movies for pay," Mr. Cox said.

Cable industry representatives had complaints too. But mostly, their comments seemed to reflect dissatisfaction. David Foster, president of the National Cable Television Association, said that if it were not "Footnote 2"—in which the report says cable operators would be permitted to program "one or two" channels—the report "would have been met [by cable interests] with a grasing of teeth and hearty laughter," thus appearing to confirm the views of earlier speakers that the footnote was added as a means of securing cable industry support.

Mr. Foster and Amos Hostetter, chairman of NCTA, both questioned the need even for limiting cable operators to two channels. They said the multiplicity of channels that cable operators theoretically would have available for lease would eliminate the danger of operators abusing the right to program channels.

But they both said that Footnote 2 is essential to attract investment capital to cable television. "A complete separations policy and a common-carrier flavor would have been damaging to the financial credibility of the cable industry," Mr. Foster said.

He evidently found more to like in the report than Footnote 2. In a prepared statement, he said NCTA applauds the recommendations "which would encourage the growth of pay cablecasting, prohibitive rate of return regulation and entitle cable operators to a blanket copyright license fixed by law for retransmission of broadcast signals.

But one criticism cable industry spokesmen expressed was of the committee’s recommendation that the bulk of cable industry regulation be taken over from the FCC by state and local governments. The cable industry has long urged FCC pre-emption of all regulatory authority. "The federal government causes problems, but it’s a central source," said Alfreld Stern, chairman of Warner Cable. The industry, he indicated, is concerned about the prospect of dealing with 50 separate regulatory bodies.

All of the comment, including the criticism, was expressed politely and with restraint. But the ABC statement, a possible precursor of the kind of attack major broadcast interests will mount, had a different tone. "The proposals for a national cable subscriber system reflect the same lack of comprehension of the advantages to the public of the present system which has characterized many of Mr. Whitehead’s recommendations on broadcasting," it said.

It added that the report “does not come to grips with prohibitive cost of wiring the nation, now estimated at $250 billion,” fails to indicate how cable service can be provided to the poor in the cities or to the rich or poor in rural or outlying areas. And ABC warned that the report would create a system in which ultimately 50% of the nation’s homes will be denied many of the programs they receive; the programs will have been siphoned off by pay cable after cable reaches the 50% penetration mark and the present ban on siphoning is dropped.

Not much was made of the siphoning threat in the Aspen conference. Indeed, Bruce Owen, former chief economist with OTP who is now teaching at Stanford University, said that relaxation of the commission’s rules on pay cable is needed to assure cable’s “rapid growth.” Without relaxation, he said, "cable won’t reach 50% penetration in the foreseeable future." Jack Valenti, president of the Motion Picture Association of America, made the same point—but he also argued, as he has in numerous other forums, that the longstanding resolution of the copyright dispute between cable and copyright owners is essential.

Some of the other matters of concern cited by ABC, however, were also expressed in the conference. Former Commissioner H. Rex Lee, whose principal complaint was what he said was the report’s failure to deal with cable’s potential for education, said he was disappointed also about the report’s treatment of the problem of extending cable to the poor and rural areas.

And there was a strong indication that blacks and minority groups generally would not support legislation based on the report. Theodore Ledbetter, a Washington-based communications consultant who is active in aiding blacks interested in entering the communications business as owners, found it difficult to praise anything about the report other than that it was finally issued. His main concern was what he said was the report’s lack of

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Broadcasting Jan 21 1974 33
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Administration takes a new tack in plotting future rules for cable

**NCTA urges FCC to get on with antiphononing proceeding**

The National Cable Television Association told the FCC last week that the theater owners' request for postponement of action in the pay-cable antiphononing proceeding is merely an attempt to delay the issue and has no merit.

In a filing with the commission two weeks ago (Broadcasting, Jan. 14), the National Association of Theater Owners called for a hold on any action on the antiphononing proceeding (Docket 19534) until the two vacancies created by the departures of Commissioners H. Rex Lee and Nicholas Johnson are filled. Without a full, seven-member commission sitting in on the decision, NATO claimed, there can be no assurance of "administrative finality." NCTA last week disagreed with that argument, claiming to have "greater faith in the concept of succession to this commission."

It asserted that the present attitude at the commission "will clearly favor a significant relaxation" in the antiphononing rules.

The association claimed that opponents of pay cable, NATO included, have attempted to delay the proceeding from the outset. It claimed that the National Association of Broadcasters' request for an oral argument on the issue—a request the commission approved — "was primarily a stalling tactic that backfired when virtually all the nonparties testified in support of their argument called for a substantial relaxation of the existing restrictions." The oral argument was held in early November (Broadcasting, Nov. 12). With its latest request, NCTA claimed, NATO "continues this effort to delay."

**Aim when Industry 'matures': no federal controls on programing, full liability on copyright, no antiphononing, common carrier operation of all but one or two channels**

The cabinet committee established by President Nixon to develop long-range policy proposals for cable television appears to have studied the policy that Congress and the FCC have developed over the years for broadcasting—and turned it inside out.

For where the key to the regulation of broadcasting is that the medium is one of scarcity, the key to the regulation of cable, the committee feels, is that it is a medium of abundance; where scarcity requires government regulation of content to assure that the public interest is being served, abundance permits, it reasons, merely to assure that programing and other services develop on a free and competitive basis.

At least that is the theory underlying the report released by the Office of Telecommunication Policy last week, two and a half years after the committee, most of whose members have now left government, began work: Cable can be allowed to develop "with no more regulatory power exercised over the content, than is exercised over the print or film media."

This theory is not followed in all areas. For instance, while pay-cable proposals would be allowed under the cabinet committee's proposals, political realities apparently persuaded the committee to recommend that the FCC's antiphononing restrictions on professional sports programing remain in effect "until Congress determines that they are no longer appropriate"; even the FCC's antiphononing restrictions on programing of programing would continue to apply for an indefinite time—until cable becomes a "mature" industry—when 50% of the nation's homes are cable subscribers.

But, essentially, the committee provides for a system in which government would be barred from interfering in program regulation—after first making sure that cable system owners, who own natural monopolies, would not interfere either. Operators would be permitted to control the channels over which local and distant signals are carried; no one channel could be controlled monopolies, would not interfere either. Operators would be permitted to control the channels over which local and distant signals are carried; no government control—no fairness doctrine or Section 315, for instance; no worry about meeting community needs and interests.

To provide incentives for the creation of new programing to fill the new channels, the committee recommends that channel users be fully liable for copyright. However, the cable-system operation would be entitled to a nonnegotiated, blanket license, conferred by statute, to cover its retransmission of broadcast signals—the same scheme that has been proposed by the FCC.

Under the "separations" policy the committee recommends, common ownership of distribution systems, interconnection rules for the public supply of services—a cable version of networking—would be prohibited. Telephone common carriers would not be permitted to operate cable systems in the same areas in which they provide common carrier services, as is the case under FCC regulations—and for the same reason: the fear that telephone company expansion into the cable business would stifle the development of competitive cable communications service.

But since cable could in the long run "significantly alter the competitive relationships among the broadcast and print media and the cable industry," it would not be economic protectionism to allow common ownership among those media, the committee believes. And it says this is particularly true in regard to the television industry, which "would bear the brunt of technological innovation and competition from a successful cable industry."

The committee recommends that the current ban on crossownership of cable systems and of crossownership of cable systems and television stations in the same market remain in effect until the end of the transition to industry maturity, when all recommendations would be in effect. But in the meantime, it says, "there should be no divestiture required for existing crossmedia ownership combinations"; the commission rules require such divestiture.

And, again unlike the case in broadcasting, the committee proposes a diminishing role for the FCC in cable's regulation, not an expanding one. Initially, the commission's role would be to implement national policy; later, it would be to establish technical standards for cable and to apply antiphononing restrictions on programing. In time, the major responsibility for cable regulation would be left to the franchising authority—and whether that is the state or the local community would be left to the state.

But at all levels of government the watchword seems to be less rather than...
more regulation. Franchise authorities would be allowed to set maximum rates charged by franchisees. But most other kinds of rate regulation would be barred. Furthermore, the committee would prohibit the kind of dedication of special channels for government and educational purposes now provided for in the FCC rules. (Such requirements were unnecessary in a cable industry operating under the separations principle, since educational and local government entities, along with everyone else, will have unfettered access to the cable system's channels, as the committee said.) But the recommendations do provide for one "soap-box" channel, on which members of the public could appear at no charge.

The free enterprise system would not be relied upon entirely to the spread of cable. The committee says federal agencies should make sure cable is built in outlying rural areas; franchising authorities in poor sections of the cities.

The committee sees its recommendations coming into effect on a gradual basis over the years in which cable is becoming a "mature" industry. The committee feels that fears of the cable industry and the financial community that a separation of ownership would cause a general flight of investors to avoid the cable industry—fears the committee feels are groundless—could become a self-fulfilling prophecy if the policy were put into effect immediately.

But the committee also feels that the present time is proper for agreeing on broad, long-range policy for separating program control from system ownership. Ideally, the recommendations would be implemented by legislation. And the Office of Telecommunications Policy, which had the leading role in drafting the report, is preparing legislation for White House consideration. But if Congress fails to act, the committee says, the FCC, other government agencies and the franchising authorities could implement most of the long-range policy proposals.

The committee also proposes a federally supported demonstration program in which cable's potential for providing public service could be tested, and means provided for developing new services for which demand has not yet been demonstrated. However, not all members of the committee endorsed the proposal, and the White House is understood to be cool toward it, so it is not likely to become a reality in the foreseeable future.

What follows is a summary of the report, as contained in the report's Chapter Six:

A. Policies affecting cable system operators
   1. Operators should be required to:
      a. Offer their channels, or time on their channels, for lease to others for any lawful purpose, and with the exception of the channels used for retransmission of the broadcast signals authorized for cable systems, for leasing to others among broadcast stations and users, with the exception of the channels used for retransmission of the broadcast signals.
      b. Comply with federal and franchising authority requirements to interconnect cable systems with adequate channel capacity.
      c. Comply with the minimum technical standards established for cable distribution by the FCC.
      d. Offer customers a selective means to control or prevent reception of programming or information services by any non-cable system user which the customer does not wish to receive, and to prevent interception of personal or confidential information distributed over cable.
   2. Operators should:
      a. Own and operate other media outlets such as newspapers, magazines, or broadcast stations or networks intended to be within the same market area as the cable system.
      b. Be prohibited from:
         a. Having any overlapping ownership interest in, or any control of, the production, selection, financing or marketing of the program or information services used by the operators' distribution facilities; with the exception noted in section A.1.a.
      c. Participating in any direct ownership or control of cable systems, interconnection facilities, and program supply services.
   3. Policies affecting program relaters and other channel users:
      a. Channel users should be required to:
         a. Adhere to all applicable provisions of copyright laws and accept full liability for any program materials or information services they may supply.
         b. Channel users should be allowed to:
            a. Lease channels or distribution services from any cable system which they have no financial relationship or other form of common control over.
      c. Establish such channels as they consider appropriate for the programming or information services they feel are necessary or desirable but which the cable system will refuse to lease.
      d. Channel users should be prohibited from:
         a. Providing any information or taking any action in violation of the rules, regulations, or policies of the cable operators or the FCC, including censorship, libelous, or otherwise illegal material, as well as material the cable customer has indicated he does not wish to receive.
         b. Requiring viewers to pay a fee for professional sports programming unless consistent with the FCC's antishocking restrictions.
   4. Policies affecting telephone common carriers:
      a. Common carriers should:
         a. Provide pole, conduit, or other right-of-way access to cable operators at rates that are reasonable and without discrimination among users or use.
         b. Common carriers should be allowed to:
            a. Offer local cable distribution service on a "lease-back" basis to any franchised cable system operator.
      b. Obtain franchises to operate as cable system operators outside of any area in which they have exclusive authority to provide telephone service.
      c. Common carriers should be prohibited from:
         a. Operating cable system within their telephone service area, i.e., performing any function not associated with actual signal distribution, such as the operation of cable systems with "heads-ends" used for information origination, reception, conversion, switching, or other pre-processing functions.
   5. Policies affecting the FCC:
      a. The FCC should be permitted to:
         a. Establish such technical standards for cable distribution systems, only as needed to ensure compatibility, interoperability, privacy and security of cable systems.
         b. Require that cable systems be constructed with adequate capacity.
         c. Apply restrictions to the presentation for a fee of professional sports programs.
      b. FCC should:
         a. Regulate in any way the information content of any services carried by cable system, including any regulations as to the balance or "fairness" of such information.
         b. Require minimum channel capacity to be leased to operators for purposes such as: construction of two-way capacity.
      c. Regulate the rates or earnings of cable operators or channel users, or require any free service.
      d. Limit, by regulation or policy, the ownership of cable systems by any combination of banks, securities or other financial institutions or networks, or by newspapers, magazines, or other media outlets, or limit the number of cable systems to be owned by one firm or the number of customers to be served by one firm.
      e. Policies affecting franchising authorities:
         1. Franchising authorities should be required to:
            a. Set maximum limits on the rates or charges imposed on customers and users.
            b. Establish franchise conditions dealing with the cable system operator's qualifications; construction time tables; extension of service to all portions of the franchise area; handling of service complaints; and other conditions not expressly for-merally supported demonstration program.
         2. Franchising authorities should be permitted to:
            a. Set maximum limits on the rates or charges imposed on customers and users.
            b. Establish franchise conditions dealing with the cable system operator's qualifications; construction time tables; extension of service to all portions of the franchise area; handling of service complaints; and other conditions not expressly for-
      e. Franchising authorities should be permitted to:
      f. Transition policies:
      g. Make any financial compensation to cable operators for the use of public rights-of-way by cable systems, and collect franchise fees for such use to the extent that fees currently compensate for the balance of the regulation of costs incurred in the use of the public rights-of-way.
      h. Regulate that the rates, terms, and conditions, for channel leasing, not unreasonably discriminate among comparable channel users and use.
      i. Require that the cable operator make available one channel to be used for public access purposes.
      j. Require, through negotiations with prospective cable operators, that cable systems be constructed with adequate channel capacity.
      k. Make any financial compensation to cable operators for the use of public rights-of-way by cable systems, and collect franchise fees for such use to the extent that fees currently compensate for the balance of the regulation of costs incurred in the use of the public rights-of-way.
      l. Regulate that the rates, terms, and conditions, for channel leasing, not unreasonably discriminate among comparable channel users and use.
      m. Require that the cable operator make available one channel to be used for public access purposes.
      n. Require, through negotiations with prospective cable operators, that cable systems be constructed with adequate channel capacity.

Cable Looks to FCC in Florida Tax Fight

State association denounces new utility levy, brands it attempt to extend commission's policy rules

Florida cable operators have asked the FCC to rule that a state law placing a 10% utility tax on CATV subscribers infringe with the FCC's policy rules for franchise fees.

The law, which became effective last October, replaced an existing Florida statute authorizing municipalities to tax
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Hartford .......................... WHCT-TV
Houston .......................... KVRV-TV
Kansas City ......................... KBMA-TV
Los Angeles ....................... KTLA-TV
Louisville ........................ KDRB-TV
New York ......................... WABC-TV
Phoenix .......................... KPAZ-TV
Pueblo, Col ........................ KOAA-TV
Salt Lake City ..................... KCPX-TV
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certain public services up to 10%. Cable was the only entity added to the existing list of taxable services under the new law. And while the tax would be levied on the cable operator, the cost would be passed on to the subscriber.

In appealing to the FCC, the Florida Cable Television Association said that while the additional financial burden would be placed on subscribers and not the system, the law "is not without its deleterious effects on the cable operator." The association noted there is "a definite ceiling on the amount people will pay for the service." Thus, it said, the higher cost to subscribers would lead to "marketing difficulties" when the operator attempts to recruit new subscribers.

While the Florida law mandates that the tax receipts be absorbed entirely by the local government, the association noted, "there is no requirement that the proceeds be used for any specific purpose relating to the regulation of the public service involved." Therefore, it said, the law amounts to an "attempt to circumvent the commission's rules and policies" since the FCC has decreed that the amount that local governments get from cable should not be construed as additional city revenues, but rather as sums used to recover the costs of cable regulation. Accordingly, the association said, the commission placed a 3% ceiling on the total gross receipts tax that cities could charge their franchisees—or 5% if a special showing of need could be made. A 10% tax under the Florida law would exceed not only the standard FCC benchmark but the maximum permissible level as well, it was argued.

**Give pay cable room to grow, says Viacom chief**

**Baruch proposes three-year freeze on regulating medium; describes NAB antipay campaign as baseless**

Viacom International President Ralph Baruch last week called on the FCC to impose a three-year moratorium on any restrictive rules governing pay cablecasting. He said this would allow pay cable the opportunity "to demonstrate its capabilities and its ability to compete in a free and open marketplace."

Mr. Baruch made his proposal in a speech in New York before the annual luncheon of the Radio and Television Research Council. His talk was also aimed at refuting broadcasters' claims that cable generally, and pay cable specifically, could destroy the viability of conventional TV.

Pay cable, Mr. Baruch asserted, "will not be detrimental to any other medium of the world of entertainment. As a businessman and as a consumer, it seems to me just a matter of common sense that good product, good service and lowest prices depend on the level of competition in the industry." The National Association of Broadcasters' advertising campaign against pay cable, Mr. Baruch claimed, is devoid of factual research and

than two years after theatrical release (plus an allowance for one monthly showing of a film more than 10 years old). Yet, Mr. Baruch complained, the average film is not shown on TV until five years and two months after the release date. Thus, he indicated, giving pay operators an additional three years to carry the material would work little harm to broadcasters. Sports, he said, are more "an emotional issue." The cable industry, he maintained, "is too intelligent to interfere with the present flow of special events to conventional television audiences."

During his proposed three-year regulatory moratorium, Mr. Baruch said, the commission would have the opportunity to gather "the machinery to monitor the performance of pay cablecasting." At the end of the period, he said, enough would be known about the medium "to examine it seriously." But in the meantime, he said, "it is difficult to understand the reasons for anticompetitive rules in pay TV, especially, and when the reason for the rule fails to exist, then I believe the rule itself should disappear."

** Warner Cable's Hauser calls belt-tightening logical business move**

New president says cutbacks, changes are not prompted by financial squeeze

For months, there has been scuttlebutt that Warner Cable, one of the largest multiple-system operators, has been trimming its budget a little. While Gustav Hauser, the company's new president, is hesitant to give specifics, he emphasizes that the company is not faltering —"we don't have anything like Teleprompter," as he put it. The changes, Mr. Hauser said, are "conceptual reapraisals" rather than cost-cutting mechanics.

"There's no financial squeeze," Mr. Hauser maintained. He said that Warner, as a subsidiary of a major entertainment firm, Warner Communications, enjoys better funding than most, and perhaps all, other multiple systems operators. Rather than a budget cutback, the Warner Cable president said, the changes indicate "a different approach to certain functions."

Mr. Hauser pointed to the elimination of Warner's five-man franchising department and observed: "Under the circumstances prevailing in the industry today and with the careful selectivity we are now employing in choosing our markets, we don't need a franchise department." Three of the affected personnel have now left the company; the other two have been assigned to different divisions, he said.

A speech in Puerto Rico last month by Chairman Alfred Stern put Warner Cable on record as an advocate of extreme caution in the franchising process (Broadcasting, Dec. 10, 1973). In line with that, Mr. Hauser last week said that Warner has now "re-examined all franchises that we hold or are available." It was decided, he said, to build and de-
develop systems only "on the basis of cable that can now be delivered." Warner Cable has also been stressing to municipal governments, the news media and other cable operators its contention that cities "should require only buildable franchises." And in the process, the company has pulled out of several markets where it had previously expressed interest in developing systems. These include Dayton, Ohio, and Birmingham, Ala., where Warner Cable had had franchises locked up, only to subsequently decide that operation under those cities' demands would be unfeasible.

Its readjustment has also prompted Warner to proceed more cautiously in the actual construction. "I decided that we were overbuilding," Mr. Hauser said. Warner is now constructing systems in stages so that two-way capability can be added when it is needed and viable, rather than at the outset.

Mr. Hauser said his company is also "rethinking" its approaches to local origination and public-access programming to be sure that subscribers "are really interested in what we're doing." While the Warner Cable president said he could not offhand specify the extent of the readjustment in his company, he emphasized that worthwhile projects have not been dropped. "Where local origination is successful, it is being continued," he said. "Where we felt that it really wasn't having much of an impact, we curtailed it." He added: "We're not registering our forces to see what it should be. I hope to come forward with something better."

The extent to which services other than retransmitted broadcast programming should be utilized is now being explored by a six-member planning group. The body, under the direction of Warner Executive Vice President for Planning Spencer Harrison, examines the company's operational feasibilities.

Other elements under study, Mr. Hauser said, include Warner Cable's marketing and technical programs. Through those projects, he said, "we're posturing ourselves to go forward."

Mr. Hauser denied reports of extensive layoffs. He did confirm that several system managers in the Boston suburbs, where Warner Cable has several contiguous cable operations, have been dismissed. "Now that they're all built, there's no need for those people," he said. Prior to the readjustment of priorities, Mr. Hauser said, there were about eight individual managers in the area, reporting to District Manager Bart Swift. That number has now been decreased to four.

Mr. Hauser acknowledges that the changes at Warner Cable are primarily of his making. "I accept total responsibility for everything that has been done," said the new president, who went to Warner Cable last Sept. 16 from the position of executive vice president of Western Union International. Mr. Hauser said the changes were necessary for the 24-hour-a-day operation of the company; Mr. Stern, as chief executive officer, is more at the policymaking level. And Mr. Hauser added that operations in the company's top administrative echelon flowed smoothly. "It's a very natural situation."
Mike Wallace takes junkets for a ride

On '60 Minutes' he says press has questioned others' ethics, but he wonders about its own

CBS News held a match to the issue of press junkets with a 60 Minutes segment broadcast Sunday (Jan. 20), setting off reactions in Los Angeles, where some 50 TV critics were on a two-week junket courtesy of the three television networks. Flown, lodged and fed by ABC, NBC and CBS to view new network programs and interview TV personalities, the critics got wind of the 60 Minutes segment and besieged CBS TV President Robert Wood for a preview. Mr. Wood, who was addressing the group Jan. 16 on CBS programming, declined the request, CBS’s entertainment and news division, he said “are as separate as church and state.”

60 Minutes reporter Mike Wallace, executive producer Don Hewitt and director Barry Landau raked the junket practice over the coals, sparing neither their network nor their sponsor, the Ford Motor Co. Ford, Mr. Wallace told viewers, “Few more than a hundred reporters to San Diego and entertained them there at the unveiling of Ford’s 1974 models.”

In the 20-minute segment, Mr. Wallace said “ironically, while employees of CBS News are forbidden to go on junkets, the public relations people in another CBS division are busy setting up such junkets for television critics.” 50 Minutes reported that Pittsburgh Post TV editor Win Fanning found two $10 bills in his CBS envelope upon his arrival last year at the semiannual Los Angeles tri-network junket. An enclosed letter explained the money was for taxis and entertainment, Mr. Wallace reported.

Mr. Fanning was also one of 15 critics flown to New York last year by CBS. Such reporters, Mr. Wallace observed, “suggest to us in our newspapers what TV programs we ought to watch.”

Asked by Mr. Wallace if he thought the networks were trying to buy his opinion, Mr. Fanning said: “You just have to be in the business to know that that isn’t true, that’s all. In the first place, all the networks do it, so, therefore, you’d say each of them is trying to buy it.”

Both Mr. Wallace and Mr. Hewitt last Tuesday (Jan. 15) said neither network nor sponsor had been approached for consent before or after the 60 Minutes taping. Both rejected the possibility that the network and sponsor would be disturbed by the program, although Mr. Hewitt said “a lot of TV critics are split up the middle right now because of it.”

Junketing, Mr. Wallace asserted, on the program, “is part of the weaponry employed by the high-powered public relations departments of many of our corporations, including television networks, including CBS.”

Long before it went on the air, the 60 Minutes segment set off another explosion at last October’s convention of the Radio Television News Directors Association. A crew from the CBS Seattle affiliate, KIRO-TV, covered a Puget Sound salmon bakeout, given by Chrysler Motors (Broadcasting, Oct. 22, 1973).

As aired, the 60 Minutes piece devoted only a few seconds to that event, with Mr. Wallace describing how Chrysler “chartered a boat, provided drinks and a band, and hosted about a hundred news directors from radio and television stations across the country . . . while those news directors were holding their annual convention in Seattle.

The press, especially this past year, has spent a lot of time and focused a lot of attention on conflicts of interest, corruption, shoddy practices among politicians, businessmen, lawyers, the military. But what about the press itself?” asked Mr. Wallace at the show’s opening.

“What about our own ethics?”

Mr. Wallace reported that David Brinkley, John Chancellor, Howard K. Smith, Harry Reasoner and Eric Sevareid were “among those who said they do not and would not accept junket trips either for reasons of principle or because they wanted to avoid the appearance of being bought.”

Among those who “acknowledge having been on junkets in recent years,” Mr. Wallace continued, are Walter Cronkite, William F. Buckley and Martin Agronsky, “all of whom scoff at the notion that their reporting can be bought.”

In answer to inquiries from Broadcasting, a spokesman said CBS News has a long-standing policy requiring news personnel “never to accept free transportation or lodging in the course of covering news.”

A spokesman for NBC News said its personnel are “not permitted to go on junkets if a story is involved.”

The 60 Minutes piece reported, however, that the Today show accepts promotional favors. “When NBC’s Today show spent a week in Roumania, and one...
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Delta is ready when you are.

in Ireland, air fares and hotel bills were picked up by the Irish, the Roumanian, and Pan American Airways,” said the 60 Minutes reporter. “When Today travels overseas, all their expenses over and above their normal budget are paid for by the host country.”

The ABC News policy, an official said, is “absolutely no junkets.”

The issue could flare up again Jan. 31, when WNET(TV) New York’s monthly media review, Behind the Lines, tackles “Press Conflict of Interest.” Producer Carey Winfrey said his hour-long show will deal exclusively with press ethics, including press campaigning for candidates or causes. “I've wanted to do this for two years,” Mr. Winfrey said. “It's pure coincidence CBS is doing a piece on it in the same month.”

High court will take on Florida print-fairness case

Candidates' right of reply to attacks by newspapers will be decided; justices reserve right to dismiss suit

The U.S. Supreme Court has agreed to review a case which poses the question of whether newspapers, like broadcasters, can be compelled to offer a right of reply to political candidates they attack editorially.

At issue is a 1913 Florida statute that anticipated Section 315 of the Communications Act and the FCC's personal-attack rule in stating that newspapers that "assail" a political candidate must, on request, offer him free space for reply.

The statute had been used sparingly, and unsuccessfully, over the years. Until 1972, only two cases were brought under the law—and both times state courts ruled that the law violated the First Amendment right of free press.

Nevertheless, Pat Tornillo, a leader of the Dade County Classroom Teachers Association, invoked it two years ago when the Miami Herald refused to print his letter replying to an editorial attacking him in his race for the state legislature.

Again, a county court ruled that the law was unconstitutional. But the state supreme court, in a 6-to-1 decision last July, upheld the law—and in language reminiscent of the U.S. Supreme Court's 1969 decision upholding the constitutionality of the commission's fairness doctrine and its personal-attack rule, which was cited in the state court's opinion.

"We do not find that the operation of the statute would interfere with freedom of the press as guaranteed by the Florida constitution and the constitution of the United States," the Florida court said.

"Indeed, it strengthens the concept in that it presents both views, leaving the reader to reach his own conclusion" (BROADCASTING, July 23, 1973).

Mr. Tornillo is being represented by Professor Jerome A. Barron, of George Washington University's law school, a leading advocate of the view that the First Amendment entitles members of the public to access to the mass media. The American Civil Liberties Union is also supporting Mr. Tornillo's position before the Supreme Court.

The Miami Herald, in its appeal to the high court, and a number of other news organizations, in supporting the Herald's position, contend that the state court ruling seriously compromises the press's First Amendment right. The case in-

First source. A study sponsored by the American Newspaper Publishers Association has found that more people have been getting their information about Watergate from television than from any other medium. Television is also well ahead of other media in the public trust. The study was conducted in Longview, Wash., in June 1973 by Dr. Alex S. Edelstein, director of the School of Communications, University of Washington, and was released last week by the ANPA. Here are some of the findings:

Respondents were asked where they had first learned about Watergate. Results:

<table>
<thead>
<tr>
<th>Medium</th>
<th>First learned about Watergate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>84.1%</td>
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<tr>
<td>Newspapers</td>
<td>81.3</td>
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<tr>
<td>Radio</td>
<td>38.1</td>
</tr>
<tr>
<td>Magazines</td>
<td>14.8</td>
</tr>
<tr>
<td>Other persons</td>
<td>16.9</td>
</tr>
<tr>
<td>Tuned out</td>
<td>6.3</td>
</tr>
</tbody>
</table>

*Defined as those who did not remember hearing about Watergate.

Respondents were asked how much they trusted sources of information about Watergate. Results:

<table>
<thead>
<tr>
<th>Source</th>
<th>Always trust</th>
<th>Usually trust</th>
<th>Sometimes trust</th>
<th>Seldom trust</th>
<th>Never trust</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Longview Daily News</td>
<td>17.5</td>
<td>31.1</td>
<td>39.9</td>
<td>4.6</td>
<td>2.1</td>
<td>4.8</td>
</tr>
<tr>
<td>Newspaper columnists</td>
<td>18.2</td>
<td>25.9</td>
<td>31.6</td>
<td>5.9</td>
<td>6.9</td>
<td>11.7</td>
</tr>
<tr>
<td>Television</td>
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<td>30.9</td>
<td>21.6</td>
<td>5.3</td>
<td>2.7</td>
<td>7.0</td>
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<tr>
<td>Television personalities</td>
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<td>22.2</td>
<td>5.2</td>
<td>2.6</td>
<td>6.9</td>
</tr>
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Academic schizophrenia. Law students at Washington's George Washington University are getting poles-apart views on "Public Policy and Mass Media," a lecture course. In the winter term, just concluded, the course was taught by Professor Jerome A. Barron, who is counsel for Pat L. Tornillo Jr., plaintiff in the case against the Miami Herald (see story opposite page). Mr. Barron believes the First Amendment entitles citizens to access to all media. In the spring term the course is to be taught by Marcus Cohn, partner in Cohn & Marks, the law firm representing the Miami Herald on the opposite side of the access question. Richard Schmidt, of Cohn & Marks, is the principal lawyer on the case.

Hex on 'Exorcist.' On-air commentary by WTTG(TV) Washington critic Roy Meachum is credited with action by District of Columbia attorney's office in enforcing under-18 attendance ban on movie hit "The Exorcist." Mr. Meachum deplored permitting youngsters, with or without parents, to see film because of extreme violence and emotion. He ran story for eight nights. D.C. government responded by invoking local ordinance, technically ro grounds of sex scene that is minor part of plot. Mr. Meachum disclaimed censorship intent, said parents who may have read book would be misled in thinking screen treatment would be nontraumatic. Movie itself, he said, was artistically worthy—indeed, of Academy Award caliber. D.C. government's action effectively turned movie's R rating into X.

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Equipment & Engineering

Noises in L.A. about cutting broadcast hours subside as stations and studios save power

Plans for putting into effect harsher cutbacks in the use of power in Los Angeles have been delayed and possibly will never be imposed.

City fathers are considering a proposal by Mayor Tom Bradley that would eliminate penalties for persons or firms breaking limits that were imposed last month. At that time, broadcasters were instructed to cut electrical use by 10% and production studios by 20%, with cuts increased to 16% and 33% later if needed (Broadcasting, Dec. 17, 1973). And suggestions that broadcasters cut back broadcast hours, rife at one time during consideration by a city energy advisory committee, have subsided completely.

Broadcasters, according to Robert Light, president of the Southern California Broadcasters Association, have met their reduced power goals by cutbacks in office and studio lighting. Network and production studios have also met their ceilings by this method, in addition to the use of certain production techniques. Robert D. Wood, president of CBS-TV, told touring newspaper TV editors last week that the network is using...
Less lighting for studio productions, with wider lens openings in cameras.

Paramount Television, using the same technique, claims it has reduced the use of electrical power by 40% in the filming of one series, the "Odd Couple," for ABC. Odd Couple cameraman Lester Shorr and lighting supervisor Leo M. Donelson have effected through use of this technique a weekly reduction of 100,000 watts for each episode of that series, Paramount claims. There is no discernible loss of picture quality on the home TV screen.

Mr. Shorr says noting that for this show over-all lighting has been cut from a normal 350-400 foot-candles to 200 foot-candles. Something in the order of 125,000 watts is being saved, he said. The camera lens aperture was moved up one stop, to 4.2, he said, and although depth of focus is changed to a degree, no significant difference can be noted on TV screen.

Goldmark team develops new method for putting wide-screen films onto video cassettes

A new, digitally controlled electronic scanning technique that allows film programs made for wide-screen theater exhibition to be transferred directly to a video-tape cassette format for TV use has been reported by Goldmark Communications Corp., Stamford, Conn.

Officials of the company, a subsidiary of Warner Communications, reported the development in announcing the creation of a new GCC division, called Transcan, to transfer motion pictures and other film programs to video tape for television viewing. They said Transcan will handle all video program processing services formerly handled by the company's film-to-tape transfer center. More than 1,500 film programs have already been processed, they said, for major pay-cable program centers and hotel/motel motion-picture services.

The wide-screen scanning technique was developed by a team headed by K. Blair Benson, Goldmark director of video engineering, who will also head the new division.

PBS tests satellite for future connection

It's picking up CBC feeds from Canada's orbiling bird on Teleprompter receiver

The Public Broadcasting Service is conducting a two-week experiment in television pickups from an orbiting domestic communications satellite. PBS, whose headquarters at Washington's L'Enfant Plaza is the mobile earth station owned and operated by Teleprompter Corp., which has been using the unit in an exploration of domestic satellite possibilities for CATV for nearly a year. The facilities are being made available to PBS at no cost, officials said.

The current project, according to the PBS director of engineering and technical operations, Daniel Wells, is part of an ongoing three-year-old PBS study of the feasibility of using domestic transmissions for wide without significant interference with AT&T terrestrial transmission facilities. The AT&T transmissions are on the same frequency utilized by domestic reception points.

During the study, PBS engineers are monitoring programing from the Canadian Broadcasting Corp., which uses Canada's orbiting Anik I domestic satellite to transmit programing to CBC stations throughout that country.

Two firms that have been granted authority by the FCC to operate domestic systems—CML Communications (a consortium including MCI and Lockheed) and Hughes Aircraft Corp.—have agreed to make transponders available to PBS free of charge. Those firms, however, will not have their own satellites placed in orbit before 1975.

Technical Briefs

Higher prices. Philips Broadcast Equipment Corp., Montvale, N.J., has announced price increases of up to 15% on Norelco color TV cameras. Hikes, to take effect Feb. 1, are result of increased costs of material, parts and labor, company said.

On camera. Hitachi Shibaden Corp. of America has introduced low-cost color TV camera for CATV and industrial applications said to provide usable pictures at lighting levels as low as 20 foot candles. FP-100 camera uses Hitachi's one-inch, color, (CCD) video tube and special optical filter. Camera comes equipped with control unit allowing single-camera operation with internal RS-170 sync generator or external sync for multiple-camera operation. Camera head weighs 11 pounds and measures 6 inches wide, 9 inches high and 13 inches deep. Price (less lens): $4,959. 1725 North 33rd Avenue, Melrose Park, Ill. 60160.

Compact studio gear. International Video Corp., Sunnyvale, Calif., announces availability of complete compact color-TV studio, IVC Diplex TV Telecine System, that consists of two, one-inch video-tape recorders, film-chain camera, live-studio camera, and film and slide projectors for cable, broadcast and closed-circuit applications. Unit measures five feet high and two feet wide, and is priced at $22,000.

Quick starter. GTE Sylvania Inc.'s Electronic Tube Division has developed a TV picture tube cathode structure that it says provides color picture about five seconds after set is turned on. According to R. Joseph Dorcy, GTE Sylvania's marketing manager-television picture tubes, new cathode is improvement over those used in sets with so-called "instant-on" capability because it saves energy by not requiring cathode heater to be partially activated while set is off. He said tests indicate that tubes with new cathode could save 20 kw hours each year over those with instant-on feature.

More power to them. Continental Electronics Manufacturing Co., Dallas, has received $2-million contract to build what it says will be world's most powerful medium-wave radio broadcasting system. Company will build 2000-kw transmitter for Radio-Televisiia Beograd, Yugoslavian government TV and radio organization.

Master control. CD28 series of modular automation controllers has been introduced by Control Design Corp. Basic system, consisting of audio controller, programmer and power supply, handles up to 2,000 events and 12 audio sources with full random access. Accessory extended memory modules expand system to 8,000 events. Standard input keyboard is used for data entry to MOS memory and LED displays show the event number, function and program source. 106 South Pickett Street, Alexandria, Va. 22304. (703) 751-5650.

For logging. Systems Marketing Corp. has introduced SMC video data terminal and encoder system for use with SMC Clear-text radio logging systems. System consists of SMC CRT terminal, keyboard unit and memory for 512-character storage. When equipment is connected to SMC cartridge recorder, messages typed from keyboard onto screen can be encoded onto cue track of cartridge. Cartridge may then be used in automation system or in live operation, printing out message on standard page printer. It then forms station's log (live or automated) when combined with time of events, normally provided by digital clock. 1050 West Washington Blvd., Bloomington, Ill. 61701. (309) 829-6373.

Testing. FCC has proposed revised rules to permit transmission of test signal to be used to monitor color quality of TV programs. Signal would be included in portion of TV signal that could be received only by station technicians. Single line, in both fields, in vertical blanking interval of TV signal could be designated for exclusive use in transmission of Vertical Interval Reference Signal. Test signal was developed by Electronic Industries Association.

Sound separators. Two new products from James B. Lansing Sound Inc. are high-frequency networks in professional series. Networks are used with studio monitor or sound reinforcement loudspeaker systems where biamplification or triamplification is desired. Units, which divide audio spectrum before amplification, are said to provide cleaner sound and use of amplifier power. Model 5231 for single-channel application costs $165; model 5232 for dual-channel application is priced at $198. 3249 Castas Avenue, Los Angeles 90039. (213) 665-4101.
Joy—Isaac Hayes (Enterprise) * For Isaac Hayes devotees, nothing needs to be said: The song's title promises everything, and Mr. Hayes's name alone insures intensive airplay coast to coast. But many critics, and those who thought they saw more complex roots in Isaac Hayes's arrangements, are concurring that Joy the single and album, are treacle compared to his Shaft and pre-Shaft material.

Over 10 minutes of grunt and groan were cut from the album original to make the DJ's version, called Joy Part 1. It's a cohesive love-worship song, crammed with words (unlike the largely instrumental Shaft), destined for popularity with the bubblegum set: "You're everything to me...you've shown me how groovy life can be..." Joy is saved from patriniteness, however, by Mr. Hayes's pot- dentous voice and his irresistible instrumental throb—minus the characteristic organ music.

Joy, released the first week of December, is already in the top 40 in 11 major markets, ranking 23 this week at WNNX and WLCY(AM) Tampa, Fla. It ranks 13 at WING(AM) Dayton, Ohio. Of 21 stations playing Joy the song's highest rating, 12, is at KJOY(AM) Stockton, Calif.

Trying To Hold on to My Woman—Lamont Dozier (ABC/Dunhill) * A common element present in much of the black music that is increasingly making its way onto top-40 play lists: It's not all that black-oriented.

Lamont Dozier's Trying To Hold on to My Woman, the single released with his new album, Out Here on My Own, is such a record—a broad-appeal love ballad that is black only by virtue of the singer's racial background.

On this single, Lamont Dozier's voice has in it a hint of the late Otis Redding, but the arrangement by Gene Page is not out of any Redding mold; it is out of a studio heavy on the piano and violins. This single is even tailored for top 40, with a generous 20-second instrumental introduction.

Predictably, the record is making its initial appearances in safe markets, ones with heavy black populations: CKLW(AM) Detroit-Windsor, Ont.; WIXY(AM) Cleveland, WPBB(AM) Baltimore and WMPX (AM) Memphis.

Dark Lady—Cher (MCA). MCA Records has assigned Cher's latest effort—now in its fourth week of release—high-priority status, and with good reason. Coming off a number-one nationwide hit, Half Breed, and still reaping the public exposure benefits derived from the weekly CBS-TV program of which she is a co-star, Mrs. Sonny Bono is a highly desirable commodity in the entertainment industry.

Her selection of John Durrill's Dark Lady as a follow-up to the successful Half Breed is somewhat ironic. One of 1973's biggest hits, The Night the Lights Went Out in Georgia, which was a first-person account of a double murder, was written specifically for Cher. She turned it down. (Vicki Lawrence later capitalized on that decision.)

Dark Lady has the same theme. The lyrics, also in the first-person, tell of a woman who seeks the advice of a gypsy seer in coping with her man. She is advised that his fidelity is indisputable, to go home and stop worrying. She impulsively returns to the gypsy, finds her in an amorous situation with her boyfriend, and kills them both. The song's rousing, somewhat exotic chorus is being well received by programmers, as evidenced by the fact that the record rose 16 points (to 50 with a lightning bolt), on this week's "Playlist."

Among the many stations programing Dark Lady last week were: WXLQ(FM) New York; WEAM(AM) Arlington, Va.; WPGC(AM-FM) Morningside, Md., and WCBM(AM) Baltimore.

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

- AMERICANS, Gordon Sinclair (AVCO).
- BEYOND THE BLUE HORIZON, Lou Christie (Three Brothers).
- BOOGIE DOWN, Eddie Kendricks (Tamla).
- I JUST CAN'T GET YOU OUT OF MY MIND, Four Tops (ABC/Dunhill).
- IT DOESN'T HAVE TO BE THAT WAY, Jim Croce (ABC/Dunhill).
- JESSICA, Allman Brothers (Capricorn).
- JOY, Isaac Hayes (Enterprise).
- JUNGLE BOOGIE, Kool and the Gang (DeLite).
- MARLENA, Bobby Goldboro (United Artists).
- MEADOWS, Joe Walsh (ABC/Dunhill).
- MIGHTY LOVE, Spinners (Atlantic).
- RIVER OF LOVE, B. W. Stevenson (RCA).
- A SONG I'D LIKE TO SING, Kris Kristofferson & Rita Coolidge (A&M).
- SORROW, David Bowie (RCA).
- STAR, Stealers Wheel (A&M).
- THANKS FOR SAVING MY LIFE, Billy Paul (Phila. Int'l.).
- WHEN I FALL IN LOVE, Donny Osmond (MGM).
- WILD IN THE STREETS, Garland Jeffries (Atlantic).
- WOLO, Harry Chapin (Elektra).

Tracking the 'Playlist,' Jim Croce's Time in a Bottle rides the top of the 'Playlist' for the second straight week. Charlie Pride's Most Beautiful Girl is number two, also for the second consecutive week. The rest of the top-40 songs also remained fairly stable; in the first forty there are three songs with lightning bolts: Donny Osmond's Are You Lonesome Tonight (30), Diana Ross's Last Time I Saw Him (32), David Essex's Rock On (34). Among the fast-rising songs below the 40 mark are Redbone's Come and Get Your Love (41), Tom T. Hall's I Love You (47), Cher's Dark Lady (50), Billy Preston's You're So Unique (53), Rick Derringer's Rock and Roll Hootchie Koo (55) and Bob Dylan's A Fool Such as I (64).
Wherever you drop the needle you'll come up with a hit.

That's what makes "The Best of Danny Davis and The Nashville Brass" the perfect album for music programmers. There isn't an inch of filler on it. If you don't always have the time to screen every album you get, "The Best of Danny Davis" is the one you can mark "Airplay-All." It won't take your listeners long to let you know you did the right thing.

Wabash Cannon Ball
Wildwood Brass
Kaw-Liga
Columbus Stockade Blues
I Saw the Light
Norman
Wings of a Dove
Flowers on the Wall
May the Circle Be Unbroken
San Antonio Rose
Ol' Red River Valley
From Dixie with Love
Second stringers get their chance on the TV network field

'Dirty Sally' is holding its own against seasoned competition; the facts aren't in on 'Happy Days' ranking

Dirty Sally (CBS-TV, Friday, 8-8:30 p.m., NYT), the first of the new second-season shows to leave the starting gate, hit a 22.3 share and a 47.5 demos. NBC’s Sanford and Son, which has been averaging a 50 share all season long, was knocked down to a 41 share, and ABC’s The Brady Bunch finished a poor third, with a 13.6 rating and 20 share.

NBC’s experiment of moving the Dom De Luise half-hour sitcom, Lotta Luck, from Monday at 8 to Friday (from 8-8:30 p.m.) to make room for Dirty Sally, also showed up badly Jan. 11 against the same 17.8 rate and 26 share. "Hawaii" averaged a solid 42 share over the course of its two-and-a-half-hour run.

National Nielsen’s were unavailable for the other new second-season show, Happy Days (ABC, Tuesday, 8-8:30 p.m.), which premiered Jan. 15.

If Nielsen’s or not, the critics offered their appraisals of the hopeful’s chances. A BROADCASTING canvas of their sentiment follows:

Dirty Sally (CBS, Friday, 8-8:30 p.m.)
...remarkably unimaginative...

Dirty Sally is almost as Sally as Sally Nolan almost makes the effort seem worthwhile.” John J. O’Connor, New York Daily News.

Dirty Sally “is Miss Dishevelment of 1880... Although Sally is a tough broad in tight situations, the character is wrapped in warmth and amusements.” Val Adams, New York Daily News.

The strength of the premiere episode, written by Gunsmoke creator John Mantley, lies in the very positive character of Dirty Sally, who might be described as the Marie Dressler of the West. Jeannette Nolan is often amusing and always excellent in the unkept role.” Anthony LaCava, New York Post.

“The force of personality that made Maude the popular figure she has been is the main asset in this new series’ bid for longevity. The story did little more than set up the central situation but it is of the easy-to-take type that may do well in the slot opposite Sanford and Son.” Percy Shain, Boston Globe.

...don’t be surprised if the combination of Tugboat Annie and Ma Kettle draws enough viewers to hang around for awhile. Jeannette Nolan, as Sally, and Dack Lambro as sidekick Pike, pulled the biggest mail reaction in the history of Gunsmoke when they introduced the characters in a two-part segment in 1971.” Gary Deeb, Chicago Tribune.

Happy Days (ABC, Tuesday, 8-8:30 p.m.)... a light-hearted look at the 1950’s through the eyes of school boys and girls... you have to be in your teens or have grown up in the ’50s to enjoy it... Frankly we don’t see how this innocent little half-hour can hold its own against CBS’s Maude and NBC’s Adam-12... Kay Miller, Garden City News.

“The nostalgia market is wide open and ready for business which probably means that many people, particularly those in their 30’s and early 40’s, will enjoy this innocent recap of the morales... One thing ABC should do is check the age of their script team, to see if they are old enough to remember exactly when the songs were popular which form the background music. There was a seven-year gap in the popular record charts between Les Paul and Mary Ford’s ’How High The Moon’ (1951) and ’Splish-Splash,’ the 1958 smash, which was the first big record for the late Bobby Darin. Yet they appear together on the same jukebox list.” Robert A. McLean, Boston Globe.

...Happy Days could well be the class of this year’s network crop of mid-season replacement shows. Roughly speaking, it’s to TV what ’American Graffiti’ is to film and what ’Grease’ is to the theater—that is, a sweet-and-sour flashback to high school life in the late 50’s.” Gary Deeb, Chicago Tribune.

"It may be futile ... to complain that Happy Days lacks an authentic 50’s sensibility, that it checkboxes honest retro-reflection for superficial gags. We don’t expect from a TV series much in the way of diligent or thorough period portrayals. ... And yet, there are signs that someone’s a consequence or at least interest may develop as the series continues; the character of Fonzie the tough kid (Henry Winkler) shows promise. ... If it catches on—and probably even if it doesn’t—Happy Days will be only the beginning of TV’s nostalgia kick.” Tom Shales, Washington Post.

We’re clean, say ABC, NBC on Olympics payoff charges

ABC-TV spokesmen “categorically” denied last week that the network had made a $5-million payment, or any payment, or that it had “participated in an under-the-table deal ... in order to win U.S. television rights for the 1976 Summer Olympic Games.”

The charges were made by a member of the Canadian Parliament, Otto J. Jelinek, who added that NBC-TV was also approached for a $5-million payoff. NBC spokesmen in New York issued a denial “without qualification.” “During discussions with the Olympic Organizing Committee last winter,” the NBC statement continued, “NBC objected strongly and publicly to the absence of an open system of competitive bidding, which would have assured all interested parties an equal opportunity to bid for such rights, and NBC did not tender a bid.”

Strike isn’t imminent, SAG official says

While “serious problems” do exist, Migden warns atmosphere of pessimism might do the most to undermine relations

Talk of a strike by the Screen Actors Guild against film and TV producers, waxing in recent weeks was called “deadly pessimism” by Chester L. Migden, SAG national executive secretary.

In an editorial prepared for the next issue of Screen Actor, but released in advance last week, Mr. Migden said there is no inevitability about a strike. “Of course,” he noted, “there are serious problems, and undoubtedly the awareness of them has prompted some of the comments. But such comments, he said, create a negative atmosphere that could lead to the very consequences the industry should avoid.”

Mr. Migden noted that bargaining proposals are still being formulated by the union’s Wages and Working Conditions Committee.

What apparently triggered Mr. Migden’s remarks was the statement, two weeks ago by Aaron Spelling of Spelling-Goldberg Productions, Hollywood, that a SAG strike looms. Mr. Spelling, talking to newspaper TV editors in Los Angeles, had commented that the 1974-75 TV season may well face delays and complications that plagued the beginning of the 1973-74 season. (A 16-week strike by the Writers Guild of America forced program delays at the beginning of this season.)

Mr. Spelling’s gloom estimate of the SAG strike possibility was not contradicted by others on the panel of producers, who included Sidney Sheinberg, MCA Inc.; Lee Rich, Lorimar Productions and Martin Starger, ABC Entertainment.

Although he did not mention the fact, Mr. Spelling was mindful of the concern of many Hollywood production firms over comments made by Dennis Weaver, new SAG president, who told members last year that his slogan is “equal pay for equal work.” Mr. Weaver explained that his fee would receive fees equal to the first run where a TV program is rerun in prime time the same year of the original performance (BROADCASTING, Dec. 3, 1973).

Lawrence R. White, NBC-TV vice president, programs, commented last week, also to the TV editors, that there seems to be a “very good chance of a strike.” He said this could cause serious difficulties for the networks, but, he added, somehow they would hope to “muddle through.”

The current three-year SAG contract with network picture and TV producers expires June 30. Negotiations between SAG and the Association of Motion Picture and Television Producers as well as independent producers are expected to get under way early in May.

Broadcasting Jan 21 1974 48
Pointing up public's ignorance of heroin problem in Washington

WTOP-TV uses CBS-originated format to quiz audience on knowledge and hopefully raise awareness level

Drug abuse programs are both "in" and old hat among today's relevant TV issues; new treatments of the subject are hard to come by. Thus the special noteworthiness of WTOP-TV's Washington Metropolitan Heroin Test, due for prime-time broadcast this Wednesday (Jan. 23).

The program borrows from the "test" format—pioneered by CBS-TV in its pacesetting documentaries on driving and smoking hazards—to allow viewers to play school in the comfort of their living rooms. The technique: to demonstrate how little the audience knows.

"Most addicts are influenced to use heroin for the first time by a professional pusher." True or false? "Methadone, as used in a treatment program, gives you a high like heroin." True or false? These statements (both are false), are two of 14 in the quiz administered by narrator Howard K. Smith, the ABC News Washington anchorman who volunteered his services to the program.

The program opens with a sampling of area sentiment, with comments ranging from "the heroin addict can be greatly helped by entering into a course of transcendental meditation" to "I think they should be taken out and shot." With an array of opinion like that, "it was apparent we had to start with the basics in framing questions to be used in the program," according to Ronald Capalaces, executive producer. As a result, the questions begin by addressing the physical and psychological aspects of addiction, progressing through the treatment process to the employability of an addict undergoing treatment.

Following each question-and-answer segment is a commentary, featuring analysis by local drug experts, community leaders, ex-addicts and addicts in treatment. It is in these portions of the program that the test concept is localized and personalized for the Washington viewer. The program attempts to address "a target problem in a target community with a target audience," according to Mr. Capalaces; with an estimated 18,000 addicts in the Washington area, "the problem is something everyone has a stake in," he said. Art Linkletter conducted a wrapup segment for the program.

Robert Hooks, director of the D.C. Black Repertory Theater, localizes the heroin problem with commentary filmed against a backdrop of familiar D.C. settings. While his comments give a special Washington slant to the program, comments from addicts attempt to humanize the issues involved. The program features head-on interviews with ex-addicts and addicts undergoing treatment as part of the "process of getting the problem out in the open," according to Mr. Capalaces. "We wanted to bring people out of the shadows to show that heroin addiction is not a remote, but a very human problem," he said.

The home viewing audience will be asked to mark its responses on special ballots distributed prior to the show's airing in area newspapers, TV Guide, schools and supermarkets. Results will be analyzed at the end of the program and compared with that of a sample of 400 area adults. And if that sample is representative of the area audience, the Washington viewer is in for some schooling—only 4% of those surveyed received a score of 12 or more correct answers to the 14 questions asked.

Old problem, new approach. Producer Ron Capalaces and anchorman Howard K. Smith discuss the script for the 14-question quiz on heroin use and addiction prior to filming WTOP-TV's Washington Metropolitan Heroin Test. Robert Hooks (r), director of the D.C. Black Repertory Theater Co., comments on the "street experience." The program is scheduled for airing over WTOP-TV Jan. 23.

Program Briefs

"First" is second. Screen Gems Inc. has sold The First Family of Washington, half-hour situation comedy with all-black cast, to ABC-TV for fall showing. This marks Screen Gems' second network sale for 1974-75. It previously had announced sale of one-hour Born Free series to NBC-TV. Starring in First Family will be Clifton Davis, Theresa Merritt and Ed Barnard as lower-middle-class blacks struggling to make living in Washington. Pilot was shown as special last fall.

Onward with Merv. Metromedia Producers Corp., New York, and Merv Griffin Productions, Hollywood, have extended production and distribution agreement for The Merv Griffin Show through March 1967. Five-times-a-week, 90-minute variety-talk show has been in syndication by MIP since 1972 and has been sold in more than 100 markets. Series is produced by Griffin Productions in association with MIP.


Don't be Jeopardy. Metromedia Producers Corp., New York, has acquired syndication rights to half-hour, weekly Jeopardy game series for showing in prime-access time, starting next September. Producer is Griffin Productions, Hollywood. Jeopardy continues as weekday daytime strip on NBC-TV, where it begins its 11th year on March 31.

Freedom now. Amnesty International, Palo Alto, Calif., is offering at no charge three TV spots (one with singer Joan Baez) and five radio spots (two with entertainer Theodore Bickel) as public service announcements. AI is a non-partisan organization that works for release of jailed political prisoners. Material for AI media campaign was produced by Public Interest Communications, San Francisco.

Worldvision, British Lion enter pact to distribute movies made for TV

Million-dollar-plus features will be marketed to networks here, general theater and TV distribution over there

Worldvision Enterprises, New York, and British Lion Films, London, have entered into a distribution agreement for a new series of original movie products to be made by the British company and distributed to television in the Americas.

The initial targets: TV networks in the U.S., general TV distribution abroad. Minimum budget for each film: $1 million. There will be concurrent theatrical release overseas.

The pact was announced by Michael Deeley, managing director of British Lion, and Kevin O'Sullivan, president of Worldvision. According to the latter, the features will be directed to "an increasingly discriminating movie-going [and presumably TV-viewing] public," adding that movies are increasingly a worldwide medium.

In conjunction with the British Lion alliance, Mr. O'Sullivan announced that David M. Blake, who has headed Lion's New York office since 1970, would become Worldvision's director of special projects. Reporting to Albert G. Hartigan, vice president for special projects, he will be responsible for development of new programs through property acquisition from independent producers around the world, as well as being the liaison officer between Lion and Worldvision.
### Broadcasting's index of 138 stocks allied with electronic media

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### Electronics

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<th>Total market capitalization (000)</th>
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### Standard & Poor's Industrials Average

| Standard & Poor's Industrials Average | 105.81 | 103.86 | -2.65 |

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
<th>Net Income</th>
<th>Per Share</th>
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<td>3 mo. 11/30</td>
<td>14,994,000</td>
<td>+17.1%</td>
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<td>+209.9%</td>
<td>.05</td>
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<td>DIS</td>
<td>9 mo. 9/30</td>
<td>20,886,000</td>
<td>+36.3%</td>
<td>660,000</td>
<td>+3.4%</td>
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<td>FOC</td>
<td>1 year 12/30</td>
<td>3,594,000</td>
<td>+5.9%</td>
<td>7,832,000</td>
<td>-12.3%</td>
<td>.18</td>
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<td>GM</td>
<td>6 mo. 11/30</td>
<td>21,390,000</td>
<td>+14.4%</td>
<td>1,549,000</td>
<td>+71.3%</td>
<td>.24</td>
<td>16,628,000</td>
<td>901,000</td>
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</table>

1 Before extraordinary gain of $2,113,000 on debenture-exchange offer and $168,000 gain on sale of surplus plants.
2 No figure provided.

Broadcasting Jan 21 1974
LIN: new purchase plan

LIN Broadcasting Corp., New York, announced a new financing plan last week for the purchase of WBAP-TV Fort Worth, which it has agreed to buy for $35 million.

LIN said a $15-million "B" bank loan (with an interest rate of 3% over prime and increasing by .5% every six months) has been replaced by notes payable to the sellers and carrying a 6% interest rate. An additional $2.5 million of the purchase price will also be in the form of 6% notes to the sellers, and the balance of the $17.5 million will be payable in cash at the time of closing.

The plan is subject to preparation and approval of formal documents. LIN said the company's debt maturity schedules for the first four years under the new plan are only slightly higher than the present schedule and interest costs have been substantially reduced. The acquisition remains subject to FCC approval.

Financial Briefs

Blair in Boston. John Blair & Co., New York, last week completed acquisition of WHDH Corp. (WHDH[AM]-WCOZ[FM] Boston), making company a 100%-owned subsidiary of Blair. Blair bought about 53% of outstanding stock of WHDH Corp. on Jan. 11 and about 22% last Tuesday (Jan. 15) at $33 per share in cash. Last April it had bought about 16% of shares. Speaksman said that since last April Blair had made cash outlay of about $8 million for WHDH Corp. (this figure does not include 9% interest Blair has held since 1964). FCC approved transfer of control of WHDH Corp. to Blair Nov. 28, 1973.


Add capital. Post Corp., which two years ago invested $1.5 million in capital of All-Star Insurance Corp., has invested additional $750,000 to support growth of that subsidiary.

Buying its own. Time Inc. announced it would buy up to 500,000 shares of its own common stock "from time to time" for "future contributions to employee benefit plans, exercise of stock options and for possible future acquisitions."

Media

Sydney H. Elges, NBC VP, public information, retires June 1. He joined NBC in 1941 as head of press and publicity department 1947-1960, and most recently handled special projects for President Julian Goodman. Mr. Elges plans to remain in broadcast communications in New York, says he has several projects and positions under consideration. He will retire two weeks after his 65th birthday.

Jack S. Atwood, executive VP and general manager, Maine Broadcasting System, Portland, retires, effective Feb. 27. His successor as general manager will be Herb Bushy, sales manager. Donald K. Powers, station manager of group's WCSS-TV Portland, named general manager of television operations. Maine Broadcasting System also owns WRCO(AM) Augusta, WLBZ-AM-TV Bangor and WCSS (AM) Portland.

Victor H. Sterling, general manager, WTN(AM) Toledo, Ohio, appointed general manager, WLYV(AM) Fort Wayne, Ind. Both are Shepard Broadcasting stations.

Murray J. Green, general manager, WLEE (AM) Richmond, Va., named general manager, WNCR(FM) Cleveland.

Thurman W. Worthington Jr., sales manager, WTR-FM Norfolk, Va., named manager.


Television Inc., station's licensee. Ann Morgan, assistant director of advertising, named assistant to VP. Mrs. Morgan had been in charge of advertising and promotion, wcbw-AM Boston, named promotion manager.

Eleanor S. Applewhalite, assistant general attorney, New York, appointed general attorney of broadcast section.

Joe Oliver, announcer and FM music director, WREC-AM-FM Memphis, named operations manager.

Stuart M. Cameron, freelance film producer, joins WLW(AM) Indianapolis as broadcast operations manager.

Eugene P. Klumpp, operations manager, WBEN-AM Buffalo, N.Y., named research manager.

Janet Baser, administrator of presentations and audience trends, NBC New York, named research manager.

Dorothy Cotton, program coordinator, WHEC-TV Rochester, N.Y., named director of community affairs.

Dennis Hammond, with sales staff, KQMS-AM-KQDA-FM Sacramento, Calif., named head of promotion, merchandising and special projects, KNDN(AM) there.

Broadcast Advertising

David Dole, VP in charge of broadcast business, Leo Burnett, Chicago, retires Jan. 31. Mr. Dole is taking early retirement to devote more time to ICH-TUS, religious foundation he helped start. He will also be available part-time as consultant. Burnett is Peter F.
Weber, manager of broadcast department.

Angus Robinson, VP, Central sales, NBC-TV Chicago, named VP, special sales projects, NBC-TV there. Richard Schade, VP, Detroit sales, replaces Mr. Robinson as VP, Central sales. Ray Sutton, VP, Western sales, appointed VP, Detroit sales, and Sam Dempsey, account executive, Western sales, succeeds Mr. Sutton as VP, Western sales, based in Burbank, Calif.


Scott Schanzenbach, director of marketing research, CBS Radio Spot Sales, New York, appointed to newly created post, director of development/marketing and research.

Stephen M. Tart, account group manager, McCann-Erickson, New York, named executive VP.

Kevin McDermott, account executive, national sales, Television Bureau of Advertising, named director of Eastern sales, TVB, New York.

Robert P. Dempsey, senior VP and management supervisor, Deltskos, J. Walter Thompson's medical communications division, named president, Diogenes Marketing Research Inc., JWT's newly created marketing research affiliate.

Carlo Anneke, VP-marketing, Video Cassette Industries, Los Angeles, named national sales manager, KXCF(TV) there.

Jack Mulderrig, general manager, TV division, Avco Radio-TV Sales, and Ron Werth, director of corporate research, elected VP's.

Bob Harris, media representative, Metro TV Sales, Chicago, named general sales manager, KMBC-TV Kansas City, Mo.


Aaron Shelden, advertising manager, WNEW-TV New York, joins WABC-TV there in same capacity.

Dick Martin, with sales staff, WMAL-TV Washington, named local sales manager.

Tom Sidley, sales manager, KDEO(AM) El Cajon, Calif., named sales manager, KZEL(FM) San Diego.

Guss Cawley, with sales staff, WWOM-FM Albany, N.Y., named general sales manager.

Raymond Coleman, with sales staff, WBEN-TV Buffalo, N.Y., named local sales manager.

Suzan K. Couch, director of broadcast advertising, Macy's, New York, named sales manager, WXLO(FM) New York.

David Weinfield, with sales staff, WTEL-AM-FM, Medford, Mass., joins WSR(AM) Fall River, Mass., as sales manager.


Richard Livingston, research manager, WMAL-TV Washington, named manager, marketing services.

James R. Daboval, with sales staff, WJLW-TV New Orleans, named local sales manager.

Thomas D. Jackson, accountant, KGW(TV) Portland, Ore., named local and regional sales manager.

Donald L. McCoun, with sales staff, KJRB(TV) Seattle, appointed sales manager, KXXI-AM-FM Portland, Ore.

Jack Delaney, VP-affiliate creative director, William Esty advertising, New York, joins Dancer-Fitzgerald-Sample there as affiliate director-TV producer.

Bob Carducci, art director, Wells Rich Greene, New York, joins Warren, Muller, Dolobowsky, New York, in same position.

Programing


Richard A. Harper, general sales manager-foreign, named VP-international sales there.

Klaus J. Lehmann, international sales manager, Metromedia Producers Corp., New York, elected VP.

Benson H. Begun, VP and associate general counsel, Screen Gems division of Columbia Pictures, appointed associate general counsel, Columbia Pictures Industries, New York.

Stephen K. Nenno, director of program administration, New York, appointed director of program administration.

William D. Brown, talk show host, WCBS-FM New York, named program director.

F. Robert McCourt, producer-director, WSOC-TV Charlotte, N.C., named program manager.

Sid Perry, promotion manager, WLCY-TV Largo, Fla., appointed program-production manager.


Judy Law, continuity director, KNTV(TV) San Jose, Calif., named production manager, KMST(TV) Monterey, Calif. Richard Sweetapple, production director, Monterey Peninsula TV Cable, named public service director and production assistant.


George Woods, program director and operations manager, WNCN(AM) Charleston, S.C., assumes additional duties as operations manager of affiliated WKTU(FM) there.

Leo F. O'Farrell, program manager, WJXT(TV) Jacksonville, Fla., joins Quasar Productions Inc. there, as director of sales and production.


Kent Taylor, production manager, WJZ(TV) Jacksonville, Fla., named producer-director in community involvement department, noncommercial WJCT(TV) there.

Broadcast Journalism

Richard D. Rosenbaum, radio manager, ABC News Midwest bureau, Chicago, named West Coast radio manager, Los Angeles.

Ricki Stofsky, news producer, WJZ-TV Baltimore, named assistant news director-senior producer.

John Tallerico, Lansing bureau chief, WJLX-AM Onondaga, Mich., named news director.

Gene Tuck, anchor, KENS-TV San Antonio, Tex., named anchorman, KPIX(TV) San Francisco.

Larry Wiedman, producer, KPRC-TV Houston, named assistant news director.

Jon Mangum, news director, WWAY(TV) Wilmington, N.C., named assignment editor, WRAL-TV Raleigh, N.C.

Greg Dumas, anchorman, KTRK-TV Houston, named general assignment reporter, KGTV(TV) San Diego.

Equipment & Engineering


William E. Amos, assistant VP, Sony Corp., appointed VP, Philips Broadcast Equipment Corp., Montvale, N.J.

Cablecasting

Joel F. Smith, executive VP and member of board of Warner Cable Corp., New York, has resigned to pursue private business interests within and outside cable TV industry.

John V. Kenny, attorney, Washington law firm of Haley, Bader and Potts, joins National Cable Television Association there as assistant general counsel with primary responsibility for FCC liaison.

Gene Shaw, marketing director, Teleprompter, New York, named national advertising sales manager. Gerald R. Towan, Southeast regional director of programming, Atlanta, named director of programming, CATV division.

Reva Menlik, assistant secretary, Time Inc.'s subsidiary, Home Box Office, New York; James O. Heyworth Jr. and William S. Myers, with Time publishing interests, named VP's of Home Box Office.

Ralph Graves, acting editorial director, Time Inc., appointed corporate editor, film and cable activities.

Robert F. Levy, senior specifications writer, New York State Office of Gen-
As compiled by Broadcasting Jan. 7 through Jan. 11 and based on filings, authorizations and other FCC actions.


New TV stations

Action on motion

Chief Administrative Law Judge Arthur A. Gladstone in Homewood and Birmingham, Ala. (Champion Radio and Television Co. and Birmingham Broadcasting Co.), TV proceeding, denied petition by Birmingham Broadcasting Co. requesting change of site for hearing from Washington to Birmingham, since good cause had not been shown (Doks. 15461, 1681). Action Jan. 4.

Existing TV stations

Final actions

KRON-TV San Francisco—FCC denied petition by Committee of Open Media urging commission to reconsider ruling dismissing committee's petition to deny license renewal application of Chronicle Broadcasting Co. for KRON-TV. Action Jan. 9.

WOR-TV and WCBS(AM), both New York—Chief, complaints and compliance division, denied John Cervase reconsideration of Sept. 19, 1973 ruling by Broadcast Bureau on WOR-TV. Mr. Cervase had requested that Broadcast Bureau define "reasonable grounds" to determin whether it met its fairness obligations. Mr. Cervase had previously complained that WOR-TV had failed to present contrasting views on controversial issue of public importance involving Newark public housing project. In related action, chief, complaints and compliance division, informed Mr. Cervase, announced candidate for mayor of Newark, N.J., that WCBS(AM) did not act unreasonably in denying his request to be selected as spokesman to present contrasting views to those of incumbent Newark mayor, Kenneth Gibson. Commission said that "announced candidate for public office has no special right of access to present opposing views." Action Jan. 8 and 11.

KTBC-TV Austin, Tex.—FCC reaffirmed assignment of license of KTBC-TV from Texas Broadcasting Co. to Times Mirror Co. and petition by Civic Telecasting Corp. for reconsideration of action was denied. Action Jan. 9.

FCC advised NBC that network had failed to respond sufficiently to commission's order that statement be filed within 10 days. How it intended to fulfill fairness doctrine obligations arising out of broadcast of documentary "Pensions: The Broken Promiser." Action Jan. 9.

Actions on motions

Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. (WKOK) and Las Vegas Valley Broadcasting Co.), TV proceeding, dismissed request for official notice by Western without prejudice to its renewal in course of hearing scheduled for Jan. 31. In separate action, granted petitions by Western to amend appeal to show changes in its management and acquisition of newspaper by related corporation and accepted amendments (Doks. 19519, 19581). Action Jan. 7.


Other action

Review board in Dallas, TV proceeding, added issue to determine whether Wadeco Inc., applicant for ch. 8, Dallas, has reasonable assurance of availability of proposed trans. site (Doks. 19744-5). Action was taken in response to request by Belo Broadcasting Corp., applicant for renewal of license for WFAA-TV on ch. 8 in Dallas. Action Jan. 10.

Call letter applications

WTIC-TV Hartford, Conn.—Seeks WFSB-TV.

KTC(TV) Nampa, Idaho—Seeks KBV(1)(TV).

KPTO(TV) Pocatello, Idaho—Seeks KPVI(TV).

New AM stations

Application

Milton, Fla.—Millard F. Adams Jr. Seeks 1400 kHz 1 kw-D. 250 w-N. (WBSA(AM) Milton facilities). P.O. address 1101 Moore Lane, Milton 32570. Estimated construction cost $22,000. First year operating cost $16,000; revenue $30,000. Principal: Mr. Adams is general manager of WBSA-AM Milton and seeks interim operating authority on that station's facilities. (WBSA(AM) for renewal has been designated for hearing before commission.) Action Dec. 28.

Action on motion


Other actions


Review board in Iowa City, AM proceeding, granted motion by Burnie, Ricker and Voss Associates for extension of time through Feb. 1 in which to file exceptions to initial decision released Nov. 29, 1972, which proposed grant of application of Braverman Broadcasting Co. for new AM in Iowa City and denial of application of Burnie, Ricker and Voss Associates for same facilities (Doks. 19596-7). Action Jan. 7.

Existing AM stations

Applications

WPOM Riviera, Ala.—Seeks mod. of CP (BP-14,225 as mod.) to change to non-directional ant. Ann. Jan. 9.

WFRA Fort Pierce, Fla.—Seeks CP to change trans. site and main studio location to South 37th Street and north of North White Way Dairy Road, Fort Pierce, Ann. Jan. 9.


WPOM Riviera Beach, Fla.—Seeks CP to change directional system to allow main studio and transmitter site to 4286 Uphogspine Lane, near West Palm Beach, Fla. Ann. Jan. 9.

WGNU Granite City, III.—Seeks CP to change frequency to 1580 kHz, change hours to U with 5 kw, DA-and, and change trans. Request facilities of KWK(AM) St. Louis and to be consolidated.
for comparative hearing with pending license re- 
New FM Stations


**KULF**-Houston—Seeks CP to change trans. site to Hanson Road, 2,400 ft. south of Frick Road, Houston. Action Dec. 26.


**WWSW** Pittsburgh—Broadcast Bureau granted mod. of license covering operation of trans. by remote control. Ann. Dec. 22, Square, Pitts- broker. {.}

**WGTQ**-Cypress Gardens, Fla.—Broadcast Bureau granted mod. of license to accommodate plea disposed. Action Dec. 22.


Final actions

**WOGT**-Cypress Gardens, Fla.—Broadcast Bureau granted mod. of license to accommodate plea disposed. Action Dec. 22.


**WQTR**-Cypress Gardens, Fla.—Broadcast Bureau granted mod. of license to accommodate plea disposed. Action Dec. 22.


**WOGT**-Cypress Gardens, Fla.—Broadcast Bureau granted mod. of license to accommodate plea disposed. Action Dec. 22.


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**WOGT**-Cypress Gardens, Fla.—Broadcast Bureau granted mod. of license to accommodate plea disposed. Action Dec. 22.

Summary of broadcasting
According to the FCC, as of Dec. 31, 1973

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air STA</th>
<th>CP's</th>
<th>Total on air CP's</th>
<th>Not on air CP's</th>
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<td>216</td>
<td>23</td>
<td>239</td>
</tr>
</tbody>
</table>

* Special temporary authorization.


Rulemaking petitions


Call letter applications


Call letter actions


Existing FM stations

Applications

- WMHCFM South Hadley, Mass.—Seeks CP to change frequency to 91.5 mhz; install new trans. and antenna; and make changes in ant. system (increase height). Ann. Jan. 10.
- WTCFM Springfield, Mass.—Seeks CP to change frequency to 90.7 mhz; install new trans. and antenna; and make changes in ant. system (increase height). Ann. Jan. 10.
- WEPD-FM Springfield, Mass.—Seeks CP to change frequency to 91.5 mhz; install new trans. and antenna; and make changes in ant. system (increase height). Ann. Jan. 10.
- WYLF-FM St. Louis—Seeks CP to change frequency to 91.5 mhz; install new trans. and antenna; and make changes in ant. system (increase height). Ann. Jan. 10.
- WKPF-FM State College, Pa.—Seeks CP to change frequency to 91.5 mhz; install new trans. and antenna; and make changes in ant. system (increase height). Ann. Jan. 10.

Final actions

- KEGH(FM) Elk Grove, Calif.—Broadcast Bureau granted petition for amended FM broadcast station license covering changes; trans. location redescribed as 250 Palo Alto Avenue, San Francisco; ERP increased to 1,450 kw; antenna height increased to 1,450 ft.; change TPO; ERP 18 kw and HAAT 372 ft. Ann. Jan. 11.
- KFOS(FM) San Francisco—Broadcast Bureau granted license covering changes; trans. location redescribed as 250 Palo Alto Avenue, San Francisco; ERP increased to 1,450 kw; antenna height increased to 1,450 ft.; change TPO; ERP 18 kw and HAAT 372 ft. Ann. Jan. 11.
- WQAFQ(FM) Hayden, Conn.—Broadcast Bureau granted license covering new educational FM broadcast station at location 3615 Olive Street St. Louis; install new trans. and antenna; and make changes in ant. system (increase height). Ann. Jan. 16.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses, co- pending aux. and SCA when appropriate, for following stations: WIA-(FM) Eau Claire and WKMC-(FM) Rice Lake, both Wisconsin; WLB-(AM) Lawrenceville, Ga.; WOZK-(FM) Anamosa, Iowa; and WIK-(FM) Lincoln, both Illinois. Actions Dec. 27.

Modification of CP's, all stations

- KTOF-FM Big Bear Lake, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to top of Goldmine Ski Lift, 3.4 miles northeast of Big Bear trans.; make changes in ant. system; ERP 90 kw; antenna height 1,500 ft.; remote control permitted (BMPED-13947). Action Dec. 26.
- KAGB-FM Inglewood, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to top of Goldmine Ski Lift, 3.4 miles northeast of Big Bear trans.; make changes in ant. system; ERP 90 kw; antenna height 1,500 ft.; remote control permitted (BMPED-13947). Action Dec. 26.
- WPSD(FM) Westmore, Mass.—Broadcast Bureau granted mod. of CP to change trans.; make changes in ant. system; change ERP from 45 kw to ERP 100 kw; condition (BMPED-13961). Action Jan. 8.
- WTS(FM) Johnson City, Tenn.—Broadcast Bureau granted mod. of CP to change trans.; make changes in ant. system; change ERP from 6 kw to ERP 100 kw; condition (BMPED-13961). Action Jan. 8.

Ownership changes

Applications

- KCOG-AM Fm Center, Iowa—Seeks assignment of license for SCA from Better Broadcasting Inc. to WOKZ (FM) Johnson City, both Tennessee; WTVR-TV Johnson City and WTVK-AM-FM Richmond and WSLS-TV Roanoke, both Virginia. Action Dec. 28.
- KJIB-FM Portland, Ore.—Seeks transfer of control of Fm Broadcasting from Bernard Selz (100% before, none after) to Park Broadcasting (100% before, 100% after). Consideration: $250,000 subject to bankruptcy: Roy M. Park (100%). Park Broadcasting also owns WBEQ (AM) St. Louis and KNOX (FM) Knoxville, Tenn.; WDEL (AM) Seaford, Del.; WDEB-FM (AM) Chattanooga, Tenn.; WJMK-FM and WJMN-FM (AM) Johnson City, Tenn.; WMGM-AM-FM-TV Richmond and WSLS-TV Roanoke, both Virginia. Action Dec. 28.

WKUB(FM) Manitowoc, Wis.—Granted WKJB (FM).

Broadcasting Jan 21 1974

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  To be seen by 125,000 readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM TV and facsimile facilities.  
  *1970 Readership Survey showing 3.2 readers per copy.
**WYSY** (AM) Tomahawk, Wis.—Seeks assignment of station to William Kraft Broadcasting Co., to WYSS Inc. for $50,000. Sellers: Bruce John Meece, Leslie A. Meece (100%); Buyers: Robert A. Jones (64%) et al. Mr. Jones is consulting engineer in LaGrange, Ill. He already owns WYSS, Inc. and is president of partnership holding WYSS license. Ann. Dec. 12.

**Actions**

**WABF-FM** Fairhope, Ala.—Broadcast Bureau granted assignment of license from Eastern Broadcasting, Inc., to WABF, Inc., for $100,000 (BALH-1885). Sellers: J. Paul Elkin, president, et al. (100%).

**WABC** (AM) Fairhope. Buyers: Jules Paglin (55%) and WABC Corp. (45%). Seller: Joseph B. Johnston (100%).

**WAFB** (AM) Baton Rouge, La.—Broadcast Bureau granted transfer of control of Kessler Mountain Broadcasting Co., to the Estate of Paul E. Van Hook, president, et al. (100%).

**KWAF** (AM) Fayetteville, Ark.—Broadcast Bureau granted transfer of control of Kessler Mountain Broadcasting Co., Inc., to the Estate of Paul E. Van Hook, president, et al. (100%).

**KMIN** (AM) Denver, WQXI(AM) Atlanta and WQXM(AM) Smyrna, Ga.—ACC granted assignment of license from Voice of America Broadcasting Co., Inc., to WQXI Corp., for $125,000. Sellers: John T. posey, president, et al. (100%).

**WCAM** (AM) Corinth, Miss.—Broadcast Bureau granted assignment of license from Corinth Broadcasting Co., to John Bell Broadcasters Inc., for $225,000 (BALT-803). Sellers: National Bank of Commerce of Corinth, Texas, trustee of estate of late Aaron T. Robinson (62.5%), Harold L. Simms (25%), and Marvin H. Shriver (12.5%).

**WKXO(AM)**, Oneida, N.Y.—Broadcast Bureau granted transfer of ownership to Oneida-Wesboro Broadcasting Co. for $626,000 (BALH-1903). Seller: Brown (100%) and WGBY(AM) Springfield, Mass. (10%);

**WAFW(AM)** Goldsboro, N.C.—Others in purchasing group have various interests in Staunton area (BTC-7252). Action Dec. 21.

**WKTW** (AM) and WTVG-FM* Staunton, Va.—Broadcast Bureau granted assignment of licenses from WAFW (AM) Staunton, Va., to W AFW (AM) Staunton, Va. (see below). Buyers: C. R. and Josephine B. Graham (100%).

**WAFG** (AM)-WSGM(AM) (FM) Staunton, Va.—Broadcast Bureau granted assignment of licenses to WAFG (AM) Staunton, Va., from William G. Poole (100%).

**KNNW** (AM) Fayetteville, Ark.—Broadcast Bureau granted assignment of license from Eastern Broadcasting Co., Inc., to WABF, Inc., for $125,000. Sellers: J. Paul Elkin, president, et al. (100%).

**-independent business interests in Union City, Action Dec. 12.**

**KAWB** (FM) McKinney, Tex.—Broadcast Bureau granted assignment of license from Albert W. Brown, personal representative, for $135,000 (BALH-1903). Seller: Brown (100%) and WGBY(AM) Springfield, Mass. (10%).

**WAFC** (AM)-WPTA(AM) (FM) Perryton, Tex.—Broadcast Bureau granted assignment of licenses from WAFC (AM) Perryton, Tex., to WPTA (FM) Perryton, Tex. (see below). Buyers: C. R. and Josephine B. Graham (100%), Mr. Graham is sales manager of WAFW (AM) Staunton, Va.

**KCIIC** (AM) Fort Collins, Colo.—Broadcast Bureau granted assignment of license from Collins Broadcasting Co. to WREN Broadcasting Co. for $5 million (BALT-803). Sellers: John Collins, president, et al. (100%).

**WPQA-AM** Perry, Ga.—Broadcast Bureau granted transfer of control of Radio Perry Inc. from Richard L. Burton, administrator of estate of Howard C. Gilreath, deceased (60%) before, non-owner, et al. (40%), to Larry L. Register, president (100%).

**WMSA** (AM) and WTVY(AM) (FM), both Springfield, Ill.—Broadcast Bureau granted assignment of license from Mascouac Broadcasting Corp. to Valley Broadcasting Corp., for $280,000 (BALT-803). Sellers: Richard J. Miller, president, et al. (massouac (100%)).

**WPOA** (AM), Fort Ashby (CAC-2822), Cumberland County, Md.—Broadcast Bureau granted assignment of license from the Maryland Public Service Commission to William E. Froning (none of $14000).

**WPQA-AM** Perry, Ga.—Broadcast Bureau granted transfer of control of Radio Perry Inc. from Richard L. Burton, administrator of estate of Howard C. Gilreath, deceased (60%) before, non-owner, et al. (40%), to Larry L. Register, president (100%).

**WGEA** (AM) and WSWB(AM) (FM) Richmond, Va.—Broadcast Bureau granted assignment of license from Corinth Broad- casting Co. to John Bell Broadcasters Inc., for $225,000 (BALT-803). Sellers: National Bank of Commerce of Corinth, Texas, trustee of estate of late Aaron T. Robinson (62.5%), Harold L. Simms (25%), and Marvin H. Shriver (12.5%).

**WGMF** (AM) Aurora, Ill.—Broadcast Bureau granted assignment of license from Mascouac Broadcasting Corp. to Valley Broadcasting Corp., for $280,000 (BALT-803). Sellers: Richard J. Miller, president, et al. (massouac (100%)).

**WJL** (AM) Marion Street, Leesburg, Fla., to add WTLV Jacksonville, Fla., to WSTB Orlando and delete WCJB Gainesville, all Florida.

**Marin County Cable Co. Box 866 Stuart, Fla.—Broadcast Bureau granted assignment of license from Walter H. Koon to Leona E. Koon (100%).

**Bartow** (AM) and WSSB(AM) (FM) Bartow, Fla.—Broadcast Bureau granted assignment of license from Bartow Broadcasting Co., Inc., to WSBTV Orlando and delete WCJB Gainesville, all Florida.

**WKGZ** (AM) Green Lake, Caledonia, Wis.—Broadcast Bureau granted assignment of license from the Wisconsin Broadcasting Co., Inc., to WSBTV Orlando and delete WCJB Gainesville, all Florida.

**Booth American Cable Co. 2460 Beverly Boulevard, Detroit 48226 proposes for Clam Lake township, unincorporated areas around Taililahshea, Fla. (CAC-3400), to add WTDN-TV Panama City, Fla. and WTVY Dothan, Ala.

**Warner Cable System** failed on the自制 signals on its proposed 36 channel cable television system, to WYSS Inc. for $10019, to WYSS Inc. for $10019, to WYSS Inc. for $10019, to WYSS Inc. for $10019, to WYSS Inc. for $10019, to WYSS Inc. for $10019.
Help Wanted AnnouncersContinued

Top station in Indiana's 7th largest city needs creative, aggressive personality. Ideal opportunity for those new to medium market move. 317-646-1235. Jim Jacobs, PD.

Help Wanted Technical
Chief Engineer, Directional AM, automated FM. Midwest station with outstanding reputation. ROC, salary, resume, salary references, to Box N-171, BROADCASTING.

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

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

Chief Engineer needed immediately for construction of Midwest 50 kw Stereo Public FM Station. All new equipment. Must be able to do stereo proof, and know FCC Regulations. Equal opportunity employer. M/F. Send complete resume to Box A-69, BROADCASTING.

Engineer: KOSI AM/FM, the Denver area's good music stations, need a strong maintenance engineer to assist our Chief. We're looking for someone with a first class license, a good ear for audio quality, college education, or extensive practical experience in operation, maintenance and repair of all types of broadcast equipment. If you're our person, we can offer a fine opportunity; good pay and working conditions, a chance to work with a great group of people in a well-equipped station located in one of the great family-living areas of the country. Reply to Chief Engineer, KOSI, P.O. Box 98, Aurora, CO 80010. Equal Opportunity Employer M/F.

Chief Engineer for AM/FM operations in West Palm Beach, FL. Needs aggressive, talented, capable, dedicated. Immediate opening up to $15,000 to start. Send resume and references to Box A-94, BROADCASTING.

Chief Engineer needed immediately for a new upscale New York FM 3kw rocker. Sutdio and transmission maintenance, new transmitter and studio equipment! Should have working background of two-way, mobile, and afield operation. Must be able to appraise sound! Contact GJ Strother, 716-288-5470.


Help Wanted News
News Director—Dynamic Wisconsin medium market station. Experienced, responsible, take charge. $5,200 plus benefits. FAX resume with references to Box A-111, BROADCASTING.

A good solid radio person, experienced, dedicated and a self starter. The ideal candidate will be able to cover local news and sports reporting, do play by play and service a small list of established accounts. The station is located in a fine midwestern community with easy access to a major city. Pay and benefits are among the highest in the midwest. Write fully to Box A-129, BROADCASTING.

Wanted: Experienced newspaperman to join aggressive news department of suburban station. Dig, write and broadcast local news. Must also have playbyplay ability. Good salary and generous benefits. Applications from minority groups invited. Box A-141, BROADCASTING.

News director, immediate opening for a good, solid news director. Southeastern Michigan AM station. Excellent fringe benefits including a car. Experience desired. Please send resume to Box A-148, BROADCASTING.
Help Wanted Technical

Chief Engineer—Group owned New England TV-A&M requires Chief with proven administrative and technical ability. Box A-72, BROADCASTING.

Western VHF on the move, needs studio/TB modern electronics person. Send full salary requirements to Box A-80, BROADCASTING.

Opportunity for aggressive, quality conscious engineer to supervise technical phases of color TV productions in a large southeast production center that produces programs for national and regional distribution. Would supervise staff of video and audio technicians and be responsible for overall technical quality. Good opportunity to get in on design and construction stages of new $7.5 million production center. Paid hospitalization, 3 weeks vacation plus 12 paid holidays per year. Salary $14,000. An Equal Opportunity Employer. Send detailed resume to Box A-181, BROADCASTING.

Help Wanted News

Experienced VHS News Director for mountain TV station. Call 307-864-2251, M. V. Ernst or K. V. Kerton, Thermopolis, WY.

1st Class TV engineer for coastal, Southeast VHF, experience desired, but will train right person. Contact Chief Engineer, 803-723-6371.

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Wanted: First Class license for mountain TV station. Call 307-864-2251, M. V. Ernst or K. V. Kerton, Thermopolis, WY.

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1st Class TV engineer for coastal, Southeast VHF, experience desired, but will train right person. Contact Chief Engineer, 803-723-6371.
Help Wanted News Continued

TV News Features Reporter experienced as on-air talent needed. Background and know film production techniques. Major Midwest market. Send all information first reply to Box A-67, BROADCASTING.

Help Wanted Programing, Production, Others

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-air promotion. Send resume and photograph to Box A-79, BROADCASTING.

Large market seeking experienced, organized Promotion Director. Mail resume to: Box A-156, BROADCASTING.

Producer-Director for southeastern PTV Station. Color, studio, research experience required. Salary and benefits. Include salary requirement and description of sample tape in resume. Return by Nov. 7. Box A-150, BROADCASTING.

Audience Promotion Manager, No. 2 spot in Promotion Department of major market East Coast TV station. Need a creative, energetic person experienced in on-air promotion. Write to Box A-179, BROADCASTING.

Film Director needed immediately for southern Great Lakes area, top 60 VH network affiliate. Experience necessary. Must have working knowledge of all aspects of motion picture editing, shooting, and programming. Will involve two editors in preparation of over 16 hours of film programming weekly. Excellent benefits. Equal opportunity employer. Box A-201, BROADCASTING.

Art Director for PTV Station. Responsible for TV graphics, set design, print materials, writing copy, and programming. Will require some travel. Open 20 hours per week. Box A-136, BROADCASTING.

Assistant Professor to teach programming, writing, educational broadcasting and direct distance. Doctorate and professional experience. Write: Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. On opportunity employer, Box A-145, BROADCASTING.


Situations Wanted Management

TV general sales manager dramatically increased major market station’s revenue sharing exceed total market growth against declining station audience share. With general management as goal, am seeking accomplishment-minded company. Box A-55, BROADCASTING.

General manager, 5 years experience in top 50 market. 38, degree in business administration with ability to motivate, ready for new challenge. Box A-188, BROADCASTING.

Dynamic sales manager seeks larger market opportunity. Experienced in personnel, sales and management. 34, has shown excellent increase in billings. 30 years old, marketing degree. Box A-191, BROADCASTING.

Number 1 salesman in medium market with proven track record of increasing sales and market share. 30 years old. Current income at $28K, I’m a bargain. Box A-193, BROADCASTING.

General manager, 4 years experience management, 2 years at GM, Desperately seeking challenging opportunity in large market. With current income at $28K, I’m a bargain. Box A-199, BROADCASTING.

Situations Wanted Technical

First phone three years experienced studio engineer, director, producer. Non-traditional working schedule, seek permanence. Box A-98, BROADCASTING.

Engineer, First Class. William J. Whitecavage, 87-26 92nd Street, Woodhaven, NY 11421.

Situations Wanted News

TV-reporter seeks news or sports slot or combination. Major market, new experience. Radio sports and major college play-by-play. Box N-161, BROADCASTING.

Young dynamic, experienced, attractive, good tubes. Has taken leave of absence as your new anchorman for TV or radio and maybe buyer. Send resume directly to. Box N-198, BROADCASTING.

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

I left my heart in television, Versatile on-air talent/copywriter, $500 min. Southwest or warm pfd. Box A-82, BROADCASTING.

Meteorologist: Two years radio experience forecasting for the Northerner. Would consider certification by the American Meteorological Society. Seeks opportunity in television. Will relocate to any part of the nation. Box A-110, BROADCASTING.

Washer/cleaner with personality. Top ten, desires change, All markets considered. Excellent appearance. Industry references. VTR. Not expensive. Box A-150, BROADCASTING.

Aggressive news director, 34, in mid-Minnesota market seeks move up, either on or off air, to news-oriented station. Proven leader, top ratings. Box A-150, BROADCASTING.

Experienced sportscaster wants to relocate, Background includes college football, basketball play-by-play, various sports programming. All phases of major market. Box A-159, BROADCASTING.

West Coast—*I’m your budget answer, Excellent Reporter/Photographer has own Sil-SOF cameras. Family man, wants to relocate for solid future. Box A-159, BROADCASTING.

Newsmen/Sportsmen—Young but knowledgeable, 5 years radio-TV experience. BA community journalism. Send resume. Box A-165, BROADCASTING.

Experienced writer/reporter, AA-BA journalism, Now working in public broadcasting seeks responsible news position with a future. All markets considered, will furnish VTR. Box A-165, BROADCASTING.

Hard working sportscaster with major market background now available. Excellent PBP credentials, good commentary, not a ‘score recorder. Will combo with radio if desired. Box A-180, BROADCASTING.

Reporter with one of nation’s top stations. Employed, aggressive, innovative, young. Air experience. Excellent writing, shooting, confidence. All offers considered. Box A-180, BROADCASTING.

Experienced anchorman now working in top 40 market. Excellent newscast man, but presentation is my forte. Box A-515, BROADCASTING.

TV Sports Director, 25, seeks new position. Would like play by play opportunities, or will consider group format or large CATV system. Salary in the 20’s. All offers considered. Box A-199, BROADCASTING.

News Director medium to large market reporter manager, Very specialized interests, with 15 years experience in all phases of news. Ability, knowledge and experience. Box A-199, BROADCASTING.


Report writer/reporter with M.A. and on-air experience, ready to serve CBS Network PR to resume career in news. All markets call 213-478-2238.

Report—Have the experience, background, intelligence, and enthusiasm to contribute to a solid team. For VTR write P.O. Box 24093, Columbus, OH 43224.

Sports—Experienced in all areas: reporting, writing, shooting, editing. VTR available. P.O. Box 6461, Columbus, OH 43224.

Situations Wanted Programing, Production, Others

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

Situations Wanted Programing, Production, Others, Continued

Eight years in radio/TV media, last three as director/producer and still young enough to keep on truckin. Write me and let me find out if I have grown enough to be a television director at your station. Box A-137, BROADCASTING.

Young CATV station engineer wants position with progressive company. Familiar with all phases of the business. Commercial experience in medium markets. 35 years old with degree. I make things happen. Box A-189, BROADCASTING.

TV program manager ready for greater responsibility. Successful in sales for two years, but programming is my game. Have programed and network affiliates in medium markets. 35 years old, with degree. I make things happen. Box A-189, BROADCASTING.

TV program manager with 6 years experience in group owned operations. Built an excellent image for my top 50 station and can do the same thing for yours. Box A-192, BROADCASTING.

Commercial and documentary film producer with eight years experience and more than twenty festival awards seeking affiliation with progressive TV station looking for creative innovation in local programming. Box A-193, BROADCASTING.


Directors, young, innovative, with solid work experience in all phases of production. Looking for challenge of a top market station. B.A. degree. Call morns, 517-974-9175.

CABLE

Help Wanted Management

General Manager, Small MOS affiliated with a large interstate company for a general manager with marketing background to generate its 60,000 home cable system. Salary in the 20’s. All replies will be treated in confidence and promptly answered. Box A-114, BROADCASTING.

General manager—One of the largest CATV systems in the Midwest is looking for a topflight professional cable person to become general manager. Must have thorough knowledge of all phases of the business, Equal opportunity employer. Reply Box A-115, BROADCASTING.

Help Wanted Technical

Chief Engineer, Career opportunity in subscription TV. Thorough knowledge of video and management ability desired. Send resume and salary history in confidence to General Manager, Channel 100, 3712 N. 6th Street, Harrisburg, PA 17110.

Engineer/Technician for 4,000 subscriber 50 mile CATV system in Central PA. Must be willing to relocate. Knowledge of French language preferred but not mandatory. Send resume and salary requirements to Frontier Engineering Corporation, P.O. Box 265, Rohnert Park, P. 94928, 201-822-3030.

Situations Wanted Production

Local origination program manager/director, experienced in all phases of television. Need a production team that can do it. Preferably with large CATV company. My experience speaks for itself. Write Box A-149, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted. First color camera remote vans. 2-6 color cameras. Also, QTVR’s. No more. 2 years old. Ready to buy. Reply Box N-167, BROADCASTING.

Plate Transformer for GE 4TF5A 50kW Transformer in operational condition. Will consider good core and frame. Also, consider any other plate transformer capable of handling 25-50kw. Contact 208-208-240P. and 7-8 thousand S. Please send information to Al Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602. Phone 318-265-03.

Wanted To Buy. 1000 Foot Used Tower, heavy duty. Must be in first class condition. Write: Malcolm Green, Owensboro cablevision, P.O. Box 371, Owensboro, KY 42301.
INSTRUCTION


In Chicago, OMEGA Services has the best price for a First Class License. Day or evening, Guaranteed results. OMEGA Services, 333 East Ontario, 312-644-0927.

Job opportunities and announcement. j.=j. = 1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Evening Classes. Every Institute teaches. (Formerly Elkins Institute) 8101 Blue Ash Road, Cincinnati, OH 45242. Phone: 791-0791.


Bryant Institute in St. Louis, 1st class FCC license approved for Veterans. 314-722-4371. (Formerly Elkins Inst.)

First Class FCC License theory and laboratory training in six weeks. Be prepared...let the masters in the nation's largest class FCC schools train you. Approved for veterans!* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2737 Inwood Rd. 214-347-4001.

Elkins in Atlanta**, 51 Tenth St., at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Minneapolis*, 3518 Travis.

Elkins in Memphis**, 1362 Union Ave.

Elkins in Milwaukee**, 4103 E. Lake St.

Elkins in Nashville**, 2106-A 8th Ave. S.


Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio*, 503 S. Main.


First Phase through tape recorded lessons at home plus one week personal instruction in Atlanta, Boston, Denver, Washington, St. Louis, Seattle or Los Angeles. Our 20th year teaching FCC license courses. Bob Johnson Radio License Training, 10001 Bonnie Oak, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don’t settle for G&A or second best courses. Our next class starts on Feb. 25, 1974. For information or write Dor Mar School of Communications, 700 Hollywood Boulevard, Los Angeles, Calif. 90028, 213-452-3281.

MISCELLANEOUS

Airchecks, auditions duplicated, recorder, 862 East 51st Street, Brooklyn, N.Y. 11203. 212-451-2786.

Prizes Price! Prizes! National Brands for promotions, contests, programming. No barter or trade . . . better for fantastic deals, write or phone: Television & Radio Features, Inc. 166 E. Superior St., Chicago, Ill. 60611. Call collect 312-944-3700.

MISCELLANEOUS Continued

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Commercials; Write Command, Box 26348, San Francisco 49126.

Catholics comprise 23.5% of the U.S. population (43.6% in Canada). Zero In on your market. The 1974 Catholic Almanac price $3.95. Write OSV, Dept. 003, Noll Plaza, Huntington, IN 47950.

Christmas Special Radio Tape free. Created for small markets especially, zoners; Write Letterhead only. Starlight, Box 2401, Patterson, N.J. 07509.

$1,000,000.00 Cash Display. A complete promotional sales kit plus all information in required arrangement. 175 proofs; charity support programs, plus art for ads, posters and window banners. Get that new client with this proven crowd puller. Send $15.00 to Cash Display, National Community Broadcasters, Inc., 232 5th Street, Jersey City, N.J. 07302.

RADIO

Help Wanted Manager

SALESPERSON

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

Box A-37, BROADCASTING

We want the cream of the crop! . . . and so do our clients. That's why, if you are a young and successful radio or television account executive with management potential and a burning desire to get ahead, we want to hear from you—now. Call Mr. Davenport, Management Consultant at (312) 693-8717.

Help Wanted Announcers

MORNING PERSONALITY

50 KW nationally recognized 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 Programing, Production, Others

WANTED

Aggressive and Creative Program Director To professionalize total sound of established Black station, reorganize news, public affairs and editorial department. Challenging and rewarding opportunity. Salary open. Send resume:

Box A-154, BROADCASTING

PROMOTION MANAGER

Immediate opening in New Haven for person experienced in STATION/SALES Promotion. Must be able to handle all aspects including heavy production of on-air promotion. Good future for creative mind in a growing corporation. Send full resume and recent examples of work. No telephone calls.

RALPH NELSON, Dir. Corp. Promotion Broad Street Communications Corp. Box 95, New Haven, Conn. 06501

Equal Opp. Emp. M & F

BROADCASTING Jan 21 1974 62
Situations Wanted Management

Experienced Mature General Manager-35—Sets High Goals—Achieves Them. Call/Write:

BOB KELLY
913-494-1900
604 Gibson Road So.
Lakeland, FL 33802

Situations Wanted Announcer

MOR personality, potential. Coming from medium market with 3rd. Indiana University, sincerity, ambition. An interest in the oldies. Give me a shot at a good night situation or let me adapt to your afternoon drive slot. 812-293-3100 after seven.

1974 MOR MORNING MAN
A real beauty, this one, with power in the AM drive time and big numbers up front. All the extras—30-second voice, sincerity. So if you’re in the major market for a bright, creative 25-year-old, he’s got what you’re looking for. Call this number between 6 & 7 p.m., EDT, 202-783-6492.

BROADCASTING'S CLASSIFIED . . .

offers an extensive variety of opportunities and services.

If you need help, the right job—or for any needs related to broadcasting

Place your ad here.

YOU BELONG IN BROADCASTING!

1735 DeSales St., N.W.
Washington, D.C. 20036

TELEVISION

Help Wanted Management

TV PROGRAM MANAGER
Major Southeast market. Top salary and advancement possibilities.
Call Mike Walker, Management Consultant at 312-698-6171.

Help Wanted, Production, Programing, Others

Director of Advertising Position Available Immediately

WCVB-TV Channel Five In Boston, has need for Director of Advertising. Only experienced candidates need apply. Must have experience in creating and producing on air commercials. Must have total knowledge of creative campaigns in other media such as print and broadcast to build viewer response. Must have experience in handling full range of advertising and promotional concepts for station and working well in top station management. Must have full knowledge in use of technical facilities of station to produce all on air material and establish lines of continuity in such promotion through all phases of station activity. Station is ready to accept resume accompanied by vi's, layouts and other material prepared by applicant. Station is equal opportunity employer. All replies kept strictly confidential. Material will be returned upon request.

Send material and resume to:
Thomas G. Maney, WCVB-TV,
5 TV Place, Needham, MA 02192

Situations Wanted Management

LOOKING FOR A T.V. GENERAL MANAGER?
I am now running a top 15 VHF station and desire a move to a medium market, 17 year successful television track record.

Box A-158, BROADCASTING

ASSISTANT PROGRAM MANAGER for top 50 station or group. Specialist in compliance and practices, license renewal, FCC & R&R, copyright, broadcast computerization, and production. Communications research degree, 10 years broadcast experience, top references.

Box A-163, BROADCASTING

Employment Service

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

BROADCAST PERSONNEL AGENCY
Sherie Barish, Director

Miscellaneous

National Radio Research

"The nationally recognized audience survey company built on an HONEST reputation."
(Surveys from $25) 850 N. Stemmons Freeway - Suite 202 Dallas, Texas 75243 (214) 630-2821 (Collect)

RAY HENTHORN SHOW
For Exclusivity Call or Write:
INTERVIEW COMMUNICATIONS
30 E. 60th St., New York, N.Y. 10022
212-790-4651

NEWSMEN & DJ's
Manager's and PD's contact us for talent. They pay our fee. We go to our file first, BE THERE! Send tape & resume plus Ten Dollar registration fee to:
ABILITY UNLIMITED
P.O. Box 461
Naperville, Illinois 60540

SELF REGULATION IS THE BEST WAY

Broadcasters: Our 3 year Pilot Program shows it works. We assist modern broadcasters in seeing that their operation is in full compliance with FCC Rules & Reg's.

Find us—before they fine you. For Info on our STATION CONDITION REPORT SERVICE write:
RADIO MANAGEMENT SYSTEMS
P.O. Box 339
Carlisle, PA 17013

Business Opportunity

RECESSION PROOF

• CHARGE-A-TRADE offers an opportunity to a sales minded, astute businessman to become its local marketing associate. The investment is moderate and there are no franchise or license fees.
• CHARGE-A-TRADE is the World's largest corporate credit card barter system.
• CHARGE-A-TRADE members trade their products or services for what would otherwise be cash purchases. THEY NEVER NEED CASH.
• CHARGE-A-TRADE is a unique business for a unique man. If you feel you are that man, write or call toll free 800-327-3720 (except Fla. 305-764-6424).

**For Sale Stations**

**North Carolina**
- Small Daytime, 1000 watts, Terms: MW Small FM 1500 M Sold
- Florida Small Fulltime, 2500 watts, Terms: Tenn. Small FM 1300 M 25%
- East Metro Profitable, 825 watts, Terms: Colo. Metro FM 200 M 25%

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**SOUTH DAKOTA**
- Class IV Fulltime, Small market, Showing profit, Owner anxious.
  - $75,000, $30,000 down

**IDAHO**
- 5000 watts - D. Low frequency. Large area coverage. Good real estate. Well equipped, Profitable. Asking $175,000. 29% down. Balance 10 years.

**NEBRASKA**
- 900 watts - D. Clean small market serving fine agricultural area. Business good and potential is better. $115,000. 29% down. Easy on the balance.

**MOUNTAIN STATES MEDIA BROKERS**
- Box 99, Broomfield, CO 80020
  - (303) 466-3851

**BROADCASTING'S CLASSIFIED RATES AND ORDER FORM**

Payable in advance. Check or money order only.

- Help Wanted, 40¢ per word—$5.00 weekly minimum.
- Situations Wanted, 36° per word—$5.00 weekly minimum.
- Add $1.00 for Box Number per issue.

Ratés, classified display ads:
- Situations Wanted (Personal ads) $25.00 per Inch.
- All other classifications, 50¢ per word—$5.00 weekly minimum.
- Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, PC, GM, etc. count as one word. Hyphenated words count as two words.

**STATION OWNERS**

Station owners are profiling from the creative, specialized service of the nation's fastest-growing media brokerage firm. You can talk with us in confidence and with assurance that your station won't be "shopped" coast to coast. Call us now for a private discussion. (This is where the action is!)

Brokers & Consultants to the Communications Industry

**THE KEITH W. HORTON COMPANY, INC.**
- 201 William Street • Elmira, New York 14902
- P.O. Box 504 • (607) 735-7138

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**John Grandy**

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

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**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers
Los Angeles
Contact: William L. Walker
Suite 366, 7735 DeSales St., N.W.
Washington, D.C. 20036
(202) 223-1533

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**CHAPMAN ASSOCIATES**

Business brokerage service

Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

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**George Moore & Associates**

Brokers and Appraisers
TEXAS
Daytimer and FM, Located in exciting single station market. Studios and transmitters are combined in new building owned by station. FM equipment new, including Sheaffer Automation System. Stations programmed separately. City population in excess of 15,000, 1973 retail sales estimated $35,000,000. Price: $280,000, $50,000 down—balance ten years.

886 No. Central Expressway Suite 372
Dallas, TX 75226 (214) 361-6970

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**SOVRAN ASSOCIATES, INC.**

Brokers & Consultants
11300 NORTH CENTRAL EXPRESSWAY
Suite 217
DALLAS, TEXAS 75231
(214) 368-8945

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**BROADCASTING**

Deadline 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. 20005.

Effective January 1, 1974, BROADCASTING will not accept audio or visual advertisements, photographs, or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcripts, films or VTR's. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:
- Help Wanted, 40¢ per word—$5.00 weekly minimum.
- Situations Wanted, 36¢ per word—$5.00 weekly minimum.
- Add $1.00 for Box Number per issue.

Rates, classified display ads:
- Situations Wanted (Personal ads) $25.00 per Inch.
- All others $40.00 per Inch.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, PC, GM, etc. count as one word. Hyphenated words count as two words.

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**For Sale Stations Continued**

Broadcasting Jan 21 1974
Profile

N. W. Ayer Chairman
Neal O'Connor: gentleman generalist

Ingrained modesty, easy-goingness and a "no-pressure" attitude toward employees need not keep an ambitious man in the back seat, as Neal O'Connor's record attests. N. W. Ayer & Son has added more than $50 million to its annual billing figure since 1966, when—at age 40—Mr. O'Connor became its fifth chief executive officer. And he has acquired an added measure of respect since 1971, when he surfaced as one of the forefathers of industry self-regulation. Last year Neal O'Connor added the title of Ayer chairman to his credit and in October became a 25-year old advertising agency in the United States.

"There may be other executives more flamboyant than Neal, but I'd stack him up against anybody in this business," one Ayerite maintained. Behind the unassuming calm of Ayer's All American-looking chief is a tough businessman, who, according to his secretary, "never forgets a date," and who, according to an agency vice-president, "reads, writes, and dictates faster than anyone I know. He's no pussy-cat."

Mr. O'Connor writes off his gentility as a kind of responsibility to his agency: "For a time we were considered very conservative and very businesslike at Ayer, when flash and flair were the biggest thing going. But I think the advertising business is more than flash and flask. It's an over-reported, exaggerated business, not glamorous as some say. True, there is a mystique of sorts at Ayer; you can't undo 104 years of history. But perhaps the move will dispel that image."

"The move" is the shift of the remaining Ayer employees from the Philadelphia homestead, a move hailed by Ayer people who predict a hearty new image for their establishment, consolidated behind the promising triumvirate elected in April 1973—Robert Zabel, president; Lou Hagopian, vice-chairman, and Neal O'Connor, chairman.

Transferring 125 employees 90 miles to Ayer's Sixth Avenue New York headquarters "traumatized" a quarter of those who elected to stay behind, Mr. O'Connor acknowledged. "But the agency can only function better with two groups working together instead of separately."

There's a little nostalgia, too, he admitted in a public statement, because "for a century a century of advertising history began in Philadelphia. 'A diamond is forever' happened in Philadelphia. 'The great ideas of Western man' happened there. Down from Canada came a new ginger ale—to Philadelphia. The Camel cigarette, the Model A, the voice with a smile."

Mr. O'Connor possesses an aplomb appropriate to his history-laden agency, the first to use market research, the first to have a full-time copywriter and art director, the first to sponsor both radio and television programs.

"You can be tough and competitive without putting on a big act," Mr. O'Connor insists. "The guy who runs the operation has to maintain a comfortable attitude. If employees feel forced or pressured, people start getting a feeling of chaos."

Serving as the agency business's original representative on the National Advertising Review Board may be as close as Neal O'Connor has come to creating chaos, and even then, he is reported to have hoped the controversial NARB would be a low profile, intra-advertising organization. "If we really work well, the public won't know we're around," he told the newspapers.

The NARB, however, enjoying some praise for its conspicuous role in the current Schick-Remington advertising claims dispute, is finding—as is, presumably, Neal O'Connor—that publicity isn't so bad after all.

Behind the business leader is the Neal O'Connor who once said if he had it to do over again he would be a commanding general in the military. "I was in the infantry in World War II, and nothing could excite me as much as that. Actually I wanted to be in the Air Force, but my eyes weren't perfect."

As a surrogate, perhaps, Neal O'Connor collects military decorations and memorabilia, particularly about World War I aviation. His NARB membership is outranked only by his membership on the Orders and Medals Society of America and Great Britain, and on the Society of World War I Aces. He maintains snapshots of his collection, which occupies an entire room in his Princeton, N.J., home, keep company with the business papers in his commuter's briefcase.

As a boy in Milwaukee, Neal O'Connor collected toy soldiers (which he still has). Now he helps the U.S. Army recruit real soldiers. The Army account, which grew from $3 million in 1967 to an estimated $39 million when it was renewed this year, is one of Mr. O'Connor's pet projects. Ayer landed the account a year after he became chief executive.

"I was part of the initial presentation. I was at the Pentagon on Dec. 7," he explains. He calls the account "the Army assignment," and observes that it "goes beyond the kind of responsibility you usually have between agency and client."

"I feel very strongly about this responsibility. Since the draft is now known to be unpopular, and as Vietnam has wound down, people are beginning to admit that the country has to have some kind of armed force, and it's up to us to insure that it does."

Mr. O'Connor was himself an Ayer "recruit" from Syracuse University in October 1949. He moved up quickly through the ranks, courtesy of the mushrooming Sealtest account. "I was very fortunate to have worked with Sealtest, which was leading the industry in forming a unified marketing approach out of highly local businesses. It was a very interesting marketing problem."

One of the more interesting aspects was the sponsorship of the Big Top circus, with Jack Sterling, ringmaster. "We had an hour live show, with six minutes of live commercials, and I had to be there every weekend to supervise. Half the time Dan the Strong Man would drink the ice cream soda half an hour before the commercials started." Mr. O'Connor's associates seemed to have come along from Sealtest Sweetie, yet he is currently in St. Petersburg, Fla., celebrating Ayer client AT&T's sponsorship of the Barnum & Bailey circus there (and the annual AT&T client-agency review).

Neal O'Connor always wanted to get into advertising, ever since the doors to the insurance business, his father's trade, were closed to him by the entry of his older brother into that realm. "I always wrote, and mostly drew a lot," the Ayer chief reminisced. "I still doodle pretty well. But I wouldn't bill myself as a person who went into advertising because of the art and because it's fast-paced, hard-nosed business, and it's so many different businesses in one."
Editorials

Out of this world

The "cabinet committee" report on cable television policy has at last emerged, with considerably less fanfare than accompanied its commissioning back in June 1971. All of the cabinet members originally associated in the project are gone, as can be said of so many Nixon colleagues. Though it bears the names of the illustrious departed, it is really the gospel according to Clay T. Whitehead, director of the Office of Telecommunications Policy. That may mark it for the political homicide that has been committed against earlier Whitehead works.

There are features of the Whitehead plan that are eminently reasonable. Clearly cable is headed toward a common carrier function that will limit the system owner's use of channels while enlarging outsiders' use. Clearly there is merit in the exclusion of government from program control and in the elimination of restrictions against multimedia ownerships, to name but a few of the provisions in the Whitehead grand design.

But it strikes us as unrealistic to assume that the federal government can adopt a policy of diminishing regulation to unfold automatically with the evolution of the regulated industry over a period that cannot be defined in time. It is a nice idea to conceive that at the miracle point of 50% cable connection to U. S. television homes, the federal policy will turn itself to its closing chapter and happy ending. In the real world, however, laws and regulations develop more haphazardly, in response to unforeseen changes in conditions and to immediate political concerns.

At its introduction, the Whitehead plan faces the political reality of united broadcaster opposition to its proposals for a loosening of antiphonings provisions in pay cable rules. Hardly an auspicious start for a plan that is supposed to have everlasting life.

The agitators

The history of Storer Broadcasting Co.'s dealings with minority and feminist groups in San Diego, where the company wants to acquire KCST-TV, has been submitted to the FCC without recommendation (Broadcasting, Jan. 14). The FCC shouldn't need to be told that it has been given the cue for an inquiry it should have conducted long ago.

From the beginning of the "citizen" movement, it has been evident that much of the action was contrived between militants with constituencies of unknown — and largely unchallenged — dimensions and foundation-supported lawyers with a need for steady activity to justify ongoing grants. Hundreds of stations have been hit with petitions to deny renewals of their licenses or approvals of their sales in the names of citizen groups with memberships that add up to no more than a microdot of the U. S. broadcast audience.

Conceding that there have been cases in which legitimate grievances were heard, there have been more that led to nothing but pointless legal expense and managerial distraction. It can only be concluded that the flood of petitions has been kept rising by the recruitment of petitioners.

Storer's experience in San Diego may be atypical, but the cast contains familiar stereotypes and even more familiar names. The script can be outlined as follows:

According to sworn affidavits now on file at the FCC, the executive director of the Chicano Federation of San Diego County was solicited by a "public service" law firm to protest the KCST-TV sale. Subsequently an Ethnic Community Coalition was formed, with chicanos, blacks, Filipinos, Asian and National Organization for Women participation. Albert Moreno, a San Francisco lawyer, became counsel to the group, assisted by a student of Professor Geoffrey Cowan of the UCLA law school. Professor Cowan, son of Lou Cowan, who was deposed as president of CBS-TV during the quiz scandals, has been producing critiques of station programming under a Markle Foundation grant.

After extensive negotiations, Storer reached an agreement with the ethnic minorities in the coalition, over the objections of Mr. Moreno, who was dismissed. The NOW contingent demurred, however, and turned up with lawyers of its own — Professor Cowan and Tracy Westen, one-time assistant to former FCC Commissioner Nicholas Johnson, later head of the Stern Community Law Firm in Washington, now in consumer advocacy in Los Angeles. The national headquarters of NOW, through the Citizens Communication Center of Washington — foremost litigant in the citizen movement — filed a petition to deny the KCST-TV transfer. As has often happened, the petition was late — submitted seven weeks after a deadline that itself was an extension of the regular date for oppositions to be filed.

This sort of thing represents a gross abuse of the regulatory process and a corruption of the system by which responsible representatives of the public may make themselves heard. As a case in point, the San Diego experience deserves to be investigated, on the public record.

One goes, all go

The question of public access to journalistic media may be headed for a crucial answer now that the Supreme Court has agreed to review the constitutionality of a Florida law requiring newspapers to give space to candidates to respond to attacks. It is not impossible that the fairness doctrine that has been applied to broadcasting could be affected by the Miami Herald appeal.

There is at least some parallel with the cases involving demands by the Business Executives Move for Vietnam Peace and the Democratic National Committee that broadcasters be required to sell time for the presentation of opinion. The Supreme Court's rejections of those appeals and firm assertion of First Amendment rights (Broadcasting, June 4, 1973) will hopefully serve as springboards for its next decision.
When school started this fall, the Reed City (Michigan) Public School System was unable to locate a certified special education teacher. Consequently, students requiring this special help were still at home.

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