This year's crop of TV pilots for the networks
FCC digs in heels on prime-time access, denies stay

Broadcasting Mar 4
The newsweekly of broadcasting and allied arts

WGN Continental Broadcasting Company

- Chicago: WGN Radio, WGN Television,
  WGN Continental Productions Company,
  WGN World Travel Services, Inc.
- Duluth-Superior: KDAL Radio and KDAL Television
- Denver: KWGN Television
- Michigan and California: WGN Electronic Systems Company
- New York, Chicago, Los Angeles, San Francisco and Tokyo:
  WGN Continental Sales Company
“Even more terrifying than the stunts we filmed for the Fiat ‘Stunt Driver’ commercial was the fact that we had no more than one chance to get each one on film.

“In fact, deciding what to do was easy. All we had to do was let our imaginations run amok. Roof jumps, ferryboat leaps, running down three flights of steps. Since the idea was to demonstrate how extraordinarily durable these cars are made, no stunt could be too wild.

“But working out a thoroughly efficient, totally foolproof way of shooting the stunts—and doing it within a very strict budget—was another matter.

“We put together a multinational crew. Our director was Giacomo Battiato, a brilliant young man from Milan. Our cinematographer was Pasquolino DeSantis, who did the feature film, ‘Romeo and Juliet.’

“Then, after months of planning how each stunt would proceed second by second, plotting exactly how each would be filmed, where each camera would be placed, which lens to use for what, we started shooting in Italy.

“We used four cameras to film each stunt. Two going at regular speed and two at 120 frames per second. The idea here was to allow ourselves every possibility in the editing room and to provide for a backup in case one camera failed.

“The Eastman film we used was the kind they use for most feature films. And, at the risk of sounding like a commercial for Kodak, deciding what film to use was the easiest decision we made on the whole project.”

The best-known landmark in Providence is the beautiful Rhode Island State House. Topped by the famous statue of "The Independent Man", and built of white Georgia marble, it has the second largest unsupported marble dome in the world.

To enjoy the full sales potential of the thriving Providence ADI buy the total market-reach of WTEV.

WTEV  
Providence—New Bedford—Fall River  
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Vance L. Eckersley, Sta. Mgr.  
Serving the Greater Providence Area
FCC sweepstakes. Two new names were added to list of aspirants for unexpired commissionership to be vacated by FCC Chairman Dean Burch this month: Abbott M. Washburn, diplomat, former deputy director of United States Information Agency, now in international public relations, and John A. Knebel, general counsel, Department of Agriculture. Presumably these Republicans, along with earlier candidates (Broadcasting, Feb. 25), also would be available for seven-year term which would be open if veteran Commissioner Robert E. Lee is not reappointed when his term expires June 30.

Term of Mr. Burch, who assumed office in 1969, expires June 30, 1976. White House staff members and Mr. Burch have opined reappointment of Commissioner Lee, but spontaneous support of influential members of Congress may swing pendulum. Other candidates for Burch (or possibly Lee) commissionership include: Alvin Snyder, TV-radio specialist at White House; Ward White, minority counsel, Senate Commerce Committee; Robert Button, vice president, Teleprompter, and satellite pioneer; John Lupton, Connecticut state politician, and Raymond Spence, FCC chief engineer. With list of candidates on rise, suggestion has been made there be merit promotion from within. This would augur selection of John M. Torbet, FCC executive director hand-picked three years ago by Mr. Burch, or Chief Engineer Spence, and from White House, TV-radio specialist Snyder.

No. 1 goes barter. Procter & Gamble, Cincinnati, TV's largest advertiser, has made its first move into barter programming ("Closed Circuit," Jan. 28) by choosing Four Star Entertainment's The X-Factor, half-hour psychic dramatic series, for placement in top 75 to 100 markets. Grey Advertising, New York, is P&G agency on this project. One complicating factor: FCC's decision last week to go ahead with its modified prime-time-access rule (see page 26) hobbles chances for evening clearance of Factor in major markets, particularly on network-owned outlets that underwriters of costlier shows want for their line-ups.

How NAB nabbed Nixon. National Association of Broadcasters got more than it bargained for when President Nixon agreed to appear in Houston on March 19 at NAB's 52d annual convention. Appearance will follow new pattern adopted last Nov. 17 at Associated Press Managing Editors convention in Orlando, Fla., with President answering questions (see page 37). NAB had made inquiries about getting either Vice President Gerald Ford or Secretary of State Henry Kissinger to speak. Alvin Snyder, TV-radio specialist at White House, came up with suggestion that President be asked.

Rating the reps. With occasional exceptions, spot radio business has not had much excitement lately, but there's fling going that at least gives practitioners something new to talk about. It's survey commissioned by Alan Torbet Associates in which agency people in seven radio buying centers were asked to rate performance of radio rep firms, with independent accounting firm handling all details. In ensuing to-do controversy centered on agency list, which was provided by Torbet firm. Critics claimed it had to be biased; Torbet insisted it was composed insofar as possible of all people known to be actively involved in buying national-regional spot radio in those cities.

Five rep firms demanded exclusion: From results no matter what their ranking proved to be. Two others agreed to participate with Torbet in underwriting survey cost, also regardless of outcome. Now returns are in: 426 replies out of 932 questionnaires, or 45% return. Though results have not yet been announced, it's understood top five firms are closely bunched — and one of those that demanded exclusion is in top 10.

Price of postponement. Fate of request for stay of FCC's modified prime-time access rule illuminates old saw about striking while iron is hot. National Association of Independent Television Producers and Distributors' petition that was denied last week (see page 26) was initially considered by commission at meeting on Feb. 14. At that time, three commissioners — Robert E. Lee, Charlotte Reid and Benjamin L. Hooks — expressed support for petition. Only other commissioner present was Richard E. Wiley, who opposed it.

Chairman Dean Burch was to have been at Feb. 14 meeting but had been called away to Florida White House, where he was offered and accepted new White House job. However, John Bass, chief of office of network study, suggested that commission delay action pending receipt of comments on it — action whose legal necessity some inside commission and out of it questioned — and that provided time for opponents of stay to marshal forces for intense lobbying campaign. By time Chairman Burch, who also opposed stay, returned and commission was ready to vote, three ayes had turned to nays.

Noncommercial market. Public broadcasting's ambitious campaign to put national program selection directly in hands of individual stations will culminate in unprecedented industry meeting in Washington this June, at which station programers, promotion directors and development chiefs will gather to work out details. Public Broadcasting Service is talking of implementing program — involving station purchase of national programs aided by PBS-administered fund — in time for fall season.

Stations have been sent bulky catalogue of available PBS programs and are now conveying preferences. Stations will get full explanation of system from PBS on March 15 closed-circuit transmission. They'll meet with PBS representatives to discuss it in round robins later this month.

Advance look. NBC is making exception to long-time policy against pre-reviews of its TV shows. Screenings of Execution of Private Slovik, two-and-half-hour drama to be telecast March 13 (8:30-11 p.m. NYT) will be held this week at Universal TV, Hollywood, which produced dramatization about only American soldier executed for desertion in World War II.

Clergy. U.S. Baptists will have heavy representation on FCC if Luther Holcomb wins appointment (see page 6). He'd be second ordained Baptist minister to take seat on agency. First is Benjamin Hooks, who still preaches occasionally back home in Memphis.
Top of the Week

Freedom of choice. Hope springs eternal in Hollywood, too – as witness some 100 pilot TV series standing in line for a network nod. Only handful from $23-$30 million field will ever wind up on air. Broadcasting surveys the candidates, where they come from and what they're offering. Page 18.

Nay on stay. Much to surprise of nearly everyone – including some FCC staffers – that stay of revised prime-time-access rule, regarded as near certainty two weeks ago, fails to materialize. Three commissioners believed to be in favor of holding off revisions do abrupt turnaround, join two other in unanimous denial. Page 26.

Enough is enough. Broadcasters have been giving in to demands of dissident citizen groups too often, and that practice should come to screeching halt. That's consensus of programmers polled at NATPE convention. Page 30.

Passing go. Congress finally gets wheels turning on license renewal issue, as Macdonald subcommittee reports out four-year bill clearly regarded as compromise. Broadcasters generally applaud development but remain concerned over ascertainment provision. Page 32.

Inflated. Economically speaking, when times become more bountiful for FCC, it's at expense of entities it regulates. Commission lends credence to this proposition by upping fee schedule by some $16.3 million. Cost increase is as expected for broadcasters, less so for cablemen. Page 34.

Show, no show. Good news and bad for NAB's convention planners: The good: Richard Nixon will be in attendance. The bad: most independent film producers, distributors will stay home. Page 37.

T'ain't so. Politics is playing no role in Justice's effort to break up broadcast-newspaper combinations, says department's Bruce Wilson. Page 40.

Zap. Consider the laser beam. That's what RCA engineers are doing, and they say they now have a method to deliver up to 20 TV signals through its use. Fiber optics is the key. Page 46.

Gardener. National Association of Theater Owners – denied protection by the FCC – is looking to the grassroots for relief from pay cable. It prepares model cable bill designed to get states into regulatory game. Page 47.

Prevailing. Television is king when it comes to alerting populace to news of energy crisis. So says TIO, which adds that medium has strengthened its status as primary news source on environmental, consumerist matters. Page 50.

No time for napping. When right-wing fanatic kidnapped Atlanta Constitution editor Reg Murphy, newsmen responded in force. What transpired was a rigorous, 48-hour ordeal for all concerned. Page 50.

Comfortable. ABC in '73 was lot better off financially than in '72 – or in any other year, for that matter. Company reports record revenues of more than $880 million. Page 57.


Pastore, other Hill leaders ask FCC to mark time until all seats are filled; Burch vows to push planned agendas; Quello now hostage to two appointments

With short-handed FCC entering two-week period in which it was expected to attack number of major items before departure of Chairman Dean Burch, key members of Senate and House concerned with communications matters have passed word they feel commission should defer action on important policy matters until it is restored to full, seven-member strength.

And, as leading member of Senate Commerce Committee, which passes on nominees to commission, Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, said last Friday (March 1) he will do what he can to make sure commission is "strong" and representative of "every facet, every element in our society." He indicated that committee report on confirmation of James H. Quello, Detroit ex-broadcaster nominated to fill Nicholas Johnson vacancy, will continue to be postponed until White House nominates not only successor to resigned H. Rex Lee ("Closed Circuit," Feb. 11) but also replacement for Chairman Burch, who is expected to transfer to White House job on March 14.

However, Chairman Burch apparently is determined to press ahead. He conferred with Senator Pastore on Capitol Hill on Friday afternoon, and said he felt commission should proceed with its work as planned, senator reported later. "I was determined that they should not," senator added. "It was not a successful meeting."

View that commission should not drive ahead without full complement also was expressed by Senators Warren G. Magnuson (D-Wash.), chairman of Commerce Committee, and Howard Baker (R-Tenn.), ranking minority member of Communications Subcommittee, and Representative Harley Staggers (D-W.Va.), chairman, House Commerce Committee.

"I do not want to get into the merits of any item," Senator Pastore said before meeting Mr. Burch. "But anything that will have an effect on others long after March 15 should be considered by a full complement of the commission. I don't want to be met with a fait accompli, where only part of the commission will act, even if it's a legal quorum."

Commission is scheduled to consider pay cable, probably most controversial item on its list, on Tuesday (March 5). Another major cable item scheduled for early action is imposition of sports programs from distant stations. Other matters being advanced for action before chairman's departure are proposed revision of fairness doctrine, policy on children's television programing, establishing quantitative standards for measuring "substantial" service.

Senator Pastore indicated he is particularly concerned about commission moving on major items while two Democratic vacancies remain unfilled. Mr. Quello would fill one. Luther Holcomb, vice chairman of U.S. Equal Opportunity Commission, is set to be named to fill other.

But Senator Pastore, noting that Burch departure, first announced on Feb. 15, was "new development," also said "We owe it to the American people to know what the balance of the commission is going to be." Senator has made no secret of his concern over nomination of Mr. Quello, who has been strongly opposed by citizen groups as lacking consumer orientation they say is needed on commission. And he let White House know he wants consumer interests to be kept in mind in future appointments. Senate aide said Mr. Holcomb, with his nine years on EEOC and, before that, service in home town of Dallas as housing authority commissioner, appears to have "sort of public interest background."
WCCO next Justice target. Department of Justice, continuing its campaign against newspaper-owned broadcasting properties, filed petition to deny on Friday (March l) against renewal applications of WCCO-AM-FM-TV Minneapolis. Stations are 47% owned by publisher of Minneapolis Star and Tribune and 53% owned by Mid-Continent Radio-TV Inc., which in turn is half owned by publisher of St. Paul Dispatch and Pioneer-Press. Department, in earlier petitions against newspaper-related stations, filed against broadcast properties in St. Louis; Des Moines, Iowa, and Milwaukee. (See also story page 40.)

NCTA feels the budget ax

After six months of talking about it, National Cable Television Association's executive committee last week voted to cut professional staff by nearly 20% and trim departmental budget requests by some 15%. Fiscal 1975 budget proposal stands at $1.2 million—down $200,000 from present year.

Ax fell on four of NCTA's 22 professional staffers—none in key positions but all with duties others must assume. Leading list of departures is Stephen Golde, assistant general counsel. Also leaving is Tom Madden of public affairs staff; John Paul, deputy to Charles Lipson, VP for government relations, and William Shalo, assistant to Delmer Ports, engineering director.

"We've got to adjust to live within our income," said NCTA Chairman Amos Hostetter in explaining move. Mr. Hostetter noted NCTA has intentionally been operating under deficit—put at some $120,000—for past two years in attempt to attract new membership. But, he said, what association didn't count on at beginning of current fiscal year was fact that other costly projects—notably pay cable campaign—would emerge, and also fact that 1973 economic downturn in industry caused membership drive to fall short. On top of that, Mr. Hostetter said, many in industry felt that large-scale layoffs and budget cuts being implemented by cable firms should be reflected at trade association. Only option other than staff and budget cuts, Mr. Hostetter noted, would have been membership dues increase. And acknowledging problems NCTA has had with some constituents lately, he said, executive committee "thought that this is an unacceptable choice."

Foster on the offensive for cable

National Cable Television Association President David Foster told audience of Washington communications lawyers and FCC officials last week that opponents of pay cablecasting are spending more time in attempting to "thwart" new industry than in "improving their own product." Addressing communications law committee of Federal Bar Association—meeting attended by FCC Chairman-designate Richard Wiley and Acting Cable Bureau Chief David Kinley, among others—Mr. Foster termed National Association of Broadcasters' antipay campaign "shrewd and expensive," claimed "bottom line" of attack is "preventing the development of any additional cable services."

NCTA president also hit out at theater owners, claimed "they'd like to go back to the good old days" of movie house dominance of entertainment media. He said cable industry "doesn't expect much" antiphoning relief from FCC, and claimed this could be "reflection" of adversary presence. On more somber note, he observed things would be "a good bit easier" absent cable-broadcast TV crossownership prohibition. He added he does not think same about phone company ownership of cable, noted that "in some ways I'm more afraid of the telephone monopoly than the broadcast monopoly."

FCC sets date for airing multimedia issues

FCC's proposal to break up multimedia holdings within individual markets, first offered for comment four years ago, will be subject of oral argument before commission on June 18 and 19 and if additional time is needed, June 20 ("Closed Circuit," Feb. 18). Proposed rule would require media owner to get, within five years, holdings in one market down to newspapers, or television station, or AM-FM combination. Commission, in announcing oral argument, said it was particularly concerned with crossownership of co-located newspapers and television stations and asked those who participate to focus on that issue. Commission also said that, contrary to earlier plans, it will not consider proposal to ban crossownership of cable systems and newspapers at same time it takes up newspaper-broadcast-station matter. And, in related matter, it said it will issue further notice of rule-making to explore various means of tightening up rule which bars AM-FM combinations in cities of more than 100,000 from duplicating each other's programming more than 50% of time.

RTNDA, NAB, NBC join newspaper fight

Broadcast industry representatives have joined Miami Herald in Supreme Court attack on Florida law requiring newspapers to afford right of reply to political candidates they criticize. Radio Television News Directors Association and National Association of Broadcasters, in separate briefs, say high court should not extend FCC's fairness doctrine to newspapers—nor should it reaffirm its constitutionality for broadcasters. They indicate hope of one day renewing fight to have doctrine itself declared unconstitutional.

Herald also received support from NBC, which filed brief rebutting contention made in support of state law that it enhances freedom of speech. As broadcast licensee that has lived under similar regulations—such as equal time law and fairness doctrine—NBC says they do nothing of kind. Network notes it took suspension of equal-time law in 1960 to permit Kennedy-Nixon debates. Miami Herald and newspapers supporting its position do not question doctrine's constitutionality for broadcasters; they note it was upheld in Red Lion on ground of scarcity of spectrum. However, Florida state supreme court cited that case in upholding 60-year-old state law that was invoked by Pat L. Tornillo Jr., candidate for Jr. candidate for Democratic party nomination for state house of representatives, after newspaper refused to print replies Mr. Tornillo had prepared to editorials attacking him. Herald claims compulsory publication statute is void on its face in that it "imposes governmental controls on editorial decisions to publish any matter critical of political candidates . . . Governmental control of newspapers for the alleged purpose of promoting 'fairness' is censorship."

Access cutback will cost $34.7 million—NAITPD

National Association of Independent Television Producers and Distributors says FCC's denial of its request for one-year stay of modified prime-time-access rule (see page 26) will result in losses to eight members of $34,705,000 on 17 shows. NAITPD, which says 17 are only ones on which losses are "accurately predictable," made estimate in petition for stay filed with U.S. Court of Appeals for Second District in New York. FCC, in order issued Friday (March 1) explaining its position, said it had not been persuaded by likelihood of NAITPD success in court suit it has filed to have modified rule overturned, or of irreparable injury it had claimed. Among arguments NAITPD says it will make on merits of case is that new rule seeks objectives that are illegal or unconstitutional—commission's concern, NAITPD says, that "too many' games and quiz shows' had been used to fill access time made available under original rule.
In Brief

What's good for the goose . . . FCC has proposed rules that would impose on cable TV systems some of the same responsibilities broadcasters shoulder in dealing with public. Notice of proposed rulemaking, adopted last week, would require maintaining public inspection files as means of giving public access to "basic information about a local system's operations and proposals" that it needs in order to play informed role in regulation of cable television. Other proposals would establish operator's obligation to permit authorized commission personnel to inspect systems' physical facilities. Comments are due April 12, replies April 22.

Whew. National Association of Broadcasters fit final piece into convention puzzle Friday (March 1) with announcement that Senate Majority Leader Mike Mansfield (D-Mont.) will be Wednesday luncheon speaker. FCC Chairman-designate Richard Wiley, originally scheduled for that spot (see page 37), will move up to Tuesday lunch.

FCC says no to KGBS. Storer Broadcasting Co. has been thwarted in effort to obtain unlimited-time operating authority for its KGBS(AM) Los Angeles, class II, essentially daytime-only station on clear channel 1020 khz. Storer had asked FCC for authority to move station's site, contending that present location had been condemned and taken by state, and said full-time authority with 50 kw was necessary to earn money to offset heavy financial burden relocation would involve. Commission said no, at same time turning down mutually contingent application of KSWS(AM) Roswell, N.M., to increase nighttime power.

Dickering. ABC officials confirm they have "listened" to "several people" interested in buying ABC-owned KQV(AM) Pittsburgh, but say "nobody has made an offer." They declined to identify people or price range except to say $2 million mentioned in earlier speculation was ridiculously low. Nor would they say whether ABC's WDVE (FM) Pittsburgh was included in talks, although other sources indicated it was. Statement was in response to reports ABC was selling both KQV and KXYZ (AM) Houston. Of latter, officials said: "KXYZ is not on the market."

Lightweight. RCA will demonstrate 20-pound portable color TV camera - TKP-45 - during National Association of Broadcasters convention in Houston later this month. RCA says it is designed for indoor-outdoor shooting and produces color pictures comparable in over-all quality to those made with larger studio cameras.

Ailing star. NBC-TV is "hopeful" Redd Foxx will appear in this season's last two episodes of Sanford and Son, which will be taped in Hollywood second and third weeks of March. Actor-comedian, reported suffering from nervous exhaustion, is hospitalized in Los Angeles. He was written out of four shows, but high Nielsens have held up on two non-Foxx episodes aired so far.

Penalized. WYSP(FM) Philadelphia has been notified by FCC it is apparently liable for $10,000 fine, maximum allowable, for fraudulent billing and violations of program log and operating log rules. Commission cited eight instances last year in which station billed advertisers for more spots than it had broadcast. Station said that some advertising was eliminated to avoid heavy commercial schedules, particularly during rating periods, and that "through inadvertence," make-good announcements were not run.

Reductionists. Objecting to amount of time devoted to commercial matter and excessive interruptions of programing by advertisers, Watchers Against Television Commercial Harassment (WATCH) has petitioned FCC for rulemaking to alleviate problem. Washington-based interest group suggests three-year plan that would eventually reduce amount of commercial time to eight minutes per hour and would allow commercial interruptions only on hour and half-hour. WATCH says rulemaking is necessary because industry self-regulation has "obviously failed" and because broadcasting industry stands "virtually alone in denying that overcommercialization is a problem."

Anti-reductionists. Threat of boycott of Emmy award ceremonies was voiced last week when group members of National Academy of Television Arts and Sciences met in opposition to streamlined version of choosing Emmy winners aimed at drastically reducing number of Emmy awards (Broadcasting, Feb. 18). Committee representing dissidents comprises Bob Sweeney, Hawaii Five-O producer, chairman; John Rich, producer-director, All In the Family; Allan Manings, producer, Good Times; Lee Rich, executive producer, The Waltons, Apple's Way, Doc Elliott; Mary Tyler Moore and Allan Burns, executive producer of Mary Tyler Moore Show. Committee met with NATAS officials Feb. 28, agreed to submit resolution asking that new Emmy procedure be postponed for year to permit membership consideration. Such request will go to NATAS awards committee and undoubtedly to trustees, scheduled to meet March 29.

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April

• April 1—Florida Association of Broadcasters 15th annual broadcast day, Reitz Union, Florida State University, Tallahassee.

April 1—Deadline for reply comments on FCC's proposed revised rules to permit use of Vertical Interval Reference signal for monitoring color television. (Ver. 141)-91.

April 3—Association of Independent Television Stations Inc. meeting. Century Plaza hotel, Los Angeles.

April 5-6—New Mexico Broadcasters Association annual convention, Airport Marinda hotel, Albuquerque.

April 7—Society of Professional Journalists, Sigma Delta Chi region five conference for members in Wisconsin, central and northern Illinois, Indiana and Kentucky, Century Plaza hotel, Indianapolis.

April 7—Society of Professional Journalists, Sigma Delta Chi region eight conference for members in Texas, Oklahoma, Arkansas and Louisiana, Tulsa, Oklahoma.

April 10-11—Georgia Associated Press Broadcasters Association annual meeting, Marriott Motor hotel, Atlanta.

April 10—New England Cable Television Association spring meeting, Highpoint Motor Inn, Chicopee, Mass.

April 13—Washington chapter, National Academy of Television Arts and Sciences seminar on television videotape editing. WTTG-TV studios, Washington.


April 18-19—IHF Board of Directors meetings. Chase-Park Plaza hotel, St. Louis.

April 18-23—MIP-TV, the International Television Program Market, Cannes, France.

April 18-25—MIFED. MIFED, the International Film, TV film and documentary fair. Contact: MIFED. Large Domodossola 1, 20145, Milan, Italy.


April 19—Society of Professional Journalists, Sigma Delta Chi region three conferences for members in Tennessee, Mississippi, Alabama, Georgia, South Carolina, Florida, South Carolina, Alabama, Tampa, Florida.

April 19—Society of Professional Journalists, Sigma Delta Chi region four conference for members in Michigan, Pennsylvania, and West Virginia. Cleveland.

April 19—Ohio Associated Professional Journalists, Sigma Delta Chi region nine conference for members in Michigan, Pennsylvania, and West Virginia. Cleveland.

April 19—Society of Professional Journalists, Sigma Delta Chi region nine conference for members in Nebraska, Colorado, and New Mexico. Denver.

April 19—Society of Professional Journalists, Sigma Delta Chi region eleven conference for members in California, Nevada, Arizona and Hawaii. Fresno, California.


April 20—Iowa Broadcast News Association annual convention. Kirkwood hotel, Des Moines.

April 21-24—National Cable Television Association 23rd annual convention. Holiday Inn hotel, Chicago.

April 21-24—International Television Association annual convention. Special feature includes admission to National Cable Television Association equipment exhibits, in conjunction with NCTA convention. May 15—18—Iowa Broadcasters Association state meeting, Aventino hotel, Sioux City.

May 17—5th World Telecommunications Day under the theme, "Technology for a Better World." Declared by Plenipotentiary Conference of International Telecommunication Union.

May 19-21—NBC-TV affiliates' annual meeting. Century Plaza hotel, Los Angeles.

May 19-20—Brady Name Foundation annual meeting, featuring retailer-of-the-year awards. Hilton hotel, New York.

May 19-23—Association of Federal Communications Consulting Engineers annual meeting. Landmark motel, Myrtle Beach, S.C.

May 24-June 1—Prix Jeunesse international competition for children's and youth programing awards. Beyond Tomorrow, Munich.

May 25—Washington chapter, National Academy of Television Arts and Sciences seminar on television management. American University, Washington, D.C.


May 31-June 2—Associated Press Broadcasters Association national convention, Alameda Plaza hotel, Kansas City, Mo.

June

June 1-3—American Advertising Federation annual convention, Statler Hilton hotel, Washington.

June 6-9—Broadcasters Promotion Association 1974 seminar, Hyatt-Regency, Atlanta.


June 9-10—Missouri Broadcasters Association spring meeting. Drury inn, Springfield, Mo.

June 9-12—Washington chapter, National Academy of Television Arts and Sciences seminar on television news. WTOB-TV studios, Washington.

June 9-12—Summer Consumer Electronics Show and video systems exposition. McCormick place, Chicago.


June 14-15—North Dakota Broadcasters Association spring meeting. Edgewater inn, Detroit Lakes, Minn.

July

July 1-2—Women in Communications Inc. 1974 Claxon Awards entry deadline. Awards will be offered for broadcast and print submissions in area of women's rights, environment and community service. Contact: WIC, 8305A Shoal Creek Boulevard, Austin, Tex. 78758.

July 7-8—South Carolina Broadcasters Association summer convention. Landmark Inn, Myrtle Beach, S.C.

July 7-10—National Association of Farm Broadcasters summer meeting, Spokane, Wash.


July 11-12—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Sheraton Boston hotel, Boston.


August

Aug 1-3—Rocky Mountain Broadcasters Association annual convention. Park City, Utah.

September

Sept 7-8—Southern Cable Television Association annual convention. Holiday Inn East, Orlando.


Sept 15-17—Nebraska Broadcasters Association annual convention. Holiday Inn, Columbus, Neb.

Sept 15-17—Louisiana Association of Broadcasters fall convention, Royal Sonesta hotel, New Orleans.

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Where does Benihana of Tokyo—a restaurant—get off making one-minute TV commercials?

Since time immemorial, no restaurant in its right mind has run TV commercials for itself. Who can blame them? Television costs a fortune. And a restaurant, after all, isn’t a hamburger chain.

Oh sure, there are exceptions. Now and then a restaurant does go the TV route. But usually around 1 in the morning. And with a commercial that somehow reminds you of a real-estate offering. If you’ve seen one, you’ve seen all. Each begins with a slide presentation of the restaurant’s exterior and interior. Maybe there’s a shot or two of the food. Then the price of the meal is flashed on the screen in some giant typeface.

I wouldn’t actually call them commercials. They’re more like televised print ads.

When we launched Benihana’s advertising campaign a few years ago, most of it was print. Radio was the only broadcast medium we used. “Television?” Benihana President Rocky Aoki used to snort. “I wouldn’t touch it with a 10-foot chopstick.”

Benihana was growing like crazy, however. Every time you looked around—woosh, there was another Benihana. By the middle of last year, there were 23 Benihanas in 19 cities throughout the U.S. and Canada. Ten more were scheduled to open over the next 12 months.

At this point, we did an in-depth study of the multiplying Benihana markets. We found their potential had been barely tapped. In spite of all the conventional wisdom concerning the folly of running TV commercials for a restaurant, television is exactly what we recommended. After some deliberation, Benihana management agreed. We got the go-ahead to produce four 60-second spots.

For Benihana, television was really a supremely logical step. Although Japanese hibachi cooking had been attracting increasing numbers of people, we knew the market had barely been dented. Our research showed that most Americans still thought in clichés about Japanese food. It was sukiyaki, they thought. And if not sukiyaki, then raw fish.

Television could help dispel the clichés. Television, if used, could attract a vast new public to Benihana.

In the first place, television could show people exactly the kind of food to expect. After all, Benihana basically serves hibachi steak, hibachi chicken and hibachi shrimp. Any viewer could see for himself that to go to Benihana he needn’t even

Hans Kracauer, 35, is a 10-year advertising veteran. Before he formed his agency with Ron Marvin, he spent four years as a copywriter at Doyle, Dane, Bernbach. While there, he wrote commercials for Volkswagen. He also created advertising for such national accounts as Uniyoyal, Seagram and American Airlines. After he left DDB, he became creative group supervisor first at Smith, Greenland and then at Ted Bates. He is now president and creative director at his agency.

like Japanese food. He could just be a steak lover.

In the second place, only through television could we convey the sheer fun of a meal at Benihana. Through no other medium could we depict so graphically the wild flamboyance of the chefs—the razzle-dazzle showmanship that makes eating at Benihana as much a theatrical experience as a culinary one.

In the third place, television was invaluable in getting the jump on imitators. The fact is that into every city Benihana goes, invariably go the copycats. (I once wrote an ad that attacked this very problem when Benihana existed only in New York. My headline was: “Benihana, New York’s first restaurant devoted to hibachi cooking, proudly announces a grand total of 13 imitators. Come see what the imitators are trying to imitate.”) Television, of course, could really do the definitive job. It could position Benihana in the public’s mind as the place for hibachi cooking. It could nail down once and for all Benihana’s role as pioneer and leader in restaurants.

To sum up, we felt only television was equal to our goals. We were introducing a totally different kind of food prepared in a totally different kind of manner. In truth, we weren’t just selling a restaurant; we were selling an experience.

The spots really have one fundamental purpose: to create a special mystique about Benihana. Of course, every spot is also an exciting demonstration of why going to Benihana is different from going to any other Japanese restaurant. Or, for that matter, any restaurant.

Take the spot featuring Rocky Aoki, Benihana’s founder. It puts everything into the proper perspective.

“When I came to this country nine years ago,” Rocky says, “most Americans thought Japanese cooking meant only sukiyaki. Or raw fish. But I had a dream. I’d introduce hibachi cooking to America.” While we see a chef perform, we hear Rocky talking about this determination to give people “the most fabulous hibachi steak” and chefs who “put their hearts and souls into every performance.”

The viewer, thus introduced to the Benihana approach by its actual creator, gets to see everything. The incredible food. The dazzling manner in which that food is prepared. The brilliantly theatrical chef.

We also attacked preconceived ideas about Japanese food in the spot featuring an American couple. The man rattle off some choice nightmares about what Japanese food will do to him. Suddenly the chef appears. The chef does his stuff. The man, chastened and a little dumb-founded, digs into his steak. The spot thus accomplishes an important task. It differentiates the Benihana approach from that of other Japanese restaurants and dramatizes an entirely new dining experience.

The uniqueness of Benihana is celebrated in the spot featuring a graduation ceremony for chefs. As one chef gets up to collect his diploma, he remembers his Benihana school days. Through the flashback, the viewer gets a sense of all the work and training a Benihana chef has to go through before he can stand in front of his diners.

We have another spot that depicts the chef’s point of view. It features a rookie about to make his debut. He is paralyzed by stage-fright until an old pro gives him a pep talk and sends him on his way. The rookie performs successfully, simultaneously demonstrating to the viewer what a Benihana meal is like and creating empathy for every Benihana chef.

Although the spots are still in their broadcast infancy, preliminary reaction is extraordinary. Some Benihanas report business up by as much as 35% after the spots have been on the air in their markets only six weeks.

Television is a brand new medium for Benihana. But all indications are that it’s the medium for Benihana’s future. Through its help we think we can turn a Japanese restaurant into an American institution.

Monday Memo®

A broadcast advertising commentary from Hans Kracauer, president, Kracauer & Marvin Advertising, New York
ABC Close-Ups
really tough
Chicago Today

Firemen ‘Impressed’
With ABC Special
Orlando Sentinel Star

ABC lauded for fire documentary
Chicago Tribune

‘ABC Closeup’: a revolution in reporting
The Christian Science Monitor

‘The Right to Die,’
compelling, incisive documentary Washington Star-News

Preview: Hard-Hitting Report on Food and Profits

‘News Closeup on Fire’
A Burning Indictment
New York Daily News

TV: Controversial ‘Fire!’
Is Hard-Hitting Survey
THE NEW YORK TIMES

Program On Coal
Sets ABC Trend
Tucson, Arizona Star

ABC takes excellent look
 at fire hazards in nation
Denver Rocky Mountain News

ABC Food Show ‘Gutsy’ Reporting
CINCINNATI INQUIRER

Reporters act fairly in coal industry attack

ABC excels in survey of W. Va. mining
THE CLEVELAND PLAIN DEALER

TV: Impressive Start for ABC News ‘Close-Up’
THE NEW YORK TIMES

‘The Right to Die’ shocking, absorbing TV
New Orleans States-Item

ABC does a little mining in the exposé field
The Boston Globe
The new ABC News Closeup series is making some headlines of its own.

Last October, millions of television viewers witnessed the investigation of an American tragedy. The program they were watching was the first in ABC's new documentary series—ABC News Closeup. The tragedy they saw unfold was the plight of the West Virginia coal miner, his family and his community.

"If it does not receive an Emmy or two," The Cleveland Plain Dealer said, "justice will not have been served." "It proves its point superbly," the Associated Press said. And the New York Daily News called it "a first-rate investigative job."

As the Closeup series of documentaries unfolded, critical acclaim continued. The Boston Herald-American applauded FIRE! as "a courageous, hard-hitting, shocking documentary designed to call attention to and improve the fire and safety situation around the country."

With the third documentary in the series Variety summed up the situation: "The ABC News Closeup umbrella series of news documentaries has established itself within the span of three outings...as a hard-hitting investigatory skein with a penchant for probing subjects close to the basic self-interest of the viewing public. The latest stanza on food continued the standards of hard-nosed urgency that have characterized previous efforts."

When "The Right to Die" aired, The Washington Post said, "It may well set a standard for clear-sighted perspective and taste." Dorothy Storck of Chicago Today called it "one of the most riveting hours I've ever spent in front of the tube" and the New Orleans States-Item said: "I doubt seriously we'll see anything on television the rest of the year more absorbing."

ABC News Closeup continues to zero-in on subjects of importance to all of us. "Women in Prison" appeared on February 23 and was greeted with critical acclaim. A special report on the oil and energy crisis airs in March, to be followed later this year by reports on government and the invasion of privacy, the abuses in land use, and children and health.

ABC News has already reaffirmed its commitment to this bold style of investigatory reporting by renewing the Closeup series for the 1974-1975 season.

Chances are, these coming reports will make some new headlines on their own.
Many pilots are called, but few are chosen

It's nail-biting time as networks consider $25-$30 million in programs offered for the 1974-75 schedule

The annual program sweepstakes for slots on the TV networks is under way in Hollywood and New York, with the producing studios churning out approximately 100 pilots for consideration for the 1974-75 season. And it's anyone's guess as to who will be the winners.

Two cogent observations have been made about the $25-million to $30-million gamble (that's the sum it is estimated the three networks have committed for the pilots). One is by Sidney J. Sheinberg, president of MCA Inc., one of the powerhouses of TV production. Mr. Sheinberg, long-time chief of MCA's producing arm, Universal TV, commented last week that TV, like the movies, tends to imitate itself generally. Yet, he added, each of the networks each season takes a chance on one or two programs that are different to a degree from those that went before.

"Undoubtedly," he said, "something like this will take place in the coming season, as it has in past seasons." Just how to put one's finger on this is something Mr. Sheinberg didn't explain. But Martin Starger, president of ABC Entertainment, expressed a theory that could be the Rosetta Stone for determining just what this different type of programming might be. He calls it the "pendulum" theory. For example, he said last week, there have been not too many variety shows on TV the last few years; therefore, look for more variety shows in 1974-75. That ABC feels this may indeed be the year for variety shows can be seen in two of its pilots: The John Denver Show, and another named after the show-business newspaper, Variety.

There's a converse to Mr. Starger's theory, too. In the last few years, there have been a spate, some say a surfeit, of law enforcement programs; therefore, for the coming year, there will be fewer. But again, one wouldn't know it by checking the list of pilots; there are law enforcement shows all over the lot—but some with a twist.

Mr. Starger says that the public's appetite now is heavily for what he calls "fun-entertainment-escapist" fare. Of course, he's talking of his network's Six Million Dollar Man, and in the list of ABC pilots is one called Wonder Woman, described in the pilot as a "symbol of present-day women's liberation . . . about the daughter of the Queen of Amazons who leaves her island home to aid in the recovery of vital documents stolen by an international spy ring."

Larry White, ABC's programming vice president, is another who sees variety coming to the fore (his network has two listed, one called American Bag, a satire with Dennis Weaver, and another entitled Hamburger). And he also sees a diminution in "cop" shows. Yet, NBC only last week announced its renewal of Police Story, the Joseph Wambaugh series that is a hit in its first year on the air.

Barry Diller, ABC West Coast program executive, termed it "a fool's game." Text continues on page 26.

Which shows will be auditioning for which network

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<th>Title</th>
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<td>Judge Dee</td>
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<td>The Champions</td>
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<td>The Hanged Man</td>
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<td>Mobile Two</td>
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<td>Another April</td>
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<td>Dominic's Dream</td>
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<td>Sonny Boy</td>
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<tr>
<td>Ewel Knivelt</td>
<td>half hour</td>
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<tr>
<td>Jery</td>
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<td>We'll Get By</td>
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<td>The Fess Parker Show</td>
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<td>Ma and Pa</td>
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<td>The Michele Lee Show</td>
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<td>The Paul Sand Show</td>
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<td>Silsher</td>
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<td>Aces Up</td>
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<td>Mo and Joe</td>
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<td>Change at 121st Street</td>
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<td>Nobody's Perfect</td>
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<td>Nicky's World</td>
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<td>Double Trouble</td>
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<td>Skin Game</td>
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<tr>
<td>Dr. Max</td>
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<td>The Family Kovac</td>
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<tr>
<td>Manhunter</td>
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<table>
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<td>Park Ranger</td>
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<td>Second Start</td>
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<td>Middle</td>
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<td>Cisco and the Man</td>
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<td>The Dr. and the Pussycat</td>
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<td>Fraud</td>
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<td>Born Free</td>
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<td>Remember When</td>
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<td>Archer</td>
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<td>The Black Pearl</td>
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<td>Amy Fremiss</td>
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<td>The Law</td>
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<td>Night Games</td>
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<td>In Tandem</td>
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<td>A Tree Grows in Brooklyn</td>
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<td>Honky Tonk</td>
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<td>Punch and Judy</td>
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<td>The Girl on the Late, Late Show</td>
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<td>The Imposter</td>
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<td>Lucas Tenner</td>
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<td>Vector</td>
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<td>American Bag</td>
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</tr>
<tr>
<td>Hamburger</td>
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Scorecard on program development for the 1974-75 season

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<tr>
<th>Production Company</th>
<th>Title and Remarks</th>
<th>Type</th>
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<th>Network</th>
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<td><strong>ABC Circle Films</strong></td>
<td>Judge Dee</td>
<td>mystery</td>
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<td></td>
<td>Kolchack</td>
<td>contemporary bizarre</td>
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<td>ABC-TV</td>
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<td>Dan Curtis</td>
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<td><strong>American International</strong></td>
<td>Purvis, G-Man</td>
<td>action</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Dale Robertson, Steven Kastaly</td>
<td>Dan Curtis</td>
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<td><strong>Bearde-Blye Productions</strong></td>
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<td>NBC-TV</td>
<td>Dennis Weaver</td>
<td>Chris Bearde, Allan Blye,</td>
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<td></td>
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<td>Perry Rosamond</td>
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<td></td>
<td>Hamburger</td>
<td>comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Chris Bearde, Allan Blye</td>
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<td><strong>CBS Productions</strong></td>
<td>Another April</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Leslie Charleson, Barnard Hughes</td>
<td>Larry Kasha, Lew Gallo, Alan Rakitin</td>
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<td></td>
<td>Dr. Max</td>
<td>drama</td>
<td>90 minutes</td>
<td>CBS-TV</td>
<td>Lee J. Cobb, Janet Ward, Robert Lipton</td>
<td>Jim Goldstone</td>
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<td><strong>Concept II Productions</strong></td>
<td>My Wife Next Door</td>
<td>comedy</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Bill Persky, Sam Denoff, Jerry Davis</td>
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<tr>
<td>(based on British TV series)</td>
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<td><strong>Bing Crosby Productions</strong></td>
<td>The Hanged Man</td>
<td>western</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>Steve Forrest</td>
<td>Andrew J. Fansidy</td>
</tr>
<tr>
<td><strong>D'Antoni Productions</strong></td>
<td>In Tandem</td>
<td>comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Claude Akins, Frank Converse</td>
<td>Barry Welsz, Bernard Kowalski</td>
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<tr>
<td><strong>Don Fedderson Productions</strong></td>
<td>The Fess Parker Show</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Fess Parker, Cindy Elisebecher,</td>
<td>George Tibbles, Bruce Bilson</td>
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<td>Dawn Lyn, Michelle Stacy, Linda Dano, Florence Lake, Norman Alden</td>
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<td><strong>4-D Productions</strong></td>
<td>The Life and Times of</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>Hal Linden, Abby Dalton</td>
<td>Danny Arnold</td>
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<tr>
<td>Captain Barney Miller</td>
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<td><strong>Hells Productions</strong></td>
<td>We'll Get By</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Paul Servino, Mitzi Hoag, Jerry Houser, Willie Aames, Devon Scott</td>
<td>Marc Merson, Jay Sandrich</td>
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<td><strong>Henderson Productions</strong></td>
<td>Dominic's Dream</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Joe Marcollo, Rita Moreno, Marjorie Battles, Burt Hayman</td>
<td>Gary Marshall, Bill D'Angelo</td>
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<td><strong>Henson Inc./IFA</strong></td>
<td>The Muppets</td>
<td>variety</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>Bernie Brillstein, Jim Henson</td>
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<tr>
<td><strong>Bob Hope Productions</strong></td>
<td>Bluffer's Guide</td>
<td>comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Bob Hope, David Niven</td>
<td>Paul Keyes, Nat Lande, Art Fisher, Marc Landor, David Fanich</td>
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<td><strong>Ilson/Chambers Productions</strong></td>
<td>Nobody's Perfect</td>
<td>comedy</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Telly Savalas (host), Audrey Christie, Marcia Strasberg, Barry Gordon, Charles Lane, Dave Merrick, Florida Frebus, Alice Newn, Stan Clemens</td>
<td>Jack Shea</td>
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<tr>
<td>(series of four sitcoms)</td>
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<tr>
<td><strong>Jed Productions</strong></td>
<td>Mo and Joe</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Louise Lasser, Mike Tolan</td>
<td>Marc Merson, Hi Auerbach,</td>
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<td>Arthur Forrest, Bob Rendell</td>
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<td><strong>John Jar Productions</strong></td>
<td>John Denver Show</td>
<td>variety</td>
<td>hour</td>
<td>ABC-TV</td>
<td>John Denver</td>
<td>Jerry Weintraub, Rich Sustis, Al Rogers</td>
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<td>Production Company</td>
<td>Title and Remarks</td>
<td>Type</td>
<td>Length</td>
<td>Network</td>
<td>Stars</td>
<td>Key creative people</td>
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<td>Kodiak Productions</td>
<td>Kodiak</td>
<td>drama</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>Clint Walker</td>
<td>Stan Sheptner</td>
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<tr>
<td>Sheldon Leonard Enterprises</td>
<td>Aces Up (in association with Metromedia Television)</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Jose Perez, Raoul Julio</td>
<td>Danny Arnold</td>
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<td>Lorimer Productions</td>
<td>Moose</td>
<td>comedy</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Lee Rich, Jack Shea, Dan Greenburg</td>
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<td></td>
<td>The Barbara Eden Show (with MiBar)</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>Barbara Eden, James Gregory Ruth McDavitt Nebelham Persoff</td>
<td>Danny Arnold</td>
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<td></td>
<td>The Douglass Family</td>
<td>drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Karl Rhodes, Lynn Hamilton, Bea Richards</td>
<td>Lee Rich, Walter Coblenz</td>
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<tr>
<td>Quinn Martin Productions</td>
<td>Manhunter</td>
<td>action/drama</td>
<td>90 minutes</td>
<td>CBS-TV</td>
<td>Ken Howard</td>
<td>Adrian Samish, Walter Greuman</td>
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<td></td>
<td>The Champions</td>
<td>contemporary/lawyer</td>
<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
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<tr>
<td>Metromedia Producers Corp.</td>
<td>Punch and Jody</td>
<td>comedy/drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Dick Berg, Ruth Roman, Pamela Griffin</td>
<td>Dick Berg, Doug Benton, Barry Shear, John McGreavy</td>
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<td>The Michele Lee Show</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Michele Lee</td>
<td>Fred Coo, Peter Baldwin</td>
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<tr>
<td>MGM Television</td>
<td>Shirts/Skins</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>John Pleshette, Oliver Clark, Bill de Vane, Bob Sampson</td>
<td>Burt Nodelle, Bruce Petrow</td>
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<tr>
<td></td>
<td>McNall</td>
<td>police</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Andy Griffith</td>
<td>Burt Nodelle</td>
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<td></td>
<td>Slither</td>
<td>situation comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>TBA</td>
<td>Jack Sher, Darryl Duke, Barry Bostwick</td>
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<td></td>
<td>Honky Tonk</td>
<td>period western</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Richard Crenna</td>
<td>High Benson, Don Taylor, Doug Hayes, John Meston</td>
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<tr>
<td>MTM Productions</td>
<td>The Paul Sand Show</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Paul Sand, Lynn Lipton, Mike Baziak</td>
<td>Jim Brooks, Allen Burns, Jay Sandrich</td>
</tr>
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<td></td>
<td>The Hogg Family</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>Bob Crane, Trisha Hart, Harold Goule, Todd Sueman, Rae Allen</td>
<td>Grant Tinker, Martin Cohen, Jim Allen</td>
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<td></td>
<td>Second Start</td>
<td>comedy</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>Bob Crane, Trisha Hart, Harold Goule, Todd Sueman, Rae Allen</td>
<td>Grant Tinker, Martin Cohen, Jim Allen</td>
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<tr>
<td>NBC Productions</td>
<td>Little House on the Prairie</td>
<td>comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Michael Landon, Karen Grassele</td>
<td>Ed Friedly, Michael Landon</td>
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<tr>
<td>Paramount</td>
<td>Paper Moon</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>Jody Foster</td>
<td>Tony Wilson</td>
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<td></td>
<td>Archer</td>
<td>detective</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Peter Graves</td>
<td>Howard Koch, Phil Parsio, Dan Tardeda, Doug Hayes</td>
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<td></td>
<td>Night Games (probably titled Petrocelli if goes series)</td>
<td>lawyers</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Barry Newman, Susan Howard, Albert Salmi</td>
<td>E. Jack Neuman, Don Taylor</td>
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<tr>
<td>Playboy Productions</td>
<td>The Family Kovac</td>
<td>drama</td>
<td>90 minutes</td>
<td>CBS-TV</td>
<td>James Sloyan, Sarah Cunningham, Andy Robinson, Tami Bule, Renne Jarrett</td>
<td>Eddie Rissien, Ron Roth, Ralph Senensky</td>
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<tr>
<td></td>
<td>Home Free</td>
<td>comedy</td>
<td>30 minutes</td>
<td>NBC-TV</td>
<td>Jane Alexander, Laurence Luckenbill, Rex Eberhardt</td>
<td>Jerry Davis, Arthur Ross, E. W. Swackhammer</td>
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<tr>
<td>Martin Reckin Productions</td>
<td>Twice In a Lifetime</td>
<td>comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Ernest Borgnine, Della Reese</td>
<td>Martin Reckin, Herschel Daugherty, Bob Prosh</td>
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<tr>
<td>Norman Rosemont Enterprises</td>
<td>Variety (in association with Viacom)</td>
<td>variety</td>
<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>TBA</td>
</tr>
</tbody>
</table>
This little booklet will tell you why IF MODULATION is the world's standard for television transmitters

21 questions — and 21 answers — on Intermediate Frequency (IF) Modulation, and why it is today's state-of-the-art approach to color transmission.

What is IF MODULATION? What are the benefits of IF MODULATION? Why is IF MODULATION superior? These are just a few of the points covered.

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Yes, I'm interested. Please send me a copy of your IF Modulation booklet.

Name
Title
Company
Street
City
State
Zip
<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title and Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
<th>Key creative people</th>
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<tr>
<td>Aaron Ruben Productions</td>
<td>For Better, For Worse</td>
<td>comedy</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>Jack Weston, Marge Redmond</td>
<td>Bob Lo Hendo, Aaron Ruben</td>
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<td>George Schlatter Productions</td>
<td>Lampoon</td>
<td>variety</td>
<td>hour</td>
<td>ABC-TV</td>
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<td>TBA</td>
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<tr>
<td>Screen Gems</td>
<td>Born Free</td>
<td>drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>TBA</td>
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<tr>
<td></td>
<td>Mama</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>Theresa Merritt, Clifton Davis, Ed Bernard</td>
<td>Alan Byne, Chris Borden, Walter Biern, Gene Farmer</td>
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<td></td>
<td>The Last Angry Man</td>
<td>medical</td>
<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>Jerry Isenberg</td>
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<tr>
<td></td>
<td>Parker</td>
<td>police show</td>
<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>David Gerber</td>
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<td></td>
<td>The Girl on the Late, Late Show</td>
<td>adventure</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Don Murray, Laraine Stephens</td>
<td>David Gerber, Gary Nelson, Mark Rogers</td>
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<td></td>
<td>The Owl and the Pussycat</td>
<td>comedy</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>Buck Henry</td>
<td>Mace Neufeld, Buck Henry</td>
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<td>Seven Seasons Productions</td>
<td>Pete and Tillie</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Cloris Leachman, Carmine Caridi</td>
<td>Carl Kiehnenschmidt, Jerry Belson</td>
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<td>Spelling-Goldberg Productions</td>
<td>The Fireman's Ball</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>Dee Caruso, Gerald Gardner</td>
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<tr>
<td>Ed Sullivan Productions</td>
<td>Sonny Boy</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Allen Garfield, Florence Stanley</td>
<td>Bob Precht, Bob Reiner, Phil Mishkin, Bob LeHendro</td>
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<td></td>
<td>Change at 125th Street</td>
<td>comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Ron Glass, Roxie Sirk, Vernor Washington, Chip Fields, Terry Kiser</td>
<td>Bob Precht, Mike Schultz, Bob LeHendro, Ernest Kinoy</td>
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<tr>
<td>Danny Thomas Productions</td>
<td>Parsons</td>
<td>western</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Marjoe Gortner</td>
<td>Paul Witt, Paul Maslansky</td>
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<td></td>
<td>Remember When</td>
<td>comedy</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Jack Warden, Nan Martin, William Schallert, Jamie Smith Jackson, Margaret Willcock, Bobby Benson</td>
<td>Paul Witt, Suzz Kuhlic, Herman Raucher</td>
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<td>Tomorrow Entertainment</td>
<td>Nicky's World (in association with Maiden Productions)</td>
<td>family drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Charles Ciotti, George Voskoveo, Olympia Dukakis, Mirk Share</td>
<td>Joe Manduke, Paul Stanley, Edward Adler, Bill Katz</td>
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<td>20th Century-Fox</td>
<td>The Karen Valentine Program</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>Karen Valentine</td>
<td>Lorenzo Musico, Dave Davis</td>
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<td>Double Trouble</td>
<td>comedy/drama</td>
<td>90 minutes</td>
<td>CBS-TV</td>
<td>Shelly Winters, Barry Primus</td>
<td>Joel Ragsdale, Paul Kreutz, Barry Primus</td>
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<td></td>
<td>If I Love You Am I Trapped Forever?</td>
<td>situation comedy</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Ted Eccles, Tannis Montgomery, Rob Berger, Denise Nickerson</td>
<td>Gene Reynolds, Larry Gelbart</td>
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<td></td>
<td>A Tree Grows in Brooklyn</td>
<td>drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Diane Baker, James Olson, Nancy Malone, Michael Wixton</td>
<td>Norman Rosemont, Joe Hardy, Blanche Hanella</td>
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<td></td>
<td>Only in America</td>
<td>family comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>Stanley Shapiro</td>
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<td>Universal</td>
<td>Senior Year</td>
<td>drama</td>
<td>90 minutes</td>
<td>CBS-TV</td>
<td>Gary Frank, Glynnis O'Connor, Scott Colomby, Barry Livingston, Lionel Johnson, Deborah Scott</td>
<td>David Levinson, Richard Donner</td>
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<td>Doctor Domingo (in association with Harbour Productions)</td>
<td>doctor</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>Desi Amaz</td>
<td>Cy Chermak, Ken Kold, Lane Bate</td>
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<td>Fraud (in association with Mark VII Productions)</td>
<td>law enforcement</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>Frank Sinatra Jr., Ed Nelson, Sharon Glass</td>
<td>Jack Webb, Joseph Calvello</td>
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<td></td>
<td>Sunshine</td>
<td>drama</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>Cliff DeYoung</td>
<td>George Eckstein, Carol Sobieski</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title and Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
<th>Key creative people</th>
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<td>Cro-Magnon</td>
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<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
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<td>Bridger</td>
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<td>The Chadwicks</td>
<td>family drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>David Victor</td>
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<tr>
<td>Mobile Two</td>
<td>adventure</td>
<td>half hour or hour</td>
<td>ABC-TV</td>
<td>TBA</td>
<td>Jack Webb</td>
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<td>The Black Pearl</td>
<td>adventure</td>
<td>hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Keil Martin, Ralph Benamy, Jack Kruschen</td>
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<td>Army Prentiss</td>
<td>police</td>
<td>hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Jessica Walter</td>
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<td>The Law</td>
<td>lawyers</td>
<td>hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Judd Hirsh, John Beck, Herb Jefferson, George Wyner, Bonnie Franklin, Barbara Basley, John Hillerman, Gary Bussey</td>
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<td>Lucas Tenner</td>
<td>school</td>
<td>hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>David Hartman</td>
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<td>Vector</td>
<td>medical</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Robert Urich, Maureen Reagan</td>
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<td>Park Ranger</td>
<td>adventure</td>
<td>half hour</td>
<td>NBC-TV</td>
<td>TBA</td>
<td>Jack Webb, Bob Ginader</td>
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<td>The Rockford Files</td>
<td>detective</td>
<td>hour</td>
<td>NBC-TV</td>
<td>James Garner</td>
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<td>Target Risk</td>
<td>action/adventure</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Bo Swenson</td>
<td>Roy Huggins</td>
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<td>Untitled Production Co.</td>
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<td>The Boys</td>
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<td>half hour</td>
<td>CBS-TV</td>
<td>TBA</td>
<td>Tim Conway, Herb Edelman</td>
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<td>Viacom Enterprises</td>
<td>Ann in Blue</td>
<td>comedy</td>
<td>half hour</td>
<td>ABC-TV</td>
<td>TBA</td>
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<td>Mr. and Mrs. Cop</td>
<td>police</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Anthony Costello, Marianne McAndrew</td>
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<td>Evel Knievel</td>
<td>drama</td>
<td>half hour</td>
<td>CBS-TV</td>
<td>Sam Elliott, Noble Willingham, Gary Barton</td>
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<td>Werner Bros.</td>
<td>The Hunters</td>
<td>action/adventure</td>
<td>hour</td>
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<td>hour</td>
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<td>hour</td>
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<td>Skin Game</td>
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<td>Jerry</td>
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<td>The New Land</td>
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<td>Planet Earth</td>
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<td>Kathy Lee Crosby</td>
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<td>Harry O</td>
<td>private eye</td>
<td>hour</td>
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<td>David Janssen</td>
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<td>Christie Love</td>
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<td>hour</td>
<td>ABC-TV</td>
<td>Teresa Graves, Harry Guardino</td>
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Broadcasting Mar 4 1974
The best new animal series of 1973...

...will now be the best new animal series of 1974.

26 New Color Half Hours of WILD, WILD WORLD OF ANIMALS
Narrated by William Conrad
FCC vetoes year's stay in prime-time access rule modifications

What looked like a three-two vote for delay turns into five-nothing rout against it; NAITPD, however, won't strike flag, immediately seeks in court what it was denied by FCC

A funny thing happened on the way to that predicted stay of the FCC's modified prime-time-access rule: The three "sure" votes for it joined the two for-four votes against it in a unanimous denial.

Thus went a glimmering—at least for the broadcast—the best efforts of the National Association of Independent Television Producers and Distributors, which had asked for the one-year delay, and of hundreds of others who hoped—and had begun to believe—it was at hand (BROADCASTING, Feb. 25).

The rejection was made more stunning by the public comments of those three commissioners the week before. Robert E. Lee, Charlotte Reid and Benjamin L. Hooks all had said they would go for a stay. But when the votes were counted on Wednesday (Feb. 27) they had joined Chairman Dean Burch and Commissioner (and chairman-designate) Richard E. Wiley in affirming the commission's decision to put the revised rule into effect in September 1974.

However, that does not end the matter. Counsel for NAITPD, Katrina Renouf, filed a motion in the U.S. Court of Appeals for the Second Circuit, in New York, on Thursday, asking it to order the stay. A decision is expected on March 12. NAITPD is appealing the revised rule itself in a petition filed earlier in the New York court.

The rule, in its present form, bars top-50-market stations from taking more than three hours of network programming between 7 and 11 p.m. NYT. The revised rule specifies only the 7:30-8 p.m. slot Monday through Saturday as nonnetwork access time and opens Sunday nights completely to network programming; an additional half-hour during the week will be available to networks for children's specials or public-affairs specials.

NAITPD said the stay was needed to provide assurance that the "necessarily irre-

Text continues from page 18.

to try to guess at this point what programs among the pilots are to be chosen for the coming season. CBS officials declined completely to discuss their thinking about the 1974-75 season, although Perry Lafferty, CBS programing chief in Hollywood, not long ago commented, in jest perhaps but undoubtedly with some degree of fact, that, like the other networks, CBS tests programs, has committees and gives deep consideration to choosing, but in the end, "We do what Mr. Paley tells us to do." (William Paley is chairman of CBS Inc.)

Nevertheless in the aggregate there are almost 100 movies-of-the-week in the list of pilots (or development programs as they are known these days). Each will be broadcast at least once; that's how the tremendous costs are amortized. The ratings will be studied, but ratings are only a factor in the total consideration. In the final analysis the choice of new prime-time series for next season is dependent on the intuition of the network program chiefs. Their final decisions will be made sometime in early or mid-April. This is considered pretty late by normal standards, but all concerned note that the writers' strike last year not only set back the 1973-74 season, but also delayed development work for the coming season.

The key question, of course, is the number of hours each network must fill for the new season. Both ABC and NBC apparently are looking at some six to eight hours weekly. CBS, more fortunate, may only have to fill some four-plus hours.

Where are the holes? No network official will confirm what is going out of their schedules next year, but based on pretty widely accepted street talk, the fills are probably these:

ABC—Probable cancellations: Doc Elliot, Chopper One, Firehouse, Brady Bunch, Police Family, ABC Suspense Movie, Owen Marshall, FBI. ABC already has announced renewal of Streets of San Francisco, Rookies, and Marcus Welby, M.D. Committed. But not necessarily for the 1974-75 season (perhaps as summer replacement) is Mama.

ABC—Probable cancellations: Magician, Banacek, Snoop Sisters, Tenafly, Faraday & Co., Chase, Music Country-U.S.A., Lota Luck, Girl With Something Extra, Brian Keith Show, Dean Martin Show. And Flip Wilson already has been announced as renewed. Already renewed are Police Story, World of Disney, Emergency, Ironside. Committed for the new season is Born Free.

CBS—Cancellations likely for Dick Van Dyke, Mannix, Hawkins and Shaft.

Only last week, Lucille Ball announced the end of her Here's Lucy (see page 31). CBS renewals have not been announced, but undoubtedly they're likely to be its leaders (The Waltons, All In The Family, Mary Tyler Moore, etc.). It has committed itself to one new show: that's Valerie Harper's Rhoda, spin-off of the Mary show.

Time after time, network officials emphasize that one cannot infer what the new season is going to look like from the list of pilots. Nevertheless, even though it may be academic, a count of the pilots indicates a possible trend. By the count, therefore, ABC has 36: CBS, 26, and NBC, 34. Pre-eminent among all 96 pilots are family-type comedies. Some are new, like ABC's Mama (originally The Fosters Family of Washington, or ethnic, like that network's Only in America, or NBC's Chico and the Man. The next largest number, notwithstanding Mr. Starger's theories, are law-enforcement formats, but some with twists, like ABC's Park Ranger, about an Indian police officer, or NBC's Park Ranger, about the U.S. Forest Service. In third place come action-adventure programs, with ABC's Men of the Dragon, to be filmed entirely in Hong Kong, perhaps taking its cue from CBS's Hawaii Five-O. And then there are comedies, again some with a new approach, like CBS's Nobody's Perfect, an hour-long series made up of four separate items, or deep in nostalgia, like NBC's Mousse, about high school days in the 1950's (shades of "American Graffiti").

It was Mr. White who commented that his network's pilots provided "a good spectrum of various forms of family-type entertainment. That probably is as good an explanation as any, even though at this time of the year program producers air their grumbles at what seem to them a most expensive and inefficient way to provide programs for TV. That it is expensive is not gainsaid by anyone. Last year at this time, for example, 112 pilots were ordered—but only 25 were actually chosen for broadcast. But, it seems the more it changes the more it remains the same.

Two years ago, Julian Goodman, then NBC president, warned of rising costs for programming. This year, Walter A. Schwartz, president of ABC Television, provided the same text. The economics of TV are such, he told a Hollywood Radio and Television Society meeting only last month, that increased programming costs could mean there would be adverse effects on the quality of television programming (BROADCASTING, Feb. 18).

Meanwhile, this next month is fingernail biting time for the TV program studios—as it is every year.

Broadcasting Mar 4 1974
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versible" direction of the industry in the next few months does not render meaningless the resolution of the court case "even before it is reached."

The commission vote denying the stay came after a 45-minute discussion in which, all commissioners present agreed, neither Chairman Burch nor Commissioner Wiley made an effort to change the minds of the other three. Chairman Burch said he limited his comments to indicating how he intended to vote.

A large part of the discussion, reportedly, was taken up by the presentation made by John Bass, chief of the network study office, and Alan Pearce, economic consultant to the commission. Mr. Bass, presumably reflecting what he believed to be the consensus of the commission, had drafted a proposed order that would have stayed the revised rule, except for the provision permitting networks to program four hours on Sunday nights. Dr. Pearce delivered what he said later was an "analysis" of the situation that did not come down on one side of the issue or the other—but some commissioners viewed it as an argument against the stay.

In any case, the meeting seemed anticlimactic. The commissioners had been subjected to intense lobbying on the issue, and at least two members—Mrs. Reid and Mr. Hooks—appeared to have made up their minds to vote against the stay before entering the meeting room. Major program producers and networks opposing the stay—CBS, ABC, NBC, MCA, Warner Bros., Talent Associates, Quinn Martin Productions, Lee Rich of Lorimer Productions, and Samuel Goldwyn Studios, among others—and the smaller producers and syndicators urging the stay—Time-Life Films, Viacom, Sandy Frank Program Sales, Frank Reel of Metromedia Producers Corp., and Yongestreet Producers Corp., among them—delivered their respective messages not only in formal comment but in dozens of telegrams, telephone calls and private visits.

The opponents appeared to have weighed in with the heaviest last-minute effort. The supporters had demonstrated their view at the National Association of Television Program Executives convention in Los Angeles two weeks ago, in full view of Commissioner Reid and the two staffers most directly involved—Mr. Bass and Dr. Pearce. Many thought they had made their point effectively, in response to the staffers' invitation that they express their views.

But last week, after the commission meeting, Mrs. Reid said she had not definitely made up her mind two weeks ago, at which time she said she had heard only from the people urging the stay. Subsequently, she said, the comments from opponents of the stay persuaded her that "substantial" sums of money had been committed, predicated on the revised rule going into effect in September.

(Warner Bros. made that point in one of its messages to the commission. But most opposition was based on the legal argument that NAITPD had not made its case for a stay.)

Commissioner Hooks said his legal opinion had changed. He said he had felt a stay should be granted in view of the consideration that would have to be given to the petitions for reconsideration, which are to be filed by March 16. However, he said he learned later that the commission as a rule does not grant stays because petitions for reconsideration are to be filed but only if those seeking a stay can demonstrate irreparable harm will be granted only if one is not granted and indicate a likelihood of persuading the commission to change its mind. He said he did not think NAITPD had provided "proof" of irreparable harm.

NAITPD, in its petition for stay, said independent syndicators will suffer "irreparable injury" if the rule is not stayed, regardless of the outcome of the case on the merits. It also said delays and "disruptions" in producing new programming "cannot but damage both stations and their public viewers."

Commissioner Lee said he had decided to stick with the compromise that had been reached among the members in revising the rule effective with the start of the next season. "Besides," he said, "there were four votes opposing the stay anyway."

The reactions of the affected parties to the commission's surprise vote followed predictable patterns. Girard Chester, chairman of the executive committee of the NAITPD, said he was "very disappointed," and noted that the independent producers and distributors stand to lose

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Broadcasting May 4, 1974
an estimated $25 million, if not more, if the revised rule becomes effective next fall. Dick Colbert of Four Star Entertainment, which favored the rule in its present form, reacted with considerable heat to news of the commission's action. He said imposition of the modified rule would have an adverse impact on "many new, fresh" access time programs, such as Four Star's X-Factor, the barter program for which Procter & Gamble has been signed as co-sponsor.

Wynn Nathan, vice-president-television for Time-Life Films, and Don Taffner, of Goodwin-Taffner Programs Inc., in New York, also were upset. The commission "did not give the rule [in its present form] a chance to work," Mr. Nathan said. He deplored the order putting the revised rule into effect in the fall. Mr. Taffner said the commission's action "would hurt the smaller companies," such as his. With less access time available, he said, "we don't have a chance to grow." He also said the firm had abandoned plans to produce two new series for 1975-76.

Representatives of the larger companies, however, were pleased at the commission's action. "Delighted" was the word used by John H. Mitchell at Screen Gems. Edward Bleier, sales and programming vice president of Warner Bros. Television, called the action "terrific." He said it would continue to favor repeal of the rule, but said the commission's action was important for two reasons: "By confirming the commission's decision to proceed on schedule after ample notice for the coming season—even for those on both sides of the issue, who are unhappy and could petition for further changes—and secondly, by reducing to some extent the rule's injury to both the viewing public and independent quality producers."

Lou Friedland, president of MCA TV and another of the leading opponents of the rule in any form, said the decision, to his firm, meant that "we might as well get on with it—we'll relax and live with it."

Comments from a Los Angeles-based firm that both provides networks with programming and engages in syndication reflected conflicting self-interests. "The production side, which makes programs for the networks, likes the idea of no postponements," said a company official who asked not to be identified. "But in our syndication arm, the feeling is just the opposite."

"Case of Rape" rates high

NBC-TV carved out one of its biggest Nielsen weeks (Feb. 18-24) of the season, thanks in large part to the blockbuster audience delivered by the made-for-TV movie, "A Case of Rape" (Wednesday, Feb. 20, 9-11 p.m., NYT).

NBC's research people claimed that the 33.2 rating and 50 share over the two-hour period constituted "the largest audience ever to view a made-for-TV movie on television."

The three hit shows of the second season—ABC's The Six Million Dollar Man and Happy Days, and CBS's Good Times—made it into the top 20 for the week ending Feb. 24. Six Million's 24.8 rating and 37 share was good for a tenth-place finish. Good Time's 23.8 and 36 made it number 13, and Happy Days' 22.0 and 33 gave it a tie for 19th.

CBS's new family drama, Apple's Way, has declined in the ratings each week since its Feb. 10 premiere, hitting a low on Sunday (Feb. 24) with a 17.3 rating and 27 share against the umpteenth rerun of "The Wizard of Oz" on NBC.

And ABC's new family western, The Cowboys, has also skidded since it started off with solid numbers on Feb. 6. Cowboys managed only a 16.9 rating and 26 share on Feb. 20, to finish third in its time period.

For the week as a whole, NBC walked off with three nights (Wednesday, Saturday and Sunday), ABC picked up Monday and Tuesday, and CBS won Thursday and Friday.

Woold gets NBA radio rights

Exclusive worldwide rights to distribute radio broadcasts of the National Basketball Association play-off games into "neutral" cities has been granted by the NBA to the Robert Woold Co., Los Angeles. Play-offs begin the weekend of March 30 and continue for approximately six weeks.

RWC will select between 16 and 19 games, including two games from each of the six semifinal and final series, plus all the games in the league's final, best-of-

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Last January, RWC produced exclusive worldwide coverage of the NBA's All-Star game. RWC also owns radio broadcasting rights to National League baseball playoffs; it has produced national radio coverage of the NCAA basketball championship, as well as numerous major golf tournaments.

**NATPE programers give rousing 'no' to programing by pressure**

Seven-item ballot shows that PD's overwhelmingly are against conceding decisions to special-interest groups

Television programers in Los Angeles two weeks ago for the National Association of Television Program Executives convention had more than a few derogatory things to say about the pressures they face from dissident citizen groups (Broadcasting, Feb. 25). Perhaps the peer support offered by the occasion had an effect on their attitudes, but programers responding to an NATPE special ballot on "programing by pressure" forcefully expressed their antipathy.

In essence, the programers felt that broadcasters have been too condescending in their relationships with citizen groups. They declared—almost universally—that concessions should be eliminated, that the status quo of programing for minority and special interest groups is acceptable, and that "public access" programing might be appropriate for cable operators, or even public broadcasters, but not for them.

Significantly, the majority of the broadcasters surveyed expressed a preference for "subsequent" FCC guidelines for dealing with special-interest groups. Such a procedure, they indicated, would be preferable to the commission's taking no action at all on the matter and highly preferable to the agency setting specific policies.

An overwhelming majority of the programers (68.9%) said a station does not have the right to sign agreements with citizen groups that would prohibit or limit any specific type of program material. Only 13.4% said such a right exists; 17.7% declared it may be applicable in rare cases.

Many programers (46.2%) felt that a station should "seldom" move to eliminate minority stereotypes from its program. A smaller group (27.7%) said that stations should be taken occasionally: 18.5% felt it should never be done, and 7.6% thought it should happen always. However, most participants (61.5%) acknowledged that stations sometimes edit programs to eliminate segments that might be objectionable to a particular group; 27.9% said they never did this; 10.6% said they always do.

And given the choice between airing a program that is potentially objectionable to a group in the viewing area and prohibiting the telecast, the large majority (82.1%) opted for the former.

For the first exception, the broadcasters felt that a station should never promise to allocate a specific percentage of time to any particular group—99.9% of those surveyed displayed this preference.

More than half the participants (54.3%) expressed the opinion that there is "just the right amount" of programming oriented toward minorities and special-interest groups on television today; 27.9% said there is too little; 17.8% believed there is too much.

More than half of those polled (54.8%) also felt that so-called "public access" programs should be completely eliminated. A significant sampling of the participants (26.1%) felt such programs should be confined to cable systems; 12.7% said stations should provide the service (and most of those identified public broadcasting as the alternative source); only 6.3% felt all stations should perform that function.

The participants favored the FCC's issuing guidelines for associations with citizen groups over the implementation of specific rules in this area. But a substantial portion (41.1%) said the agency should take no action at all. Only 5.9% felt specific rules are in order; 54% opted for that approach.

Above all, the survey indicated, broadcasters maintain that their stations should have total discretion as to which programs they carry, when and how often they should appear, and who should be given access to them.

**ABC-TV reschedules a 'balanced' Cavett**

With appendage of responses, canceled show will go on air

ABC-TV said last week it would broadcast on March 21 the Dick Cavett Show that it canceled last Feb. 7 for lacking balance to the views expressed by four of the Chicago Seven who were guests. The original featured Abbie Hoffman, Tom Hayden, Jerry Rubin and Rennie Davis (Broadcasting, Feb. 11). The network rescheduled the program on condition that opposing viewpoints be attached to the end of it.

Daphne Productions, producer of the program, has taped about half an hour of comments from conservatives Jeffrey St. John, broadcaster and columnist, and Fran Griffin, of Young Americans for Freedom. The two were shown on controversial Cavett interviews and asked by Mr. Cavett to reply to four subjects that ABC said needed balancing: change through revolution, bombing for social protest, alleged breakdown of the American judicial system and alleged failure of American society and its system of government.

"We just let them say what they thought," said John Gilroy, Cavett show producer. "I still feel the show doesn't need balancing, but we're just interested in getting our 90 minutes on the air."

The only portions of the original show ABC chose to delete, Mr. Gilroy said, were a few expletives from the audience, and we didn't argue about them," use of hand-made bombs, and a charge from Mr. Rubin that former New York Governor Nelson Rockefeller and his family made their money by "stealing."

"Those were legal judgments, having nothing to do with the question of balance, and we didn't argue about them," Mr. Gilroy said.

**P.S. to writers' strike: How the specials fared when series were late**

JWT study finds heavy reliance by networks with some ratings loss

J. Walter Thompson Co., New York, last week released an analysis that showed the TV networks used 50% more specials in the fourth quarter of 1973 than in the same period of 1972. The study also claimed that there was a 5% dip in average ratings for the 1973 specials in the last quarter as compared to specials in the previous fourth quarter.

The agency said it undertook the analysis following the writers' strike in early 1973 that delayed fall starts of regular series and prompted the networks to schedule specials. JWT's examination showed that in the fourth quarter of last year the three TV networks carried 69 entertainment specials, totaling 72.5 hours with an average rating of 20.1. In the final quarter of 1972, networks scheduled 47 specials amounting to 42 hours with an average rating of 21.2.

JWT concluded that while network specials suffered an average 5% rating decline from the previous year, they achieved an 11% higher rating than average regular prime-time programing.

The agency also learned that a "big name" does not guarantee a larger audience; specials must be promoted heavily to attract audiences: specials are generally outmatched by strong feature films, and programs dealing with a holiday theme usually outrated other entertainment specials.

JWT offered this ranking of prime-time entertainment specials through Dec. 25, 1973:

<table>
<thead>
<tr>
<th>Special</th>
<th>Rating</th>
<th>Share</th>
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<tr>
<td>1. Bob Hope Special (NBC)</td>
<td>34.5</td>
<td>50</td>
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<td>2. Waltons: Thanksgiving Story (CBS)</td>
<td>33.5</td>
<td>51</td>
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<tr>
<td>3. Christmas with Bing (NBC)</td>
<td>32.2</td>
<td>47</td>
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<td>4. Frosty The Snowman (CBS)</td>
<td>32.3</td>
<td>47</td>
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<tr>
<td>5. Charlie Brown Christmas (CBS)</td>
<td>31.2</td>
<td>48</td>
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<tr>
<td>6. Little Drummer Boy (NBC)</td>
<td>30.3</td>
<td>47</td>
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<td>7. Andy Williams (NBC)</td>
<td>30.1</td>
<td>47</td>
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<tr>
<td>8. Perry Como Winer Show (CBS)</td>
<td>29.8</td>
<td>44</td>
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<tr>
<td>9. Charlie Brown Thanksgiving (CBS)</td>
<td>29.3</td>
<td>45</td>
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<tr>
<td>10. Dr. Seuss (Grinch Xmas) (CBS)</td>
<td>28.5</td>
<td>43</td>
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<tr>
<td>11. Rigos-King Tennis (ABC)</td>
<td>28.5</td>
<td>40</td>
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<tr>
<td>12. Homecoming (CBS)</td>
<td>28.2</td>
<td>40</td>
</tr>
<tr>
<td>13. House Without Xmas Tree (CBS)</td>
<td>26.0</td>
<td>40</td>
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<tr>
<td>14. Dr. Seuss On the Loose (CBS)</td>
<td>23.9</td>
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Broadcasting Mar 4, 1974
“give me a chance to try some exciting new ideas I’ve been working on for some time.”

Over the last few years, there has been a steady erosion of Here’s Lucy’s ratings. NFL Monday Night Football on ABC and NBC’s Monday Night at the Movies have scooped out fairly large hunks of Miss Ball’s audience in recent years, turning what was once a perennial top-10 show into one that now hovers between 30th and 35th place each week. The show’s season-to-date national Nielsen’s based on 19 telecasts from mid-September through Feb. 10 show a 20.2 rating and a 30 share.

Some commentators have attributed Miss Ball’s declining popularity to the new situation comedies format, particularly those by Norman Lear, who has insisted on presenting topics such as menopause, impotency, alcoholism and abortion on programs. In this changed context, Miss Ball’s continued reliance on knockabout, slapstick farce has seemed tame and old-fashioned to the 18-to-49-year-old audiences that sponsors are particularly eager to attract.

Miss Ball started on CBS in 1951 with I Love Lucy, which costarred Desi Arnaz, her husband at the time. In 1962, the title was changed to The Lucy Show, a reflection of her divorce from Mr. Arnaz. When her two children, Desi Jr. and Lucie, joined the series as regulars in 1968, the show became Here’s Lucy.

Anglo-American alliance. NBC-TV and BBC have agreed to co-produce two-hour special, The Inventing of America, tracing American inventions and their impact on growth of U.S. over past 200 years. Special is part of bicentennial programming to be shown on NBC-TV from July 4, 1975, to July 4, 1976.

Forsaken taken. Independent WTTG-TV Washington last week took three ABC-TV series to its bosom: The Cowboys at 8 p.m. Wednesdays, Firehouse at Thursdays and Chopper One at 11:30 a.m. Sunday. All were declined by WJAL-TV, network’s affiliate there, which opted instead for syndicated attractions Hee Haw and Ozzie’s Girls.

For the fuelish. Chamber of Commerce of U.S. has created “Save America—Save 25%” campaign to curb gasoline consumption. Four radio and TV public service announcements, each 30-seconds in length, suggest such gas-saving tips as carpooling, use of mass transit, keeping vehicles in parking lot two extra days each week and consolidation of car trips. Contact: Director of Broadcast Relations, Chamber of Commerce of U.S., 1615 H. Street, N.W., Washington 20006.

The real American sport. Full season of collegiate lacrosse games, commencing March 30, is being offered to TV stations and national advertisers by Schaefer Advertising Inc., Bala Cynwyd, Pa., sales agent for series. All 11 telecasts will be on Saturday afternoons in East Coast sector where sport (originated by Indian tribes) has its strongest hold. Schedule opens with Maryland vs. North Carolina and includes National Collegiate Athletic Association championship games as well as South-South All Star Game. Sheldon Sherman of Sports Media Inc., Baltimore, will produce and direct the series.

End of an institution

Lucille Ball, a series star since ’51, will leave regular programming at end of this year, but still will do specials.

Lucille Ball, who has been on CBS-TV continuously since 1951 in three series formats, announced last week that this season will be her last as star of a regular program.

The network added, however, that she would do a number of specials next season, which will, in Miss Ball’s words,
Renewal relief starts moving in the House

Though some broadcasters worry about requirements for ascertainment and negotiations with complainants, support behind legislation reached in subcommittee compromise.

A license-renewal bill bearing the qualified endorsement of major broadcast interests was formally approved by the House Communications Subcommittee last Wednesday (Feb. 27) and sent on its legislative way. "If a journey of a thousand sand miles begins with a single step," one network executive observed when Congress decided which foot to start on today.

A second step had been planned—approval on the same day by the parent House Commerce Committee. But Representative John D. Dingell (D-Mich.) spoke of the said that several subcommittee members had been given insufficient time to study the measure. The committee deferred consideration. "I suspect I'll be opposed to the bill anyway," Mr. Dingell said.

In the form unanimously approved by the subcommittee last Wednesday, the bill (HR 12993) differed in only one provision from the version that subcommittee members had introduced the week before (Broadcasting, Feb. 25). An original Section 6b would have instructed the FCC to conduct a study of the "social, economic, political or other consequences" of multiple broadcast ownerships and multimedia ownerships and report its conclusions and recommendations to the Congress within two years.

Over the weekend of Feb. 23-24 some network officials became alarmed at the prospects of a new FCC inquiry that might reopen questions about network ownership, and sought an amendment that was accepted by Representative Clarence Brown (R-Ohio), author of the original 6b. The new section instructs the FCC to complete, within six months of the bill's enactment, the media ownership inquiry it already has in work (see text below). The amendment, cleared in advance with Mr. Brown, was introduced by Representative Fred Rooney (D-Pa.).

Of his original section Mr. Brown said later: "NBC said it would fight the bill and try to kill it if it was in. I tried to get some harmony in this process. This is compromise legislation."

Complete text of H.R. 12993, the House's latest try at license renewal

A bill to amend the Communications Act of 1934 to provide that licenses for the operation of broadcasting stations may be renewed and for other purposes.

Sec. 1. This Act may be cited as the "Broadcast License Renewal Act."

Ascertainment; License renewal periods and procedures

Sec. 2. (a) Section 309 of such Act is amended by adding at the end thereof the following new subsection: "(b) The commission shall—(1) have reasonable procedures for ascertaining whether the public interest, convenience and necessity would be served by the renewal of the license. In determining if the public interest, convenience and necessity would be served by the renewal of such license, in determining if the public interest, convenience and necessity would be served by the renewal of such license, the public interest, convenience and necessity would be served by the renewal of such license, the public interest, convenience and necessity would be served by the renewal of such license. In determining if the public interest, convenience and necessity would be served by the renewal of such license, the public interest, convenience and necessity would be served by the renewal of such license.

(b) Such rules may prescribe different procedures for different categories of broadcasting stations.

(c) In considering any application for renewal of a broadcast license granted under subsection (b), the commission shall consider—

(1) the ownership interests of the applicant in other stations or other communications media or other businesses, or

(2) the participation of ownership in the management of the station for which such application has been filed, unless the commission has adopted rules prohibiting such ownership interests or activities or prescribing management structures, as the case may be, and gives the renewal applicant a reasonable opportunity to conform with such rules.

(3) Consistently with the foregoing provisions of this subsection, the commission may by rule prescribe the period or periods for which licenses shall be granted and renewed for particular classes of stations, but the commission may not adopt or follow any rule which would preclude it, in any case, from involving a station of a particular class, from granting or renewing a license for a shorter period than that prescribed for stations of such class if, in its judgment, the public interest, convenience or necessity would be served by such action.

"(d) The commission shall conduct a study to determine how it might expedite the elimination of those regulations of broadcast licensees required by the Communications Act of 1934 which do not serve the public interest and shall make annual reports of the results of such study (including any recommendations for legislation) to the Committee on Commerce of the Senate and the Committee on Interstate and Foreign Commerce of the House of Representatives.

The commission shall include in its first annual report under this section its conclusions with respect to the differences among broadcast licensees on which may be based differentiation in their regulation under such Act.

"(2) The FCC shall, not later than six months after the date of the enactment of this Act, complete all proceedings and take such agency action as it deems appropriate in connection with the implementation of the commission's rules [47 CFR 73.35, 73.240, 73.636] relating to multiple ownership of standard, FM and television broadcast stations (FCC Docket No. 18110).

Effective Date

Sec. 7. (a) (1) Except as provided in paragraph (2), section 6 and the amendments made by sections 2 and 4 of this Act shall take effect on the date of enactment of this Act.

(b) The last sentence of Section 307 (d) (2) of the Communications Act of 1934 (as added by section 2 (b) of this Act) shall apply with respect to applications for renewal of broadcast station licenses filed after rules prescribed by the commission under Section 256 (d) of such Act (as added by Section 2 (a) of this Act) have become effective.

(c) The FCC shall not extend the 90-day period beginning on the date of the enactment of this Act, rules establishing time limits for the filing of petitions to deny under Section 309 of the Communications Act of 1934. The amendments made by section 3 (c) shall apply with respect to applications for renewal of broadcast station licenses filed under such Section 309 after such rules have become effective.

(d) The amendment made by Section 5 shall apply only with respect to applications for renewal of broadcast station licenses filed after the effective date of this Act.
Despite the change, he said, "I don't want Congress to back off from this. I thought the industry could get a better judgment on this from Congress than the Justice Department or some license challenges in Keokuk that sets some precedent that's hard to overcome."

If NBC had concentrated its fire on the ownership-inquiry section (as had ABC at less heat), CBS was raising questions about another passage that would require the FCC to establish procedures (which could differ for different types of stations) for licensees to follow in ascertaining local "needs, views and interests."

In CBS's opinion the word "views" adds a new dimension to ascertainment requirements already imposed by commission. "Although the language echoes FCC procedures," said Richard Jencks, CBS Washington vice president, "in fact, it is fundamentally different from anything the commission has proposed or done. I regard it as a legislative and administrative minefield."

Mr. Jencks saw a deeper intrusion of the FCC into programming. "Requiring the FCC to evaluate the responsiveness of a licensee to community views could stretch all the way to your format, scheduling, programming—and not just public affairs but every program you put on your station," Mr. Jencks said.

"I know the whole committee thought it was doing broadcasters a good turn," said Mr. Jencks, but, as written, the ascertainment section is an "egregious error."

Mr. Brown, however, denied that the section would make a fundamental change. "It's simply serving the community as it wants to be served," he said. "Stations ought to reflect the multiple views of the community." Mr. Brown said the addition of "views" to the ascertainment process was intended to encourage licensees to survey beyond community leaders and elected officials to common citizens, as well.

CBS fears could be eased if the subcommittee's report interpreted the ascertainment section to mean that the FCC should keep its hands off programming, Mr. Jencks indicated.

CBS would also like to see a clarification of another section requiring the FCC "to encourage licensees...and persons raising significant issues regarding the operation of such stations to conduct...good-faith negotiations" whenever those issues come up.

"Nowhere else in federal law is the term 'good faith' used, except in labor law," Mr. Jencks asserted. "And there it has a very specific meaning. It means getting down to the nitty-gritty and horse trading. We have no objections to having licensees talk to these groups, but we've had outside organizations who want to review and monitor our news programming. We don't negotiate that in good faith."

Though emphasizing that it was "not a broadcasters' bill," a spokesman for the National Association of Broadcasters called it a "reasonable bill." Questions such as those about ascertainment and negotiations with outsiders "can be answered in the committee report," he said.

In outline, the bill also:

- Extends license terms from three years to four.
- Authorizes the FCC to renew licenses on a finding that licensees have been "substantially responsive" to the needs, views and interests have been continually ascertained.
- Prohibits the FCC from considering, as factors in renewals, the licensees' other media interests or integration of ownership and management, if those conditions conform to FCC rules.
- Extends the FCC's power to grant extensions of the time limits allowed for filing petitions to deny renewals, but requires petitions to file within time limits prescribed by FCC rules.
- Requires that appeals from FCC decisions on license challenges or disputes over construction permits be heard in the U.S. circuit where the facility is located (though other appeals could be heard in Washington or in the circuit court of the appellant).
The FCC's new fees: More bucks for the bang

Fees for broadcast services

Construction permits: Application for construction permit for new station or for major changes in existing station.

<table>
<thead>
<tr>
<th></th>
<th>Filing Fee</th>
<th>Grant Fee</th>
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</thead>
<tbody>
<tr>
<td>VHF—Top 50 markets</td>
<td>$6,870</td>
<td>$60,000</td>
</tr>
<tr>
<td>UHF—Top 50 markets</td>
<td>$2,550</td>
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<tr>
<td>VHF—Next 50 markets</td>
<td>$2,670</td>
<td>$4,000</td>
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<tr>
<td>UHF—Next 50 markets</td>
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<td>$2,400</td>
</tr>
<tr>
<td>VHF—Balance</td>
<td>$1,335</td>
<td>$3,000</td>
</tr>
<tr>
<td>UHF—Balance</td>
<td>$500</td>
<td>$4,000</td>
</tr>
<tr>
<td>FM—Class A</td>
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<td>$1,200</td>
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<tr>
<td>FM—Class B and C</td>
<td>$270</td>
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<tr>
<td>AM—Day—50 kW</td>
<td>$670</td>
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<tr>
<td>AM—Night—250 kW</td>
<td>$535</td>
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<td>AM—Day—10 kW</td>
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<td>$1,200</td>
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<td>AM—Day—500 W</td>
<td>$70</td>
<td>$800</td>
</tr>
<tr>
<td>AM—Day—250 W</td>
<td>$35</td>
<td>$300</td>
</tr>
</tbody>
</table>

1 Market size shall be determined by the ranking of the American Research Bureau, Inc., the basic radio households (average quarter-hour audience during prime time, all home stations).

Assignments and transfers: Applications for assignment of license or transfer of control—Form 314, Form 315 and Form 316 applications. For each radio television station license involved, the total amount of fees prescribed for each license so involved will be paid in this manner.

Sales or exchanges: Application filing fee (Forms 314 and 315) $1,335. Application for transfer of ownership (Form 316) $335.

Grant fee (to be paid immediately following consummation of assignment or transfer): (1) For AM stations and joint assignment or transfer of AM-FM stations, with gross revenue of $400,000 or less—6% of gross. (2) For AM stations with gross revenue greater than $400,000—$24,000 plus 9.33% of gross revenue in excess of $400,000. (3) For AM-FM stations—6% of gross. (4) For TV stations with gross revenue of $800,000 or less—6% of gross. (5) For TV stations with gross revenue of $800,000—$61,660 plus 10.67% of gross in excess of $800,000. In all other cases, gross revenue is indeterminable (see Note 2). 2.07% of consideration for assignment or transfer.

Gifts: Application filing fees and grant fees for assignments or transfers resulting from gifts are the same as those for sales or exchanges above, with the exception that no grant fee will be assessed for an assignment or transfer by gift from a person to a spouse and/or lineal descendant.

NOTE 1: Gross revenue will be determined by taking the average of the annual gross revenues, less the two years immediately preceding the date of the application for assignment or transfer. See Note 2 for the respective station(s) for the years immediately preceding the date of the consummation of the assignment or transfer.

NOTE 2: In certain situations gross revenue figures are not available for assessment of a fee on that basis—for example, assignment or transfer of an AM or FM station individually from what had been a joint AM-FM operation; assignment or transfer of failing operations in which gross revenue has been either non-existent or so intermittent as to be an improper basis upon which to establish a grant fee. In those cases, the gross receipts will be assessed pursuant to the above.

NOTE 3: In the case of transfer of control, the transferor grant fee will be based on the percentage of interest acquired which resulted in control (except for those cases described in Note 4 below in which additional acquisitions of interest may be subject to the fees). (Example: "A" acquires a 60% interest in an AM station with gross revenue of $100,000. Assuming "A" holds no other interest in this station when acquired, the fee for the preceding two years (Note 4, the grant fee is $5,800—$100,000 x 60% x 60%).

NOTE 4: In the case of transfer of control where the transferee holds previously acquired interests, the grant fee will be based on the acquisition which results in control of the station. The gross revenue, in the two-year period immediately preceding the date of the transfer of control, will be used in computing the gross income. (Example: "A" acquires an interest in an AM station on the listed dates: 1-1-71—10%, 1-1-72—10%, 1-1-73—20%, 2-1-74—50%. Assuming the station has a gross revenue of $410,000, the transfer grant fee would be $3,000—$100,000 x 60% x 50% with the 50% figure representing the interest which resulted in transfer of control plus interest acquired in the two years immediately preceding the date of contract for the transaction which resulted in transfer of control.)

Annual license fee: Each broadcast station shall pay an annual license fee to the station's license holder as of June 1 of each year. For AM & FM: The annual fee will be a payment equal to 32 times the station's highest one-minute spot announcement rate. The annual fee shall be the annual payment for each AM and each FM station fee less than $86. For TV: The annual fee will be a payment equal to 16 times the station's highest "30-second" spot announcement rate, but in no event shall the annual payment be less than $192.

Other applications.

CP—applications for permit (Form 321)—AM, FM and TV $250, auxiliary $50; modification other than major change (except auxiliary services), AM, FM and TV $757; modification of CP or license in auxiliary services $20; change of call sign for broadcast stations, purely local and all other applications in broadcast services—$75.

Note: are not required in the following instances: (1) Applications filed by tax-exempt organizations for operation of stations providing non-commercial, educational broadcast services, whether or not such stations operate on frequencies allocated to non-commercial, educational use. (2) Applications for standard broadcast service requesting authority to determine power of non-directional broadcast stations owned and/or controlled by the Federal Communications Commission. (3) Applications for all FM or television translators and all FM or television translator relay stations. (4) Applications by local government entities in connection with the licensing or operation of a non-commercial broadcast station. (5) Licenses to cover construction permits in the auxiliary broadcast services.

Fees for cable services

Application in the cable television relay (CAR) service:

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Fees</th>
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<tbody>
<tr>
<td>For a construction permit</td>
<td>$30</td>
</tr>
<tr>
<td>For a license or renewal</td>
<td>$15</td>
</tr>
<tr>
<td>For a modification of construction permit or of a license</td>
<td>$15</td>
</tr>
<tr>
<td>For reinstallation of expired construction permit or license</td>
<td>$15</td>
</tr>
<tr>
<td>For assignment of license or of construction permit, or for transfer of control</td>
<td>$25</td>
</tr>
</tbody>
</table>

Application fee for certificate of compliance pursuant to Section 76.7 | $25 |

NOTE 1: Multiple applications for certificate of compliance are simultaneously filed by cable television systems having a common headend and identical ownership, but serving or proposing to serve more than one community, the full $50 fee will be required for only one of the communities; a $15 fee will be required for each of the other communities.

Petition for special relief: Pursuant to Section 76.7 | $25 |

NOTE 2: A petition for special relief involves more than one cable television community, and the communities are served by cable facilities having a common headend and common ownership, only a single $25 fee is required.

An annual fee shall be paid on or before April 1 of each year for the preceding calendar year. The fee for each system shall be equal to the number of its subscribers times 35 cents. The number of subscribers shall be determined by averaging the number of subscribers on the last day of each calendar quarter.
the $2.5 million the commission is required by law to pay General Services Administration.

One major change in the fee schedule affecting broadcasters involves assignment fee reductions for local cable services. Instead of setting a percentage of the price paid (the commission had considered raising it from 2% to 2.6%), the commission will base the fee on a variable percentage of the station's average annual gross revenues for the three years preceding the sale ("Closed Circuit," Feb. 18). The percentage depends on the kind of station involved.

The commission also increased fees for filing assignment and transfer applications from $1,000 to $1,335; upped the annual license fee for radio stations from 24 to 32 times the station's highest single one-minute spot announcement rate but not less than $69; raised the annual license fee for television stations from 12 to 16 times the station's highest 30-second spot rate but not less than $192; hiked the filing fee for a new VHF television station or for a major change in an existing station in the top 50 markets from $3,000 to $6,670 and the grant fee from $45,000 to $60,000.

Similar increases were made for new VHF stations or major changes in existing ones in smaller markets, and for radio stations, with the amount of increases depending on power, hours of operation and class of station. But the fees for UHF stations will remain the same—$2,500 for filing and $22,500 for grants, in the top-50 markets; $1,000 and $9,000 in the next 50, and $500 and $4,500 in the remainder.

The schedule also provides for some fee reductions—from $500 to $250 for an application for a permit to replace an expired permit, and from $50 to $20 for modification of construction permits or licenses in auxiliary broadcast services. And it extends exemptions from payment of fees to licenses to cover construction permits in the auxiliary broadcast services, and to applications for FM translators and for authority to determine antenna power by direct measurement for nondirectional AM stations. There will be no grant fees in the assignment or transfer of stations by gift or inheritance to spouse or child.

The new schedule provides for a five-cents-a-subscriber increase—to 35 cents—that cable television systems will be required to pay in annual fees. The commission had proposed boosting the annual fee to 40 cents, but settled on the lower figure after revising estimates of the number of subscribers cable systems will serve, from 6.7 million to 8.5 million. Under the new schedule, the fee for filing for a certificate of compliance goes from $35 to $50, and for certificates in additional communities, from $10 to $15. The fee for filing petitions for special relief remains $25.

A legal cloud hangs over the commission's ability to impose annual fees, at least on cable systems. The National Cable Television Association has challenged that authority in a court suit, and the Supreme Court is reviewing the case.

The new schedule includes a fee of $10 for new first-class and second-class operator licenses and third-class permits when examinations are required. Fees for renewals and for other services in connection with operators licenses will range down to $2.

And in the matter of equipment testing and approval, the commission will charge $50 for applications for all certifications, with grant fees ranging from $100 to $250. Type-acceptance testing fees range from $30 to $500, and grant fees from $100 to $1,000. Filing fees for equipment requiring testing for type approval are set at $450 to $3,000, and grant fees from $150 to $1,000. Applications for type approval of equipment or for modifications that do not require testing will involve a $25 filing fee and a $25 grant fee.

The new fee schedule applies to all applications received on or after May 1. In most cases, grants made on or after that date will not be subject to the new fees if the applications involved were filed before Feb. 26, 1974—the date on which the new fee schedule was adopted.

McIntire loses again
Dr. Carl McIntire has been permanently enjoined by a federal court from broadcasting to the mainland from his "Radio Free America," located aboard a ship anchored off the New Jersey coast. Dr. McIntire had acquired and equipped the ship for broadcast as a response to an
FCC order denying renewal of WXUR-AM-FM Media, Pa., owned by the seminary he heads. The commission concluded that the stations had violated the fairness doctrine and misrepresented its program proposals to the commission.

U.S. District Judge Mitchell Cohen two weeks ago granted the government's request for a permanent injunction and rejected Dr. McIntire's argument that the government had come into court with "unclean hands." Dr. McIntire had alleged White House influence on the FCC in denying the stations' renewal, basing that on his criticism of President's Vietnam policy and on released White House memos advocating use of the commission to silence critics (Broadcasting, Nov. 5, 1973). The government did not respond with affidavits from commission officials. However, Judge Cohen said the "unclean hands" argument was not enough; that the Communications Act bar on such unlicensed broadcasts must be upheld.

Moreno denies that he drummed up opposition to Storer KCST buy

A former public interest lawyer has filed an affidavit with the FCC denying a charge that he "solicited" a case involving a petition to block Storer Broadcasting's acquisition of KCST-TV, San Diego. The affidavit, by Albert Moreno, of San Diego, was backed up by affidavits filed by two of San Diego's Chicano leaders, who say that a number of groups requested Mr. Moreno to represent them in opposing the sale.

The original charge was made by Luis Natividad, executive director of the Chicano Federation of San Diego County, in an affidavit accompanying Storer's opposition to the National Organization for Women's request that the commission accept its late-filed petition to oppose the sale (Broadcasting, Jan. 14). Storer made no comment on the charge.

The affidavits of Mr. Moreno, Tony Gomez and John Garduno, of the G1 Forum, were attached to NOW's response to Storer's opposition pleading. NOW also asked that the material relating to Mr. Moreno, who does not represent the group, be stricken as irrelevant.

Essentially, the affidavits assert that Mr. Garduno, among others, asked Mr. Moreno in June 1973 to represent them in opposing the KCST transfer. Mr. Moreno, at the time a lawyer with Public Advocates Inc. of San Francisco, had worked with Mr. Gomez a year earlier in challenging the merger of Cox Cablevision and American Television and Communications Inc.—a dispute later resolved in an agreement between the companies and the citizen group. (The merger later was abandoned under Justice Department pressure.)

After addressing a meeting of community groups to which he had been invited by his clients in August 1973, Mr. Moreno is said to have been asked by the groups present to represent them also in opposing the KCST sale. Mr. Moreno agreed, the affidavits said, after getting his clients' approval.

The coalition later broke up, with most of the groups settling their differences with Storer. NOW, however, continued its opposition.

**Changing Hands**

Announced

Following broadcast station sale was reported last week, subject to FCC approval:

- **WSAA(AM)** Morrow, Ga.: Sold by Clay-\nton Broadcasting Co. to James H. Simmons and James S. Beattie for $260,000. Van A. Temple is president of Clayton. Mr. Beattie owns WOHN(AM) Herndon, Va., and Mr. Simmons has business interests in Concord, N.C. WSAA is on 1570 khz with 5 kw. Broker: Blackburn & Co.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see page 62).

- **KJJO(FM)** San Jose, Calif.: Sold by SRD Broadcasting Co. to Comet Theatre Enterprises Inc. for $768,750. Scott M. Elrod, Donald M. Bekins and others own SRD. Frederic A. Danz, president of Comet, is also principal owner of KPRW(AM) Bellingham, KALE(AM) Richland, KEDO(FM) Longview, KTW-AM-FM Seattle, all Washington, and KGKL(AM) The Dalles and KASH(AM) Eugene, both Oregon. KJJO is on 92.3 mhz with 20 kw and antenna 57 feet below average terrain.

**WSB-AM-FM-TV struck**

AFTRA members seek new two-year pact with 15% pay boost in 1974; management offers staggered rise totaling 14% by end of this year

Members of the local chapter of the American Federation of Television and Radio Artists have struck WSB-AM-FM-TV Atlanta. Administrative personnel are substituting to keep the stations on the air.

According to a union spokesman, 15 AFTRA members employed by the TV station as newsroom and announcers and eight employed by the radio stations walked off their jobs Feb. 8—principally over higher wages.

The local whose three-year contract expired Dec. 31, is seeking a new two-year pact containing a 15% pay boost this year—5.5% immediately and 9.5% on May 1—and either a negotiated increase next year or a boost of 5.5% and a cost of living increase. AFTRA wages at the TV station now range from $188 to $267 per week; those on the radio side run from $176 to $228.

Before the strike, management of the Cox Broadcasting stations had reportedly offered the union an immediate 5.5% increase, an additional 1.5% May 1, a 7% hike in late December (for 1975) and another 7% increase in 1976.
Guess who's coming to dinner in Houston?

Nixon is slated for March 19 talk, and press conference is contemplated; programers, citing NAB disinterest, are turning out in smaller numbers; agenda topics, speakers jell

A National Association of Broadcasters convention beset by the defection of program syndicators and battered by complaints of delegates who want into the handful of downtown Houston hotels got welcome news last week: the President of the United States will be there. Not only that; he'll take live television with him, in the form of a Q-and-A session similar to the one Mr. Nixon held with the Associated Press Managing Editors Association in Orlando, Fla., in January.

It will be Mr. Nixon's second appearance before NAB in a Presidential role; he made the first in 1969, soon after assuming office. Although details remain subject to change, NAB officials expect a Tuesday, 6:30 p.m. CDT appearance, which would put him just after the evening news and in the access half-hour in many markets—the timing he used for a news conference last Monday (Feb. 25).

But, if advance news of the annual convention is marked by the appearance of Mr. Nixon, there is, as well, notable news of some nonattendees—namely, program and film syndicators. Almost none of the major firms will be taking hospitality suites at this year's meeting in protest of their hotel placement and what they say is the association's disregard of programing as a serious media topic.

Most major syndicators will in fact be represented—if only to say "thank you" to their buyers, as one put it—but selling (and salutations) are predicted to be "informal," if not very light.

When all syndicators' suites had been assigned to the Shamrock hotel—a 25-minute ride from the Convention Center—the cry that syndicators were "second-class citizens" first went up (Broadcasting, Dec. 3, 1973). And syndicators' shift in emphasis, away from the NAB convention to the National Association of Television Program Executives meeting, has been viewed as a basic dissatisfaction with the NAB as a program forum. Syndicators have complained that the NAB was "not interested" in the topic.

"Some small syndicators have reserved suite space," an NAB spokesman said, "but there's not a lot. But representatives of the others have registered and will be there. We expect selling as before, but it'll be a little more informal."

NAB will not have to take any financial loss on the no-shows, he said. The suite rents go to the hotels anyway, and "if we lose $100 net [in registration fees], I'd be surprised," he said.

Andrew Ockershausen, chairman of the NAB, said in a prepared statement last week that those who have accused the association of ignoring programing in its convention "have obviously not bothered to check the program." He listed workshops and sessions on the schedule dealing with the future of TV and radio programing, TV news and editorializing and relations with community groups.

"The film syndicators were given every encouragement to attend," Mr. Ockershausen stated. "At their own request, a hotel was designated to serve as central headquarters. . . . We think it is a mistake for them to miss the major meeting of the decision makers of broadcasting. We will certainly meet with them and encourage them to attend next year."

In other convention matters, television station members will be selecting eight new directors for the TV board in Houston. Three members will be running for re-election: Mark Evans, vice president of Metromedia, Walter Bartlett, senior vice president of Avco Broadcasting, and Ray Johnson, executive vice president and general manager of KMED-TV Medford, Ore. Two seats have been vacated—those of Fred Weber, executive vice president of Rust Craft Broadcasting, who died last year, and Leonard Patricelli, president of WTMJ-TV, who became ineligible when his company sold WTIC-TY to Post-Newsew. The seats of Les Attles Jr., general manager of WBEW-TV Buffalo, George Comte, general manager of WTMJ-TV Milwaukee, and Dale G. Moore, president of KMOV and MSoulia, Mont., fall open since the holders have served the full two-term limit.

Though there are eight seats open this year—more than half of the 15-member board—there didn't seem to be a large number of candidates in the running. Besides the three board members running for re-election, only four other NAB members are being mentioned or have announced their candidacy for the posts. They are Kathryn F. Broman, vice president of Springfield TV Broadcasting, who ran seventh in a contest for six spots on the board last year; Eugene Dodson, executive vice president of WTV(TV) Tampa-St. Petersburg, Fla.; Philip J. Lombardo, president of Corinthian Broadcasting, and Daniel T. Pecaro, acting general manager of WGN Continental Broadcasting. Roger Rice, West Coast vice president of Cox Broadcasting, who had announced his candidacy for a directorship, withdrew from the race last week for "business reasons," he said.

Nominations to the board will be made from the floor of the television membership meeting Monday (March 18) afternoon and balloting will take place the rest of Monday and all day Tuesday. Results will be announced Wednesday morning.

Other highlights of the convention:

* A pre-convention panel sponsored by the Broadcast Education Association on regulatory issues with four former FCC commissioners: Robert Wells, Lee Loewinger, Kenneth Cox and former Chairman E. William Henry. Dick Block, vice president of Kaiser Broadcasting, will moderate.

* The opening session at which Richard W. Chapin, president of Stuart Broadcasting, will receive the association's Dis-
RADIO SCRIPT FOR:

“The Nostalgia Place”

MUSIC:  IN AND CARRY UNDER:

OPENING BY DOREMUS:

"Remember the night... the night you said... I love you... remember...?" Those memorable words and music by Irving Berlin frame the contents of this new hourly radio show designed each week to bring back the great songs and great performers of the '20s, '30s, and '40s.

Those were the days of the big bands and after-hours night spots. Days when the top performers of the Broadway stage would drop by after their shows to sit in with the music and sing some current or old-time favorites for the eager audiences. Days we're about to re-create for you now, where you could walk into a club—smoke-filled, flickering candle-light, a quiet table in the corner—and drink and laugh and listen to the very best of the best. A club like "The Nostalgia Place", the one we want you to imagine you're in right now, this minute.

MUSIC:  START TO LOSE UNDER SLOWLY:

So, if you're not driving in a car, why not sit back and close your eyes, kick off those shoes—ah, that's better, isn't it?—and never mind all those things you had to do... come drift off lazily with us as we re-live an era long gone but never forgotten.

THE PROGRAM:

What follows are all-time favorite songs—the greatest ever recorded by immortals like Judy Garland, Jimmy Durante, Al Jolson, Bing Crosby, Buddy Clark, Margaret Whiting, Ray Bolger, Waring's Pennsylvanians, etc., etc. . . . a delightful and fascinating bitter-sweet hour of nostalgia... the cream of the great songs from the "good old days"... all with intros written as beautifully and sentimentally as the opening and closing of the show as presented here, and expertly narrated by John Doremus—a skillfully produced once-a-week radio program (on tape) to be slotted preferably late Saturday night or early Sunday afternoon.
CLOSING BY DOREMUS:

Well, the hour's getting late... the band's packing up its instruments... the waiters are counting up their tips and stacking chairs on empty tables... the couples are wandering off hand-in-hand into the early morning night.

Yes, the Beatles touched a truth when they sang:

"Yesterday love was such an easy game to play,
Now I need a place to hide away—
Oh I believe in yesterday."

And so do we. But next week is always another "yesterday" so, until then, this is John Doremus hoping you will join us once again at this same time for another interlude of fond remembering... hoping you'll be making your weekly "place to hide away"...

THE NOSTALGIA PLACE.

Till then, when "I'll be seeing you... in all the old familiar places"...

au revoir... hasta la vista... auf wiedersahn... good night!

MUSIC: TO BIG WARM CLIMAX:

For further information, audition tape and price for your market—

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tignted Service Award.

* A luncheon address by Senator Lloyd M. Bentsen (D-Tex.) on Monday.
* A speech on Monday by Astronaut Robert L. Crippen, a member of the support crew of Skylab, to the engineering conference.
* A Monday afternoon Capitol Hill liaison session called "How to Win Friends and Work Effectively with Congress" that will include Representatives Clarence (Bud) Brown (R-Ohio), Lionel Van Deerlin (D-Calif.), Barbara Jordan (D-Tex.) and John Mccollister (R-Neb.).
* A panel on the future of TV programming on Monday afternoon with Robert Howard, president of NBC-TV; Elmer Lower, president of ABC News; John Mitchell, president of Screen Gems; Roger Rice, the Cox West Coast vice president who is also chairman of the Association of Independent Television Stations, and Robert King, executive vice president of Capital Cities Communications. The moderator will be Herb Jacobs, chairman of Telcom Associates.

A Wednesday morning panel on the future of commercial television, especially concerning pay-TV, with Boston Mayor Kevin White, Willard E. Walbridge, chairman of the NAB pay-TV committee, Eamon Brennan of Hill & Knowlton, the Washington public relations firm retained by the pay-TV committee, and Robert Resor, executive director of the pay-TV committee, in his first appearance before the assembled membership of the broadcast association.

A closing speech on Wednesday by the chairman-designate of the FCC, Richard Milley.

Arrangements have been made for shuttle buses between the Convention Center and major convention hotels. There will be seven different bus routes with busses running at intervals of from 10 minutes to a half-hour, depending on the route.

**Justice's Wilson charges media have changed tune**

Moves to break up concentration in other fields have prompted cheers, says antitrust division official, who rails against charges that attempt to split newspaper-broadcast entities is politically motivated

For some six weeks, Justice Department antitrust lawyers have been smarting under charges that the petitions they filed to deny the renewal of applications for newspaper-related broadcast stations in St. Louis and Des Moines, Iowa, were part of an administrative attempt to use the division for political purposes. Last week, the top staff lawyer in the division took advantage of an invitation to address the Federal Communications Bar Association in Washington not only to deny the petitions were anything more than a legitimate effort to break up economic concentrations of power but also to warn of the "dangerous" impact of questions directed at "the integrity of the government itself."

Bruce Wilson, deputy assistant attorney general in the antitrust division, granted that most attorneys in the division have a political affiliation. But, he said, "the proudest thing I can say... is that we make up our minds on the merits." Furthermore, he said, "anyone who alleges to the contrary should surely realize that he is going to be taking on a pretty tough tiger who will deny—and disprove—that kind of charge."

The antitrust division found its motives questioned in January, after it petitioned the FCC to deny the renewals of Pulitzer Publishing Co.'s KSD-AM-TV and Newhouse Broadcasting Corp.'s KTVI-TV, all St. Louis, and Cowles Communications Corp.'s KXNT-AM-FM-TV Des Moines (Broadcasting, Jan. 7). The division charged that renewal of the licenses would perpetuate "the high degree of concentration in the dissemination of local news and advertising" in the two cities. A month earlier, the division, making a similar argument, filed an informal complaint against the renewal of WTMJJ-AM-FM-TV Milwaukee, properties owned by the Milwaukee Journal (Broadcasting, Dec. 10, 1973).

Mr. Wilson, who said division lawyers "are beginning to get pretty tired" of the rhetoric imputing political motives to their actions in the broadcasting cases.
In fact:
#1 12 to 34
#1 12 to 24
#1 18 to 34
#1 18 to 24
#1 Teens
And you thought it couldn't be done.

TM Programming and WGFM have written an unprecedented success story for automated rock in Albany/Schenectady/Troy. Using TM's "Stereo Rock," a total concept automated programming service, we believe WGFM has achieved the highest rankings in history for an automated rock service.

WGFM put "Stereo Rock" on the air in February, becoming the sixth rock station in a 17 station market. The April/May sweep showed share up 371%. Now this.

Rankings and ratings, though, are just part of the story. The most important part is profit. And, with TM Programming, a ratings increase means improved profitability. Good radio is good business.

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Good radio is Good Business.
Looking For A New Rep? Don't Just Ask How Big But How Much ESP

ESP in the rep business is Effective Selling Power, according to Fin Hollinger, Meeker Radio President. Hollinger, former group station owner whose audience promotions won listenership domination and national attention, has this to say about his new industry role as a radio rep.

"I quickly learned that there's more than one way to go in the rep business. You can take on every station that comes along, then when a request for avails comes in, you check your list to see what markets you're in, and drop off your avails. Your big stations get the business. Your others don't. But you're probably satisfied, since your average is good and so are your commissions.

"At Meeker," he continued, "we research every way to sell every station on a limited list, then put ESP—Effective Selling Power—into every pitch. When I was a station owner that's the kind of selling I wanted. If it's what your station wants, call me," Hollinger concludes.

warned that the charges were having an adverse effect on the division's work. He said an "increasing amount of the division's time" is being diverted from current problems to answering the charges, "whether they be irresponsibly or sincerely made."

Furthermore, he said, no action of government can endure when servants of governments "are suspect for political reasons for what they do." And although "there may be reason, in these days, to question the integrity of some who have served in government . . . there is no reason to doubt the integrity and the dedication of the vast majority of the career employees who have served, and today serve, the government."

The petitions filed against the multimedia owners, Mr. Wilson said, were aimed at achieving the antitrust division's goal of preventing economic concentration. He noted that the media have in the past cheered the division on when it moved against economic concentration in other areas. As a result, he said, he was surprised by "the intensity of emotion" and the questioning of the division's motives that were precipitated by the petitions to deny the stations in St. Louis and Des Moines. "It is as if, for some reason, economics in the ownership of media was somehow different than the ownership of steel companies, of aluminum producing facilities, or tire companies."

Mr. Wilson said the two cases were well within the guidelines that the division issued in 1968 to define a highly concentrated market—one in which four companies control 70% of the market's business. The division has maintained the two communications companies in St. Louis control 80% of the local advertising there—and that Cowles by itself accounts for 80% of the local advertising in Des Moines.

Mr. Wilson also said the department is concerned with more than breaking up concentrations of economic power, although that is the critical objective. Diversification of local news and opinion "in communities across the nation and in areas" is also an objective. He said that the Supreme Court has held that "vigorous competition provides an environment conducive to the preservation of our democratic, political and social institutions."

Mr. Wilson not only felt it necessary to defend the division against charges it was part of a "sinister" administration effort to use it for political purposes. He rejected charges on the other side—that the division's actions are inconsistent with administration policy as expressed in the Cabinet Committee Report on Cable Television, since the report says there should be no restrictions on "cross-media ownership or multiple ownership of cable systems" (BROADCASTING, Jan. 21). Mr. Wilson noted that the report also called for the same kind of systems from control of programing, and says that in the long run, cable development could significantly alter the competitive relationships among the broadcast and print media and the cable industry.

Accordingly, Mr. Wilson said, there is no inconsistency. The cabinet report is directed to the future and seeks to make sure that competition and diversity are preserved in the development of a new medium. To outline the present situation and expect that competition and diversity exist today, "we are looking to the present situation and trying to assure that competition and diversity exist today."

Although he defended the division's past actions, Mr. Wilson did not provide his audience with much detailed information on the division's future plans. In response to questions after his speech, Mr. Wilson declined to "predict" when or whether the division will seek relief in the courts if the commission drags its feet on the petitions to deny or reject them. "Depending on what they do, we'll have options," he said.

And while he repeated the division's view that it would be preferable for the commission to resolve the crossownership issue by acting on its rulemaking to force the break-up of multimedia holdings in individual markets, he declined to say the division would accept "whatever the commission does." The department, he said, has "in the past disagreed with administrative agencies, and has appealed to the courts."

Does the department intend to continue filing petitions to deny until the commission acts?

"We will look at situations as they arise," Mr. Wilson said. "We will not say we will not file any additional petitions."

Public broadcasters plead hardship on ascertainment

PTV groups say low funds require flexible survey procedures, but Citizens Committee doesn't buy it

The high cost of ascertaining community needs is the keystone of public broadcasters' arguments against the FCC's plan to hold noncommercial stations to formal ascertainment procedures (BROADCASTING, Feb. 11). Their comments were filed in response to a proposed commission rule that would require them to use the formal techniques of ascertaining community needs now required of commercial stations.

While unanimously agreeing with the principle that noncommercial stations must be responsive to community needs, the broadcasters argued that their budgets simply could not stand the added burden of the elaborate community survey outlined in the commission's 40-page primer for commercial broadcasters. As an alternative, the broadcasters asked that they be allowed to develop their own methods of ascertainment, possibly supplemented by commission guidelines.

The National Association of Educators for Community Broadcasters also called for a "reasonable" survey procedure attuned to the financial problems of noncommercial stations "would serve to assure that the community programing time and dollars of these stations would be truly responsive to the primary needs of the populations they serve." The NAEB urged the commission
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Lynchburg, Va. 24503
Phone 804/384-7901

WEST COAST
7910 West Beverly Blvd.
Los Angeles, California 90048
Phone 213/366-6341
Gross says it's innocent of ACLU charges
Licensee asserts that complaint is 'personal vendetta'; backs up its defense to FCC with documents

Gross Telecasting Inc. has entered a sweeping denial of charges leveled against it by the Lansing, Mich., branch of American Civil Liberties Union (Broadcasting, Oct. 22, 1973). In a 64-page letter to the FCC, supported by bulky exhibits, Gross, licensee of WJIM-AM-FM-TV Lansing, denied that it blacked out or slanted news to advance its private interests: said it has complied with commission policies governing news coverage, editorials and the fairness doctrine; maintained that it acted properly in connection with its application for cable TV franchise in Lansing, and contended that it has complied with its programing representations to the commission.

Gross, a publicly traded company in which the largest stockholder is Harold R. Gross, charged that the complaint is the result of a "personal vendetta" by one individual, Gerald C. Beckwith, and supported "at the most by a mere handful" of local ACLU members, including Mr. Beckwith and his wife. Gross alleged that Mr. Beckwith's "animus" against it grows out of WJIM-TV's denial last year of an "equal-time" request by Mrs. Beckwith.

The ACLU complaint is characterized by Gross as an "unfair and unprincipled document which relates primarily to matters that allegedly occurred up to 13 years ago but were never raised at times they were said to have occurred or in connection with next renewal application, "and...as to which the necessary records for rebuttal are no longer available." The complaint is also said material in 12 articles the Detroit Free Press published on Gross Telecasting. Free Press's "expose," Gross said, consumed more space than the paper devoted to petitions to deny that Detroit groups filed against that city's three major television stations.

The articles led to a field investigation by the FCC staff. That in turn resulted in the commission earlier this month ordering a nonpublic inquiry into many of the allegations contained in the ACLU complaint. The commission's Broadcast Bureau would not accept the ACLU complaint as a petition to deny—the form in which it was filed—since it was submitted past deadline; however, it is being treated as informal complaint. ACLU last week asked for review of the Broadcast Bureau's ruling on the ground that the petition was filed within 30 days of a supplemental amendment to the original Gross application and therefore should be acceptable. Further, they argue, the petition to deny was spurred by the newspaper stories appearing a day before the original deadline, and that to file earlier, without confirming the reports, would have been irresponsible on its part.

Two-way talk. Radio re-regulation committee of National Association of Broadcasters and FCC officials have agreed on plan to encourage more prompt broadcaster feedback to commission on new procedures and rules. "In the past, this input simply hasn't occurred," Committee Chairman Richard Chapin (Stuart Stations) said. Committee also prompted FCC staff to look into possible restructuring of system of operator tests, presently given at limited number of centers and working some hardship due to travel costs. FCC has already asked Civil Service if tests might be given at post offices and is awaiting reply. Chairman-designate Richard Wiley, head of FCC re-regulation task force, said he is committed to authorization of automatic transmitters now under study and said short-form license-renewal concept will get "serious consideration."

Whitehead on primary committee. Clay T. Whitehead, director of Office of Telecommunications Policy, has been named by President Nixon to right of privacy committee of White House domestic council. Committee, under chairmanship of Vice President Gerald Ford, is to investigate activities of federal government and private industry that pose threat to personal privacy—in use of computers to store and retrieve information, for instance—and to recommend controls. Others on committee are attorney gen...

Stanton's new stint. Retired CBS Inc. President Frank Stanton, chairman of American National Red Cross, has accepted chairmanship of task force for strategic international studies in educational, informational and cultural areas. Membership includes public figures serving on U.S. Advisory Commission on Information, which sits over United States Information Agency and U.S. Advisory Commission on International Education and Cultural Affairs of State Department. Goal is what to do about overlapping of USIA and State Department unit functions; whether they should be consolidated within or without State Department.

Dubuque ruling stands. FCC's Broadcast Bureau has been unsuccessful in seeking review of review board decision last December that granted application of Dubuque Communications Corp. for license to cover construction permit for KDUB-TV Dubuque, Iowa. Broadcast Bureau contended that Gerald Green, Dubuque's president, who is also kdub-tv general manager, had engaged in bribery conspiracy by paying $19,000 to ABC representative in negotiating for affiliation agreement. KDUB-TV official, however, claimed he was "doped by a confidence man" accredited to him by network. Administrative law judge's initial decision last month held there was no improper motive on part of Dubuque Communications official and review board agreed that license for KDUB-TV should be granted.

Helping hand. CBS Foundation board of directors renewed $100,000 grant for 1974 to provide creative writing fellowships at Yale University School of Drama and funds for production of plays by fellows at Yale Repertory Theatre, and $40,000 to Columbia University Graduate School of Journalism to support in 1974 Michele Clark Fellowship Program for Minority Journalists.

Trouble in Cambridge. Committee for Community Access has petitioned FCC for reconsideration of sale of WCAS(AM) Cambridge, Mass., from Kaiser Broadcasting Corp. to Family Stations Inc. Sale was approved by commission late last month but Cambridge-based citizens group objected to Family's proposed switch from folk-rock to religious format. Committee claims that wcas's existing format is "unique" in Boston area and that intended switch is not in public interest.

Lining up. With five of pending eight vacancies on Corporation for Public Broadcasting's 15-member board of directors still up for grabs, name-dropping process is on in earnest. White House sources say there's already extensive list of candidates up for consideration—at least 30 names. To that, 30 more can now be added, thanks to Citizens Com-

Courting. Some of UHF broadcasters' problems could result in partnership of sorts, between public broadcasting and commercial UHF interests. Officials of Public Broadcasting Service, Corporation for Public Broadcasting and several non-commercial stations met in Washington two weeks ago with two representatives of commercial interests to set up committees to deal with UHF's engineering, research and public-information problems. Gathering was idea of Kaiser Broadcasting President Richard Block, who attended along with ABC attorney Vernon Wilkinson. PBS spokesman said officials of UHF stations, both commercial and noncommercial, have been invited to sit on committees, with aim of stimulating research. Among those initially agreeing to participate was FCC Commissioner Robert E. Lee.
One giant step in laser modulation

RCA says it has come up with low-cost answer for using light beams and optical fibers in communications

RCA scientists say they have developed a device that can modulate a laser beam and enable it to carry as many as 20 TV programs at one time over glass fibers.

RCA Laboratories, Princeton, N.J., demonstrated its new electro-optic modulator last week and hailed it as a "major electronics advance." The modulator is expected to find applications not only in commercial telephone—enabling as many as 25,000 people to talk simultaneously over a single laser beam—but also in radio and television communications and specialized space and military systems.

William M. Webster, vice president of RCA Laboratories, said that the new modulator is still in the research stage and several problems must be solved before it can be part of a practical optical-fiber communications system.

Dr. Webster said that many effective modulators, which insert information into a laser beam, have been developed, but claimed that the RCA unit is "outstanding because it is simple to make and thus has low cost potential, coupled with small size, high speed and low voltage and power requirements."

The new modulator was developed by Jacob H. Hammer and William Phillips of RCA Laboratories. Their work was supported in part by the Office of Naval Research.

Hanging up the telephone

CPI Microwave, a new, 800-mile microwave common carrier system, has begun transmitting the programing of the three commercial TV networks to nine east Texas cities.

The company, a subsidiary of Communications Properties Inc., Austin, Tex., is now relaying programing to 18 outlets in Austin, Beaumont, Corpus
Christi, Dallas-Fort Worth, Harlingen, Houston, San Antonio, Waco and Weslaco. The stations previously received network signals from telephone company lines.

The CPI system will also transmit voice and data signals for leased-line customers.

### Technical Briefs

**Durability.** WREC-TV Memphis bought RCA transmitter almost 20 years ago in time for its on-air start Jan. 1, 1955. WREC-TV now has bought two RCA 25 kw units for transmitter operations to replace original one. Value of order is about $250,000 and supplements recent $2 million purchase by station of RCA color cameras, video-tape and film systems.

**TV board.** Cetec Inc. has introduced model 1204-TV audio control console for television applications. Features include eight monitor muting switches, direct-feed switching (permitting production use while station is on air) and two special input channels, each accepting 11 line-level pushbutton switchable sources. 13035 Satcecy Street, North Hollywood, Calif. 91605.

**Film magazine.** From Cinema Products Corp. is PLC-4, 400-foot magazine for 16 mm film. Magazine is made of high-impact, glass-filled Lexan, said to eliminate film spotting caused by magnesium particles adhering to film emulsion. Price: $160. 5044 Cooner Avenue, Los Angeles 90025.

**For U's.** New air-cooled, 25 kw UHF klystron is being offered by Amperex Electronic Corp. Klystron—type YK1151—has permanent magnet focusing, built-in ion pump, high efficiency at full as well as at half power and gain greater than 40 db. 230 Duffy Avenue, Hicksville, N.Y. 11802. (516) 931-6200.

**For PSA's.** There's new 50-w AM transmitter available from LBP Inc. Model 50D is designed for pre-sunrise service authorization or as auxiliary transmitter. Price: $1,495. 520 Lincoln Highway, Frazer, Pa. 19355.

**Improved audio machine.** Ampex Corp., Redwood City, Calif., has introduced AG-440C series of professional audio recorders. Successor to AG-440 and 440B series, new 440C includes improvements in manual controls, tape guidance, signal-to-noise ratio, tape editing and serviceability. Price is $2,585 to $9,950.

**Fault finder.** Standard feature of Acrodynie Industries Inc.'s new A-140V 1-kw single-tube amplifier for TV transmitter and translator applications is "fault detection center." Logic-circuit feature assists operator to immediately localize and rectify any substantial operation condition. In case of overload, for example, circuit recycles amplifier five times to keep unit on air. When recycles occur, location of fault is displayed until condition is corrected. Amplifier is priced at $28,750. 21 Commerce Drive, Montgomeryville, Pa. 18936. (215) 368-2600.

**Technical reading.** Amperex Electronic Corp. has available free 180-page application textbook, "Tubes for R.F. Heating." For $15, there's also 640-page book containing 24 reports written to aid communications design engineers. Charge entitles purchasers to receive all updated and new reports for two-year period. 230 Duffy Avenue, Hicksville, N.Y. 11802. (516) 931-6300.

**Gear from RCA.** WPRH-TV Providence, R.I., has ordered $395,000 worth of RCA broadcast studio equipment. Station is owned by Poole Broadcasting Co. New equipment includes two RCA TK-45 live color TV cameras and RCA TCR-100 video-tape cartridge recorder to operate in conjunction with TR-70C reel-to-reel recorder.

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**Cablecasting**

**NATO pushes states to step in and regulate pay cable**

Theater owners will lobby legislatures to implement association's "model bill" for regulating medium; proposal contains conflicts with FCC rules

With if its officials are somewhat hesitant to acknowledge the fact, the National Association of Theater Owners is urging the states to set out on a collision course...
with the FCC over regulation of pay cable. NATO, an active opponent of the medium, is embarking on a campaign to persuade state legislatures to adopt procedures for regulation of cable systems. And NATO is emphasizing that states have a responsibility to oversee pay cable operations—an area which the FCC has declared pre-empted by its own regulation.

NATO cast the die for a confrontation with the commission last week when it completed a draft of what it calls a "model cable bill" ("Closed Circuit," Feb. 25). NATO's intent is to distribute the 17-page document to every state legislature and to advance it as an appropriate guideline for states to use in formulating their own cable regulatory policies. NATO's 42 state and regional affiliates will be lobbying for the bill or for similar legislation at every state legislature.

The NATO bill contemplates the establishment of state CATV commissions of the type now present in four states—New York, New Jersey, Massachusetts and Minnesota. While the state agencies would delegate much authority to the local municipalities, they would reserve the right to certify each cable system for operation. Unlike the FCC compliance certification procedure for cable systems, the state authorizations would have to be renewed whenever the local franchise is renewed or revised. In addition, the state authorization would be subject to a petition-to-deny process, apparently identical to that which now confronts broadcasters at the FCC.

Philosophically, the NATO bill envisions a system of cable regulation which separately treats conventional cablecasting and pay cablecasting. Local authorities would have to issue separate franchises to both the cable system operator and the pay operator. The bill also stipulates that cities and counties may authorize or renew franchises on an exclusive basis; essentially, the local government would be required to permit as many pay cable ventures on a specific cable system as the marketplace allows. This provision of the bill is consistent with the cable franchise proposal being advanced by the Massachusetts cable commission (BROADCASTING, Dec. 10, 1973). It is also in line with a rule-making proposal NATO is pushing before the New York State Commission on Cable Television that would prohibit the common ownership or operation of pay and conventional cable facilities.

Grassroots participation in pay cable regulation is obviously a governing premise of the NATO bill. In a summary of the legislation, the association notes that two specific policy objectives are being emphasized. One is a determination that "monopolization of cable facilities or services and unfair or destructive competitive practices" should be prevented by the state commissions that will regulate "cable television should supplement other entertainment media with a minimum disruption to those media." Those proclamations correspond with NATO's conviction that pay cable, if allowed to develop unchecked by government, would have a disastrous economic impact on motion-picture theaters.

Officials at both NATO and the FCC acknowledged that the NATO bill, if closely implemented by the states, would lead to court battles. The bill departs radically from stated FCC policy in two areas, both regarding pay cablecasting. By authorizing local governments to franchise, and therefore oversee, pay cable operations, the bill would put the franchising authority in a position at the time the state law is enacted would be grandfathered for a period of five years. Systems that have not engaged in pay operations prior to the execution of the bill would not be permitted to operate without a separate franchise from the city and a certification from the state.

No cable system would be permitted to charge any fee to its customers that is not specifically authorized by the franchise. The state commissions would be empowered to establish cost-allocation formulas to be used by local governments as the basis for all cable rates. Conceding that this provision "departs somewhat from existing legislation," NATO claims it is justified because "it would be highly unfair to competing entertainment media if cable pay TV systems are permitted to pass their costs on to the subscribers . . . and thereby offer the cable pay TV services at a lower cost."

Mr. Firestone acknowledged that it would be unrealistic for NATO to expect that its bill will be copied verbatim by the states. But emphasizing that the association's primary concern is to see states move fast in the cable regulatory area, he noted that the bill "at least provides them with a starting point."

Highlights of the NATO bill are as follows:

- States would set up administrative cable agencies within existing public utilities commissions. If no PUC exists in the state, the cable group would either come under another agency or would operate independently, as in New York.

- Pay and conventional cable systems would be defined, authorized and administered as separate and independent.

- Franchises for both pay and conventional systems would be defined, authorized and administered as separate and independent.

- The commission could take a blanket stance against use of "monopolization of cable facilities or services and unfair or destructive competitive practices" should be prevented by the state commissions that will regulate "cable television should supplement other entertainment media with a minimum disruption to those media." Those proclamations correspond with NATO's conviction that pay cable, if allowed to develop unchecked by government, would have a disastrous economic impact on motion-picture theaters.

- Officials at both NATO and the FCC acknowledged that the NATO bill, if closely implemented by the states, would lead to court battles. The bill departs radically from stated FCC policy in two areas, both regarding pay cablecasting. By authorizing local governments to franchise, and therefore oversee, pay cable operations, the bill would put the franchising authority in a position at the time the state law is enacted would be grandfathered for a period of five years. Systems that have not engaged in pay operations prior to the execution of the bill would not be permitted to operate without a separate franchise from the city and a certification from the state.

- No cable system would be permitted to charge any fee to its customers that is not specifically authorized by the franchise. The state commissions would be empowered to establish cost-allocation formulas to be used by local governments as the basis for all cable rates. Conceding that this provision "departs somewhat from existing legislation," NATO claims it is justified because "it would be highly unfair to competing entertainment media if cable pay TV systems are permitted to pass their costs on to the subscribers . . . and thereby offer the cable pay TV services at a lower cost."

- Mr. Firestone acknowledged that it would be unrealistic for NATO to expect that its bill will be copied verbatim by the states. But emphasizing that the association's primary concern is to see states move fast in the cable regulatory area, he noted that the bill "at least provides them with a starting point."
City council yields to FCC on pay cable

Escondido concedes it's powerless to exclude pay from present system

The city government of Escondido, Calif., has asserted a court suit and a possible confrontation with the FCC by permitting its local cable system to commence pay TV operations.

The Escondido city council voted Feb. 21 to rescind a previous ruling prohibiting Escondido Cablevision, a subsidiary of Times-Mirror Corp., from carrying a pay cable service offered by Cinca Communications Inc., Los Angeles (BROADCASTING, Feb. 11). The action came in the midst of threats by Cinca to sue the city, the mayor, the city attorney and the individual council members for restricting its trade.

FCC policy holds that local governments, once they have authorized conventional cable operations, are powerless to preclude subscription cablecasting.

The Escondido officials were not convinced that the policy was official until the city's congressional representative, Republican Congressman Clair Burgener intervened. Representative Burgener obtained an assurance from the FCC's acting Cable Bureau chief, David Kinley, that the agency had indeed pre-empted the field. He passed that information back to City Attorney Sam Blick, who advised the council members to change their attitude.

The city's authorization of the Cinca operation is nonexclusive. Funds collected by the system through its 20% leaseback arrangement with Cinca must be applied to the city's 2% gross receipts tax.

Siphoning revisited

Wasilewski and Jencks team up against Foster and Stern on debate over whether pay cable will take movies away from the networks

The latest debate between cable and broadcast officials on pay cable's effects on free TV has been taped by WMAL-TV Washington for a March 17 showing on its Crossfire series. Adversaries are National Cable Television Association President David Foster and Warner Cable Chairman Alfred Stern, on cable's side, and National Association of Broadcasters President Vincent Wasilewski and CBS Vice President Richard Jencks on the broadcasters'

One issue to get particular attention: Given that theaters are going to have first crack at a feature film whether pay cable exists or not, will the subsequent pay-cable showing of a film preclude its eventual presentation by the commercial networks?

Mr. Foster observed: "What we're really talking about here is whether or not the American family ought to have the right" to pay $1.50 or so to view a film at home which would cost some $3 to see at a theater.

Mr. Stern predicted that "what's go-
TV ranks highest as news source on fuel problems

Three-quarters of TIO survey sample cite television well over other media and put it first for information on consumer and environmental issues

Television is the prime source of most people's news about the energy crisis. And it has strengthened its hold as the prime source of news about two somewhat older public issues, air and water pollution and consumer protection.

These findings were released last Thursday (Feb. 28) by the Television Information Office, based on a nationwide survey conducted for it in January by R.H. Bruskin Associates, New Brunswick, N.J.

Three-fourths of the survey sample of 2,581 adults listed television as the source of most of their information about energy shortages, TIO reported. In second place were newspapers, named by 52%. Then came radio (23%), magazines (10%) and other people (16%). (The percentages add to more than 100, TIO explained, because some respondents named two or more media.)

Roy Danish, TIO director, noted that "in every demographic group, television was the major source of information on this complex and changing problem [energy shortages]. The figures indicate that throughout the income and education spectrums, television is doing a good job of keeping the public informed."

On pollution and consumer-protection news, air media increased their standings in the January survey, as compared with the results of a similar study in September 1972. But television's gains, from 50% to 64% of prime-source nominations on consumer-protection news and from 57% to 68% for pollution information, were among the most spectacular.

Radio also advanced, placing third among energy-news sources and moving from fourth to third, ahead of magazines, on environmental news.

The questions were part of an omnibus study that Bruskin conducts monthly. The replies are summarized in the following tables:

<table>
<thead>
<tr>
<th>Media</th>
<th>Energy information</th>
<th>Consumer information</th>
<th>Environmental information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>74%</td>
<td>64%</td>
<td>68%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>52</td>
<td>35</td>
<td>45</td>
</tr>
<tr>
<td>Radio</td>
<td>23</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>Magazines</td>
<td>11</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>People</td>
<td>16</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Don't know/NA</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Murphy kidnapping gives Atlanta TV news crews a hard workout

Uncertainties, safety of editor, newsroom strike had to be dealt with; networks are now tightening security

The stakes were high and timing was important in covering the kidnapping of Atlanta Constitution editor Reg Murphy. That event, which set news crews into 50-hour nonstop activity, was one in which local operations not only relayed the unfolding drama, but played a role in the course of events.

For WAGA-TV the initial involvement came without asking, when at 9:20 p.m. Feb. 20 the station was contacted by a caller who told news writer Doug Doughtier, "This is a colonel in the American Revolutionary Army, and we have kidnapped Reg Murphy, editor of the Constitution. Don't bother to call the FBI." That call, the only direct communication between the kidnapper and a broadcast station, started the investigative wheels rolling. One WAGA-TV correspondent, Paul Shields—a professional acquaintance of Mr. Murphy—wound up in the Murphy household for an all-night vigil with the family.

Despite the kidnapper's phone call and the reporter in the Murphy home, WAGA-TV could not confirm the story until early morning. "It was the what-if that held us back," said Marc Doyle, executive news producer. "For all I knew at that time, Reg Murphy could have been out covering a story or having a drink." The station finally got confirmation to break the news in a 5:20 a.m. four-minute special report, becoming the first in the country to air the story.

Although he was stationed with the Murphy family, reporter Shields passed up the opportunity to air an inside perspective, waiting for a telephone hook up on WAGA-TV's 7:30 Atlanta A.M. show on Thursday. The substance of his noon report dealt not with specifics of the Murphy family's ordeal, but the problem of professional ethics: "I began to wonder how we'd handle this kind of story," he said, "when you're accepted into the warmth of the victim's family, first as friends... then as reporter."

For WXIA-TV the question to be resolved was how to assure the safety of Mr. Murphy. The kidnapping was confirmed to them by 2 a.m. Thursday, according to Virgil Dominic, news director, but the Atlanta Constitution had made a plea that the story be kept under wraps, fearing that publicity would hamper the efforts of the FBI and endanger Mr. Murphy's life. However, after network coverage of the event (in a 5:30 a.m. CBS report), WXIA-TV aired the story at its 6:30 sign-on. Friday night WXIA-TV learned the site of the ransom drop and the vehicle to be used. But, again, in order not to jeopardize the life of Mr. Murphy, "we called the crews off," Mr. Dominic said.

From WBSh-TV's standpoint, the timing of the whole drama couldn't have been worse. A strike (see p. 36) had deprived the station of some 15 newsman and announcers. But with administrative and management personnel pitching in, the station worked round-the-clock Thursday and Friday to keep up with events. On Thursday action shifted to the Constitution building in downtown Atlanta for periodic press briefings by William Fields, executive director of the paper. WBSh-TV claimed to be the only station with its own camera providing live cuts during the day.

Don Elliot Heald, WBSH-TV general manager, filled in on camera with news developments and commentary as the details of the kidnapping emerged. It wasn't until Mr. Murphy's return that Mr. Heald learned that he had been one of a handful of Atlanta figures contemplated as potential kidnapping victims. According to Mr. Murphy's self-styled Colonel explained that Atlanta's Mayor Maynard Jackson was crossed off the list "because he wouldn't fit in the trunk of a car." Don Heald, who approaches 6 feet 4 inches, may have been saved by his height.

During their vigil, Atlanta radio and TV stations provided a vital communications link between the kidnapper and Atlanta Constitution officials. Mr. Murphy said in a wbsw-TV interview on Sunday (Feb. 24) that the station's Today in Atlanta program was being broadcast in the background as he made the tape detailing the ransom demands. The kidnapper also watched and replied to questions relayed by the live media to verify if Mr. Murphy was indeed alive.

Both WAGA-TV and WBSh-TV provided live coverage of Mr. Murphy's homecoming and press briefing Friday evening. But the story hadn't ended yet. According to Mr. Doyle, WAGA-TV first learned at 2:30 a.m. Saturday in its regular "rounds" calls that the FBI had arrested
First-hand account. Shortly after his return home, Atlanta Constitution editor Reg Murphy (c) answers the questions of WSB-TV Assistant News Director Don McClellan. In a four-hour operation, aired as part of a Feb. 24 hour-long special on the kidnapping, Mr. Murphy (l) is interviewed by WSB-TV General Manager Don Heald. Mr. Murphy disclosed in that talk that Mr. Heald had been considered by the kidnapper as a possible victim.

two suspects in the kidnapping. That information was aired in a 2:50 bulletin, followed by a 2:55 bulletin giving names and addresses. WXIA-TV was on the scene and provided, in its noon news, film of the suspects being arraigned and the FBI recovering the ransom money.

The kidnapping has had an effect on security for news personnel. (The abductor was reported to have condemned the nation's news media as "too leftist and too liberal" and to have threatened further actions.) Mr. Heald, who came close to being kidnapped himself, is conducting "business as usual" and "refuses to be alarmed," according to a WSB-TV spokesman. The kidnapping has, however, prompted tighter security at two of three network newsrooms. An ABC News spokesman in New York said news personnel were being checked more strictly for identification. At ABC News, a spokesman reported several extra measures invoked but declined to specify. An ABC News spokesman said existing security precautions were deemed sufficient.

NBC and CU back ABC in 'crib' court fight

NBC and Consumers Union last week filed a friend-of-the-court brief with the Indiana Court of Appeals supporting ABC in its appeal of an injunction that ordered the network to delete the name of a crib manufacturer from a television documentary.

Jackson County (Ind.) Circuit Court Judge Robert Brown had issued the injunction at the request of Smith Cabinet Manufacturing Co., Salem, Ind., which is also seeking a $2.5-million libel judgment on the ground that publicity surrounding the Nov. 26 documentary, *Closeup on Fire*, hurt its sales of the crib (*Broadcasting*, Dec. 3, 1973). The crib was shown in the documentary through time-lapse photography as burning in about half a minute.

Judge Brown's order required ABC either to change the script or delete the crib burning scene. ABC chose to delete a 43-second portion of the program.

The joint brief filed by NBC and Consumers Union last Monday (Feb. 25) charged that the injunction was clearly "prior restraint on publication" in violation of the First Amendment.

"The circuit court judge said, in undoubted good faith, that he is 'not intending to be a censor,'" the brief went on. "But, with respect, it is plain that his judgment, directing both cuts and inserts, is the essence of censorship... . The injunction has thus far been in effect for 91 days. It is clearly one of the longest lasting prior restraints in the history of the nation."

**Impeachment sessions are blacked out**

**Committee meetings will be closed to cameras at member's demand**

The objections of Representative Edward Hutchinson (R-Mich.) have closed the doors of the House impeachment inquiry to television cameras. Mr. Hutchinson, ranking minority member of the Judiciary Committee, first insisted on the ouster of news cameras on Feb. 22 during an open committee meeting. Under House rules, the objection of one committee member can preclude television coverage of any open committee meeting besides a public hearing.

CBS President Arthur Taylor sent Mr. Hutchinson a telegram last Wednesday urging him "not to pursue any course which would deprive the American public of the unique opportunity to be eyewitnesses to history." In a statement outside the committee room, Representative Hutchinson said that his constituents were "tired of Watergate" and preferred regular daytime programming instead. The meeting was not being broadcast live, though, but recorded for scheduled news programs.

"Whether intended or not," Mr. Taylor wrote, "the import of your action is to set an unfortunate precedent for preventing possible first-hand viewing and listening to future proceedings."

During the Feb. 22 meeting, Chairman Peter Rodino (D-N.J.) accepted Mr. Hutchinson's objections and ordered lights doused and cameras off. But cameras kept rolling during a subsequent 15-minute debate over whether the "vali-
New York, New York

The battle in the food business in 1974 "will be won by those retailers who employ creative advertising approaches to distinguish their stores from the competitors," said Harvey Spiegel, TVB senior vice president, sales and marketing.

"To succeed with this type of marketing goal, food stores must give television a key role because of its recognized ability to change consumer buying habits."

Sources in the supermarket field expect food stores' use of TV to increase partially because of the newsprint shortage but also because, according to these sources, a number of chains have had such success with television that they are now putting 30%-40% of their budgets into it. This is said to be almost twice the share they were allocating to TV a few years ago.

The top 15 food-chain spenders in television in 1973 devoted $47.1 million to the medium, while all food chains spent a total of almost $66 million. Among the top 15, Pathmark, Shop Rite and Stop & Shop had the biggest percentage gains: 410%, 223% and 102%, respectively. A&P was the biggest TV user, up 13% to $14.2 million.

The top 15, with estimates compiled by Broadcast Advertisers Reports and released by TVB:

**Food chains swing more to TV buying in '73**

TVB cites 24% hike among top 15; supermarkets see even more in '74

Television's top 15 food-chain advertisers spent 24% more in TV last year than in 1972, leading the way to an 18% increase in the TV spending of food chains generally. These increases and the sales successes they produced should result in even bigger TV investments by food chains this year, according to the Television Bureau of Advertising, which is releasing the 1973 figures today (March 4).

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<table>
<thead>
<tr>
<th>1972</th>
<th>1973</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Winn-Dixie</td>
<td>5,413,800</td>
<td>5,413,800</td>
</tr>
<tr>
<td>3. Safeway</td>
<td>5,403,700</td>
<td>5,403,700</td>
</tr>
<tr>
<td>4. Kroger</td>
<td>4,416,500</td>
<td>4,416,500</td>
</tr>
<tr>
<td>5. Acme</td>
<td>2,811,600</td>
<td>2,811,600</td>
</tr>
<tr>
<td>6. Pathmark</td>
<td>2,309,100</td>
<td>2,309,100</td>
</tr>
<tr>
<td>7. Seven Eleven</td>
<td>1,795,100</td>
<td>1,795,100</td>
</tr>
<tr>
<td>8. Jewel</td>
<td>1,738,700</td>
<td>1,738,700</td>
</tr>
<tr>
<td>9. Wrigley</td>
<td>1,672,900</td>
<td>1,672,900</td>
</tr>
<tr>
<td>10. Shop Rite</td>
<td>1,370,500</td>
<td>1,370,500</td>
</tr>
<tr>
<td>11. Farmer Jack</td>
<td>1,261,300</td>
<td>1,261,300</td>
</tr>
<tr>
<td>12. Pantry Pride</td>
<td>1,344,800</td>
<td>1,344,800</td>
</tr>
<tr>
<td>13. Stop &amp; Shop</td>
<td>1,359,200</td>
<td>1,359,200</td>
</tr>
<tr>
<td>14. Pathmark</td>
<td>1,360,800</td>
<td>1,360,800</td>
</tr>
<tr>
<td>15. Ralph's</td>
<td>966,900</td>
<td>966,900</td>
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<tr>
<td>Total top 15</td>
<td>$47,106,800</td>
<td>$47,106,800</td>
</tr>
<tr>
<td>Category total</td>
<td>$65,999,800</td>
<td>$65,999,800</td>
</tr>
</tbody>
</table>

**But it's bearish on advertising**

Advertising expenditures in 1974 are expected to grow by less than 5% over 1973 although the Gross National Product index is expected to increase by about 7%, according to a report issued by Merrill Lynch, Pierce, Fenner & Smith.

Although the brokerage firm's report
dealt primarily with seven publicly held advertising agencies, it made a number of general observations on the industry. For example, Merrill Lynch said that although the continuous sellers' market in several key industries represents "a new and adverse condition for advertising in the current recession," its effect is expected to be "somewhat tempered by the unusually high inflation rate which will be reflected in media costs for the year."

"Advertising stocks have been on a downturn since mid-1972," the report said. "And in most cases are now selling near their all-time lows. In our opinion, investors' interest in these stocks is not likely to be revived on an intermediate term basis, because too many negative factors, both in the U.S. and overseas, cloud the 1974 outlook, and will result, in our opinion, in lower profits for those companies for the year."

The seven advertising firms were Doyle Dane Bernbach; Foote, Cone & Belding; Grey Advertising, Interpublic Group of Companies; Needham, Harper & Steers; Ogilvy & Mather and J. Walter Thompson.

**FTC's Rosch warns ad 'meaning' may be next for substantiation**

Ad agencies may be accountable for the way the public interprets the wording of their ads, he says.

The Federal Trade Commission's advertising substantiation requests may go into the meaning behind the message if the director of the FTC Consumer Protection Bureau has his way.

J. Thomas Rosch told a group of advertisers last week that advertising agencies should be held "strictly accountable" for a neglected aspect of ad substantiation—"meaning substantiation."

While the FTC's two-year-old ad substantiation program has required advertisers to document the literal truth of claims made in ads, "the commission has encountered instances in which words, statements and phrases used in advertising could be understood by consumers to mean things that were not true," Mr. Rosch said. He gave as a hypothetical example a claim that one food product has more "food energy" than a competing brand. Since "food energy" is a synonym for calories, use of the term may be literally true, he said, but may "mean something that is untrue" if the consuming public understands it to be synonymous with nutrition. Another "meaning" problem he mentioned was that of words with multiple meanings, one of which may be false or unsubstantiated from a technical standpoint. Dangling comparisons such as "better" or "superior" fall into this category, he said. If the referent is unclear, a "better" product could be taken to mean either better than competitors or better than past versions of the product itself, he said.

Advertising agencies have the technical capability to determine the meaning of their messages, he asserted. "Agencies and advertisers today spend considerable time and money before, during, and after campaigns to determine how their messages are being interpreted by the public," he said. While a legal precedent has been established that it is unfair for an agency to make claims for which it has not technical substantiation, Mr. Rosch said he believed it "equally unfair" for agencies to make ambiguous or potentially confusing claims without substantiation for the way they are being interpreted.

And that direction, he said, is "where advertising should go. Not because of prodding by the FTC, but out of a sense of responsibility to consumers for conveying the whole truth and nothing but the truth, and out of a sense of professionalism and pride in the advertising community's own communication expertise."

Mr. Rosch's remarks were made before a Feb. 26 meeting of the Dallas Advertising League.

**BAR reports television-network sales as of Feb. 3**

<table>
<thead>
<tr>
<th>Day period</th>
<th>Total minutes week ended Feb. 3</th>
<th>Total dollars week ended Feb. 3</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
<th>1973 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>56 $2,376,700</td>
<td>266 $1,679,100</td>
<td>$2,034,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,011</td>
<td>8,833,000</td>
<td>4,704</td>
<td>42,261,900</td>
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<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>251</td>
<td>3,793,300</td>
<td>1,191</td>
<td>21,336,000</td>
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<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>98</td>
<td>2,261,200</td>
<td>471</td>
<td>11,365,700</td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>20</td>
<td>526,800</td>
<td>84</td>
<td>2,827,400</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>352</td>
<td>21,218,700</td>
<td>1,882</td>
<td>112,992,900</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>146</td>
<td>2,204,600</td>
<td>669</td>
<td>9,651,000</td>
</tr>
<tr>
<td>Total</td>
<td>1,936</td>
<td>33,843,500</td>
<td>9,269</td>
<td>$202,134,000</td>
<td>$194,117,300</td>
</tr>
</tbody>
</table>

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.*
These are the top songs in all-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (§) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Last No.</th>
<th>This No.</th>
<th>Title Length (Time)</th>
<th>Artist Length (Time)</th>
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</thead>
<tbody>
<tr>
<td>53</td>
<td>§ 42</td>
<td>42</td>
<td>Look'in for a Love (3:37)</td>
<td>Bobby Womack—United Artists</td>
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<tr>
<td>41</td>
<td>43</td>
<td>Star (2:58)</td>
<td>-</td>
<td>-</td>
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<tr>
<td>40</td>
<td></td>
<td>Stealers Wheel—A&amp;M</td>
<td>-</td>
<td>-</td>
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<tr>
<td>36</td>
<td>45</td>
<td>In a Bottle (2:24)</td>
<td>Jim Croce—ABC/Dunhill</td>
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<tr>
<td>43</td>
<td></td>
<td>Mighty Love (3:14)</td>
<td>Spellman—Atlantic</td>
<td></td>
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<tr>
<td>44</td>
<td></td>
<td>W.O.L.D. (3:56)</td>
<td>Harry Chapin—Elektra</td>
<td></td>
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<tr>
<td>47</td>
<td></td>
<td>One Tim Soldier (3:14)</td>
<td>Coven—MGM</td>
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<td>50</td>
<td>§ 48</td>
<td>Oh My Baby (3:39)</td>
<td>Ringo Starr—Apple</td>
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<td>51</td>
<td>50</td>
<td>Baby Come Close (3:20)</td>
<td>Smokey Robinson—Tamla</td>
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</tr>
<tr>
<td>52</td>
<td></td>
<td>I'll Have to Say I Love You in a Song (2:30)</td>
<td>Jim Croce—ABC/Dunhill</td>
<td></td>
</tr>
<tr>
<td>53</td>
<td></td>
<td>Never Gonna Give You Up (3:58)</td>
<td>Barry White—20th Century</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td></td>
<td>Tell Me a Lie (2:59)</td>
<td>Sammi Jo—MGM South</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td></td>
<td>Trying to Hold on to My Woman (4:24)</td>
<td>Lamont Dozier—ABC/Dunhill</td>
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<td>56</td>
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<td>On a Night Like This (2:57)</td>
<td>Bob Dylan—Asylum</td>
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<td>57</td>
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<td>Can This Be Real (3:17)</td>
<td>Natural Four—Curtom</td>
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<td>58</td>
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<td>Once You Understand (3:55)</td>
<td>Think—Big Tree</td>
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<td>59</td>
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<td>Must Be Love (3:30)</td>
<td>James Gang—ATCO</td>
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<td>She's Gone (2:43)</td>
<td>Daryl Hall &amp; John Oates—Atlantic</td>
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<td>61</td>
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<td>There Won't Be Anymore (2:22)</td>
<td>Charlie Rich—RCA</td>
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<td>62</td>
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<td>Me and Baby Brother (3:30)</td>
<td>War—United Artists</td>
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<td>63</td>
<td></td>
<td>Leave Me Alone (Ruby Red Dress) (3:26)</td>
<td>Helen Reddy—Columbia</td>
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<td>64</td>
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<td>Think (3:18)</td>
<td>Tubular Bells (3:18)</td>
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<td>Mike Oldfield—Virgil</td>
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<td>66</td>
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<td>Star Baby (2:37)</td>
<td>Guess Who—RCA</td>
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<td>Sexxy Mama (3:59)</td>
<td>Helen Reddy—Columbia</td>
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<td>Moments—Sting</td>
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<td>Teenage Lament (7:40)</td>
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<td>It's Gonna Get You Out of My Mind (3:42)</td>
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<td>71</td>
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<td>Four Tops—ABC/Dunhill</td>
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<td>I Shall Sing (3:26)</td>
<td>Art Garfunkel—Columbia</td>
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<td>Rockin' Roll Baby (3:15)</td>
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<td>In the Mood (2:35)</td>
<td>Bebe Midler—Atlantic</td>
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<td>She's My Lady (2:50)</td>
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<td>76</td>
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<td>On the Road Again (3:19)</td>
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<td>The Great American Songbook (3:29)</td>
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<td>78</td>
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<td>Deep Purple—Warner Brothers</td>
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<th>This week</th>
<th>Title (length)</th>
<th>Artist (length)</th>
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<tr>
<td>25</td>
<td>§ 34</td>
<td>34</td>
<td>Love's Theme (3:03)</td>
<td>Jessica / R.C.A.</td>
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<tr>
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<td>§ 33</td>
<td>33</td>
<td>Goodbye Yellow Brick (3:20)</td>
<td>The Beatles</td>
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<tr>
<td>27</td>
<td>§ 32</td>
<td>32</td>
<td>Our World (2:20)</td>
<td>The Carpenters</td>
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<tr>
<td>28</td>
<td>§ 31</td>
<td>31</td>
<td>Once in a Lifetime (3:05)</td>
<td>MSG-ABC/Dunhill</td>
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<td>29</td>
<td>§ 30</td>
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<td>The Best Thing That Ever Happened to Me (3:38)</td>
<td>Gladys Knight &amp; the Pips</td>
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<tr>
<td>30</td>
<td>§ 29</td>
<td>29</td>
<td>I Love You in a Song (3:15)</td>
<td>Gladys Knight</td>
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<td>31</td>
<td>§ 28</td>
<td>28</td>
<td>No Woman No Cry (3:34)</td>
<td>Bruce Welch</td>
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<td>32</td>
<td>§ 27</td>
<td>27</td>
<td>We're Gonna Make It (3:31)</td>
<td>The Grass Roots</td>
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</table>
| 33            | § 26      | 26        | Dancing in the Street (3:06) | The Rolling Stones |skinny。

(§) indicates an upward movement of 10 or more chart positions over the previous Playlist week.
THERE WON'T BE ANYMORE.

The original Charlie Rich hit is the #1 country single.

THERE WON'T BE ANYMORE.

The original Charlie Rich hit is now a Top 20 pop single.

THERE WON'T BE ANYMORE.

The original Charlie Rich hit is the title song on a new hit album.

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

- **APPLE OF MY EYE**, Badfinger (Apple).
- **BEYOND THE BLUE HORIZON**, Lou Christie (Three Brothers).
- **BICYCLE MORNING**, Billy Sauls (Atco).
- **DANCE WITH THE DEVIL**, Cozy Powell (Chrysalis).
- **ECSTASY**, Ohio Players (Westbound).
- **FOOL'S PARADISE**, Don McLean (United Artists).
- **GET THAT GASOLINE BLUES**, NRBJ (Buddah).
- **GETTING BY**, Jerry Jeff Walker (MCA).
- **HELP ME**, Joni Mitchell (Asylum).
- **HONEY PLEASE CAN'T YA SEE**, Barry White (20th Century).
- **HONEY, I CAN'T SWIM**, John Denver (Capitol).
- **HUNGRY THING**, Charlie Rich (Stax).
- **I'VE GOT A HOMESTYLE LOVE SONG**, Timi Yuro (Scepter).
- **I'M A TRAIN**, Albert Hammond (Mums).
- **LET IT RIDE**, Bachman-Turner Overdrive (Mercury).
- **LET ME LET TO KNOW YOU**, Paul Anka (Fame).
- **LIFE IS A SONG WORTH SINGING**, Johnny Mathis (Columbia).
- **LOCOMOTION**, Grand Funk (Capitol).
- **MIDNIGHT AT THE OASIS**, Maria Muldaur (Reprise).
- **MR. NATURAL**, Bee Gees (RSO).
- **MUSIC EYES**, Heartsfield (Mercury).
- **PEPPER BOX**, Peppers (Event).
- **SHE**, South Colt (Buddah).
- **SIMONE**, Henry Gross (A & M).
- **SKYBIRD**, Neil Diamond (Columbia).
- **TAKE GOOD CARE OF HER**, Elvis Presley (RCA).
- **THANKS FOR SAVING MY LIFE**, Billy Paul (Philadelphia International).
- **THAT'LL BE THE DAY**, Foghat (Bearsville).
- **THIS IS YOUR SONG**, Don Goodwin (Silver Blue).
- **TOUCH A HAND, MAKE A FRIEND**, Staple Singers (Stax).
- **TRY (TRY TO FALL IN LOVE)**, Cooker (Scepter).
- **UNBORN CHILD**, Seals & Crofts (Warner Brothers).
- **WOULD YOU LAY WITH ME A WHILE**, Tanya Tucker (Columbia).
- **YOU WON'T FIND ANOTHER FOOL**, New Seekers (Stax).
- **YOUR CASHE AIN'T NOTHING BUT TRASH**, Steve Miller Band (Capitol).

Music Briefs

Musical (psycho-) analysis. TM Productions, Dallas, is offering psychographic data service on music programing for radio stations. Service is offered in conjunction with Research Consultants Inc. Dr. Tom Turicchi, who classified successful records by means of psychological characteristics of listeners, is director of Research Consultants. Service will provide programmers with information on music selection, fatigue levels of specific records, demographic and psychographic appeal of "oldies" and listener tune-out elements.

Crackdown. Broadcast Music Inc. said it had filed copyright-infringement suits against four radio stations, settled one and planned to file two more this week. Suits are part of continuing drive against use of BMI music by stations whose BMI licenses expired Dec. 31, 1973. Of approximately 60 such stations, BMI officials said, some are negotiating for new licenses, others are being monitored by BMI to determine whether they're playing BMI music. They said suit filed and settled was against WBOO (AM) Burlington, Vt., while those filed and pending are against KZGM (AM) Hot Springs, Ark.; WAVY (FM) Minneapolis and KUNO (AM) Corpus Christi, Tex.

Drake's latest. Drake-Chenal Enterprises, Canoga Park, Calif., will unveil new, automated top-40 programing package, "XT-40," designed by Bill Drake, at National Association of Broadcasters convention this month. Company describes XT-40 as "classic, clean, uncluttered Drake sound" whose format elements (tempo and music mix, jingle placement, etc.) can be customized to subscriber's market.

Off the presses. Atlantic Records ships first Maggie Bell—lead singer for Stone the Crows—solo LP this week. Album was produced by Jerry Westler, producer of Aretha Franklin (who will also have new single out by mid-month). Dr. John's "Quitters Never Win" single and new Cross Country, Rock and Roll Music (with Atlantic), will also be released this month. Neil Young's first studio album in almost two years—(Reprise)—should be released by mid-April. No specific date has been set, however, and there is no word on single. LP is titled Human High.

RCA Records strike. Recording technicians who are members of National Association of Broadcast Employees and Technicians threw up picket lines in front of RCA Records recording studios in New York, Los Angeles and Nashville last week. Strike is over dispute with record company on seniority policy and union exclusivity in making of RCA recordings. Union spokesman said it has already accepted pay hike of 6.3% from company.

Due out shortly. Barbra Streisand single (Columbia), All in Love is Fair, written by Stevie Wonder, will be sent out this week.

Cat coming. Next Cat Stevens LP, Buddha and the Chocolate Box, is due to be released by A&M around midmonth. Single is Oh, Very Young.

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Negotiations - Appraisals

RADIO — TV — NEWSPAPERS

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Broadcasting Mar 4 1974

58
'73 broadcast earnings help ABC eclipse '72

TV network, O&O's set records; radio earnings below year-ago levels

ABC Inc. achieved record revenues and earnings in 1973. Chairman Leonard H. Goldenson and President Elton H. Rule, in issuing the financial report, said that the fourth quarter was the ninth straight quarter in which operating earnings reached record levels compared with the corresponding period of prior years.

"In broadcasting, the television network had record revenues and earnings and contributed the major portion of the earnings in the broadcast division," they reported. "The owned television stations also had record revenue and earnings."

"The radio network was profitable for the second consecutive year although revenues and earnings were lower. Revenues and earnings were slightly lower for the owned AM radio stations. The owned FM radio stations had substantially higher revenues and reduced its loss, with three of the seven stations operating profitably for the first time."

A summary of the results of other operations: theater earnings were slightly higher on lower revenues; record production had substantially higher revenue and earnings; record and tape sales distribution operated at a loss but is expected to be profitable in 1974, and motion-picture production had a small profit, compared with a substantial loss in 1972.

ABC had earnings from discontinued operations in 1973 of $1,372,000, as against $1,223,000 in 1972. In 1973 the earnings reflected the business of the ABC television program subsidiary (ABC Films) through March 31 and of the Northern Theatre Group through Sept. 28.

For the year ended Dec. 31:

1973 1972

Revenues 880,505,000 819,488,000
Net income 47,254,000 35,677,000

---

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

CURRENT AND CHANGE  YEAR EARLIER

<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>
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</thead>
<tbody>
<tr>
<td>ABC Inc.</td>
<td>year 12/31</td>
<td>890,505,000</td>
<td>+ 7.4%</td>
<td>47,254,000</td>
<td>+ 32.6%</td>
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<td>American Electronic Laboratories Inc.</td>
<td>39 wks. 11/23</td>
<td>23,759,975</td>
<td>+ 22.0%</td>
<td>837,973</td>
<td>+ 246.3%</td>
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<td>Ampex Corp.</td>
<td>9 mo. 1/26</td>
<td>196,017,000</td>
<td>+ 3.7%</td>
<td>4,106,000</td>
<td>+ 473.0%</td>
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<td>BBDO International Inc.</td>
<td>year 12/31</td>
<td>62,746,000</td>
<td>+ 32.4%</td>
<td>5,526,000</td>
<td>+ 13.1%</td>
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<td>Foci, Cone &amp; Belding Communications Inc.</td>
<td>year 12/31</td>
<td>326,533,000</td>
<td>+ 20.4%</td>
<td>3,348,000</td>
<td>+ 79.6%</td>
<td>1.58</td>
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<tr>
<td>Interpublic Group of Companies</td>
<td>year 12/31</td>
<td>969,081,000</td>
<td>+ 7.2%</td>
<td>6,638,000</td>
<td>+ 9.1%</td>
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<td>McCaffrey &amp; McCall Inc.</td>
<td>year 12/31</td>
<td>4,141,100</td>
<td>+ 2.2%</td>
<td>(516,396)</td>
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<td>Money Broadcasting Corp.</td>
<td>year 12/31</td>
<td>1,178,953,000</td>
<td>+ 21.3%</td>
<td>3,649,208</td>
<td>+ 61.7%</td>
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<td>Oak Industries Inc.</td>
<td>year 12/31</td>
<td>121,086,000</td>
<td>+ 79.6%</td>
<td>621,000</td>
<td>+ 9.1%</td>
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<td>PBA Inc.</td>
<td>year 12/31</td>
<td>106,001,000</td>
<td>+ 16.1%</td>
<td>14,380,000</td>
<td>+ 18.4%</td>
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<td>Schering-Plough Corp.</td>
<td>year 12/31</td>
<td>821,271,000</td>
<td>+ 22.2%</td>
<td>105,977,000</td>
<td>+ 37.0%</td>
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<td>Sonderling Broadcasting Corp.</td>
<td>year 12/31</td>
<td>23,673,000</td>
<td>- 1.4%</td>
<td>1,967,000</td>
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<td>Teletronics International Inc.</td>
<td>6 mo. 3/31</td>
<td>3,500,000</td>
<td>+ 59.1%</td>
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<td>+ 13.6%</td>
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<td>Time Inc.</td>
<td>year 12/31</td>
<td>728,266,000</td>
<td>- 19.7%</td>
<td>52,000,000</td>
<td>+ 42.9%</td>
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*Percentage change is too great to provide a meaningful figure.

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<th>Closing Wed. Feb. 20</th>
<th>Net change in week</th>
<th>% change in week</th>
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<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
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**Net change in week**

**% change in week**

**1973-1974 High**

**Low**

**P/E ratio**

**Approx. shares outstanding (000)**

**Total market capitalization (000)**

**Broadcasting Mar 4 1974**

**58**
Fates & Fortunes

Media


Boyd Lawlor, VP-broadcast and station manager, kswb-TV Monterey-Salinas, Calif., elected president of parent company, Central California Communications Corp., succeeding late John C. Cohyn. Central California also owns KSBY-FM-TV San Luis Obispo, Calif.

Michael J. Winship, staff writer, George Washington University public relations office, named public relations director, National Public Affairs Center for Television (NPACT), division of Public Broadcasting System, Washington.


Donald H. Knautz and Daniel D. Calibrao, VP’s, Won Continental Broadcasting Co., named VP-assistant to acting general manager and VP for corporate relations, respectively.

William A. Schwartz, VP-operations, Telerep Inc., New York, named general manager, ktvu(TV) Oakland-San Francisco. Both are Cox Broadcasting Corp. properties. Roger Rice, Cox West Coast VP, had been ktvu general manager.
Alice Potter, sales manager, KRE-AM-FM Berkeley, Calif., named general manager.

Ed Crump, operations manager-public affairs director, WMP-S-AM-FM Memphis, appointed national public affairs director for parent Plough Broadcasting Co.'s 11 radio stations.

Trudy Allyson, co-anchorwoman, KTVU-(TV) Oakland-San Francisco, joins KNTV-(TV) San Jose, Calif., as public affairs director.

William J. Clark, VP-engineering, Heftel Broadcasting Corp., assumes additional duties as general manager of Heftel's KEZK-FM St. Louis.

Harry Godisil, president-general manager, KVD-AM Salem, Ore., named general manager, KTIC-AM Nampa, Idaho.

Charles Smith, sales manager, WTSV(AM) and WECM(FM) Claremont, N.H., assumes additional duties as operations manager.

A. H. (Chris) Christensen, general manager, KPSJ-(FM) San Jose, Calif., joins KPSI-(AM) Palm Springs, Calif., as VP-operations manager.

Michael Murray, local sales manager, WRNL(AM) Richmond, Va., named general sales manager, WXLX(AM) Portsmouth-Norfolk, Va.


Maxine Bracy, public service coordinator, KHJ-AM Los Angeles, named public affairs director, coordinator at affiliated KHJ-(AM).

Charles E. Bowman, production operations/set-up supervisor, Avco Broadcasting Corp., named community services director of Avco's WLWD(TV) Dayton, Ohio.

Eric Lasher, former assistant to Frank Stanton when latter was vice chairman of CBS Inc., and later aide in office of CBS President Arthur Taylor, named president and chief operating officer of Nash Publishing Corp., Los Angeles. Nash was publisher of Edith Efron's "The News Twisters," book highly critical of networks and object of spirited counterattack from CBS.

Peppy Martin, public relations director, Louisville (Ky.) orchestra, appointed promotion manager, WAVE-AM-TV Louisville.

Broadcast Advertising

Judy Green, with sales staff, WOR-TV New York, named national sales manager, KHJ-TV Los Angeles. Both are RKO General stations.

Joan Rafferty, traffic manager; Alan J. Sheldon, director client accounting, and Bruce E. Wallin, director of staff services, named VP's, Young & Rubicam International Inc., New York.

Kenneth A. Longman, associate research director, J. Walter Thompson, New York, elected VP.

Harold Payne, station manager, WTVR-AM-FM Richmond, Va., named station manager of WRXL(FM) Richmond.

Martin H. Ozer, VP-eastern sales manager, Metro TV Sales, New York, appointed VP-general sales manager.

Michael Drexler, senior VP-media director, Ogilvy & Mather, New York, joins Doyle Dane Bernbach Inc., New York, to head media department.

John L. Barlow, senior media buyer-planner, Leo Burnett, Chicago, appointed supervisor, network syndication and sports franchises, Campbell-Ewald Co., Detroit.

Anthony R. Twibell, local sales manager, KFWV-FV Fresno, Calif., named general sales manager. Dick Wagshal, with sales staff, succeeds Mr. Twibell.

James I. Stansell, general sales manager, KAFM(D) Dallas, named sales manager, KEZW-FM Dallas.

David A. Macejko, with sales staff, WBN-FM Cincinnati, named assistant sales manager.

David Breyer, with sales staff, WISC-TV Madison, Wis., appointed area sales manager.

Richard Westman, VP-media director, Jack Byrne Adv., New York, named VP-director of media and marketing services.

Joseph S. Nathanson, senior VP-director of operations, John de Nigris Associates, New York, joins Young & Rubicam West, Los Angeles, as public relations director.

Louis H. Buron Jr., with sales staff, KDWN(AM) St. Paul, appointed local sales manager.

Programming

Jack P. Jacobson, VP, WGN Continental Broadcasting, and program manager, WGN-TV Chicago, assumes additional duties as acting program manager for WGN Continental, succeeding Sheldon Cooper. Richard D. Jones, assistant program manager, WGN-(AM) Chicago, named acting program manager, WGN, succeeding Robert Henlay. Messrs. Cooper and Henley became acting station managers of WGN-TV and WGN, respectively (BROADCASTING, Feb. 25).

Jim Kefford and Allen Collier, both salesmen with Drake-Chenault Enterprises, Canoga Park, Calif., promoted to re-
Allied Fields

James Dragoumis, associate media manager, Lever Brothers, New York, joins Arbitron Television, New York, as VP, agency - advertiser sales.

Lou Dorfsman, CBS VP, advertising-design, will also join faculty of Syracuse (N.Y.) University's master of fine arts program for working professionals in advertising illustration and design.


Clifford H. Braun, VP-administration/program manager, WFIL-TV Chicago, named district manager-closed circuit television, Illinois Bell Telephone, Chicago.

Cable

William L. Vogel, division VP, Cox Cablevision Corp., Atlanta, assumes additional duties as regional manager of company's mid-East region.

C. Steven Henry, manager-chief technician, Continental Cablevision of Ohio, Findlay, appointed to Galion, Ohio, system in same position.

Equipment & Engineering

Rodney R. Maddison, VP-marketing, Commercial Electronics Inc., Mountain View, Calif., named president. He is succeeded by George A. Grasso, national sales manager.

Robert F. Finnerty, with sales staff, Magnavox CATV Division, Manlius, N.Y., named national sales manager of passive devices group.


Deaths

Reed Thomas Rollo, 69, retired communications lawyer and partner in Washington office of Kirkland, Ellis and Rowe, Chicago, died Feb. 24 in Washington after long illness. He is survived by his wife Vera, daughter and son.

Bruce Wallace, 69, executive director, Wisconsin Broadcasters Association, died of cancer Feb. 23 in Deaconess hospital, Milwaukee. He was formerly president of association and was with WTMJ-AM-FM-TV Milwaukee for 22 years, retiring as director of promotion and public service. He is survived by his wife, Olive, and two daughters.


Arthur Colvin Perry, one-time aide to President Johnson and FCC attorney in thirties, died Feb. 24 in Washington. He is survived by his wife, Katharine.

Broadcast Journalism

Howard W. Scott, with news department, komo-tv Seattle, appointed news director.


Barry Peterson, reporter, witti-tv Milwaukee, joins wcvo-tv Minneapolis in same position.

Mark Miller, with editorial staff, kcau-tv Sioux City, Iowa, appointed director of editorial research.

Robert E. Perkins, news director, wdas (AM), Philadelphia, named editorial director.

Earl Henderson Gammons, 80, former CBS Wlca president and for 27 years Washington spokesman for broadcast interests, died last Wednesday (Feb. 27) in a Bethesda, Md., nursing home. He had been in failing health for a number of years, succumbed to sudden onset of pneumonia.

A newspaper reporter before and after World War II service with the American Expeditionary Force in France, Mr. Gammons joined the Washburn-Crosby Co., in 1919 and, when the milling company acquired wlac(AM) Minneapolis in 1924 and renamed it WCCO, began handling publicity for the pioneer station. He successively handled news and sports announcing on a part-time basis before joining WCCO full-time in 1925 and becoming sales manager.

Mr. Gammons is credited with an innovation in radio advertising, begun on Christmas Eve 1926, when he started using a quartet to sing the commercial, "Have you tried Wheaties?" for the breakfast cereal of Washburn-Crosby. In 1933, when CBS acquired full ownership of WCCO from General Mills, successor to Washburn-Crosby, Mr. Gammons was appointed manager. In 1942, the network transferred him to Washington as director of its office there. In 1946, he became vice president of CBS Inc. in charge of Washington operations for all divisions of the corporation.

Mr. Gammons retired from daily duty in 1955, remaining as a consultant for CBS and later for Storer Broadcasting until going into full retirement in 1969.

He is survived by a daughter, Jeanne, and three grandchildren. Services are to be held today (March 4) from Gawler's funeral home in Washington, with interment in Arlington National Cemetery.
For the Record

As compiled by Broadcasting Feb. 19 through Feb. 22 and based on filings, authorizations and other FCC actions.

Abbreviations:
- Alt.—alternate.
- Ann.—announced.
- Ant.—antenna.
- Aux.—auxiliary.
- CARS—community antenna relay station.
- CH critical hours.
- CP—construction permit.
- Day—day.
- Dir.—directional.
- ERQ—effective radiating power.
- HAAT—height of antenna above average terrain.
- kW—kilowatts.
- LSR—local station.
- Mhz—megahertz.
- Mod.—modifications.
- Night—night.
- PSA—preservice service authority.
- SCA—subauditory communications authorization.
- SH—specified hours.
- STA—special temporary authorization.
- Trans.—transmitter. TPO—transmitter power output. U—unlimited hours. V—visual. W—watts. **—educational.

New TV stations

Application

Call letter application
- **Southern Capital Television Inc., Tallahassee, Fla.—Seeks WSCIT(V)TV.

Existing TV stations

Final actions
- **KDBU-TV Dubuque, Iowa—**FCC denied application of Broadcast Bureau, filed Jan. 13, for review of review board's decision which granted application of Dubuque Communications Corp. for license to its covering out its CP for KDBU-TV.

Action
- **WNET(V) New York—**Chief, complaints and compliance division informed Accuracy in Media Inc. that it has received a complaint, filed Jan. 13, on AJM's complaint that WNET(V) violated fairness doctrine in January 1973 broadcasts of WNET program Behind the Lines. Action Feb. 15.
- **WSNL-TV Patchogue, N.Y.—**Broadcast Bureau granted CP to change ERP vis. 1820 kw, aud. 186 kw; change type trans. (BPET-469). Action Feb. 15.
- **WOWC-TV Cambridge, Ohio—**Broadcast Bureau granted request for authority to operate trans. by remote control from Telecommunications Center, Ohio University Campus, Athens Ohio (BRCTV-61). Action Feb. 15.
- **WBGR-TV Lima, Ohio—**Broadcast Bureau granted request for authority to operate trans. by remote control from South Hall and Troop Avenue, Bowling Green State University, Bowling Green, Ohio (BRCTV-60). Action Feb. 15.
- **WNEP-TV Scranton, Pa.—**Broadcast Bureau granted CP to change ERP vis. 661 kw, aud. 66 kw; change ant. structure, ant. height 1670 ft. (BPET-4633). Action Feb. 15.
- **KRIST-Corpus Christi, Tex.—**Broadcast Bureau granted request for authority to operate trans. by remote control from 409 South Staples Street, Corpus Christi (BRCTV-178). Action Feb. 15.

Action on motion

Other action
- **Review board in Las Vegas, TV proceeding, denied applications for review of second board interlocutory memorandum opinions and orders granting permits in part and denying in all other respects two petitions to add issues in Las Vegas television proceeding involving mutually exclusive applications of Western Communications Inc. for renewal of its license for KORR-TV and of Las Vegas Valley Broadcasting Co. for same facilities. Action Feb. 21.

Call letter application
- **KUDO(TV) San Francisco—Seeks KVFQ-TV.

New AM stations

Application
- **St. George, Utah—**Albert L. Crain. Seeks 890 kza, 50 kw D, 10 kw N. P.O. address 4554 Fleming Road, Collierville, Tenn., 38017. Estimated construction cost $187,765; first-year operating cost $36,800; revenue $50,000. Principal: Mr. Crain (100%) also owns WMSQ(M) Collierville, Tenn. and KBSS(AM) (Doc. 19706). Action Feb. 14.

Final actions
- **Lebanon, Va.—**J. T. Parker Jr. FCC granted 1380 kza, 500 w. (BP-19459). P.O. address c/o Phil Roberts, Box 1349, Kingsport, Tenn. 37662. Estimated construction cost $35,500; first-year operating cost $30,500; revenue $30,000. Principal: J. T. Parker Jr. (100%). Mr. Parker owns WHRO(V) and WBQL(AM). He also has 50% interest in WCBR-AM-FM Richmond, Ky. Action Feb. 21.

Call letter applications
- **James A. Caideron, Yabucoa, Puerto Rico—Seeks WXEW.
- **Panhandle Broadcasting Corp., Plainview, Tex.—**Seeks KKKY.

Existing AM stations

Final actions
- **KSYJ San Francisco—**Broadcast Bureau granted CP to change ant.-trans. site to Hayward Landing, edge of San Francisco bay, Alameda County, Hayward, Calif.; trans.; conditions (BP-19536). Action Feb. 15.
- **KILT Houston—**Broadcast Bureau granted CP to change ant.-trans. site to approximately 1000 ft. east of Eanes on Imman Avenue west of Muscunan Home Lane, Richmond and waived certain conditions (BP-19609). Action Feb. 14.

Action on motion
- **Acting Chief, Broadcast Bureau, on request of Clear Channel Broadcasting Service, extended through March 25, time in which to file comments, in matter that deals with rules to provide one-hour advancement in sign-on times of certain stations and time lost by encroachment of year-round daylight saving time (Doc. 19902). Action Feb. 19.

Other action

Fines
- **KINO Winstow, Ariz.—**FCC ordered Winstow Communications Inc., licensee, to forfeit $500 for violation of rules by radiotelephone operator, whose license was not endorsed for broadcast purposes, in actual charge of station's transmitting system. Action Feb. 21.
- **KFAY Fayetteville, Ark.—**Broadcast Bureau notified licensee of apparent liability of $2,000 for violation of rules by operating station with full daytime power during summer and by failure to maintain operating log. Action Feb. 15.
- **KGCL Miami, Okla.—**FCC ordered Miami Radio Inc., licensee, to forfeit $1,500 for repeated violations of rules and failure to observe terms of license by operating station without first-class radiotelephone operator on duty in charge of transmitter. Failure to have open operating log and failing to make field intensity measurements each seven days. Action Feb. 21.
Summary of broadcasting
According to the FCC, as of Jan. 31, 1974

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*Special temporary authorization*

**New FM stations**

**Applications**

- **[Bisbee]**, Ariz.—Administrative Law Judge James F. Buskill, in his decision, proposed grant of application of Bisbee Broadcasters Inc. for 92.1 mhz, 60 kw, P.O. Box 1980. Bureau granted CP to install new ant.; ERP 3 kw; antenna height 100 ft.; remote control permitted. (BP-87343). Action Feb. 17.

- **[Freeport]**, Ill.—Erwin P. Kowalski, Bureau granted CP to install new ant. and to conduct broadcast operations from site at 1200 North Street, Freeport, Ill. (BP-87343). Action Feb. 17.

- **[Provo]**, Utah.—Broadcast Bureau granted CP to install new ant. and to conduct broadcast operations from site at 301 North Main Street, Provo, Utah, (BP-87343). Action Feb. 17.

- **[Kutna]**, Colo.—Broadcast Bureau granted CP to install new ant. and to conduct broadcast operations from site at 300 South Main Street, Kutna, Colo. (BP-87343). Action Feb. 17.

- **[K生效]**, Ill.— Broadcasting Bureau granted CP to install new ant. and to conduct broadcast operations from site at 401 North Main Street, K生效, Ill. (BP-87343). Action Feb. 17.

- **[K生效]**, Ill.—Broadcast Bureau granted CP to install new ant. and to conduct broadcast operations from site at 401 North Main Street, K生效, Ill. (BP-87343). Action Feb. 17.
Renewal of licenses, all stations

Broadcast Bureau granted renewal of licenses, co-ownership assignments.

KWM(N) MO, KWM(N) Davenport, KWPEC(D) Muscatine, both Iowa; KWBK(D) Booneville, KWTQ(D) Raleigh, both Missouri; KWWL(D) Waterloo and KXQ(I) Fort Doherty, both South Dakota; KYDW(D) Sheridan and KGKZ(D) Springfield, all Missouri; KARK(AM) Cedar Rapids, KWKZ(AM) Albia, both Iowa; KKL(R) St. Louis, KLSS(AM) Mason City, Iowa; KLF(D) Bolivar, Mo.; KWWL(D) Cedar Rapids, Iowa; KMBZ(AM) Fort Dodge and KXWZ(AM) Council Bluffs, both Iowa; KKNA(AM) Kewanee, Iowa; KNIM(AM) Blue Earth, Minnesota; KCTM(D) Springdale, Arkansas; KRGZ(AM) Sioux City, Iowa; and KEMM(AM) Marshall, Mo. Action Feb. 15.

Modification of CP's, all stations

WNNI(AM) DeKalb, III.; Broadcast Bureau granted mod. of CP to change trans. and ant. (BMP718-7). Action Feb. 15.


WMME(AM) Booneville, Miss.; Broadcast Bureau granted CP to change type trans. (BMP718-12). Action Feb. 15.


KVMQ(AM) Stockton, Calif.; Broadcast Bureau granted mod. of CP to increase trans. power from 2 kw to 20 kw. Action Feb. 15.


Translator changes

W01AL Del Rio, Tenn.; Broadcast Bureau granted CP for new VHF translator to operate on ch. 8 at Del Rio, Texas, to WFLY-TV Knoxville, Tenn. (BPTV-407). Action Feb. 16.

Ownership changes


WFKX(AM) Franklin, Ky.; Seeks transfer of call sign from Franklin Favorite-WFKX Inc. to form Howard H. Odle, L. L. Valentine, et al. (together 80%), and S. C. Frederick, Publisher of Co. (none before, 80% after). Consideration: estimated $300,000. Principals: Ralph C., Wal-
Professional Cards

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Atlantic Research Corporation
3990 Cherokee Ave.
Alexandria, Va. 22314
(703) 356-2400
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& ASSOCIATES
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(formerly Commercial Radio)
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Washington, D. C. 20005
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CONSULTING ENGINEERS
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Cambridge, Mass. 02138
Phone (617) 876-2810

contact
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1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities.
Phone: (202) 638-1022
Help Wanted Management

Las Vegas radio station has immediate opening for General Manager who will oversee an operation within one year. Also opening for 2 sales people. Prefer individuals who are RB trained and who have sold ethnic radio. Should be available on short notice. Send resume, to Box 188, BROADCASTING.

Northern Ontario Radio-TV complex is looking for a sales person with good experience who is looking for a good step into sales management and a chance at station management. Forward application to: Box B-188, BROADCASTING.

Sales personnel needed for Suburban Detroit radio station. Write care of Box C-42, BROADCASTING.

No. 1 Rated Soul Station in top 50 Southern Market needs experienced sales people with management potential and top earnings. Large Group. Box C-72, BROADCASTING.

Learn a powerful sales presentation. Continues sales training. Midwest based, no travel only. Written resume only. Daytime, WKNV & KSMN, Box 54, City, VA.

Central California Opportunity for account executive. Dominant country AM looking for aggressive sales person. Good commission on established list. Send resume to KNOS, Box 49, Hanford, CA 93230.

Florida East Coast, needs experienced sales person who will take to develop into management. We offer salary plus commission plus great living. Would prefer RB training experience. Your own ability is limited by your own ability. WDAT Radio Daytona Beach 904-297-4777 or Bill Blithman.

Sales Manager: Open to experienced sales person. Growth opportunity! FM stereo station 30 minutes south of Washington, D.C. Beltway. WAUS, Box 547, Prince Frederick, MD. 20678.

Growing Country Station needs experienced salesperson. We offer an excellent opportunity for earnings during the first year, with significant growth after that. Guarantee plus commission and fringe benefits. Mail replies, including resume, to WTVR Radio, 3301 W. Broad Street, Richmond, VA.


Young energetic salesperson for small market New Hampshire radio station. Good opportunity for hard worker. Write E. E. Close, Box 466, Keene, NH 03431.

Northeastern large market station looking for salesperson. Call or write for details and submit resumes/tapes to: P.O. Box 5081, Albany, NY 12205.

Help Wanted Announcers

New England rocker wants you! Join a stable organization and be a top jock in this medium market. Minimum two years experience necessary. If you're looking for a place to grow, send your resume now. An E.O. Box B-103, BROADCASTING.

Staff Announcer needed by leading adult music station. Continuous music format. Good weget, stability, new facilities & equipment. Equal Opportunity Employer. Box B-169, BROADCASTING.

New England Ski offeress stepping stone to right ambitious, creative personality jock willing to assume program director's job. Box (B-181). "Finding the ideal station." Middl size Northern Ontario Market needs a top announcer for mid-morning or afternoon shift. Right person will be paid top dollar for top job. Send resume to Box C-18, BROADCASTING.

SW Desert station. 1st phone announcer with news or sales background. Experience required. Equal Opportunity Employer. Box B-180, BROADCASTING.

Wisconsin Modern Country AM-FM seeks aggressive capable, creative personality with production abilities. Lots of potential for hard worker. Send resume to Box C-2, BROADCASTING.

Central Florida 100 KW FM desires responsible, mature announcer with good vocals and clear diction. Will work shift. Send resumes to Box C-6, BROADCASTING.

Help Wanted News

California daytimer has immediate opening for experienced newscaster to work early-nightly shift, write and present news on the air. Box A-247, BROADCASTING.

News Director for Top 40 station-competitive me- ntion. Must be strong on writing, deliver, an excellent opportunity for the individual in this market to move up. Send resume to Box C-7, BROADCASTING.

We've had the same newscaster for 7 years. Now he's getting a little older. If you are a Mid West "AM" looking for a real go-getter; take charge newscaster. If you believe in yourself .. sell us your drive and we will satisfy the individual. Send resume to Box C-41, BROADCASTING.

News Director, Male or Female. College graduate, experienced. $150 a week plus opportunity for partnership ownership. Resume with three references to George Freeman, KORI, Henderson, TX 75652. Equal opportunity employer.

Aggressive Area news operation needs good writing and delivery. Send tape and complete resume. KSSN, Box 1466, WICHITA, KS.

News Director, Journalism major or experienced newscaster. Good writer, typist, voice and digger. WCSS Amsterdam, NY 12010.

WFUN in Miami has an immediate opening for an experienced aggressive sales ability and in news sense just as important as delivery. Send resume to Box C-75, WFUN, 6101 Sunset Drive, Miami, 33134. An equal opportunity employer.

Number 2 Rated adult station seeking news director. Salary $10,000 to $14,000, plus commission for all sales. Send tape, picture, resume, salary requirements to Bob Young, or Al Jones, WGAC, P.O. Box 1131, Augusta, Ga. 30903.

Super Sports minded E.O. midwest rocker wants program director sports director to tie in with Mike Anderson, WJSM St. Joseph, MI 49085.

News Director for public radio station. Five years experience and masters degree preferred. Write: Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. OSU is an equal opportunity employer and encourages applications from women and minority group members.

Help Wanted Programing, Production, Others

Medium size Canadian market is in need of two copy writers for Radio and/or TV. Good experience required.

Wanted professional program director for black-orien- ted station, a professional who can pull an air shift and knows what new sound of contemporary programming is. Send resume to: Box 226, KISS, 700 East 8th Street, Miami, Oklahoma.

We need someone to do advertising, production, commercials, and news. Immediate opening. Send complete resume to Box C-37, BROADCASTING.

Engineer Wanted, North Plains area, to maintain AM/FM services, experience preferred but interest and potential given consideration. Salary up to $200.00 per week if experienced, with $300.00 potential depending on proven ability. Excellent hunting-fishing area. Small market. Box C-43, BROADCASTING.

Engineer Wanted, North Plains area, to maintain AM/FM services, experience preferred but interest and potential given consideration. Salary up to $200.00 per week if experienced, with $300.00 potential depending on proven ability. Good job. Box C-44, BROADCASTING.

Immediate opening experienced broadcast engineer to assume duties of chief AM/FM/STEREO knowledge automation and solid state electronics. Need good technician, good maintenance. Call or send resume to: Samuel Youse, General Manager, WGPS/WVPH, Ephrata, PA 717-733-2205.

Program Director, News Director and Top Production/ Jock. Good pay plus benefits for top forty station. Don't apply unless you're major market material. Send resume to: OPENINGS, 1802 West Ave., 2713, Austin, TX 78705.

Instructor (with B.A.) in Radio/TV/Film at Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13210. An Equal Opportunity/Fair Employment/Minority Applicant/Instructor of all races and/or nationalities are encouraged.

Mass Communications Instructor (with Broadcast emphasis) beginning Fall, 1974 semester. Teach radio-TV-Film and help supervise station. M.A. Broadcast and teaching experience desired. $9500 plus Contact: Program Director, Public Relations Office, Syracuse University, Syracuse University, Syracuse, NY 13210. An Equal Opportunity/Fair Employment/Minority Applicant/Instructor of all races and/or nationalities are encouraged.
Help Wanted

Programming, Production, Others Continued

Northernmost market station looking for guy or gal Friday who can double in traffic/News/Production.

Situations Wanted

Management

General Manager with 13 years experience, programming, management, and sales. Self-starter, proven career. Box C-16, BROADCASTING.

Six years as a medium market general manager plus an MBA degree makes me the right man to run your major market station. 34, family. Box B-206, BROADCASTING.

I'm ready for the challenges of a general manager in a good medium market. BA communications, presently a successful GM in a small eastern market. Married, 30, Interested in career opportunity. Box B-208, BROADCASTING.

Aggressive, young agency account executive wants move back to radio as your General Manager. Small or medium market preferred. Degree, 3 years at large agencies, in nearly medium top billing. Can direct sales without sacrificing internal operations. Thorough knowledge of F.C.C. Rules. Can do complete renewal application. Box B-127, BROADCASTING. Strong on community involvement. Expressed in labor negotiations. Prefer Mid-Western area but will consider all. Box C-17, BROADCASTING.

Currently Sales Manager in large market with track record. Want Small Market Station to manage. Also have college play-by-play & air experience. Seven years experience. Box C-16, BROADCASTING.

General Manager 30 years old, 5 years in current position. Station is #1 rated in its market with good numbers in nearly medium top billing. Can direct sales without sacrificing internal operations. Thorough knowledge of F.C.C. Rules. Can do complete renewal application. Box B-127, BROADCASTING. Strong on community involvement. Expressed in labor negotiations. Prefer Mid-Western area but will consider all. Box C-17, BROADCASTING.

Professional, experienced medium market selling radio manager, 32, community minded, with finest references. Small or medium market preferred. Small station more profitable as its GM. Will invest. Box C-24, BROADCASTING.

Situation Wanted Sales

I am seeking a high paying challenge. I have 8 years of sales and management experience, I am currently in a top 25 market. Box B-194, BROADCASTING.

Sales Manager Available: has proven that efficiency breeds profitability. You need to find out how? Write Box C-47, BROADCASTING.

"Experience-Education..." ad under television.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere...NOW. Box A-124, BROADCASTING.

Situations Wanted Announcers Continued

Roll a seven, creative young DJ, tight board, imaginative delivery with nose for news looking for first break, ready, willing, able. Box B-182, BROADCASTING.

Articulate, Black Pre. No nonsense announcer looking. Polished, on air performance, no fluster, good references, lets talk. Call WABC 788-4897.

Experienced, veteran, armed forces radio and TV. Commercial Specialty work, college, third endorsed, know FCC. Excellent opportunity. Production/programming position. But will consider others. Not Equal Opportunity Employer. Box C-121, BROADCASTING.

Arizona only. Ten years solid experience, including programming, extensive production, agency voice work, and teaching. Your solid situation, want to settle. Can wait for right opportunity. Box C-135, BROADCASTING.

Attention Virginia and Carolinas, Black announcer seeks position. Has three years experience with MOR station, play by play ability, heavy on news and sports. An Equal Opportunity Employer. Box C-34, BROADCASTING.

Move over guys, sincere, experienced female Jack Announcer used in New York or Long Island. Box C-35, BROADCASTING.

Top notch play-by-play broadcaster and sports director looking for minor league baseball and/or college football experience. Enthusiastic, energetic, and not afraid of hard work. Have major market experience. Box C-36, BROADCASTING.

I've got it! 6 years experience. Tops in production—current production manager. Superb knowledge of popular music. I'm capable, dependable and energetic. I can spark your station. Box C-46, BROADCASTING.

Friendly personality with numbers who writes and produces MOR & Country. Seeking P.D. position in major or large market. Reasonable salary. Box C-31, BROADCASTING.

A creative communicator who's more than just an announcer. Well-rounded, been married, hard working. 2 yrs. exp.—P.d., salesmen, effective copywriting skills. Would like to work in a city with potential. Looking for West or Northwest Progressive or Sports/Talking Coaching. Box C-37, BROADCASTING.

Three years experience, some college, endorsed third. Good voice, all formats, speech and theatre background, reliable. Box C-62, BROADCASTING.

Strong Broadcaster: over 10 years staff announcing. Jock, M.D., P.D., News, Talk, Sales & Management. Small to Major Markets. I've done it all. Presently employed but looking for a change. Box C-64, BROADCASTING.

An open letter to country music station owners and/or managers. I've been patient, now time has come to do something with your best talent. What is the best thing in their head but saw doubt? (Among other things) Nothing interest in the last four years? Well, I'm just sick and tired of being sick and tired, tired of being used, of false promises, jealousy, pride, etc. Country music, the best medium and I am looking for you. If you program country music, then we should have the numbers and ratings. Personality, solid listeners, sponsors, I can do it. No matter what the format, the market, large. But one thing, I expect to be paid well. Now before some of you go off, think about the long range possibilities. I am looking for a permanent home. Now just a little about myself. I believe in God and I have accepted His Son Jesus Christ as my personal Lord and Saviour. I believe in country music. I love to play it; in fact, I made a hobby of it. But I think I can help you with that. I have the experience. You can't ask for a resume, sit check or an audition tape. I won't send one. You will just have to trust and believe me then I can and will do the job you will just let me know. I know you probably have tried it many different ways in the last few years and it didn't work. That's why you are reading this right now. Well, guess what. So have I. The only difference is from anywhere. I will give you such a fantastic job that you will be wishing that you hired me six months, one year, three years ago, when it was possible. But who wants the best in the world, 1978. I am looking for the next position. Is it you? Just have to be a citizen of U.S., Canada or any English speaking country music radio any position, P.D., or Announcer. If you seek this approach is different, it's because I am, People who really know me this is true. Very sincerely yours, Box C-65, BROADCASTING.

Everybody starts somewhere, I'm looking for that place: beginner, needs a start, some college, really eager, forget, Box C-66, BROADCASTING.

Situation Wanted News

Excellent female reporter with solid experience seeks medium market staff position or small market news director. Northeast preferred. Box B-64, BROADCASTING.

Medium market newsman and PBP announcer seeking News or Sports Director position, or work in top 50 market. 13 years experience, 25, 85, Box C-4, BROADCASTING.

If your sports department isn't #1 already, I can help. Have excellent knowledge and background in all sports. Aggressive reporter, able to handle any news, board/shifts, sales. Box C-30, BROADCASTING.

Ambitious December graduate, Journalism, Marquette University, employed in GM, in seeks good position, talking or TV station. Good writing skills, industrious, personable. Box C-45, BROADCASTING.

BROADCASTING

Mar 4 1974
Help Wanted Management

General manager, started in programing, ended up in sales. Know the best and worst of both. 39, currently GM in medium market. Box B-207, BROADCASTING.

Sales manager, marketing degree and two years management experience. Look at my track record, then say sales is a challenge, and I can make big money. Let's talk! Box B-209, BROADCASTING.

Help Wanted Sales

Newspaper: The requirements are stringent: TV news experience, Manager's Degree, imagination, creativity, flair and intelligence. The demands will be intense. The reward: For the aggressive, an opportunity to grow. The potential in broadcast news on a national level. Send photograph with resume to Box C-53, BROADCASTING.

Help Wanted Sales

Aggressive, mature salesperson for WTGN-TV, Twin Cities, Nation's No. 1 independent. Earnings to $90,000. Top market experience. Excellent benefits. Reply to Box 65200, Des Moines, IA 50320.

Help Wanted Technical

Tired of water? We need a good management-oriented Chief Engineer. Full market or 17 1/2 market. Weather and fishing is a good year round. Excellent station and agency experience. Reply to Box C-135, BROADCASTING.

Situations Wanted Management

Experience-Education-Talent. Two years radio sales experience (excellent track record). MS degree—Advertising. BJ degree—Journalism. Seven years in commercial broadcasting (announcer, copywriter, sports reporter, TV engineer (first Phone), news director, account executive, Age 24. A professional broadcast salesman. Magnificent references. All replies answered and considered confidential. Available for interviews at NAS and next 90 days. Box C-14, BROADCASTING.

Help Wanted News

Newspaper for South Texas television and radio stations. Must be able to gather, write and deliver news. Box C-31, BROADCASTING.

Help Wanted Sales

Position available: Advertising. Send résumé to Box 940, Sarasota, FL 33578. Equal opportunity employer.

Help Wanted Programing, Production, Others

South Fla. station now accepting applications for photographers, Journalistic background and 1 yr. minimum of 16mm TV newsmil experience required. Equal Opportunity Employer. Send resume to Box C-37, BROADCASTING.

Help Wanted Programing, Production, Others

Television Producer/Director for University owned VHF station. Send for job announcement bulletin. No phone calls please. We are an affirmative action/equal opportunity employer. L. 228 Gregory Hall, Urbana, IL 61801.

Assistant Professor, Radio-TV. Journalism MA, professional experience. $10,111,000 academic year. Teaching broadcast news; production; public opinion; internships. Immediately available for 9 month job. Write Chairman, Radio-TV Dept., School of Journalism, University of Missouri, Columbia, MO 65211.

Assistant Professor, Radio-TV. Journalism MA, professional experience. $10,111,000 academic year. Teaching broadcast news; production; public opinion; internships. Immediately available for 9 month job. Write Chairman, Radio-TV Dept., School of Journalism, University of Missouri, Columbia, MO 65211.

Help Wanted Programing, Production, Others

Televison Production/Dirctor, Leading Independent Station with heavy remote and studio production looking for a Producer/Engineer/Writer with at least two years experience in program and commercial production. Send letter resume to Frank E. Kiernan, Production Manager, WHPL-TV, 1220 E. Marmaduke Lane, Philadelphia, PA 19118. An Equal Opportunity Employer.

Assistant Professor, Radio-TV. Journalism MA, professional experience. $10,111,000 academic year. Teaching broadcast news; production; public opinion; internships. Immediately available for 9 month job. Write Chairman, Radio-TV Dept., School of Journalism, University of Missouri, Columbia, MO 65211.
CABLE

Help Wanted Management

Recent college graduates can move quickly into system management with expanding CATV company. Training program available. Requires excellent commandment for marketing, research and promotion oriented individuals. Call Fred Harms, Management Consultant at 609-693-6171.

WANTED TO BUY EQUIPMENT

Wanted-used equipment to set up radio station on 130 AM. 1.0 kw. Box C-58, BROADCASTING.

1000 feet of 3/4" transmission line in 20 foot sections either flanged or universal for use on Channel 7. (Box C-101, KWWL-TV, 500 East 4th St., Waterloo, IA 50703.)

Small college seeks donation of used video equipment in working condition. Reply: Communications, Elizabeth College, Elizabeth, PA 17022.

Wanted: 16mm b&w film processor from Ala., Ga., Md., W.Va., West Virginia, Maryland, Virginia. E. Brintefield, 3326 College St., Montgomery, AL 36111, 205-288-7020.

Cash for good condition AM used tower, 400 ft. good insulated. Must support 3 section FM antenna, and 6 ft. open grid parabolic. Call Joe Horal, 209-522-7426. P.O. Box 906 Sonora CA 95370.

110 Kw UHF transmitter which can be used or easily converted for Channel 17. Complete package with all accessories and all personal items including asking price to E. R. Wright, 1018 W. Peach St., N.W., Atlanta, GA 30309

FOR SALE EQUIPMENT

For Sale: 4 McAarts 500 cart players with 150 Hz sound. Price: $175.00 each. All for $600.00. Mono-Mag 104A cart player with 150 Hz sound, 9225.00. Mono-Mag 90A Recorder/playback with 150 Hz generator and sensor, $1,000.00. P.O. Box 460, Bremerton, WA 98312. 206-377-3995.

TK 41 Camera with zoom lens. 300 ft. cable reason- able offer. - WATU-TV, Seventh & Reynolds streets, August 30, 2002.


Used transmission line, 4 years old, 500' of 6/4" Universal line, 50 ohm excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 186, Menomonee Falls, WI 53051. 414-333-9200.


Cart Decks: Sparta stereo century series record/ play (4620) & playback (4522), never issued, plans fell thru, both for only $1200.00 in original cartons. 415-239-1917.

Narolac-PC 79-Complete Chain ... Best offer over $35,000.00. 213-992-0600.

COMEDY

DeeJay: New, sure-fire comedy 11,000 classified one-timers, $10. Catalog free! Edmund Orrin, 2706-B West Roberts, Fresno, CA 93725.

MISCELLANEOUS


Prices Prized Prizes! National brands for promotions, contests, programming. No barber or trade - better for fantasies. Call for Fantasy phones: Television Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom 1.00. Book Box 921. FCC tests, Comedy, and more. Write: Comedian Box 26348, San Francisco, CA 94126.

Broadcasting Mar 4 1974

Miscellaneous


Fidelgraph #100 Cards— Unused 85¢, Standard 4x5 size, loaded with unlimited album of tape, max. load 1075 min. Also $2.00 and $21.00 available. Send check with order to NWI, 9478 E., Suite 201, Culver City, CA 90230. 213-839-4353.


INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class FCC License. Call Joe Elkins, 5010 Blue Ash Rd, Cincinnati, OH 45236. Telephone 513-291-1770.


REI teaches electronics for the FCC First Class Radio Telephone License. Over 90% of our students pass their exams. Classes begin March 25th, April 29th, REI, 52 South Palm Ave., Sarasota, Fl. 33577 phone: 813-955-8922, REI, 2402 Tidewater Trail, Fredericksburg, VA 22401 phone: 703-373-1341.

Bryan Institute in St. Louis, 1st class FCC license, approved for Veterans. 314-752-6271. (Formerly Elkins Institute).

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of FCC training schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Day or evening programs convenient to you. Bryan Institute in Dallas, 2277 Inwood Rd. 214-337-4001.

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 Houston**, 3518 Travis.

Elkins in Memphis**, 1362 Union Ave.

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

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


Elkins in Oklahoma City, 5620 N. Western.


FCC First Class License in six weeks. Theory and laboratory training, Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60643, 212-286-0100.

RADIO
Help Wanted Management

TV STATION MANAGERS
Wishing to transfer your skills to the broadcast media? As a professional TV newsman, you can provide your audience with the objective viewpoint they need. News Director with 15 years in the majors—state of the art awareness—will visit your market to perform a critical analysis of your air product. Within a week you will have a confidential analysis, along with recommendations for an Action Program. Cost? Probably less than your Salaries Manager’s last visit to New York. For further information write: TV News View.

Box C-52, BROADCASTING

Help Wanted Announcers

P.D./PERSONALITY
Program Director/Air Personality for top ten market adult MOR station. Must have great personality on air—no button pushers! Heavy emphasis on tight supervision of other personalities. Rush resume and salary requirements to:

Box C-50, BROADCASTING

NEW MEXICO IS A GOOD PLACE TO LIVE!
Applicants wanted (P.D.’s, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby areas. Send typed resume, tapes and requirements.

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

WANTED

TOP

DAYTIME PERSONALITY

TOP

INTERMEDIATE MIDWEST MARKET

TOP

CONTEMPORARY STATION

TOP

DOLLAR

Send • Resume • Photo

Only Established Personalities, Please

Box C-55, BROADCASTING

Help Wanted Programing, Production, Others

WANTED—COMPUTER INSTALLATION SPECIALIST
Here is an excellent opportunity for the man or woman who has broadcast operations experience. This is a career position offering good pay, an expense account, travel and independence. We provide complete training. Send resume to: Christopher M. Young, P.S.I., 28 West Bridge Street, New Hope, PA 18938.

Help Wanted Announcers

RADIO ANNOUNCER
We’ve got an opening for a personable MOR/contemporary jock at an AM-FM station in the tropical location of Micronesia. The studio is all new. You must be able to present a good news delivery. We are non-commercial but patterned after State-side radio. We have block programming airing various types of music and old radio dramas. We are the only radio station for 5,000 Americans. Your shift would include a MOR/contemporary air shift 6 days a week. The FM station is automated. We are located on the Marshall Islands, SW of Hawaii. Native Islanders speak English. Our company is a logistic contractor for the Government. You will have a 12 month contract, 26 days paid vacation per year, medical benefits, transportation paid to and from site, including your vacation trip. Single applicants are preferred because there is NO FAMILY HOUSING FOR THIS JOB. Experience is necessary. The best part has been left for last. . . YOUR EARNINGS ARE TAX EXEMPT . . . after 510 days outside the U.S. it’s a great way to save some bread and groove in 80° daily. Send tape and resume to: Department R, P.O. Box 12156, Oakland, California 94601.

GLOBAL ASSOCIATES
An Equal Opportunity Employer

Situations Wanted Management

EXEC FOR STATION OR GROUP
N.Y.C. OR PHILADELPHIA
Proven Management and Sales in major suburban markets. Creative, innovative. Now with Consulting and Research Firm. Seek return to active broadcast. Meet at NAB in Houston or prior.

BOX B-135, BROADCASTING

Station Manager
Sales and profit oriented. Have run two major FM stations in metro markets. I get results!

Box C-21, BROADCASTING

Within 90 days a substantial increase in all time periods, in any rating, for your radio station. The cost? $800 a week for: P.D., music library, and complete “live” air staff. Call 1-305-633-6688 before 3 p.m.

Situations Wanted Management

Announcers

OFFICER VIC
A Chicago institution for 16 years, 8 yrs. ABC, 8 yrs. NBC. Available April 1st, Chicago stations preferred, experienced all phases radio, TV entertainment. Heavy on public service, proven money maker and hard worker. Will consider P.R. spot. Write: Victor Petrolis, 5159 So. Luna, Chicago, IL 60638.

AUDIO VISUAL
KNOCK, KNOCK
NO, IT’S NOT AN OLD JOKE
IT’S OPPORTUNITY
Opportunity for you to hire brats, eager, ambitious young man with BS in RADIO-TV-FILM, 2 years exp. all crew positions including: design, construct & light sets, 1 year exp. assistant producer, 1 year exp. copywriter-producer-director. Hard worker—salary open. Willing to relocate. Seek any production, A/V, or other broadcast position. WRITE TODAY: Mr. David Gilpin, 16 Carmen Drive, Nanuet, N.Y. 10954, or call (914) NA 3-7775.

Broadcasting Mar 4 1974 70
Situations Wanted News

I am currently N.D. at upper-medium market operation making great money. Want to be N.D. at progressive top flight operation. BA-R-TV/JRNL. Six years experience. For the best write:

Box C-9, BROADCASTING

NATIONAL NEWS EXECUTIVE
For the nation's largest youth organization desires return to broadcast news. Radio or TV. Covered everything from George Wallace to Munich Olympics. NAB Interview can be arranged. 
Lee Coleman, 23 Old Millstone Dr., #20
Hightstown, N.J. 08520

TELEVISION
Help Wanted Technical

Opportunity for experienced engineer to assume a supervisory position with a Central Pennsylvania television station. Would be responsible for all studio and transmitter equipment. Major equipment installation planned in near future. Send complete resume and salary requirements to:

Box C-63, BROADCASTING

The Grass Valley Group needs a regional manager for the New York area sales office. A strong technical background in broadcasting is essential.

Please send resume to Robert Lynch, Gravo Sales, Inc., Station Plaza East, Great Neck, N.Y. 11021 or NAB booth 406.

BROADCAST TELEVISION FIELD ENGINEERS!
An opportunity with MARCONI ELECTRONICS, INC.
based at our Atlanta or Englewood, N.J.
facilities.
The successful applicant will be experienced in dealing with state-of-the-art video equipment and be familiar with modern digital circuitry concepts.
They will be ready to learn quickly in our plant and travel on assignments throughout the U.S.
Initial duties will be confined to Marconi live cameras and film equipment.
Salary commensurate with experience—excellent company benefits.
Call or write: Barry Holland, Marconi Electronics, Inc. 1309-J Stone Mill Court, Stone Mountain, GA 30083. (404) 489-7471

Help Wanted News

WEATHER PERSON
Credible, Authoritative, Personable
Resume and VTR to:
HENRY HICKS — WNYT-TV
Box 9, Syracuse, N.Y. 13214
An Equal Opportunity Employer

Help Wanted Programing, Production, Others

DIRECTOR
Challenging opportunity in top 50 Midwest market for strong news background director. We need a dynamic leader with new ideas who can help make our newcast number one. No followers need apply.

An Equal Opportunity Employer

Send resume and salary requirements to:
Box C-47, BROADCASTING

Help Wanted Technical

CIRCUIT DEVELOPMENT ENGINEER
TELEVISION SYSTEMS ENGINEER
TECHNICAL WRITER

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

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

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

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

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

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

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

An Equal Opportunity Employer

For Sale Stations

Major Midwest Market. 10KW - AM (Daytimer with PSA) & Class B FM, includes 10 acres, attractive offices and facilities, and FAA approval for sufficient tower height...$650,000, all assets.

Box B-104, BROADCASTING

NEW CONCEPTS IN STATION PRODUCTION
DO-YOUR-OWN JINGLES

The most useful small market production aids ever conceived. Absolutely the least expensive way to get professional sounding commercial and station jingles.

KIT #1—Gives you 35 different music beds. Use to produce singling jingles, logos, even full-length jingles for your clients. Many styles from rock to country. You get a quality 1/4-inch master tape of samples and music beds, plus sheet music and instructions. Only $50 complete!

KIT #2—Moog music station ID package. A distinctive six-tone logo theme used as a basis for stingers, news, weather, sports & traffic intros. and backgrounds for station promos. PLUS 7 distinctive commercial backgrounds on the Moog. You get a quality 1/4-inch master tape. A great sound. Only $50 complete!

KIT #1 & KIT #2 ORDERED TOGETHER...$75.
For exclusive use in your market ask for rates.

For a 3-minute demo on the phone, call:
714—234-4412

For a demo cassette send $1 to:
SPOTMAKER STUDIO
1415 Sixth Ave., 2d Flr.
San Diego, CA 92101

Missellaneous

CASH FLOW A PROBLEM?
PACER/WALDMANN will help you free up cash invested in your present equipment or help you expand by leasing new equipment.

SYSTEMS PACER/WALDMANN
STUDIOS 819 E. Gay St.
Wichita, Kan. 67203
VANS 315—436-5168

WANTED TO BUY STATIONS

BROADCASTING GROUP WISHING TO EXPAND SEEKS TO BUY FULL TIME RADIO STATION IN TOP 100 MARKETS. PRINCIPALS ONLY—NO BROKERS.

Box B-73, BROADCASTING

Employment Service

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

BROADCAST PERSONNEL AGENCY
Sharlene Barish, Director

SPECIALIZING IN HONEST
RADIO AUDIENCE MEASUREMENTS
AT SENSIBLE PRICES (FROM $29)

855 N. Simmons Fwy., Suite 937
DALLAS, TEXAS 75247
(214) 630-2521 (collect)

For Sale Stations

BROADCASTING GROUP WISHING TO EXPAND SEEKS TO BUY FULL TIME RADIO STATION IN TOP 100 MARKETS. PRINCIPALS ONLY—NO BROKERS.

Box B-73, BROADCASTING

For Sale Stations

Major Midwest Market. 10KW - AM (Daytimer with PSA) & Class B FM, includes 10 acres, attractive offices and facilities, and FAA approval for sufficient tower height...$650,000, all assets.

Box B-104, BROADCASTING

Broadcasting Mar 4 1974
For Sale Stations Continued

Medium market Southeastern United States full time regional facility. 10% down and fifteen years on the balance. Perfect for owner-operator who wants to retire in attractive climate and city.
Box C-61, BROADCASTING

GROWING PAINS
America’s fastest-growing media brokerage firm is growing: we need one or more men or women with strong sales background and a high-income desire, to help us serve our expanding business activity. Relocation may not be necessary. A desire to learn, work hard, and profit from superior service is essential. If you have these qualifications, we may have a fine career opportunity for you. Contact: Mr. Horton, by letter please. All replies will be held in complete confidence.

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street  •  Elmira, New York 14902
P.O. Box 948  •  (607) 733-7138

For Sale Stations Continued

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

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles  Washington
Contact: William L. Walker
Suite 508, 1723 DeSales St., N.W.
Washington, D.C. 20036
202/225-1553

Fulltime AM
Class C FM
Metry
$1.975MM

Major
Market
FM
$2.5MM

CHAPMAN ASSOCIATES*

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

BROADCASTING’S CLASSIFIED RATES AND ORDER FORM
Payable in advance. Check or money order only.
When placing an ad indicate the exact category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.
The Publisher is not responsible for errors in printing due to illegible copy, type or print clearly all copy!
Copy: Deadline is MONDAY for the following Monday’s issue. Copy must be submitted in writing.
No telephoned copy accepted.
Repplies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1732 DeSales St., N.W., Washington, D.C., 20036.
Applicants: If audio tapes or films are submitted, please send $1.00 to BROADCASTING for each package to cover handling charge. If VTR’s are submitted send $5.00 to cover handling and forwarding. All VTR’s are forwarded by Parcel Post.
Forwarding of materials is at applicant’s risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Rates, classified listings ad:

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
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<tbody>
<tr>
<td>Situations</td>
<td>$5.00</td>
</tr>
<tr>
<td>Help Wanted</td>
<td>$5.00</td>
</tr>
<tr>
<td>Situations</td>
<td>$5.00</td>
</tr>
<tr>
<td>All other classifications</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

—Add $1.00 for Box Number per issue.

Rates, classified display ads:

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Situations</td>
<td>$25.00</td>
</tr>
<tr>
<td>All others</td>
<td>$40.00</td>
</tr>
<tr>
<td>More than 4* b/t &amp; run-of-book rate</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

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 $5, 000, C.D. , D. O. , D.M. etc. count as one word. Hyphenated words count as two words.
Riding herd on Park's broadcast spread:
John Babcock

John Babcock, who was elevated to executive vice president of Park Broadcasting two months ago, reconstructs the story of the rapid growth of the company over the past decade this way: "It was Roy Park's financial acumen and my knowledge of the day-to-day operation of a broadcast group" that turned a two-station concern into what Mr. Park claims is the largest individually owned broadcasting group in the country.

Mr. Park, the sole proprietor of Park Broadcasting, does hold the most stations by himself: five VHF TV stations, two UHF TV stations, seven AM radio stations and three FM radio stations. (A fourth, KJJS-FM, Portland, Ore., is awaiting FCC approval of Park's purchase.)

Although Mr. Babcock gained his basic broadcasting experience in the Midwest with Crosley (now Avco) during the years 1949-63, he started out with Roy Park back in 1947. At that time, Mr. Park owned Agricultural Advertising & Research, an ad agency based in Ithaca, N.Y. (the city that continues to serve as Mr. Park's headquarters, even though none of his radio and TV stations is located there).

Soon after Mr. Babcock's graduation from Cornell in 1948, Mr. Park made him general manager of the agency's Richmond, Va., office. Mr. Babcock found this assignment a piece of cake because the office's sole client, the Southern States' Cooperative, was modeled on the Cooperative Grange League Federation Exchange, a collective that his father had organized for New York State farmers in the 1920's.

His father's death in 1949 drew him back to Ithaca to help manage the family's property for a while. But when he learned through the grapevine of an opening for a farm-news director at Crosley's WLW(AM) Cincinnati, "the allure was too much for me," he says.

In 1952, Crosley shifted him over to its New Idea Farm Equipment division, where, as he puts it, "I absorbed the good, solid procedures and disciplines that go into the making of a successful salesman."

When he returned to WLW in 1954, it was to supervise and manage the farm that Crosley operated. "Crosley wanted its farm reports to be authentic, and this fully stocked farm acted as a sort of mirror to the station's audience."

After this interlude of farm management, Mr. Babcock got down to the more serious business of "redirecting WLW's one-sided news operation so it could function in the areas of both radio and TV," as he puts it.

In 1956, he moved to Indianapolis to help launch Crosley's WLWI-TV.

Throughout those years at Crosley, he had kept in touch with Mr. Park. "During that period," Mr. Babcock says, "Park had built up the Duncan Hines food line, and when he merged it into Procter & Gamble he had a lot of capital on his hands. Now he could have invested that capital in tax-free municipals and sat back for the rest of his life. But he's the kind of entrepreneur who sees capital as a resource to be used rather than held on to. And when he told me he was setting about the task of buying up radio and TV stations, and that he needed someone to help him with the acquisition and the running of these stations, I figured there'd be so much fun involved that I couldn't say no."

Mr. Babcock says he's pleased so far with the economic growth of Park's TV stations, which is important because "you've got to have a successful commercial operation to launch a successful news operation. The public's reliance on TV news is almost frightening, and a station's position in the market is usually based on how well its news does between 6 and 7:30 in the evening."

And he's convinced that the crucial factor in gaining popularity for a local news show is "believability."

"I'm leery of tricky formats," he continues. "Visual mixes and technical things like chroma-key can be used imaginatively. But they become a danger when they start getting in the way of the hard news."

Mr. Babcock says he's now engaged in an aggressive campaign on behalf of Park's broadcasting properties to drum up new advertiser business because "national spot sales are going nowhere in the first quarter. The oil companies' cutback is having a ripple effect on a number of other industries." One of the ways Park is countering this loss of business, he says, is "by exploiting the newspaper shortage. We've discovered through combing newspaper morgues that seasonal clients and co-op advertisers, which were fairly big newspaper advertisers in the past, are getting bumped with the shortage of paper in favor of regular sponsors who advertise year-round. For example, industry sources have come up with a figure of a billion dollars in unused co-op money in just one year's time, which we're now trying to ferret out for TV."

He cited as an instance the London Fog Co., which may be willing to pay 50% of the cost of a newspaper, radio or TV ad placed by the local clothing dealer. But often the local dealer "leaves this matter on his desk, unattended, because he's got so many other things to worry about in the day-to-day operation of his business, Mr. Babcock says. And, in addition, "that dealer is probably scared to death of TV. So our job is to pay a call on him, let him know that we're willing to produce his commercial the way he wants it done, and then bring him down to the station and show him the studios and facilities to gain his confidence. In many cases, we win him over so successfully that he becomes a missionary for us, spreading the word to other local merchants."

Marketing maneuvers like this are what stir Mr. Babcock's passion. When asked to sound off about matters like the fairness doctrine or the current state of the FCC, he says, "I'm not an industry spokesman, I'm a commercial operator of broadcast properties in mid-sized markets. I have the good crusades to other people. I haven't wasted one single moment on the platform."
Reason on renewals

There now appears to be at least a chance for adoption of license-renewal relief in the House this year, and perhaps even in the Senate. The chance depends upon general acceptance of the bill that a unanimous House Communications Subcommittee formally reported out last week.

As recounted elsewhere in this issue, the bill in final form contains a radical amendment of one of its original passages. The passage at first would have required the FCC to conduct a two-year study of the "social, economic, political or other consequences" of multiple ownerships of broadcast stations and crossownership with other media (Broadcasting, Feb. 25). Now it merely directs the FCC to conclude, within six months of the bill's enactment, the various ownership inquiries it already has in work.

The difference was considered vital by at least two of the three television networks, ABC and NBC, which saw a threat to their owned stations in a new study by an FCC under congressional directive to justify multiple ownerships on social, economic and political grounds. Indeed officials of NBC were saying at one point early in the week that the bill in its entirety would have to be killed if the amendment were not accepted.

The other television network, CBS, has expressed concern over another provision that would require licensees to continually ascertain the "needs, views and interests" of their areas. CBS fears this would add a hazard to the ascertainment procedures that the FCC now prescribes. In the CBS view, it could mean that standing would be given to any number of little groups for complaints about unsatisfied programing wants, however parochial.

Maybe so, but it seems to us that whatever defects may reside in the bill's language about ascertainment, they may be overcome by another provision that says licenses may be renewed upon a showing that the incumbent's operations have been "substantially responsive" to the conditions that the station has ascertained. If those words mean what they say, this bill would all but order the FCC to dissent from establishing national criteria by which to judge broadcast service. The bill would direct broadcasters to respond to the peculiarities of their own communities, not to a national standard adopted by a handful of federal commissioners.

For its several other virtues — no ad hoc dismemberment of ownerships that abide by rules, no more FCC indulgence of untimely protests filed by dissidents and their foundation-supported lawyers, the transfer of appeals to circuits in which the target licensee is located, extension of license terms to four years — this bill deserves support.

And so does the subcommittee chairman, Torbert H. Macdonald (D-Mass.), who managed to corral a wildly disparate membership on a compromise that gives broadcasters as much protection as they can reasonably request.

The Wiley way

The designation of Richard E. Wiley by President Nixon for the chairmanship of the FCC — fulfilling the worst kept secret in town — seems to mean different things to different people. We expect an even-handed administration.

Mr. Wiley will take over an operation that has been far from optimum. No formula yet has been devised to force members of regulatory bodies to work with anything like the vigor that Mr. Wiley has displayed from the day in 1970 when he assumed the general counselship and, in 1972, a commissionership. To a degree Chairman Dean Burch has been handicapped by vacancies on the commission, which today is two members short.

Among some broadcasters, greatest concern is evidenced in the presence of Mr. Burch at the White House in a slot just beneath cabinet rank. Will the outgoing chairman be looking over Mr. Wiley's shoulder, fostering such Burch projects as restrictions on newspaper ownership of TV stations, relaxed rules for pay cable, and government controls on children's programing?

There is no doubt about the magic of White House leverage on broad policies of any of the regulatory agencies. But in the current climate in the wake of Watergate it would be as suicidal for the executive branch to attempt to influence decisions in comparative cases or even broad policy questions as it would be for members of Congress to interfere with the regulatory processes.

Mr. Wiley is dedicated to the laws of the land and the free enterprise system. For these reasons broadcasters will feel comfortable with him in the chairmanship. The emerging and more stable cable industry should welcome him for the very same reasons. So should the common carriers.

Chairman-designate Wiley will set a good example for his fellow commissioners and staff. We suspect there will be more work done at all levels, with less time for traveling to exotic places or for golf and tennis during working days and for just plain goofing off.

Earl Henderson Gammons

The first generation of broadcasters boasted many fabulous characters. At the top of any oldtimers' list was Earl H. Gammons, who slipped away last week at 80.

He wasn't a tycoon or licensee who made it big and retired a millionaire. He was a newsmen turned broadcaster in the 1920's who inspired the first jingle (for Wheaties). But he was best known as the CBS Washington vice president who made lobbying an art. It was said he scored more points with his inexhaustible reservoir of stories than most lawyers with their briefs.

In later years, before the frailties of age forced his retirement, Mr. Gammons was consultant in Washington for Storer Broadcasting. Broadcast pioneers as well as the new generation owe him an award for distinguished service and irrepressible good cheer.

"I call it the TV diet. You listen to the news just before meals and immediately lose your appetite."
Time-sharing

Men who cheerfully share some time each week with boys, on a one-to-one basis, are the volunteers sought by the Big Brothers organization. So in their recent recruitment week, the Kalamazoo Big Brothers participated in a program on the local Fetzer radio station.

Since the organization received more than 30 inquiries, the director, Mr. Jack Holtman said, "It is difficult to pinpoint exactly what prompted these men to volunteer, but certainly the opportunity to make an appeal on the Fetzer station contributed greatly to this number."

Helping citizens find worthwhile ways to share their time is all part of the Fetzer total community involvement.

The Fetzer Stations

WKZO
Kalame佐
WKZO-TV
Kalamazoo
KOLN-TV
Lincoln
KGIN-TV
Grand Island
WWTV
Cadillac
WWUP-TV
Sault Ste. Marie
WJFM
Grand Rapids
WWTV-FM
Cadillac
WWAM
Cadillac
KMEG-TV
Sioux City
TALK IS CHEAP

You can produce and run a quality radio spot for a slim fraction of the cost of a spot designed for TV. Some people seem to think that this means that television is more effective than radio. It's not. It's just more expensive.

According to the recent Commercial Impact Study made by W. R. Simmons and Associates Research, Inc., accurate recall of advertised brands is 38% higher on Personality/Middle of the Road radio than on average television. In fact, for commercial recall, radio in general is 85% as effective as average television. But can radio match television in creating a favorable image for your product? Yes. When respondents were asked if the advertising recalled tended to make them feel favorable toward the brand, affirmative answers were virtually equal for the two media.

The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology.

A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.