Television's largest movie audience ever!
One of many superb movies in our new offering, UNIVERSAL 49!
The easiest decision you'll have to make. The new movies from MCA TV.
Did you know...
Sparta manufactures a full line of AM and FM transmitters, and audio products? Look to Sparta for EVERYTHING in your broadcast equipment needs.
Renewal retooling. License renewal bill reported out of House Commerce Committee last week (see page 22) could reach floor by first week in April. Bill is on Majority Whip John McFall's (D-Calif.) list of legislation to be expedited. That promises prompt Rules Committee action to get it to floor once committee report is written – probably by end of this week or early next. Though shepherds of bill are reluctant to amend it on floor, broadcast interests are expected to push for small language change in section requiring negotiations with citizen groups.

Provision directs FCC to set up procedures for "good faith negotiations" during license term. CBS and other operators are worried that "negotiations" could be construed to mean genuine horse-trading with "anyone who walks in the door," as one official said. There is less opposition to codified "discussion or access to management" rule – but "negotiations," with all its labor law connotations, is just too strong, they are saying.

Nixon and NAB. Format for President's news conference at annual convention of National Association of Broadcasters in Houston March 19 (8 to possibly 9 p.m. EDT on national networks) was blueprint last week. Questioning will be done by members of Radio Television News Directors Association invited for occasion. Jesse Jones Auditorium is too vast to permit questioning from audience so RTNDA newsmen will be on stage with Mr. Nixon.

Leaky box office. Pay cable entrepreneurs, now resigned to long wait before FCC action on liberalization of antiphoning rules, are having trouble holding on to what they have. Problem of piracy – households discovering how to tap pay service free of charge – is major problem. Venturers continue to experience hardware difficulties. Dore Schary's Thearevision, for instance, has closed down it only pay operation – on Storer's Sarasota, Fla., cable system – largely due to converter deficiencies. Reportedly, piracy was extensive on system. Problem could cause operators to move away from per-program pay concept into full-time pay channels, where signals can be more effectively scrambled.

Homecoming. One of first formal appearances by Julian Goodman after he assumes chairmanship of board of NBC will be before national meeting of Associated Press Broadcasters Association in Kansas City, Mo., May 31. Mr. Goodman, reared in journalism, moves from NBC's presidency to chairmanship on April 1. Mr. Goodman has often argued for full First Amendment protection for broadcast media, and it's presumed he'll use AP platform to discuss that subject in light of recent court and regulatory rulings.

Comparative criteria now. Though new license-renewal legislation, if passed, and quantitative program standards, if adopted by FCC, would govern future hearings involving rival applicants for same facility, FCC today (March 11) is scheduled to consider interim policy to handle several comparative cases now before it. As one of last official acts before returning to private practice tomorrow (see page 26), General Counsel John W. Pettit will propose standards to be applied to cases now on hand.

In Pettit formula, integration of ownership and management would not be factor; diversification of media ownership would be, but only if incumbent had acquired new property since previous renewal. Key would be incumbent's performance. If superior, it would be decisive. If average, it would be judged in context with other services in market and economic resources. Challenger's promises would be tested for potential economic support.

TVB under study. Select study committee evaluating Television Bureau of Advertising and its future direction, structure and probable manpower needs has summoned expert help from outside. McKinsey & Co., New York, management consulting firm, has been retained. Seven-member committee, headed by Marvin L. Shapiro of Westinghouse Broadcasting, was created by TVB board last November, after board voted down plan to bring in heir apparent and ease President Norman E. Cash into early retirement (Broadcasting, Dec. 3, 1973, et seq.).

No longer cool. FCC Commissioner Robert E. Lee, who after 21 years on job wants reappointment, has unleashed friends who can help him. Word that White House was thinking of picking someone else when Lee term ends June 30 provoked spate of calls from broadcasters and old friends on Capitol Hill. At first Mr. Lee told well wishers to cool it. That, however, was before word got out that Dean Burch, who moved last week from FCC chairmanship to White House where he presumably is in position to influence FCC nominations, was among those favoring new occupant in Lee seat ("Closed Circuit," March 4). Now Mr. Lee is discouraging any call to White House.

That other Lee seat (H. Rex Lee) on FCC was still vacant, though nomination of Luther Holcomb, Texas Democrat, was still expected. As await went on, there were signs that consumer types might stir up trouble for him. They've been checking his record at Equal Employment Opportunity Commission, where he's vice chairman, and are saying they are not impressed.

Short-term. Latest FCC vacancy – created by Dean Burch's transfer to White House – has lost some of its glamour in crucible of politics. Unexpired portion of Burch term runs until June 30, 1976 – election year. Ordinarily Burch replacement could expect renomination for new full seven-year term too, but Democratic Senate will deep-freeze any GOP nomination in anticipation of November 1976 victory. Communications Act specifies not more than four of seven-member FCC can be of same political affiliation, and Democrats obviously would opt for one of their own to make majority as well as chairmanship.

Shortening the list. Group W's Television Advertising Representatives, after 14 years of representing Group W and limited list of other TV stations, has decided times require change. As soon as independently owned stations on its list find other reps, TVAR will confine its representation to Group W's five. That means five others are in market for new representation: Post Newsweek's WTOP-TV Washington, WJXT(TV) Jacksonville, Fla., and WPLG-TV Miami, and Jefferson-Pilot's WBTV(TV) Charlotte, N. C., and WWBT(TV) Richmond, Va.
Top of the Week

Cablemen prevail. The cable-copyright ball now rests in the hands of Senator McClellan and his Copyright Committee, as the Supreme Court backs Teleprompter in its infringement battle with CBS. While forthcoming legislation should render ruling meaningless in long run, action is seen as stiff shot in arm for cable's bargaining position on Hill. Page 21.

Another step. National Association of Broadcasters fails in attempt to have fifth year added to proposed license term, as renewal bill clears House Commerce Committee. Democrats' efforts to amend legislation in direction unfavorable to industry are beaten back. Page 22.

Cost of recovery. FCC's entire procedure for recovering its expenses from those it regulates is thrown into question by Supreme Court. Ruling in favor of plaintiff National Cable Television Association, court claims agency hasn't specified value of its regulation, precludes fee schedule designed to recover 100% of commission costs. Page 23.

Looking back. Dean Burch's administration of FCC is now history. His numerous accomplishments during four-plus years of stewardship notwithstanding, Mr. Burch will perhaps be best remembered for the fierce independence with which he approached the job. Broadcasting takes a retrospective look at those years, the man and his legacy. Page 26.

Shunned. New Jersey, one of nation's most densely populated states, remains one of few not having commercial VHF television station licensed within its boundaries. Group of state's citizens deplores that condition, is seeking relief from FCC. Page 33.

On tap in Houston. President Nixon's decision to attend next week's NAB convention sets stage for what is expected to be a most political gathering. Some 6,000 broadcasters will be on hand for festivities, which might not be very festive if predictions of transportation problems come true. Broadcasting offers 30 pages of agenda, exhibitor rosters and other bits and pieces in anticipation. Page 46.

Teacher. With $7.5-million of S. I. Newhouse money, Syracuse University has built what is being touted as one of most extensive broadcast education facilities in nation. The wraps come off in May. Page 77.

On their own. Having found it impossible to lure commercial cable venture onto their pastoral turf, citizens of rural Trempealeau county, Wis., are taking matters into their own hands. Result could be nation's first cable cooperation. Page 79.

Bugs. Senate committee reviewing Federal Trade Commission activities hears much about what's wrong with children's TV from consumer representatives but a vigorous defense of de-regulation from the other side. Page 82.

Jovial journalism. CBS's Mike Wallace journeys to San Francisco to examine nature of a local TV news war. He finds that jokers are wild. Page 84.

Justice. Supreme Court Justice William O. Douglas wanted no part of cameras and micros during University of Texas address — until a local station, a district judge and the First and Fourteenth Amendments intervened. Page 85.

Ascending. Teleprompter's Supreme Court copyright victory spelled good news for cable stocks on Wall Street, although advances were smaller than anticipated. Page 90.

Shy. Joe Epperson prefers company of transmitters and antennas over an audience of admiring peers, but he'll see more of the latter next week, when he receives NAB's annual engineering award. Page 107.

FCC will suspend fee schedule; McClellan asks helping hand on cable; Wiley to concentrate on administration

FCC is expected to withdraw its newly adopted fee schedule and to suspend fees it is collecting from members of regulated industries under existing schedule until it decides what its collecting powers are in light of Supreme Court decision issued last week overturning annual fees on cable systems.

FCC's new chairman, Richard E. Wiley, broke what Senator William Proxmire (D-Wis.) appeared to take as bad news in hearing of senator's appropriation subcommittee on President Nixon's budget request of $46.8 million for commission for fiscal year 1975. Chairman Wiley said commission will consider fee-schedule matter at special meeting today (March 11).

Senator John L. McClellan (D-Ark.), present as chairman of parent appropriations committee, had some hard-nosed comments for copyright holders as result of second Supreme Court decision issued same day — that cable television systems are not liable for copyright payments under present copyright laws (see page 20). Senator said that decision settles question as to present law; as for future, "as matter of equity and justice, copyright owners are entitled to some fees from cable — but not what they get from broadcasters — much, much less." He said he will proceed "expeditiously" with copyright bill (S. 1361) that provides for cable-TV liability which is pending before copyrights subcommittee that he heads.

But he asked for commission's help in one aspect of cable-copyright issue — cable carriage of sports events from distant stations. Commission is considering proposed rule covering such service, and Senator McClellan, noting it is complicated issue, said "maybe we can pass it on to you. . . . maybe we can coordinate our activities." Senator Proxmire also expressed interest in matter, asserting that "free marketplace ought to be allowed to determine what [sports events are] available; the fan ought to have as many options as possible." For his part, Chairman Wiley said he would welcome congressional guidance, expressed doubt that commission could be concerned with economic impact of cable-TV sports carriage on local box office; he thought its concern is limited to impact on broadcaster and to need to "track congressional legislation."

Senator Proxmire, in discussing impact of high court's fee schedule decision, urged commission to be "conservative" in interpreting it. Although opinion dealt specifically with annual fees imposed on cable television systems, Chairman Wiley indicated he thought it applied as well to broadcasters' annual fees and, possibly, to all fees charged. He also said that additional legislation may be necessary if Congress wants commission to continue collecting fees — and Senator Proxmire indicated it did. Newly adopted fee schedule, which was to become effective on May 1, is designed to recover 92% of costs; present one, about 70%.

Throughout hearing on Thursday, Chairman Wiley indicated he hopes to make efficiency one of hallmarks of his administration. He turned aside several opportunities to request more funds for commission; said that although commission had put in budget request of $48.2 million for fiscal 1975, which would have given it 70 more positions than provided for in President's budget, commission will have difficulty hiring and training 220 new employees authorized by Congress late last year. Besides people, he said, if commission is to reduce its backlogs, it needs to modernize its rules, methods and procedures, and equipment. "Administration of the agency is one of the areas in which I am most interested and one in which I intend to concentrate a substantial portion of my personal efforts as chairman," he said.
Wiley takes over at the FCC

Chairmanship of FCC changed hands Friday (March 8), as Dean Burch abruptly moved up departure date six days. Richard E. Wiley, his successor, performed first official act as chairman in appearing before Senate Appropriations Subcommittee hearing on President Nixon's $46.8 million budget request for commission in fiscal year 1975.

Mr. Burch also moved into new job on Friday. He was sworn in as counselor to President with cabinet rank, with Supreme Court Justice William H. Rehnquist administering oath in ceremony in President Nixon's oval office. President, members of his cabinet and Arizona congressional delegation, Mr. Wiley and members of Mr. Burch's family were in attendance. President said Mr. Burch will have general range of duties, particularly in area of relationship of White House and other executive branch offices with administrative agencies and in advising on political matters.

Mr. Burch had planned to remain in FCC chairmanship until March 14, and in meantime try to push through to adoption number of important items, including rules on pay cable. He held to that view even after heated confrontation with Senator John O. Pastore (D-R. I.), chairman of Senate Communications Subcommittee, who along with other members of Congress had urged him to defer action on major policy matters until commission had full complement. Commission now has three vacancies (Broadcasting, March 4).

Commission did not attempt to act on major broadcasting matters in last meeting under Mr. Burch. And Chairman Wiley told Senate Appropriations Subcommittee on Friday that they will not be brought up for vote until commission is at least close to full strength.

Mr. Burch, in his position in White House, is expected to try to speed up process of making FCC nominations. First job in that regard would involve nomination of Luther Holcomb, vice chairman of U. S. Equal Employment Commission, said to have been settled on by White House weeks ago but to be awaiting final FBI check on Mr. Holcomb's background.

How-to rules on energy advertising

Right of energy-industry advertisers to present their views in so-called "advocacy" advertising is advanced in statement being issued today (March 11) by Edwin D. Etherington, chairman of National Advertising Review Board. But Mr. Etherington stressed that advocacy advertising should adhere to "high standards of truth and accuracy to avoid adding to public confusion." He added that panel of five NARB members recommended following broad principles applicable to any national advertiser but of special importance to energy advertisers:

1. If any advertiser has vested interest in public policy position implied or expressed in advertisement, that fact should be made clear.
2. If advertiser refers to any research data, source of such information should be stated in copy.
3. If preparing advertising copy or visualizations relating to public policy question, advertiser should try not only to be factual but also to avoid being accusatory or inflammatory.

Nixon's campaign-reform law includes suspension of equal time

President Nixon intends to ask Congress for campaign-reform legislation that will include provision aimed at assuring candidates of greater legal recourse than they now enjoy against "slanderous" attacks in media. He will also renew proposal for repeal of equal time provision of Communications Act as it applies to candidates for President and Vice President and Senate and House.

President, who expects to send proposed bill to Congress in about two weeks, outlined his ideas on Friday in message to Congress and in radio address.

Message, which asserts that "electoral process needs reform and ... the accountability of candidates must be more uniformly enforced," dealt largely with financing aspects of campaigns. Contribution to presidential primary and general elections would be $15,000; to congressional primary and general elections, $3,000.

Presidential aide Bryce Harlow, in response to questions while briefing reporters on message, said provision calling for legislation to protect candidates against reckless attacks is not intended to "injure press." Further, he said, President was not author of proposal, that is was suggested to him, and evolved out of months of consideration.

President said his proposal for repeal of equal time law for all federal elections would reduce campaign expenditures by allowing radio and television flexibility to provide free coverage to major candidates, and in process aid citizens reach "sound judgments on election day."

UN-type broadcast set-up urged for Congress

Consensus emerging from joint congressional committee hearings into improving Capitol Hill's media access and communications abilities suggests setting up United Nations-type system for covering floors of both houses. NBC President Julian Goodman and Public Broadcasting Service President Hartford Gunn both endorsed idea of setting up such service, if Congress decides to open chambers to cameras, at hearings (March 7). UN operates its own TV-radio system, supplying feeds, both live and taped, to subscriber news organizations. Broadcast executives said they were satisfied with integrity of that operation and, summarily, would trust similar, congressionally run system.

Advocates of televised floor coverage won support of important figure in fight, Senate Majority Whip Robert Byrd (D-W. Va.). Senator Byrd traveled to House side of Hill last week to strongly back "government in the sunshine" push. TV coverage is "vital, necessary and imperative contribution to the system," he said.

Houston blues. Officially, National Association of Broadcasters is saying attendance at March 7-20 convention is expected to be 5% below attendance last year (see page 46), but as of last Friday advance registrations were down more than 10% below this point in 1973 – 3,300 compared with 3,800.

Another try for CPA. Yet another bill setting up strong Consumer Protection Agency — with free-ranging authority to argue cause of consumers before federal agencies and
courts — was passed out to House Government Operations Committee last Thursday. Bill (H. R. 13163) is sponsored by Chairman Chet Holfield (D-Calif.) and would establish agency under executive branch, require agencies to supply CPA with information it requests — within existing agency rules and law — and to notify Consumer Protection office of any pending actions "which may substantially affect the interests of consumers." Teeth of proposed law are in provisions giving CPA right to enter into agency and U. S. Court proceedings (it is precluded from intervening at state of local level), right to request agency proceedings on matters of consumer interest, right to go to court if agency refuses, right to petition agency for reconsideration on actions in which it did not originally take part and right to appeal that agency decision, too. National Association of Broadcasters is pushing for exemption of license renewal process from CPA scrutiny. NAB Spokesman is believed Senate-version of CPA bill (S. 707) sponsored by Senator Abraham Ribicoff (D-Conn.) — will exempt renewal from outside purview. Holfield is scheduled for full committee mark-up this Thursday (March 14).

Goodnewsville, N. Y. New York Mayor Abraham Beame is expected to announce this week formation of "communications council" to work with city's TV and radio stations to promote "positive" reporting and programming. Administration will address March 5 to International Radio and Television Society, in which he urged media "to stress the positive aspects of our cities," Mr. Beame told Broadcasting a council would be forthcoming with purpose of helping media "talk up New York. The media tends to cover the minuses and not the pluses," he said. Mayor's press secretary Sidney Frigand is in charge of council details.

Closed circuit. Small broadcast microphone, of hand-held variety, was found hidden above ceiling tiles of newsmoor at headquarters of Mutual Broadcasting System in Washington March 1 by electricians installing new intercom system. Cord dead-ended in network's control room, was not connected to any broadcast or recording device at time of discovery. Microphone was above desk of newsman Del Sharbutt, but network official said all conversations in newsmoor could have been monitored from position. Federal Bureau of Investigation agents interrogated network personnel in offices, at week's end said investigation was continuing.

By another name. Harris-Intertype Corp., Cleveland, will become Harris Corp. on May 15 if stockholders approve. Change recognizes company's expansion from printing equipment into TV-radio (Gate's Radio division) and other electronics products which now account for over half of total sales.

Empty bar. Feverish revision of scripts for next season's Gunsmoke was under way at end of last week to write Miss Kitty out of series in which character has been featured in all of CBS-TV program's 19 years. Amanda Blake, who played role from beginning, quit last Tuesday, week before shooting was to start (March 13) on next season's episodes. Miss Blake said she no longer wanted to commute from Phoenix home to Hollywood studio. John Mantley, executive producer, said first of four scripts on hand had been rewritten to eliminate scenes in Long Branch saloon, that Kitty role would be eliminated.

Over hurdle. Way has apparently been cleared for group broadcaster and newspaper owner Tribune Co. to go public. Federal court in Chicago upheld authority of trustees of McCormick-Patterson trust, who hold 53% of company's stock, to vote shares for proposed bylaw changes leading to public offering when trust expires next year. Two beneficiaries of trust, who opposed bylaws changes on ground they would result in decreasing value of stock, said they will file for stay of ruling and, if necessary, appeal it.

Tribune Co. stations are WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn. Its newspapers include Chicago Tribune and New York Daily News.

Late Fates. Dale Smith, assistant general manager and general sales manager of WSB-TV Atlanta, named station manager, reporting to Don Headl, general manager. Alvin L. Smith, VP-general manager, WDBX(AM) Chattanooga, elected VP-general manager, Covenant Broadcasting Corp., New Orleans — WGSQ(AM) and WQGE(FM). He succeeds James B. Luck, who was elected to new post of VP-sales and marketing, Covenant Cable TV Inc., New Orleans. Harry D. Trigg, for past 16 years program manager for NBC's WMAQ-TV Chicago, and president of National Association of Television Program Executives, will join WGN-TV Chicago as program manager March 25. Robert T. Donnelly, midwest division manager, Viacom Enterprises, Chicago, named to new post of manager, western division of Viacom, Los Angeles. Godfrey W. Herweg, radio sales manager, Chicago office of Avery-Knelid, named VP and director of radio sales for rep firm, succeeding William F. Abbott, resigned. He will continue to be based in Chicago. Ronald J. Potts, account executive, A-K, promoted to New York radio sales manager. Dennis R. Israel, NBC Radio Division VP, named VP-general manager of Hertz Corp. car and commercial leasing division. Burton B. LaDow, general manager, KTVK-TV Phoenix, named to two-year term on TV code review board of National Association of Broadcasters. (For earlier reports, see "Fates & Fortunes," page 67.)

Seymour

Stephen D. Seymour, general manager, WJZ-TV Baltimore, elected president, Television Advertising Representatives, Westinghouse Broadcasting's national and regional sales representative headquartered in New York, replacing Kenneth T. MacDonald, whose new duties at Westinghouse will be announced later this month. Replacing Mr. Seymour at group's WJZ-TV is Joel A. Segall, former general sales manager of Westinghouse's KPIX(TV) San Francisco.
JAMES E. CHAMPLIN
Vice-Pres., Sales, BECK-ROSS COMMUNICATIONS, Babylon, N.Y.

wins the radio rep-rating contest... & Wins $1000.00

The national “rep-rating” survey, where time-buying agency people rated 22 radio representatives, is completed.

In a separate contest, sponsored by Alan Torbet Associates and announced Feb. 4 before the national survey was tabulated, you were invited to guess the outcome of the agency survey. Contestants tried to pick the Top-10 radio reps in the order they would finish in the agency survey. Entry deadline was Feb. 18 before the survey was released. Results are shown below:

James Champlin’s $1,000 Winning Contest Entry: (5 out of 10 correct)

#1 Katz Radio  #6 Metro Radio Sales
#2 Blair Radio  #7 CBS Radio Spot Sales
#3 McGavren-Guild #8 Name Withheld **
#4 Robert Eastman #9 Christal Co.
#5 Alan Torbet Assoc. #10 Jack Masla Co.

(Contest judged by Margolin, Lowenstein & Goldwyn, certified public accountants, N.Y.)

TOP 10 Radio Reps

Listed alphabetically, as tabulated by the CPA firm from the 426 completed and returned agency questionnaires—

TOP 5 (alphabetically)

Blair Radio* Robert E. Eastman Co.
Katz Radio McGavren-Guild
Alan Torbet Assoc.

SECOND 5 (alphabetically)

Buckley Radio Sales
CBS Radio Spot Sales
Name Withheld **
Major Market Radio
Jack Masla & Co.

The Top-5 point scores were extremely close, at 879, 872, 859, 834 and 786. To list them numerically would overemphasize statistically insignificant differences. They are thus listed alphabetically as a group.

The Second-5 reps were also quite close but at a different level, with scores of 632, 596, 595, 561 and 550. The remaining 12 reps scored from 531 to 273.

When weighted to correlate with spot-radio billings originating from each of the 7 surveyed areas, the same reps are in the Top-5. In the Second-5, Metro Radio Sales is added and Jack Masla Co. is deleted.

*Requested note that firm is non-subscriber.
**Name withheld by request of rep.

The National Agency Survey of Radio Representatives:

932 questionnaires were mailed to agency radio-buying personnel in the 7 major advertising areas of the U.S. by a New York Certified Public Accounting firm.

They asked the 932 agency people, from their personal experience, to rate each of 22 radio reps based upon their sales ability, knowledge of their stations and markets, accuracy of information, integrity, promptness, overall service and general performance. Alan Torbet Associates’ current report of 932 agency people active in buying spot-radio was provided to the CPA firm as a current mailing list for use as the sample.

426 completed questionnaires were returned to the CPA firm by the agency people (45.7% return). They rated the radio reps as Excellent (scored as 3 points); or Good (2 points); or Fair (1 point); or Poor or Not Acquainted or blank (0 points).

The total points for each rep, from the 426 returns tabulated by the CPA firm, comprise the “rating” of reps at right.

Before the survey was tabulated, two radio reps agreed to participate in the cost of the survey and receive the results. One other rep subscribed following the report. Alan Torbet Associates was the initiating subscriber.

Survey covered all 22 radio reps which own and operate offices in 5 or more principle advertising centers and is subject to limitations of survey methodology. The ranking of representatives only reflects the attitudes of the 426 agency respondents. No further conclusion is intended or implied. Details of methodology with qualifying comments in CPA’s certified report, available upon request.

Certain radio reps included in this survey did not sponsor, participate in or condone this survey and report. Of these, Avery-Knodel, Bernard Howard, Century National Sales and HR/Stone requested a note specifically indicating their disapproval of the survey, its methodology and report. Their request that they not be listed has been honored.
BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.
Lee Taishoff, assistant treasurer.

Broadcasting
The newsmagazine of broadcasting and radio

TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL
Edward H. James, executive editor.
Donald West, managing editor.
Rufus Slater (New York), chief correspondent.
Leonard Feinblatt, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzhugh, senior editor.
Joseph A. Eiser, Alan Steele Jarvis, Don Richard.
Michael Shein, assistant editor.
Carol Dana, staff writer.
Jonathan Tomkins, assistant to the managing editor.
Nancy Dahl, Laurie Endter, Howard Moss.
Patricia Thach, Donna Wyckoff, editorial assistant.
Lucille DiMauro, secretary to the editor.

BUSINESS
Maury Long, vice president.
David N. Whittington, director of marketing.
Doris Kelly, secretary.

ADVERTISING
John Andre, sales manager—equipment and engineering.
David Bovorn, Eastern sales manager (New York).
Bill Mittel, Western sales manager (Hollywood).
Stan Soffer, sales manager—programming (New York).
Lynda Dorman, classified advertising.

CIRCULATION
Bill Griger, circulation manager.
Kwea Keenan, subscription manager.
Patricia Johnson, Jean Powers, Odell Jackson, Stephen Brown.

PRODUCTION
Harry Stevens, production manager.
Bob Sandor, production assistants.

ADMINISTRATION
Irving C. Miller, business manager.
Lynda Dorman, secretary to the publisher.
Philip B. Bouchers, Brenda Oates.

BUREAUS
New York: 7 West 51st Street, 10019. Phone: 212-757-2360.
Rufus Slater, chief correspondent.

Earl B. Abramson, assistant to the managing editor.
Bill Mittel, Western sales manager.
Sandra Klausner, assistant.

LETTERS TO THE EDITOR

LETTER TO THE EDITOR

Happy New Year to all our friends and colleagues in the broadcast industry. May your holiday season be filled with joy, laughter, and peace. We wish you all the best in the coming year.

LETTER TO THE EDITOR

Dear Editor,

I would like to express my gratitude for your publication. It has been an invaluable resource for staying up-to-date with the latest developments in the broadcast industry.

Sincerely,
[Signature]

LETTER TO THE EDITOR

Editor's Note: We encourage readers to submit letters to the editor. Your thoughts and opinions are valued and will be considered for publication.

Open Mike

Postal Semantics

Editor: Smack dab on the cover of BROADCASTING appears the word "News-
paper." Tsk. Tsk. After all that has been done between the covers of BROAD-
CASTING to promote electronic media, shame on you.—Curtiss M. Henson, general
sales manager, KTW(AM) Seattle.

(In the lingo of the U.S. Postal Service, BROADCAST-
ing is a "newspaper" entitled to preferential— that is, first-class—treatment by that organization's fleet-footed couriers. In an experiment to remind the Postal Service of that fact, and hopefully to speed delivery of the magazine, that designation now appears in the left-hand margin, alongside the mailing label, on the front cover.)

In Demand

Editor: Here in the north country of extreme upstate New York, where unan-
ticipated snow and temperatures as low as 40 below are not uncommon, Jack
Schmidt's cartoon in the Feb. 25 BROAD-
CASTING has particular relevance. If it is not already spoken for, might we request
the original for posting in our studios?

—Richard D. Hutto, director of broad-
casting and general manager, WSLU(FM)
Canton, N.Y. [St. Lawrence University]

Editor: In your Feb. 25 issue you car-
ried an extremely appropriate cartoon by Jack Schmidt, reminding all of us of
one of our graphic artists [who is] con-
stantly giving his own weather reports and
tries to update the official weather reports with what he thinks the weather
should be from past experiences. Would it be possible to obtain the original draw-
ing?—Kenneth F. Mrozinski, television
producer-director, U.S. Army Engineer
School, Fort Belvoir, Va.

(Mr. Hutto wins by a day under BROADCASTING's first-come, first-served policy. Engineer Mrozinski will receive a photo copy of the winning entry.)

"I thought you guys would like to know that I've got 30 inches of your 'partly cloudy' in my drive-
way."

Let the Sunshine in

Editor: We agree with the suggestion of J. T. Snowden Jr. ["Open Mike," Feb.
11] that radio and TV announcers elim-
inate the negative in weather reports. We
have been doing this for the past three years in KXT(C)(FM) Glendale-Phoenix,
Ariz. Instead of the negative "10% chance of rain today," KXT says, "The probability of clear skies is 90% today, 80% tonight and 90% tomorrow."—

Dick Gilbert, president, KXTC.
WCVB-TV Boston leads broadcasting into the triax era...
with Norelco digital cameras all the way.

“Anti-comet-tail Plumbicon* tubes are the greatest thing since copper wire,”
says WCVB-TV Director of Engineering Steve de Satnick. "We just don't have lag problems any more, even at low light levels." Rock-like stability, operational economy, and crisp, faithful pictures are vitally important to WCVB-TV with its 51 hours of local programming every week.

"Our five PC-100A cameras function beautifully, producing unsurpassed color pictures. We've built a small van around our portable PCP-90B to add to its utility in taping or microwaving live news day in and day out. The three Norelco film chains and audio systems perform flawlessly, as do our Norelco remote-controlled, parallel, redundant transmitters."

Dr. Leo Beranek,
President
WCVB-TV Boston.

Dr. Leo Beranek,
President
WCVB-TV Boston.

You, too, can enjoy the advantages of the Norelco tri-axial era. For complete details, ask your Philips Broadcast representative, or write. (Or ask Dr. Beranek, or Steve de Satnick!)
Allied Artists Pictures Corporation proudly announces the formation of
INTERNATIONAL TELEVISION PRODUCTIONS

Herbert B. Leonard
Executive in charge of production

Emanuel L. Wolf
President

9000 SUNSET BOULEVARD • LOS ANGELES, CALIFORNIA 90069 • (213) 274-7146
This week

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


March 12—New York State Broadcasters Association 20th annual membership meeting and legislative dinner, Albany Hyatt House, Albany.

March 13—Joint Committee on Congressional Operations hearings on congressional access to national media, Washington.

March 13—Special one-day program on "Electronics Communications: Industry Trends and Economic Directions," held in conjunction with Electronic Industries Association spring conference, Speaker: FCC Chairman Dean Burch, Shoreham hotel, Washington.

March 13-18—Howard University School of Communications, as part of "National Comunications for Freedom Week," holds annual Black Careers in Communications Conference along with sessions on community resource development, professional resource development and Black Students Communications Service, HU Cranston auditorium and Mayflower hotel, Washington.

March 14—Consumer Subcommitte of Senate Commerce Committee oversight hearings on Federal Trade Commission, Room 5110, New Senate Office building, Washington.


March 14—MPA Videotronics Inc. annual stockholders meeting, 222 East 44th Street, New York.

March 14—Broadcasters Promotion Association/Michigan State University deadline for submission of promotion entries. Categories include audience promotion, sales promotion and community involvement. Contact: Robert Schilcher, TV and Radio Department, MSU, East Lansing 48823.

March 15-16—American Forces Radio and Television Workshop, Houston.

March 15—26th annual Country Radio Seminar, Hilton Inn, Nashville.

March 15-16—Canadian Broadcasting League annual convention, Skirball Inn, Ottawa.

March 15-17—Broadcast Education Association annual convention, Sheraton Lincoln hotel, Houston.

March 15—Network Radio and Television Board of directors meeting, Doubledtree Inn, Scottsdale, Ariz.

March 15—Directors Guild of America annual awards dinner, Beverly Hilton hotel, Los Angeles, and Hotel Pierre, New York.

March 16—Washington chapter, National Academy of Television Arts and Sciences seminar on television producing and directing. WTTG (TV) studios, Washington.

March 16—Association of Maximum Service Telecasters special board of directors meeting; March 17—AMST annual board of directors meeting and annual membership meeting, All at Hyatt Regency Hotel, Washington.

March 17—Society of Broadcast Engineers 10th annual meeting, Rice hotel, Houston.

March 17-20—National Association of Broadcasters 520 annual convention, Albert Thomas Convention Center, Houston. (See special report and agenda, page 46)

Also in March


March 19—Dun & Bradstreet Companies Inc. annual stockholders meeting, 300 West 10th Street, Philadelphia, D.C.

March 20—Cox Broadcasting Co., annual stockholders meeting, CBC headquarters, Atlanta.

March 21—Delaware Valley chapter, International Industrial Television Association industrial television workshop, Sherburne hotel, Atlantic City, N.J.

March 25—National Cable Television Association board meeting, Pebble Beach, Calif.

March 26—General Tire & Rubber Co. annual stockholders meeting, One General Street, Akron, Ohio.


March 28-29—Institute of Electrical and Electronics Engineers annual international convention and exhibition, Statler Hilton and Coliseum, New York.


March 29—Association of Federal Communications Consulting Engineers monthly meeting. Place to be announced.

March 30—Utah Broadcasters Association-B Brigham

---

Our dayparts are all personality plus.

Plus persuasion. It begins with Mike Paulin whose zany chatty and cheerful music format has been winning over Northern Michigan listeners for 10 years from 6 A.M. to 10 A.M.

Then from 10 A.M. to 2 P.M. Lyle Kelly keeps 'em going with the MOR format, highlighted by his half-hour ad column of the air, TELL 'N SELL.

And Bill Carroll's music and features are presented with people in mind and he gives it to them from 2 P.M. to 7 P.M.

Terry Wunderlin continues the persuasion nightly with Country and Western and current hits from 7 P.M. to 12 midnight.

Combined with local, regional and CBS news and features, all offer a friendly setting for your message.

Plus ratings. 52.5% total share of audience—all dayparts for the MOR stations that cover 20 counties of Cadillac country.

*National Radio Research, Three-County Survey (Wexford, Missaukee, Osceola), October 1971.
Left to right:
Al Larrabee
Larry Jones
George Beattie
Jack Finlayson
Bev Trentz
Dick Smith
Warren Nelson
Not pictured:
Harley Rautmann
Larry Gress

Come see us at
ALBERT THOMAS CONVENTION HALL, CIVIC CENTER, HOUSTON, MARCH 17-21

Come see Kaman's BCS System work. BCS is the only traffic and accounting system developed by broadcasters for broadcasters. BCS, first in the business, has been proven in radio and television stations since 1969. BCS pioneered the mini-master computer concept. BCS costs less, long term, than any other. Find out for yourself why our customers say "Kaman's BCS System more than pays for itself."

Visit us at Booth 704 Convention Hall  Phone: (713) 223-9460
Hospitality suite at the Rice Hotel.
NAB.

bcS
a Kaman broadcast computing service

KAMAN SCIENCES CORPORATION
A KAMAN COMPANY
PO BOX 7463 COLORADO SPRINGS, CO 80933

Don't start another day without us.
We admit it

The Reuter News Report is not for everybody

Because the Reuter News Report doesn't try to cover everything. It concentrates on quality rather than quantity. So if your station wants just one news service to take care of all its needs, please forget us.

But if your station is seeking a fresh approach to the major stories of the day, superb foreign coverage and off-beat "brights" and features that make your newscasts distinctive from those of your competitors, then please write:

...REUTERS

1700 BROADWAY, NEW YORK, N.Y. 10019
OR CALL: (212) 582-4030

or visit our hospitality suite 1530 at Shamrock Hilton, Houston, during the NAB Convention from March 17-20

Major meeting dates in 1974

March 17-19—National Association of Broadcasters 32d annual convention. Albert Thomas Convention and Exhibit Center, Houston.


June 25-7—Associated Press Broadcasters Convention, Homestead, Fla.

June 6-8—Broadcasters Promotion Association 1974 seminar. Hyatt-Regency, Atlanta.


Nov. 15-18—Society of Professional Journalists, Sigma Delta Chi annual convention. TowneHouse hotel, Dallas.

1. At NATPE, we screened the new, zing-y, tuneful RALPH EDWARDS pilot of NAME THAT TUNE for the NBC O&O station management teams. One screening—the only one we made—and bingo! one order. All five NBC O&O's ordered NAME THAT TUNE for their Fall 1974 access schedules. (No other five-station O&O sale was made at NATPE!)

Bulletin! Group W has ordered NAME THAT TUNE for all five of its stations!*

2. NBC-TV has just ordered a daytime network version pilot of NAME THAT TUNE. (And that's only because our sensational access MC, TOM KENNEDY, is network-exclusive to ABC, with Split Second.)

(Of 100-plus shows available and offered at NATPE, no other has a daytime network pilot deal!!!)

Which confirms what we know. We have the hottest property ever for access. Its network prime-time audience record proves it—22.5 average rating . . . 42 average share for its full five-year run on CBS-TV, at 7:30 PM—the very access ½ hour you're programming!

And, wait til you screen the fun-filled . . . suspenseful . . . tantalizing . . . musical pilot. NAME THAT TUNE will hit in access BIG, because its unique ingredient, music, is universally appealing. You'll be the next reason we want to shout "Fantastic!"

Call us. The presentation's ready. The sensational pilot's ready. Our bag is packed. We have plenty of order forms. See you soon.

* All sales information as of Feb. 27th

This is Sandy Frank on the HOTLINE
with the hottest news I've ever had for you!

At the Convention:
Sheraton-Lincoln Hotel
Suite 1635

Station Syndication, Inc.
(a Sandy Frank Company)
635 Madison Avenue, New York, N.Y. 10022
(212) 628-2770
Most installations have different specs, so we make different cables...all with the same Comm/Scope quality.

Long-term signal stability, superior physical and mechanical properties, low-loss return—whatever you need most in a cable, Comm/Scope makes it.

**New PARAMETER-1™ Coaxial Cable** with all the electronics you've been looking for in a strong, rugged, easy-to-handle coaxial. Guaranteed for five full years.

**Cell-O-Air® XD Coaxial Cable** with expanded polystyrene dielectric. Which lets you make longer trunk runs using smaller cables and fewer amplifiers per mile.

**Extended Spectrum Alumagard® Coaxial Cable** with a five-year written guarantee. And full frequency utilization to 300 MHz and beyond.

And they're all available in aerial, duct or direct burial constructions.

So keep your specs up. Insist on Comm/Scope quality. It's something special.

Comm/Scope Company, P.O. Box 2406, Hickory, North Carolina 28601. Phone 704/328-5271.

Warehouse Locations: San Rafael and Chula Vista, California; Dallas, Texas; Tampa, Florida; Seattle, Washington; Sherrills Fort and Angier, North Carolina; Woodbridge, New Jersey; Rock Island, Illinois.
**TREASURE HUNT is launched into second-season orbit!**

TREASURE HUNT is committed to second-year production! TREASURE HUNT has made it, and has it made! Of the dozens of new season "hopefuls" for the 1973-74 season, only one, TREASURE HUNT, is a new access hit! It joins that small handful of sure-fire audience-boosters... *Deal, Price, and Squares...* and will be a solid time-period winner for any station in 1974-75.

To start the new season sales* off with a blast, CBS' owned stations in New York and Los Angeles have just re-ordered. (They had to, with the gang-busters numbers HUNT attracts in both markets.) And, the latest booster in the Group W renewal for its stations in Pittsburgh... Baltimore... San Francisco and Philadelphia!

HUNT zoomed from the start into great ratings in market after market, and with each subsequent local rating report, seems to be climbing. It's the show of the season, and for next season too.

If you haven't renewed or bought HUNT yet, we urge you to, fast!

Want to hitch a ride on an audience rocket? Grab on to TREASURE HUNT. It will boost your numbers into orbit!

---

**Sandy Frank Film Syndication, Inc.**

635 Madison Avenue
New York, N.Y. 10022
(212) 628-2770

* All sales information as of Feb. 27th
NEW HOT NUMBER

800 221-7177

Are you doing a story on the energy crisis that involves property/casualty insurance? Be sure you have all the facts. Call this new tollfree Insurance/Energy Hot Number: Monday through Friday, 9 AM-7 PM Eastern Time. From anywhere in the continental U.S., except New York State. Call 212-233-7650 collect anytime in New York State. The same number after hours from other areas.

ENERGY CRISIS & INSURANCE

A cooperative service sponsored by American Insurance Association, Insurance Information Institute and Insurance Services Office.
Monday Memo

A broadcast advertising commentary from Bill Cameron, director of programming, J. Walter Thompson, New York

The right show at the right time for JWT

Few traditional gray-flannel suits were seen in the screening rooms of J. Walter Thompson when an audience of rock notables, most in casual clothes and long hair, assembled recently for an invitation screening of Speakeasy, JWT's latest venture into syndicated television production.

This series grew out of our belief that advertisers and their agencies should be active in program origination and production, rather than merely accept whatever networks or stations may offer. It seems to us that this kind of involvement by advertisers and agencies not only provides alternatives in program selection but focuses the attention of the marketing community on program content and quality.

Speakeasy was one of the multitude of program concepts assessed each year by the Thompson programming departments in New York and Hollywood. Because we buy many specials (30 last season) on behalf of our clients, we are a prime port of call for scripts, treatments, presentations and rough-cut forms. In 1973 we heard and catalogued over 800 proposals. Our constant exposure to everything available in the market has allowed us to develop expertise in criticizing and judging what ideas—dramatic, documentary, animated or variety—are likely to achieve the greatest audiences for our clients.

For those specials JWT recommends, we are active throughout all stages of formulation — production personnel, script development and casting. Once the special is purchased, a member of JWT's programming group will follow daily all phases of production until the special is telecast.

To date this season, four of the 10 highest-rated specials and eight of the top 30 were fully sponsored by JWT clients.

The same procedure applies to Speakeasy, developed in association with Michael L. White and Lanny Lambert. In view of the success of the In Concert genre of late-night programs, we concluded that a natural extension of that theme would be a 60-minute talk and entertainment series. It would be a show featuring rock-talk and spontaneous performances by today's young musical superstars, an format appealing to young people and a highly desirable target for many products of JWT clients.

With Speakeasy we hope to attract high-caliber performers who would be willing to talk with their musical colleagues in an informal, easy-going atmosphere, occasionally augmented with songs to illustrate a point. Drawing on past experience in overseeing production of both specials and syndicated series, we emphasized the assembly of top-flight talent to produce the Speakeasy pilot through our production arm, JWT Productions.

The pilot, taped early in December, was directed by Don Mischer, winner of an Emmy Award for public broadcasting's The Great American Dream Machine, and who has also directed some of the In Concert and Rock Concert programs. Guests included Waylon Jennings, noted country-and-western performer; Peter Yarrow of Peter, Paul and Mary; Grace Slick of the Jefferson Airplane, and Dr. John and James Taylor, two of the pilot's most innovative male singers. The host is Chip Monck, a multifaceted rock personality, whose experience ranges from managing production at the Woodstock festival and the last Rolling Stones tour to arranging concerts for stars such as Barbra Streisand and John Lennon.

Our pilot experience bore out our hopes that, once assembled, our guests, enthused by rapping with each other on topics of personal interest, might wish to perform. In this first session, James Taylor, accompanied by Dr. John, sang "Let It All Fall Down," written by James Taylor, which had never before been performed in public or recorded. Then, at the close of the taping, our host moved downstairs to join all five guests around the studio piano to sing Bob Dylan's "I Shall Be Released."

Almost 200 representatives of record companies and rock publishers filled our four major screening rooms for the pilot screening. They saw top personalities from America's rock culture performing informally on camera, discussing their interests, hobbies and lifestyles, as well as their music. The following week a similar audience in Los Angeles viewed the pilot. The preview audience's applause and comments lead us to believe that Speakeasy is on the right track.

Speakeasy first aired last Dec. 30 from 10 to 11 p.m., on WNEW-TV in New York and on Jan. 5 from 11 p.m. to 12 midnight in Los Angeles on KTTV(TV), providing a showcase for the project.

And J. Walter Thompson executives showed the special to station officials attending the National Association of Television Program Executives conference in Los Angeles last month. The reaction by stations was highly enthusiastic. The result: We have decided to produce 13 new one-hour episodes of Speakeasy for telecast on stations starting May 1. We'll be offering 13 new and 13 repeat segments on a barter advertising basis.
WGN Radio just received a Certificate of Achievement for its outstanding public services through the use of aviation. The award, given by the United States Federal Aviation Administration, is the first of its kind ever.


Twenty-eight "Trafficopter Reports" each weekday.

One of our community services which make WGN the nation's premier radio station.

Radio 720 WGN is Chicago
Cable and copyright: Now it's all up to Congress

Supreme Court overrules earlier decision in CBS-Teleprompter suit that held that CATV systems are liable under present law for imported programs; ruling gives cable good field position for getting 'reasonable' fees written into new law by McClellan subcommittee

Any lingering hopes on the part of broadcasters and copyright owners that the 1909 Copyright Act could provide them with a more effective means of dealing with cable television systems than anything Congress might deliver in the current session disappeared last week. The U.S. Supreme Court, in a 6-to-3 decision, held that regardless of the sophistication of the cable system involved and the distance from which it imports its signals, the act does not apply to broadcast programs the system picks up and retransmits to its subscribers.

The decision represented a sweeping success for Teleprompter Corp., the largest cable company in the country, in its 10-year battle with CBS and three program-production companies that claimed copyright infringement by Teleprompter systems. And it left broadcasters and copyright owners with nowhere to turn but the Senate Subcommittee on Copyrights, where the cable industry's hand, already strong, is now strengthened.

The copyright decision was one of two victories the cable industry won at the Supreme Court last week. The other was an opinion overturning the basis on which the FCC determines the annual fees it charges cable systems and, presumably, broadcasters [see page 23].

The copyright case had been appealed to the high court by Teleprompter, after the U.S. Court of Appeals for the Second Circuit in New York held that a system's importation of "distant" signals into a community constituted a "performance for which copyright payment must be made" (Broadcasting, March 12, 1973).

The high court majority, in an opinion written by Justice Potter Stewart, overruled that decision. The only element of the appeals-court decision upheld was that rejecting another CBS contention that the new sophistication of cable systems—their origination programming, sale of commercials, and interconnection with other cable TV systems—transforms them into a "broadcast function" and makes them liable for copyright payment.

Justice Stewart's opinion took note of the shifts in business and commercial relationships resulting from the emergence of the cable television business in recent years. But he said that "detailed regulation of these relationships, and any ultimate resolution of the many sensitive and important problems in this field, must be left to Congress." He noted that neither broadcasting nor cable television was contemplated in 1909, when the present copyright law was enacted.

Justice William O. Douglas, in a dissenting opinion in which Chief Justice Warren E. Burger joined, also referred to the need for congressional action. But that was the only point on which he came close to agreeing with the majority. He accused it of "rampant judicial activism," and at times his opinion sounded like the more unrestrained comments of some broadcasters regarding cable systems: Cable systems obtain copyright material "not pursuant to a license from the owner of the copyright but by theft" and engage in "acts of piracy" that are "flagrant violations of the Copyright Act."

Justice Harry A. Blackmun, in a separate dissenting opinion, said that if he had been on the court when it ruled in favor of the cable television industry in the first cable-copyright case (Fortnightly, in 1968), which involved two relatively primitive cable systems in West Virginia that merely relayed local signals, he would have held that the systems were liable for copyright payment. But with the decision on books that they were not, he said, he agrees with Justice Douglas that the court should leave any modification to Congress.

Copyright legislation affecting cable has been before Congress in one form or another since before the Fortnightly case was argued in the Supreme Court. And a Senate Copyright Subcommittee, which last week saw the court's opinion as providing support for the position of Subcommittee Chairman John L. McClellan (D-Ark.) that there should be copyright legislation that applies to cable and that Congress should establish the initial rates to insure their "reasonableness."

The question of "reasonableness" has been the principal hangup delaying action on the present bill (S. 1361) for more than a year. Copyright owners do not feel the fee schedule included in the new law is reasonable, and have insisted on a clause providing for arbitration of the fees—in accordance with the consensus agreement cable operators, broadcasters and copyright owners reached in November 1971 in clearing the way to adoption of its new cable television rules. And the cable industry is siding with Senator McClellan in his determination to write the initial fees into law.

Teleprompter's chairman and chief executive officer, Jack Kent Cooke, in commenting on the Supreme Court's opinion, said the company was "tremendously pleased by this vindication of our position." He noted that the imposition of fees would "not only curtail the growth of the cable industry, but would apply to it.

However, David Foster, president of National Cable Television Association, expressed agreement with the court's position that "the issue of future copyright liability for cable systems must be resolved by Congress." He also said NCTA "will continue to work for passage of a fair and reasonable copyright bill."

The copyright owners were making the best of the situation last week. Jack Valenti, president of the Motion Picture Association of America and leading spokesman for the copyright owners, said he did not see the Teleprompter decision having any effect on the legislation; the decision, he said, dealt only with allegations of copyright infringement in the past. And he is concerned with legislation for the future—"It's insanity to go along with the 1909 act," he said.

The National Association of Broadcasters, through its president, Vincent Van Kuilenburg, said it was in agreement with the Supreme Court's decision. But NAB does agree with the court majority and Justice Douglas that Congress should adopt copyright legislation—and "as soon
Justice Douglas, opposing the majority:

“An unhappy decision.” Furthermore, Mr. Wasilewski said, “It is imperative that the FCC stand fast and not erode its rules with regard to pay cable, nonduplication protection and distant signals”—which at the point would be the only protection the public has against the ultimate destruction of the locally oriented free over-the-air television system.

CBS also endorsed the court's call for legislation. It said Congress should “respond promptly to, by expediting legislation making cable television subject to the normal application of copyright law, thus guaranteeing rights set forth in the United States Constitution.”

Neither Broadcast Music Inc. nor the American Federation of Composers, Authors and Publishers, both of which expect eventually to collect from CATV systems for use of their music, had any formal comment on the court’s decision.

BMI officials had announced that they would start a campaign early this year to license CATV operators, while ASCAP officials had said they would wait until after the court acted (Broadcasting, Dec. 10, 1973, et seq.). It was not clear what course either would pursue in light of the court’s ruling, although it seemed clear enough that, like other copyright owners, their bargaining positions had been weakened and they were looking to Congress for support.

Neither has issued CATV music licenses in the conventional sense. However, sources at both organizations said a few cable operators have obtained permission if not licenses to play their music—presumably at nominal fees or gratis—while regular licenses are being developed. One source suggested the ruling, by making payments nonmandatory, would “make it very difficult for [cable operators] who want to pay to do so.”

One ASCAP source said the decision’s “only bright spot, if you can call it that,” is that it came early enough in the congressional session to allow hope for enactment of copyright legislation during this session. Over-all, however, he thought it “an unhappy decision.”

Senator McClellan will try to move the bill out of his subcommittee this month. However, if the bill reaches the Senate floor before the end of April, chances of House action in the current session appear dim in view of the preoccupation of the House Judiciary Committee, which will handle the bill, with impeachment proceedings.

Conceivably, Senator McClellan’s own timetable may be slowed down. He had said last week he was awaiting FCC action on proposals to adopt rules governing cable systems’ importation of sports programming from distant stations. Then-FCC Chairman Dean Burch had promised action before his departure from the commission, but he left last week without the promised commission action having been taken.

The high court’s opinion was a major disappointment to CBS, which had been confident that the sophisticated nature of the public input systems and their use of distant signals would lead the court to conclude that the systems were akin to broadcasters and therefore subject, as are broadcasters, to copyright fees.

But Justice Stewart said that although the new importation is taken out by cable systems since the Fornightly decision might enable them to compete more effectively with broadcasters, these functions are “extraneous” to a determination of copyright liability. In none of the functions he said, is there “any nexus with the defendants’ reception and rechanneling of the broadcasters’ copyrighted material.”

And a cable system does not, for copyright purposes, alter the function it performs for its subscribers” when it imports signals that could not normally be received with current technology in the community, he said. “When a television broadcaster transmits a program, it has made public a program and men and women who have the means to do so. The reception and rechanneling of these signals for simultaneous viewing is essentially a viewer function, irrespective of the distance between the broadcasting station and the ultimate viewer.”

Justice Stewart also found no merit to the argument that the importation of distant signals should entail copyright liability because of the deleterious impact they have on the economics and market structure of copyright licensing. “By extending the range of viewability of a broadcast program,” he said, a cable system does not interfere in any traditional sense with the copyright owners’ means of ‘extracting recompense’ for their work. The expanded means provided by cable systems, he said, produces a larger base on which the broadcaster will calculate the compensation he pays for the use of the copyrighted material.

Justice Stewart noted in a footnote that copyright owners “may contend they will suffer economically if the license-free use of distant-signal importation is allowed. But, he added, no precise findings of fact were made on that point. In any case, he said, although securing compensation for copyright infringement will be the whole purpose of the Copyright Act, “freezing existing economic arrangements was not.”

House unit votes out a four-year license bill

NAB push to get longer term fails; still in are court-of-review section and ban on FCC consideration of multimedia ownerships in renewals

After narrowly defeating an amendment that would have extended the term of broadcast licenses from three to five years, the House Commerce Committee last week approved the four-year renewal bill that its Communications Subcommittee had passed a week before (Broadcasting, March 4). There were signs the bill would reach the floor in weeks.

Bob Eckhardt (D-Tex.) introduced an amendment that would have softened the last amendment that would preclude the FCC from considering media crossownership and multiple station ownership in renewing a license. As Mr. Eckhardt saw it, the section requires renewal of each ownership across the board or never consider it in renewing a license again. I can see some situations where crossownership would not be such a bad thing and others where it might be considered a monopoly. His amendment, introduced last Tuesday, would have required the FCC to come up with “uniform conditions” concerning concentration of ownership and management configuration before considering these factors in renewals.

Mr. Dingell (D-Mich.) said he wanted to offer the FCC “flexibility” in drawing those rules.

But a broadcaster lobbying effort persuaded the Houston liberal to withdraw his amendment in exchange for the promise of language in the committee report that the FCC would support his position.

A less serious challenge to the bill as reported out of the Communications Subcommittee came from Michigan Democrat John Dingell. Mr. Dingell's objections two weeks ago to speedy consideration of the renewal bill effectively delayed full committee action until last week.

Mr. Dingell was overwhelmingly defeated in his efforts to get the “court of review” section excised from the legislation. That portion says that appeals of FCC license decisions would be moved from the District of Columbia Court of Appeals to the appeals circuit in which the facility is located. “Broadcasters want this section because they feel that the district courts around the country don’t have the expertise to deal with these matters,” he argued. “And the probability is that you’re not moving it any closer to the home of the litigant.” For instance, an appeal involving a Detroit station would be heard in Cincinnati, where the broadcast station’s headquarters is located, Mr. Dingell pointed out.

“There’s nothing in the law that makes
the District of Columbia court experts on this," Representative Lou Frey (R-Fla.), a member of the Communications Subcommittee, replied.

"And the backlog of cases is greater in Washington than anywhere else," the chairman of the Commerce Committee, Torbert Macdonald (D-Mass.), added. The amendment was then turned down by a nearly unanimous voice vote.

But it was the five-year amendment, introduced by one of the bill's sponsors, Representative James Brophy (R-N.C.), that provided the only real threat to the chances of the compromise legislation getting through the full committee intact. Mr. Brophy introduced the amendment, he said, because of the expense—to small market broadcasters especially—involved in filing for renewal. A longer license term would lighten that burden, Mr. Brophy felt.

But the chairman and members of the subcommittee stood behind the four-year compromise and defeated the amendment 17-14. Republican Commerce members provided the strongest support for a five-year term with only GOP subcommittee members Representatives Clarence Brown (Ohio), Frey and James Collins (Tex.), joined by William Roy of Kansas, voting with the majority.

There was dissension even among the NAB staff about going for the vote on a five-year term. With the subcommittee set against it—and the precedent of committee defeat possibly a detrimental factor in any conference between the House and Senate on the renewal bill—some officials at the NAB were advising against the move. But the five-year advocates won out—and backed by pressure from small and medium market broadcasters to get as much time as possible between renewals—the NAB went to the committee for the vote and lost.

The next legislative step for H.R. 12993 is the House Rules Committee, which will decide when the bill will go to the floor and under what guidelines it will be debated and amended. The committee report—to which many legislators and broadcasters are looking for supportive and definitive language on critical sections of the bill—must be written before the bill comes up before Rules. And that report may not be completed until this week.

Even as the Commerce Committee was finishing its mark-up last Wednesday, opposition to the bill from some broadcasters was beginning to emerge. Freshman Representative William Armstrong (R-Colo.), also the owner of KOSI-AM Aurora, Colo., and KOSI-FM Denver, was stumping to have the bill changed or killed. Mr. Armstrong took strong exception to two sections of the bill in a letter to Broadcasting, the NAB and other broadcasters. First, Mr. Armstrong wants language in the bill that will promise "renewal in the event that prior service is satisfactory." And he would like to see the negotiation section—which stipulates that the FCC draw up procedures to encourage "good faith" negotiations between licensees and citizens groups during the license term—taken out.

CBS Washington Vice President Richard Jencks objected to that same provision this week.

"The result would be endless negotiations with all kinds of persons or groups on a vast range of subjects," Mr. Armstrong said in his letter, "including a lot of things broadcasters have previously thought to be their own private business. Prolonged negotiations will be a heavy burden."

But the biggest sticking point for him was what he said was a lack of protection for the incumbent licensee. "As far as the bill goes, H.R. 12993 says nothing about giving preference to the incumbent licensees. So we're really risking our licenses on hints in the committee report or legislative history created in floor debate. What really terrorizes most broadcasters, especially the medium and smaller stations, is the cost and uncertainty of fighting a legal battle that might last for years."

But real hopes for such a provision to protect the incumbent from challenges seem slim. It was just such a provision in an earlier subcommittee draft of the renewal bill that led Lionel Van Deerlin (D-Calif.) to introduce an amendment that would throw a license open to comparative hearings if a challenger offered "clearly superior" service (Broadcasting, Oct. 15, 1973). The Van Deerlin amendment was such an anathema to broadcasters that the bill was in effect tabled for five months.

Both Mr. Van Deerlin and Chairman Macdonald have made it clear that they will not back a law that "locks in a licensee in perpetuity." And Mr. Macdonald will serve as floor manager of the bill in the House.

Supreme Court sends FCC fees back to square one

Ruling on annual cable schedule—which it says is too high—court throws all fees into question

The FCC's entire system of imposing fees on those it regulates—its scale and rationale—was thrown into doubt last week by a decision of the U.S. Supreme Court. Less than a week after the commission had issued a new schedule substantially increasing charges to all the services it regulates (Broadcasting, March 4), the court held that the agency is charging too much, at least in terms of annual fees, and that it is illegal for it to try to recover 100% of its costs. An FCC official said the opinion will require a complete rethinking of the FCC charges.

The court's order came in an appeal brought by the National Cable Television Association against an FCC order, issued in 1970, levying a 30-cents-per-subscriber annual fee on all cable systems. That fee was raised to 35 cents in the new schedule released two weeks ago.

NCTA had argued that the commission

Legislative liaison. The Pennsylvania Association of Broadcasters held its annual dinner with members of Congress last Tuesday (March 5), and seized the occasion to honor actress Shirley Jones of ABC-TV's Partridge Family and the late baseball star, Roberto Clemente of the Pittsburgh Pirates. In the photo at left, Senator Richard Schweiker (R-Pa.) leans across the table to congratulate Mrs. Clemente. In the background (standing) are Vincent Wasilewski, president of the National Association of Broadcasters (I) in conversation with Pennsylvania Governor Milton Shapp. Seated: Pat Wasilewski and Leonard Swanson, general manager of WIIC-TV Pittsburgh. In the photo at right, Miss Jones receives her award from Harris Lipez, general manager of WPBZ-AM-FM Lock Haven and president of the PAB. Between them is Pennsylvania Lieutenant Governor Ernest Kline.
had not established the “value to the recipient” in determining the 30-cent fee, as required by the law authorizing the imposition of fees. And the court, in a 5-to-2 decision, with two judges not participating, agreed. Not only that, it asserted that value to the recipient is the only standard the commission can consider and that it precludes the recovery of 100% of an agency’s costs.

Justice William O. Douglas, who wrote the opinion for the majority, said that if the other criteria in the fee-authorizing statute—public policy or interest served —were read literally, they would authorize the commission to impose tax levies requiring cable systems and broadcasters to pay not only the benefits they received but also the protective services the commission provides the public.

“It is not enough to figure the total cost (direct and indirect) to the commission for operating a CATV unit of supervision and then to contrive a formula that reimburses the commission for that amount,” Justice Douglas wrote. “Certainly some of the costs incurred to the benefit of the public, unless the entire regulatory scheme is a failure which we refuse to assume.”

The commission, which first established fees for those it regulates in 1963, has since then been raising costs of doing business with it, citing Congress’s directive to become as self-sustaining as possible. In December 1972, it proposed a new schedule of fees that was designed to produce 100% return of its costs. However, when the schedule was adopted, the commission said the schedule was pared down to recover 92%—or a total of $40.8 million—with the remaining 8% said to represent services benefiting the public (Broadcasting, March 4). The services were provided by the Broadcast Bureau, which is programed to recover $13,653,000 of its $14,043,000 costs, and the Safety and Special Radio Services Bureau, which is expected to recover $12,910,000 of its $16,179,000 costs. The Cable Television Bureau is geared to recover slightly more than 100% of its costs—$3,064,000 as against $3,059,000 in costs.

One commission attorney, after a hasty review of the court’s opinion, said, “It looks like we’ll have to redo the fee schedule on the basis of value to the recipient.” And “the net effect,” he added, “will be lower fees.” He was referring to broadcasters as well as cable television annual fees, but said the “refiring” might also apply to the various other fees.

But one thing that seemed sure was that the court had handed the commission an extremely difficult job. “How do you determine value to the recipient?” the attorney wondered. “How do you determine how much is service to the public?”

The commission’s 1970 order had originally been appealed by the National Association of Broadcasters as well as NCTA. The NAB dropped out after the U.S. Court of Appeals for the Fifth Circuit, in New Orleans, affirmed the commission’s order. The high court agreed to review the case because of an apparent conflict between the fifth circuit court’s decision and one handed down by the U.S. Court of Appeals in Washington in a case involving the Federal Power Commission. The FPC lost its case in the appeals court, and the high court last week affirmed that decision. It held that the FPC fees on electric utility and gas companies did not constitute, as required by law, a reasonable charge on “identifiable” recipients for a measurable unit of service from which the recipients derive “a special benefit.”

Justice Thurgood Marshall, in a separate opinion in which Justice William Brennan joined, concurred in the FPC case but dissented in the case involving the NCTA. He said he did not believe annual fees are authorized by statute under any conditions. But he added that if the court’s majority prevails, he feels the standards it enunciated in the NCTA case are wrong—that value to the recipient is not the only criterion that may be considered by a government agency in determining fees. The statute, he added says that the fee “must be ‘fair and equitable taking into consideration direct and indirect cost to the government, value to the recipient, public policy or interest served, and other pertinent facts.’” Justice Marshall said that is “a perfectly clear and intelligible standard” that should be considered.

---

**STOROOL CORP**

*(the space-saving engineers)*

**presents...**

**the ROOM S-T-R-E-T-C-H-E-R**

- We know you have a space problem and we have done something about it! Storeel’s ROOM S-T-R-E-T-C-H-E-R stores all your carts in the absolute minimum of floor space.
- The high-impact ABS plastic storage units shown at left, measure 4” deep x 24” wide x 88¾” high (or, fabricated to your floor to ceiling specifications). Each shelf will hold 8 TCR 100-carts with enough space allowed for finger grasp. The 88¾” unit with 14 shelves stores 112 carts, requiring a floor space of only 4” x 24”!
- Units slide on ball bearing tracks to allow easy access to second, third, fourth or fifth bays. (Rear bay is stationary.)
- If you have a space problem, send us your specifications and we will be happy to quote you on a ROOM S-T-R-E-T-C-H-E-R to fit your requirements.

See the ROOM S-T-R-E-T-C-H-E-R • NAB Houston • Booth 710 West Hall

**STOREEL CORP**

1935 NEW PEACHTREE ROAD, ATLANTA, GA 30341

404-458-3280
If your radio station needs it, call (214) 634-8511. Collect.

Profit Power comes with THE PRODUCER—the first totally complete commercial production service. It's from TM Productions, Inc....the leader in the field of broadcast services.

THE PRODUCER is already producing profits in 140 markets. It will produce profits in your market, too, because:

- THE PRODUCER can help your Sales Department lock-up long-term advertiser commitments with advertising that works.
- THE PRODUCER will provide your Production Department with all the national quality commercial and special promotion material they'll ever need.

- Use THE PRODUCER to sell one 52-week campaign and you will have paid for THE PRODUCER, gotten your Production Department a complete production service...and made a profit.

THE PRODUCER. It's got what your Production Department wants...and your Sales Department needs. At a price you can afford.


You'll also find THE PRODUCER in the TM suite at the NAB, Shamrock Hilton, #1619.
Going back over Burch: Now-departed FCC chairman, whatever else his accomplishments, was his own man

On the afternoon of Friday, March 1, then-FCC Chairman Dean Burch put his dwindling band of colleagues—four commissioners—on notice that the commission would proceed full tilt in what was to be the last two weeks of his administration on all the major items he had scheduled, with proposed adoption of pay-cable policy leading all the rest. He had just returned from a heated confrontation on Capitol Hill with Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce Communications Subcommittee, on Communications, Staggers (D-Va.), chairman of the House Communications Subcommittee, and the Commerce Committee's Subcommitte of Commerce, Communications, and Howard Baker (R-Tenn.), ranking minority member of the Communications Subcommittee, had joined in it. And Representative Harley O. Staggers (D-Wa.), chairman of the House Commerce Committee, had made a similar request of Mr. Burch.

On the other hand, FCC watchers who say the mixture of qualities Mr. Burch demonstrated in the episode with Senator Pastore—combined with a high degree of intelligence and a bundle of nervous energy—added up to the best FCC chairman ever. Senator Pastore, before (and presumably despite) the Friday confrontation, placed him in the same category he did Newton N. Minow—high praise indeed, considering the regard in which the Senate has always held President Kennedy's first FCC chairman. But whether Mr. Burch was the best or not—and there are those who would argue the negative, pointing to an apparent weakness in administration, and to an inability to dispose of items he considered important, even at times to command a majority on such issues—Mr. Burch will be remembered as an uncommon man.

For in a town and at a time whenavourites as the change of administration, Dean Burch has emerged, after four years and four months as FCC chairman, with a reputation not only intact but burnished to a fairly high gloss. Those who have watched him believe he has demonstrated that the simple virtues of honesty, intelligence and toughness can bring their own rewards. To Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommitte; Dean Burch has always been of integrity, of thoughtfulness; he is his own man.

That was not the kind of mark many thought Dean Burch would leave when, in August 1969, President Nixon announced he was asking him to give up his present job and to devote himself to the task of going to Tucson, Ariz., to succeed Rosel Hyde. Many in the industries regulated by the FCC seemed to picture Mr. Burch as a two-gun reactionary. He had been an aide to Mr. Conservative, Senator Agnew's (D-Mary.), who was chairman of, and had been the counselor to the networks when he had been the FCC chairman, was Mr. Goldwater's choice to run the Republican National Committee when the senator, in 1964, was the party's presidential nominee, and, after the election debacle that November, was kicked out of that job by those in the party who thought he was too conservative.

For some broadcasters, at least, this was what the industry needed—a muscular conservative who could keep Nicholas Johnson in line. His conservatism seemed a guarantee he would be reasonable on broadcasting matters. There were others, though, who were concerned, fearing that, like Mr. Agnew, Mr. Burch would regard the networks as too liberal, particularly in view of the clashes he had with their news operations while running the Goldwater campaign, and attempt to do something about them.

Both groups were wrong.

Network officials and Democratic members of Congress feel that Mr. Burch was generally fair in matters concerning broadcast news operations, and demonstrated an understanding of the First Amendment. Except for the slip, in the first days of his chairmanship, when he telephoned officials at each of the networks with a request for transcripts of commentaries with which they were and which Mr. Burch would regard the networks as too liberal, particularly in view of the clashes he had with their news operations while running the Goldwater campaign, and attempt to do something about them.

Both groups were wrong.

Network officials and Democratic members of Congress feel that Mr. Burch was generally fair in matters concerning broadcast news operations, and demonstrated an understanding of the First Amendment. Except for the slip, in the first days of his chairmanship, when he telephoned officials at each of the networks with a request for transcripts of commentaries with which they were and which Mr. Burch would regard the networks as too liberal, particularly in view of the clashes he had with their news operations while running the Goldwater campaign, and attempt to do something about them.

Empty chairs at FCC. The old order began changing with a vengeance at the FCC last week. When Dean Burch left the chairman's office to become counselor to the President, he took three of his staff—Charles Lichtenstein, his special assistant, who will be his deputy; Jennifer Fitzgerald, his confidential assistant; and Kay Neuenhahb, a secretary.

General counsel Joseph Pettit also left, as scheduled, to return to the law firm he left to join the commission in January 1972, Hamel, Park, McCabe and Saunders. And he took to the firm with him Tony Thompson, who had been legal assistant to the chairman.

The new chairman, Richard E. Burch, has a way to go in building his personal staff, but he has already begun. He picked Lawrence W. Sachrest III, who has been on the general counsel's staff for two years, as an aide, though the title is Counsel to the General Counsel. Dorothy Basso will move up from general counsel to Mr. Burch. And Werner K. Hartengherber, who has been his legal assistant, will remain in that capacity for at least the time being. James Hobson, who was a special assistant to Mr. Pettit, will move up to the chairman's office on temporary duty.

But beyond his personal staff, Chairman Burch will face the task of filling a number of key positions in the commission staff—beginning with the general counsel's job. The office of plans and policy is without a director; and a half dozen bureaus and offices are without deputy chiefs.

Retrospective

Broadcasting Mar 11 1974 26
We really weren't surprised, of course. People don't like problems shoved in their faces. But we don't know any other way to deal with heroin addiction, rape and rip-off. We do the same thing on the air too. Every day, we tell our listeners how to avoid becoming victims.

Operation Crimestop can't save everybody, but it helps. And more than a million people stay tuned to the Black Giant just because of involvement like this.

If you want to reach Chicago's rich Black market (bigger than the total population of Cleveland, Baltimore, Dallas or Atlanta), put your advertising where you know they're listening.

P.S. For a copy of the only Brand Preference Study among Blacks in Chicago, write or call Cooke Bausman, 1 Rockefeller Center, N.Y. (212) 582-6318 or Robert Bell, WVON, 1 IBM Plaza, Chicago, Illinois 60601. (312) 467-4650 (collect).
It was not the kind of note on which Dean Burch would have chosen to leave. But it does illustrate some of the qualities for which he will be remembered—deep feeling, temper, fierce independence and, at bottom, pragmatism.

Commissioner Kenneth A. Cox, a liberal Democrat who served with Mr. Burch, has described the experience as a pleasant surprise—"He was smart and fair."

Broadcasters who welcomed Mr. Burch as a conservative were wrong because he did not regard conservativism as the functional equivalent of being pro-broadcasting. He was, for instance, sympathetic to land-mobile radio's claim of need for access to UHF spectrum space. And, although the idea of stripping a broadcast station of its license filled him with dread—the prospect of another wireless haunted him (Broadcasting, Feb. 25)—he knew that a new day in broadcasting had arrived with the development of the citizen movement, and he tried to shape the commission's institutions accordingly; the commission's license-renewal procedures were designed to provide a formal place in them for community groups, and he established as a regular practice commission meetings with groups seeking the same kind of eye-to-eye contact with commissioners that representatives of the regulated industries experience.

But if Mr. Burch had an ideological pole star, it was competition. AT&T knows this, from Mr. Burch's activism in introducing competition into the common-carrier field. (The emergence of specialized common carriers is a historic development that, incidentally, has aided broadcasters looking for cheaper broadcast-transmission service than the Bell Systems would provide.) Broadcasters became painfully aware of Mr. Burch's feelings about the virtues of competition through the commission's efforts to free cable television of some of the shackles previous commissions felt were necessary to the preservation of broadcasting. (David Foster, president of the National Cable Television Association, credits Mr. Burch with recognizing "the long-range communications potential of cable.") Cable operators themselves, although they welcomed the competition being forced on broadcasters, became uneasy when the commission began expressing interest in the well-being of those trying to make a go of the new multipoint distribution service—a potential competitor of cable television, at least to a limited degree. Indeed, the former chairman's commitment to competition seemed to come full circle in the commission's vote on domestic communications satellite policy; in part because he felt the restrictions the majority wanted to impose on AT&T's ability to compete in the news service were too restrictive. (He was also concerned about the restrictions imposed on Comsat).

His presence in the minority in that vote—although he managed on reconsideration of the issue to work out a compromise position acceptable to all the commissioners—indicates some of the difficulties he had as chairman. For FCC commissioners are presidential appointees, free to exercise whatever degree of independence they wish. And rounding up majorities was not always within Mr. Burch's power. He failed, early in his chairmanship, to stop the commission's momentum toward adoption of the prime-time access rule; and he was unable, late in his chairmanship, to persuade a majority to repeal it, so was forced to settle for a modification he felt was less bad. He was unable to count more than one vote besides his own—Commissioner (now Chairman) Wiley's—for his proposal to conduct an inquiry and rulemaking aimed at divorcing television networks from production of entertainment programming and the rental of production facilities to other producers.

And one of the most controversial proposals that he backed—to break up the crossownership of broadcast and newspaper holdings in the same market—was dormant almost four years after it was issued, until the Justice Department began filing petitions to deny the renewal applications of newspaper-owned stations on...
6 facts
every broadcaster
should know:

Bonneville supplies musical formats designed for adults. A broad selection of program material, ranging from easy-listening to M.O.R., allows custom tailoring for your market.

Bonneville means quality. Others talk about it—we do it. Your radio station will sound better and your listeners will hear the difference.

Bonneville has experience. We're beginning our fourth year of service to stations across the country. Collectively, our talented staff brings 60 years of knowledge and professional assistance to you.

Bonneville is successful—because our stations are doing well. Their growth and performance is a mirror-image of our efforts. This image can be yours, as your station grows with Bonneville.

Bonneville can assist your station in all functional areas. Development of facility. Staff training. Operational guidance. Sales and audience promotion.

Bonneville can bring your station more revenue and greater profits.

FORMERLY
BONNEVILLE
PROGRAM
SERVICES

485 Madison Avenue, New York City (212) 371-3400
A Division of Bonneville International Corporation

Hospitality during the NAB Convention
Suite 18-A Shamrock Hilton
The men from Blackburn.

will be in Houston for the NAB Convention

at

THE SHERATON LINCOLN HOTEL

SUITE 1535

Stop by for a visit.
antitrust grounds. And then the action taken, last month, was to schedule an oral argument on the issue in June. Commissioners say Mr. Burch probably felt the same way that the commission was so apparent that the commission's time might better be spent on other matters.

But crossownership is not the only issue raised but not resolved during the Burch chairmanship. At the National Association of Broadcasters convention in Chicago in 1971, Mr. Burch called for an inquiry into the fairness doctrine, one that would seek to clear away some of the confusion in which he felt the doctrine had become wrapped as a result of hundreds of commission rulings and court decisions issued since it was enunciated in 1949. But the issue was not a high-priority item, possibly because Mr. Burch was losing all taste for the doctrine itself; increasingly in recent months he questioned its constitutionality. So the conclusion of the inquiry will occur under Chairman Wiley—who in any event had led the staff effort in analyzing the issues and preparing recommendations.

It will be left to the Wiley administration, also, to conclude the inquiry and rulemaking issued in connection with children's television programming. Mr. Burch had made the cause of improving—or at least "doing something" about—children's programming a personal one early in his chairmanship, after being visited by representatives of Action for Children's Television. A small staff was assembled for work in the area, and documents for presentation to the commissioner were finally prepared in recent weeks, but the project had not been regarded as one of great urgency, and time ran out—at least as far as the Burch administration is concerned.

(His feeling that children's programming was not all that it might be was not the only bias with which Mr. Burch entered the chairmanship and which he thought, at least initially, it might serve the public interest to act on. The other was his opposition to what he considered obscenity in broadcasting. His concern on that score seemed to fade over the years, until last year, when he took the heat of members of Congress worried about topless radio and what they felt was the possible appearance of X-rated movies on television and cable television. The commission instituted an investigation into alleged obscenity in broadcasting and cablecasting, and Mr. Burch lashed out at topless radio in his speech at the NAB convention in Washington last year. The result was the final disappearance of topless radio—and a lingering question in the minds of some observers about the quality of Mr. Burch's devotion to the First Amendment.)

The abandonment of plans to act on some of these items is a function of the need to apportion a decreasing amount of time among an increasing number of items in the various areas that are part of the commission's responsibility. Furthermore, running the commission is never easy, at best pounding on the desk, as Harry Truman once remarked about the Presidency, does not necessarily produce results. Documents take time to prepare, and commission members are not always on hand to vote—or prepared to vote if they are on hand.

But more than that, the commission in recent months seems almost literally to be falling apart. In part, that is the fault of the Watergate-burdened White House, which is moving with no more than glacial speed in filling vacancies at the commission, and of the Senate Commerce Committee, which refuses to act on the confirmation of the one nomination that has been made—that of James H. Quello—until it knows who the other nominees will be and whether they meet the test of consumer orientation. But in part, too, it is Mr. Burch's fault. At least half a dozen key staff jobs have been vacant for months; the Broadcast Bureau has been without a deputy chief since June 1972.

So Mr. Burch did not turn over to Chairman Wiley a commission whose affairs are very much in order. But in the long sweep of history, tidiness does not count for much. What some FCC watchers think will count for more is that Dean Burch shook up the agency, moved it a bit in new directions, and demonstrated that brains and independence are not out of style in Washington, D.C. * LZ

---

Announced

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

- KTAO(FM) Los Gatos, Calif.: Sold by

---

**You’ll Come! to see us at the N.A.B. CONVENTION IN HOUSTON MARCH 17-20**

Ray V. Hamilton
Chairman of the Board

Daniel D. Hayeslett
President
Milton Q. Ford
Executive Vice President
John H. Bone
Senior Vice President
Howard J. Stasen
Vice President

Serving the Southwest
Serving the East
Serving the West Coast
Serving the Midwest

...For a Touch of Western Hospitality

STOP BY THE HYATT REGENCY HOTEL

Hamilton Landsis & Associates Inc.
Brokers of Newspaper, Radio, CATV & TV Properties

WASHINGTON, D.C.: (202) 393-3456
1730 K Street, N.W., 20006
CHICAGO: (312) 337-2754
1429 Tribune Tower, 60611
DALLAS: (214) 748-0345
1511 Bryan Street, 75201
SAN FRANCISCO: (415) 392-5671
111 Sutter Street, 94104
Masters of the Talk Show

The talk show masters. They have separate record and playback heads to provide the delay required for your live talk shows. And when the show is over, they operate as standard record/playback cartridge machines to handle other studio needs.

The compact 500C is the industry standard. It features 5 second to 16 minute delay, optional rack mount and optional remote control. The advanced Ten/70 has all these features plus plug-in deck, precision head bracket and many others.

They’re from Spotmaster — builders of NAB, IEC and IBA type approved cartridge machines.

Spotmaster®
From Broadcast Electronics
A Filmways Company
8810 Brookville Road, Silver Spring, Md. 20910
Phone 301-888-4983

LANDY ASSOCIATES
BOOTH 512 W. Hall

LANDY ASSOCIATES
12 Buxton Rd.
Cherry Hill, NJ 08003
609/424-4660

FCC bats two-for-two in San Antonio, Tex.
Court upholds KSAT-TV renewal two weeks after WOAI-TV affirmation

The FCC's renewal of the Outlet Co.'s KSAT-TV San Antonio, Tex., has been affirmed by the U.S. Court of Appeals in Washington. The court issued no opinion in rejecting an appeal by the Bilingual Bicultural Coalition of Mass Media.

The coalition, opposing KSAT-TV's renewal for the three-year period beginning Aug. 1, 1971, had alleged that the station failed to ascertain the needs and interests of its service area, particularly those of Mexican-Americans, and had not provided programing designed for the Mexican-American community. The coalition also accused the station of bias in its news coverage of the Mexican-American community, and of discriminating against Mexican-Americans in employment.

The commission rejected the allegations in November 1972, concluding that
the coalition had not raised substantial or material questions of fact warranting denial of the renewal application. The court's opinion affirming the commission decision followed by two weeks a unanimous report upholding the commission in rejecting the same citizen group's petition to deny the renewal application of WOAI-TV San Antonio (BROADCASTING, Feb. 18).

**New Jersey feels left out of TV, asks the FCC for VHF channels**

*State says it's shortchanged by its UHF-only allocations and underserved by neighboring V's in New York and Philadelphia*

A coalition of New Jersey officials, organizations and residents who feel the state—one of the most densely populated in the nation—has been denied the kind of television service other states enjoy, went to the FCC last week with a petition for relief. The group wants one or more commercial VHF channels assigned to the state, even if that means moving stations from New York and/or Philadelphia into New Jersey.

The New Jersey Coalition for Fair Broadcasting—composed of political leaders such as Senator Harrison Williams (D-N.J.) and Newark Mayor Kenneth Gibson, and church groups, labor organizations and state and local chambers of commerce—asked the commission to hold hearings on the request, either in New Jersey or in Washington. And it asked that the commission conduct the hearing en banc or through a designated commissioner.

The coalition said the assignment of VHF channels is New Jersey's last, best hope of obtaining the kind of service available to every other state in the union except Delaware, the only other state without its own VHF channel. Channel 13 is assigned to Newark, but since 1961 it has been operated as a noncommercial frequency by WNET (TV) whose studios are in New York—and whose focus of attention, the coalition says, is New York.

Although eight UHF stations are operating in the state, four are noncommercial. One commercial—WMCN-TV (ch. 40) Wildwood—with an estimated weekly circulation of 4,800 households, is considered by advertisers to be a true New Jersey market station. WXTV (ch. 41) Paterson and WJU (ch. 47) Linden are listed in the New York market (and both are Spanish-language stations), while WKBS (ch. 48) Burlington was authorized by the commission to identify itself as Burlington-Philadelphia. An application has been granted for a station on channel 68 New Jersey, but the station has not yet been built; and of the six remaining New Jersey TV assignments—all UHF—none has been licensed.

The coalition said that the state, with its seven million residents, its own distinct problems and "extreme racial, ethnic and economic diversity," is served by stations in New York and Philadelphia that are concerned with problems and interests of those areas and not with those of the sections of New Jersey that are within their coverage areas.

The coalition in 1972 reached agreements with six New York stations, which pledged to provide more coverage of New Jersey's affairs than they had been providing (BROADCASTING, Oct. 16, 1972). However, the coalition said in its petition that its monitoring of four of the stations—WCBS-TV, WNBC-TV, WABC-TV and WNEW—for the week of July 2-6, 1973, showed little improvement. Accordingly, it said "these agreements cannot be an adequate and complete answer to New Jersey's television service problems."

The coalition also monitored Philadelphia's three commercial VHF stations KYW-TV, WCUTV and WPVI-TV—"and found them "inadequate" also in terms of serving New Jersey's interests, although their performance was rated better than that of the New York stations. The coalition said 5% of the New York stations' news coverage related to New Jersey, while 13% of the Philadelphia stations' coverage did, But New Jersey, the coalition noted, makes up about 25% of the Philadelphia stations' service area.

Reallocation of existing commercial VHF stations to New Jersey was one of three suggestions the coalition offered as a means of alleviating the problem it described. The coalition noted that if the commission is to carry out the mandate of the Communications Act to distribute television frequencies equitably, it "must examine the relative needs of New Jersey, New York and Pennsylvania. Sandwiched between two major states that have commercial VHF service," the coalition added, "New Jersey has been overshadowed by them in television service directed to local needs."

The coalition also suggested dropping in VHF channels at short spacing. It noted that the commission has a policy against short-spacing VHF assignments. But, the coalition said, the commission has also indicated that short spacing of VHF channels will be permitted for "those relatively few cases where the urgency for quick relief is so great that it clearly outweighs the preferred course of directing further expansion into the UHF band."

A third option the coalition suggested was amending the table of television channel assignments to provide for hyphenated assignments of New York and Philadelphia stations to New Jersey communities as well.

And if the commission were to provide for hyphenated commercial VHF service to the southern and northern parts of the state, the coalition said, it should require that "the main studios be located in the New Jersey city." That is essential if New Jersey is to be provided the programming which permits "local self expression and appreciates its distinctive identity and needs."

**PROFIT POWER**

*Has It!*

On the day our initial shipment arrived we closed a furniture store for $33,000 with one jingle!! That paid for our entire lease agreement with TM . . . and then some!!

Joe Abernathy
Vice President &
General Manager
KMBR
Kansas City, Missouri

The first totally complete commercial production service.
It's ready to produce profits for you.
From TM Productions, Inc.
1349 Regal Row
Dallas, Texas 75247
Call (214) 634-8511 or see us at
the NAB, Suite #1619
Shamrock Hilton.
FCC changes mind on NCSA plans

' Donations' for running PSA's make those spots commercials, commission rules in banning them

Since 1962 the FCC has granted waivers of its sponsorship identification rules to permit state broadcasters' associations to operate so-called noncommercial sustaining announcement plans (NCSA). But now the commission says an inquiry has shown that such waivers can no longer be justified and that it will cease granting them on March 1, 1975. Some associations are expressing concern that the commission's action will hamper their activities, as well as put a damper on the efforts of nonprofit organizations.

Under the NCSA arrangement, many state associations receive donations from nonprofit groups whose public-service announcements the associations process and distribute to member stations. The commission has ruled that such spots must be announced and logged as sponsored unless a waiver is granted. And, it has granted waivers conditioned on state associations not discriminating between groups that make donations and those that do not. The associations were to take action to dispel any belief to the contrary. The waivers were also conditioned on only a limited number of state association executives—rather than all or most of the member stations—knowing which organizations contribute to the plan.

The commission said last week that its inquiry has shown that some contributors were being given preferential treatment and that in some cases associations were, in effect, serving as advertising agencies in collecting funds from organizations, which then sponsored announcements broadcast on their behalf. The commission also found that most of the donations were used by many state associations for their general operating expenses, rather than in assisting nonprofit groups.

"It is difficult, if not impossible, to conceal from member stations the identity of groups making contributions, and...there is obvious difficulty in treating noncontributors in exactly the same manner as contributors," the commission said.

It said "there also is obviously a human temptation on the part of officials of the state associations to give a quid pro quo to contributors, since they are in many cases contributing one half or more of the funds used by the association for general operating expenses."

The commission said that a licensee's acceptance of public-service announcements must be based on the public interest and that it now believes "that continued grant of waivers...for NCSA and similar plans will tend to interfere with implementation of this policy."

Ted Griffin, executive vice president of the Missouri Broadcasters Association, said the commission's decision would very likely kill MBA's NCSA plan, now in its third year. He pointed out that many stations would be reluctant to have to log as commercial material what they have been running as public service. If that is the case, he said, nonprofit groups would discontinue their contributions to MBA, forcing the association to curtail or discontinue its PSA processing service. He also said contributions by nonprofit groups helped MBA open a full-time office and aid its annual minority workshop providing broadcasting training for blacks.

Ron Grisham (KTVB-TV Boise), executive secretary of the Idaho Broadcasters Association, agreed that NCSA plans would be eliminated. IBA is only in its second year of the plan, he said, and does not heavily depend upon contributions. But he said some of the money is used for scholarships, while other funds go for association operating expenses.

It's a "simple matter of economics," according to Howard Smiley, president and executive secretary of the California Broadcasters Association, who said the FCC order would curtail PSA production and distribution service and eliminate payments for speakers at CBA meetings.

Jerry Holley (WBBW-TV Topeka), president of the Kansas Association of Broadcasters, said the FCC order may necessitate a dues increase and force curtailment or cancellation of every non-essential program.
Justice’s formula to pick targets comes to light in WCCO petition

It says crossownership control of 80% of local advertising market is economically and socially wrong

Executives of Midwest Radio-Television Inc. and their lawyers had a here-we-go-again feeling when the company's WCCO-AM-FM-TV Minneapolis turned out to be the latest target of the Department of Justice's campaign to break up concentrations of media control that the department feels are excessive (Broadcasting, March 4).

Four years ago Midwest was defending itself in an FCC proceeding against charges that it had an undue concentration of control in the Minneapolis-St. Paul area and had used its newspaper connections to obtain broadcast rights to sporting events. And Midwest won renewal for its stations without the hearing that had been pending (Broadcasting, July 20, 1970).

Last week, a spokesman for the company expressed confidence in the same result in the contest with Justice. He said he was "surprised" Midwest was picked as a target in view of the commission's "recent findings."

The commission, in an order reversing an earlier decision to set the stations' renewal applications for hearing, said the abuse-of-power charge had been resolved in Midwest's favor. But it said that the concentration-of-control issue would be more appropriately dealt with in a general rulemaking proceeding.

That is the position the commission has taken repeatedly in cases in which concentration of control of media is alleged. And it is one the department is now challenging in view of the commission's failure to resolve the rulemaking involved—one that would prohibit crossownership of co-located media—four years after it was issued.

Midwest's problems four years ago were triggered by charges leveled by Garfield Clark, manager of KSTP(AM) St. Paul. Midwest's defense before the commission included a seven-volume pleading running more than 1,000 pages.

The Justice filing indicates that the campaign against media controlling at least 80% of local advertising revenue will continue. Justice Department officials pointed out that the Midwest case is similar to cases filed on Jan. 2. One involved the renewal applications of Cowles Communications Inc.'s KRN(T)-AM-FM-TV Des Moines, Iowa; the other, Pulitzer Publishing Co.'s KSD-AM-TV and Newhouse Broadcasting Corp.'s KVLY(TV), all St. Louis (Broadcasting, Jan. 7). Earlier, it had filed an informal complaint against the renewals of the Milwaukee Journal stations, WTMJ-AM-FM-TV (Broadcasting, Dec. 19, 1973).

The Minneapolis stations are 47% owned by the publisher of the Minneapolis Star and Tribune and 53% by Mid-Continent Radio-TV Inc. Mid-Continent, in turn, is half owned by Northwestern Publications Inc., publisher of the St. Paul Dispatch and Pioneer-Press. Justice, in its petition, said the newspapers and the stations collectively accounted in 1972 for $71,627,643 in local advertising—a 6% of the total $84,442,169 generated in the Twin Cities.

"We see no way the commission can avoid considering whether renewing Midwest's licenses would not tend to preserve in Minneapolis-St. Paul a degree of media concentration repugnant to anti-trust principles, inconsistent with the best use of the airwaves, and therefore, immi-

... to rather than promotive of the public interest," Justice said in its petition. And the department made it clear its concern goes beyond the economic aspects of concentrations of control. Although there is no "rule of thumb" for converting advertising revenues "into quantified information power," it said, "there can be no doubt that a monopoly-"share of the former implies socially unhealthy power in the latter." The shares enjoyed by the broadcast properties and newspapers involved in the Midwest case, the department added, "go far beyond simply showing injury to competition; they suffice to show monopoly."

Media Briefs

Pay boost turned down. With elections less than eight months away, the Senate voted last week to deny pay hike for
Quality and economy can go together... we did it with Encore tape cartridge equipment

Encore Reproducer $475

Some broadcasters want and need an economy line of tape cartridge equipment. We incorporated the best features of our premium line into Encore. We simplified systems, circuits and manufacturing techniques. And we created further economies by selling direct, with payment due when you order. We offer a 30-day guarantee of satisfaction plus a one year warranty. Call us collect today and find out why many broadcasters are finding quality and economy under the Encore name.

Encore Recorder/Reproducer $630

Call 309-828-1381 collect for details on the Encore series

Call 309-828-1381 collect for details on the Encore series

In an effort to help commercial and non-commercial broadcasters find ways to elevate the status of UHF telecasting, a joint effort by commercial and non-commercial broadcasters is working to find ways to elevate the status of UHF telecasting, is gathering steam. The Public Broadcasting Service, which is administering the effort, itself and most high-level executive and judiciary officials. Salary increase was introduced by the President and added $9,000 to the pay checks of such as FCC commissioners over three-year period. (Broadcasting, Feb. 25). Senate earlier rejected another proposal from Senator Ted Stevens (R-Ala.) that would have raised salaries just 5.5%. As proposed, congressmen and the commissioners would have gotten a 24% pay hike over three years.

New affiliate. KRZY(AM) Albuquerque, N.M., joins CBS Radio Station, full time on 1450 kHz, is owned by Burroughs Broadcasting.

Abbreviated license term. FCC has granted license renewal of WTVY(AM) Louisville, Ky., but only until April 1, 1975. It admonished station for running version of “Jackpot Bowling” contest in which announcers predetermined outcome. Station’s general manager admitted instructing announcers to lose contest in order to control number of winners. Commission pointed out such rigged contests can bring fine of $10,000 or one year in prison, or both. Short-term renewal, it said, would allow earlier review of station’s operation.

Help solicited. Senate leaders Mike Mansfield (D-Mont.) and Hugh Scott (R-Pa.) have asked three commercial television networks and Educational Broadcasting Corp. to air spot encouraging citizens to use the community contribution check-off form on tax returns. Spot was produced by League of Women Voters and features Gregory Peck. In a letter to the broadcasters, senators asked that spot be aired in prime time and that it be done quickly since campaign ends April 15, deadline for filing tax returns.

Completed. Jefferson-Pilot Broadcasting Co., Charlotte, N.C. group station owner, completed acquisition of WQXI (AM) Atlanta, WQXI-FM Smyrna, Ga., and KXLM(AM) Denver from Pacific and Southern Broadcasting Co. for $15 million, as approved by FCC (Broadcasting, Jan. 14). Transfer took place Feb. 28. Sales were spinoff of preliminary to proposed merger of Pacific and Southern and Combined Communications Corp., also approved by FCC but since scheduled for submission to new vote of stockholders (Broadcasting, Feb. 18).

Speak up. FCC has invited comments on whether special rules are necessary to establish guidelines for public access to television automatic program logs. Comments are due April 12, replies by April 22. Commission’s new rules on public inspection of written TV logs went into effect March 1. They permit access to logs for two-year period, less 45 days, unless good cause for refusal is shown.

Committees picked for pro-UHF project

A joint effort by commercial and non-commercial broadcasters to find ways to elevate the status of UHF telecasting is gathering steam. The Public Broadcasting Service, which is administering the effort,
National Association of Broadcasters and Jack Wayman, Electronic Industries Association's Consumer Electronics Group. FCC Commissioner Robert E. Lee, the leading advocate of UHF on the commission, has agreed to serve as an observer.

Members of the research committee include: Allen R. Cooper, PBS's new director of programming research; Mary McKenna, Metromedia Inc.; Philip Rubin, CPB; Diane Sass, Kaiser Broadcasting, and Dan Wells, PBS.

Engineering and public information committees are still to be named.

**CPB funding bill due for rough sledding**

Public broadcasting vows fight against OTP measure that fails short of ceiling industry wants

Sources on Capitol Hill and at the White House are now saying that the Office of Telecommunications Policy's long-range funding bill for the Corporation for Public Broadcasting will be introduced in Congress before the end of the month. Speedy hearings on the legislation are promised in the Senate, where Communications Subcommittee Chairman John Pastore (D-R.I.) has vowed to expedite consideration.

A battle in Congress between the administration and public broadcasting representatives is virtually assured since the OTP bill, which is now undergoing administrative clearance by the Office of Management and Budget, proposes federal funding ceilings for CPB only half as large as those proposed and considered necessary by the industry. In its present form, the bill sets a maximum ceiling of $100 million after five years. The schedule calls for a ceiling of $70 million in fiscal 1976, $80 million in 1977, $90 million in 1978, $95 million in 1979 and $100 million in 1980. The bill also would require that a fixed percentage of the federal funds be allocated directly to the stations—a provision not favored by the industry. Under the proposed legislation, 40% of the CPB money would be allocated to the stations at the $70-$90 million funding level, 45% at the $95 million level, and 50% at $100 million.

In order to obtain the full recommended federal allocations, public broadcasters would have to match each federal dollar with $2,50, collected from other sources. This provision of the bill is also disliked by the industry. But contrary to preliminary reactions from public broadcasting sources, the medium now seems prepared to accept OTP's matching-formula concept. It is clearly a compromise. Further, the administration has stated it will not negotiate further on the point. Under the proposal drafted by an industry committee headed by CPB board member Joseph Hughes last summer, the matching formula would be $2 for every federal dollar. (The Hughes report, which has been universally endorsed by public broadcasting, also called for a $200-million ceiling.)

The CPB board of directors, meeting two weeks ago in Boston, voted to endorse the provision. At the same time, the board declared that the proposed $100-million ceiling should be "rigorously" opposed in Congress.

Senator Pastore, speaking at a Public Broadcasting Service membership meeting last January (Broadcasting, Jan. 28), promised to hold hearings "within a matter of weeks" after the OTP bill is introduced in Congress. On the House side, the situation is more clouded. Congressman Torbert Macdonald's (D-Mass.) Communications Subcommittee has been bogged down in energy-related matters, and it is uncertain as to when the subcommittee will turn its attention to the funding matter.

**Getting ready for fall**

The schedule of the regional membership meetings of the National Association of Broadcasters was announced last week. The six meetings are two-day affairs that will run from late October through mid-November. The dates and places: (Northeast) Oct. 21-22, Waldorf-Astoria, New York; (Southwest) Oct. 28-29, Hyatt Regency, Atlanta; (Midwest) Oct. 30-31, Hyatt Regency (O'Hare Airport) Chicago; (Southwest) Nov. 13-14, Fairmont hotel, Dallas; (Rocky Mountain) Nov. 18-19, Brown Palace, Denver; (West) Nov. 20-21, Sands hotel, Las Vegas.
Ask Gale Sullivan at WGER, Bay City/ Saginaw what TM’s Beautiful Music has done for him lately.

TM Programming, Inc.
Find out what it can do for you.
Call (214) 634-8511 or see us at the NAB.
Suite #1619 in the Shamrock Hilton.
Good Radio is Good Business.

PUBLIC NOTICE

PLEASE TAKE NOTICE, that pursuant to a Resolution of the Town Board of the Town of Fayette, Seneca County, New York, adopted on the 14th day of February, 1974, the Town Board of the Town of Fayette, Seneca County, New York, hereby solicits input of all interested persons to apply for a franchise to provide cable television service to the residents of the Town of Fayette, New York.

(a) The area for which a franchise is proposed to be awarded is the Town of Fayette, Seneca County, New York.

(b) The type of system desired is as follows: A twelve (12) channel system providing viewers with the following channels: Channel 1 WNEW New York Independent; Channel 3 WSYR Syracuse NBC; Channel 9 WOR New York Independent; Channel 5 WHEN Syracuse CBS; Channel 8 WROC Rochester ABC; Channel 9 WNYS Syracuse ABC; Channel 10 WHEC Rochester CBS; Channel 11 WGYR Rochester ABC; Channel 11 WPIX New York Independent; Channel 24 WCMH Columbus ABC; Channel 24 WCNH Syracuse (educational); and, two (2) channels available either for FM, Financial Report, Sports Review and/or background music 24 hours per day and/or local access programming.

(c) Applications for the franchise shall be submitted, in writing, to the Town Clerk of the Town of Fayette, New York, on or before the 9th day of May, 1974. All applications shall be notarized and shall contain, with respect to technical ability, financial condition, and character of applicant, at least all items specified in the rules of the Commission on Cable Television of the State of New York, Part E, Franchising Procedure, Paragraph E. 3. Applications when received will be available for public inspection during normal business hours at the Office of the Town Clerk, Fayette, New York.

(d) All persons interested in additional information concerning the proposed award may contact Thelma L. Siess, Town Clerk, R.D. 2, Box 43, Seneca Falls, New York 13148, Telephone 1-315-549-8775.

In the dark. WHK (AM) Cleveland doesn’t like winter daylight saving time. Moreover, it’s doing something about it. Within days after the Jan. 6 start of DST and heeding protests of area parents against the clock juggling, WHK began a series of editorials. Cited were the fear and dangers of winter DST plus statistics rebutting claims of energy conservation. Station said its campaign prompted state lawmakers in its area to submit resolutions to the Ohio legislature urging repeal of DST. When hearing came up in February, WHK and dozens of volunteers organized this busload of people to travel to Columbus (at the station’s expense) to testify. The agricultural and environment committee heard them and, on the same day, approved the anti-DST resolution.

FCC raps WYSP (FM) on bogus billing

WYSP (FM), Philadelphia has been notified by the FCC that it faces a possible fine of $10,000 for fraudulent billing practices and other violations. The station is a subsidiary of San Juan Racing Association, which owns other stations in Miami, Atlanta, Washington and Cleveland. WYSP said that billing violations were accidental—that the station’s traffic director failed to inform the bookkeeper of advertisements that had been bumped in order to avoid heavy commercial schedules during rating periods.

A field investigation of WYSP also revealed incorrect entries and unauthorized corrections in the station’s program logs, the FCC said. And in a separate action, the station was admonished for a contest allegedly rigged by the station’s former manager. Although the commission said there was insufficient evidence to prove the contest a fraud, it noted that the management of WYSP had been “seriously derelict” in its contest supervision.

Denver stations unite on career presentations

In a joint venture aimed at educating Colorado youth to a variety of career possibilities, Denver area broadcasters are joining with representatives of other fields in “Expo 74,” a career-planning fair for junior high school students.

The communications cluster, a portion of the fair devoted to broadcasting, newspapers, magazines and advertising, will present the industry as a whole to those attending through presentations and a look at jobs actually being performed.

Participating broadcasters—including 15 radio and four TV stations—will utilize radio and TV studios with broadcast capabilities to demonstrate broadcast operations. The studios will also serve as communications centers for the fair.

Local coalition renew attack on WBNS-TV

Media control, discrimination charges again raised in court argument

The Columbus Broadcasting Coalition last week went to the U.S. Court of Appeals for the District of Columbia Circuit to argue its case that the FCC should reverse its 1970 grant of a license renewal to WBNS-TV Columbus, Ohio, and hold a hearing on the matter.

The coalition had asked the commission to defer WBNS-TV's renewal application for the 1973-1976 period until it received judicial review of the 1970 grant, but the commission denied that request.

In court last week the coalition charged the Wolfe family, owners of WBNS-TV, have a concentration of control in the Columbus area because they also own WBNS-AM-FM, as well as the Columbus Dispatch and have "operating control" of the Citizens Journal.

The FCC is deferring to its multiple-ownership rulemaking, the coalition charged, and this tactic to refuse to consider its specific allegations is a "shell game."

The commission poses a "Catch-22 situation" it said, by requiring that there must be substantial evidence before a hearing can be held, Yet, it said, there is no way to prove its case without pretrial discovery and a hearing.

The FCC replied in court that the commission "is not uninterested" in the coalition's charges and in fact waived its rules to hear "a plethora" of its arguments. But, it said, the concentration-of-control issue is a complex one and is better handled in an over-all rulemaking. Oral argument in that rulemaking is scheduled for June.
PBS draws up list of candidates for program co-op

Public-affairs shows dominate choices of stations that will be sharing costs; closed-circuit briefing set this week

What kind of national programing interests public television stations? Traditionally, the answer has been whatever the Public Broadcasting Service offers. Now that the stations may be financing a good chunk of those programs with their own funds, the stations are holding to the same line, but are becoming more selective.

As asked by PBS two weeks ago to specify which national programs they would be willing to help finance if the proposed National Station Cooperative becomes a reality, the 244 public television stations opted largely for tried-and-true offerings—the shows now on the PBS interconnection, with a particularly strong emphasis on public affairs.

PBS's programing and finance committees had sent a catalogue of some 180 programs produced or proposed for national distribution to the stations, asking that each program be ranked on a scale of one to five, according to preference. From the returns, the PBS committees last week were able to release a list of 82 programs that will be considered for inclusion in the program co-op. The co-op, which still needs the approval of the PSB executive committee and boards, will be financed by the stations and by a national trust administered by PBS and funded largely by money from the Ford Foundation. PBS hopes the project will be operational by this fall.

The stations will be given a detailed look at the plan this week when PBS officials address them over closed-circuit television. The developmental plan will culminate in a major meeting this June in Washington, where station executives will hammer out details for the system ("Closed Circuit," March 4).

Of the 15 program classifications in the PBS list released last week, public affairs programing represented the largest category. Included are several current shows in serious financial straits, such as WGBH-TV Boston's "The Advocates," William F. Buckley Jr.'s "Firing Line" and several Washington-oriented series produced by WETA-TV Washington-affiliated National Public Affairs Center for Televisio

The list also includes three black-oriented series that presently lack sufficient funding to be included in the PBS interconnection: WNET-TV New York's "Black Journal," and "Soul as well as WHYY-TV Philadelphia's "Black Perspective on the News." None of these programs is now carried by PBS. The current lack of any black series on PBS has prompted a group of black leaders organized by Black Journal Executive Producer Tony Brown and known as the Corporation for Blacks in Public Broadcasting to demand a substantial cut in public broadcasting's federal appropriations, representation on existing industry decision-making bodies, and it has threatened to challenge individual stations' license renewals at the FCC.

In the PBS list is an offering that should please women activists who have been making similar charges. The program, "Woman," is being developed by WNED(TV) Buffalo, N.Y. The Children's Television Workshop, which is reported to be having financial problems, would also benefit from the co-op. Its two popular programs, Sesame Street and The Electric Company, were included in the stations' choices. Also endorsed were the other two major children's shows currently transmitted by PBS, WNNH-TV's "Zoom" and Family Communications Inc.'s long-running "Mr. Rogers' Neighborhood."

Howard goes for third

Howard University School of Communications will hold its third annual Black Careers in Communications Conference March 13-15. The event will draw media recruiters and job seekers from across the nation in an attempt to bring together blacks qualified for mass media jobs and prospective employers from communications industry. Some 100 firms have registered, representing TV, radio, print, ad-
A view from the bridge: 
Duffy suggests changes in children’s TV ratings, 
sees shortcomings in Nielsen overnights

ABC-TV Network President James E. Duffy lauded the TV networks last week for reducing violence and clutter in children’s programs and developing outstanding specials, prime entertainment shows and news and documentary productions. But that praise was tempered by his admission that problem areas still exist, chiefly, he said, in the practice of weekly audience ratings for children’s programs and the new Nielsen overnight ratings service.

In a talk before the Philadelphia Television-Radio Ad Club last Tuesday (March 5), Mr. Duffy renewed a suggestion that emerged from the ABC Children’s Programming Workshop in New York three years ago with a call for the possible elimination of weekly audience ratings for children’s programs.

The highly competitive nature of Saturday morning programming is the root of the television industry’s problem, he said. While the chief concern during those periods should be for the welfare of the children, each network is instead concerned with outrating the competition.

“I would suggest that we once again look at the feasibility of special industry in-depth measurement not only of circulation but of attitude toward children’s programming, including commercial content, on a once-a-quarter basis,” Mr. Duffy said. “I am convinced that such an industry-wide move would not only upgrade the quality of children’s programming, but receive the enthusiasm of commercial endorsement.”

Turning to the new Nielsen national overnights, Mr. Duffy said ABC subscribed to the service last fall because Nielsen had promised to improve its national audience sampling base.

“But alas, even this initial gun misfired,” Mr. Duffy stated. “Come to find that Nielsen did not increase its sample size, based, so they informed us, on economic ground. That is, they found that other subscribers would not bear the cost of the service itself.”

We’ll be at the NAB Convention
The HOUSTON HOUSE HOTEL
Suite 1504
Drop in and see us to discuss the buying and selling of Broadcast Properties.
20 years of experience

RICHARD A. SHAHEEN, INC.
Media Brokers
Tribune Tower, Suite 2219
435 N. Michigan Avenue
Chicago, Illinois 60611
312-467-0040

Ask Hal Fredericks at WQEZ, Birmingham, what TM’s Beautiful Music has done for him lately.

TMprogramming, inc.
Find out what it can do for you.
Call (214) 634-8511 or see us at the NAB,
Suite #1619 in the Shamrock Hilton.
Good Radio is Good Business.

TV and the young to take center stage at Kennedy Center
International festival in Washington, under sponsorship of ACT, to offer perspective on children’s programing; Ralph Nader to be keynote speaker

A look at what’s happening in programing for the young around the world as well as an examination of children’s programing issues will take place in the International Festival of Children’s Televison March 31-April 2 at the Kennedy Center in Washington. Sponsor will be Action for Children’s Television, Newtonville, Mass.

The symposium, which will bring together filmmakers, educators and television producers and programers, present and evaluate quality children’s fare from around the world in an attempt to encourage excellence in programing for the young, according to Peggy Charren, president of ACT. The symposium will offer a forum for the exchange of ideas and approaches, she also noted.

Opening night will feature a collage presentation of TV programs from Norway, Mexico, France, England, Venezuela, Czechoslovakia, Canada, Sweden, Japan, African nations and the U.S. in a program titled “An Extraordinary Evening with Children’s Television.” Full-length versions of these programs will be available for viewing in a special viewing area at the center.

Monday morning (April 1) will be devoted to a session on special programing needs for children with a look at programing for the handicapped, programing for ethnic and racial groups, instructional programing and consumer education for children. Speakers will include Barry Hubbard, vice president of programing for Post-Newserweek stations; Gordon Berry, consultant to CBS-TV on children’s programing; Tadakatsu Seguro, director of NHK Japan’s New York center; Rene Cardenas, executive director, Bilingual Children’s TV Inc.; David Hudson, producer, Thames Television, London, and Joan Gussow, nutritionist and educator, Columbia University.

Afternoon workshops will bring together television producers, educators and experts in the four areas for an in-depth look at those topics.

A reception and dinner follow Monday evening with Ralph Nader scheduled to speak.

Monday afternoon a panel of broadcasters and program managers will focus on “Creative Approaches to Syndication and Distribution of Children’s TV Shows.” Participants will include: Squire Rushnell, vice president-children’s programing, ABC-TV; Kenneth A. Cox, former FCC commissioner and now attorney with Hale, Bader & Potts, Kansas City; Richard Block, president, Kaiser Broadcasting; Richard Burdick, vice president-creative services, WCVB-TV Boston; William Dilday, general manager, WLBT (TV) Jackson, Miss., and Wynn Nathan, vice president, Time-Life Films, New York.
Design: IF Modulation!
Benefit: Superior color performance!
Result: Gates TV transmitters have outsold all others ... more than 100 sold in the last three years!

Over 100 VHF and UHF television transmitters sold in three years! That’s a brand new record, but why not? Gates television transmitters employ IF Modulation ... today’s state-of-the-art approach to color telecasting. And, each transmitter is designed for remote control and unattended operation ... even Gates’ 220 kW, the world’s most powerful. Write for our informative “21 Questions” booklet.
Five Hundred Dollars
Per Man, Per Month
Is Meeker Bonus Offer

There's a new determination at Meeker Radio to give every station they represent a sales increase every month.

In addition to salaries that rank among the industry's highest, monthly bonuses now offer Meeker's team of time-selling Tigers as much as an extra $6,000 each per year for increasing Meeker Station sales. By limiting its list to "contenders only," Meeker concentrates on a small number of healthily-growing stations and offers its stations completely-planned audience promotions in the recognition that when ratings rise revenue rises also.

Meeker's double-size research department is alert to every rating breakthrough and immediately prepares comprehensive presentations that assure agency recognition of advantageous buys on Meeker Stations.

"Our new redoubled effort is really working," says Meeker Radio President Fin Hollinger. "For the first two months of 1974 Meeker Stations are up as much as 469% over 1973."

Ask
Dick Ferguson
at WEZN,
Bridgeport,
Connecticut,
what TM's
Beautiful Music
has done for
him lately.

TMprogramming, inc.

Find out what it can do for you.
Call (214) 634-8511 or
see us at the NAB.
Suite #1619 in the Shamrock Hilton.
Good Radio is Good Business.

NBC-TV programers
make a triple splash

Network is again runner-up to CBS
in Nielsens, unveils summer line-up,
gets Meredith to forsake Cosell

ABC-TV, which moved into second place behind CBS-TV on the strength of a fast start during the first four weeks of the second season (Broadcasting, Feb. 18), has been sandbagged by a mid-February resurgence of NBC-TV. Over the past three weeks (Feb. 21-March 3), CBS came up with a 21.3 National Nielsen rating, good for first place, but NBC finished a strong second (with a 20.7 rating) and ABC managed only an 18.3 rating. Over-all season-to-date Nielsens (Sept. 10, 1973-March 3, 1974) show CBS as the clear leader with a 21.3 rating, NBC in second place with a 19.0 and ABC third with a 17.8.

NBC built its mid-February recovery on a recent string of surprisingly high-rated movies led by the made-for-TV "A Case of Rape" (Broadcasting, March 4), but also including four theatrical movies: "The Great Escape," "20,000 Leagues Under the Sea," "The Wizard of Oz" and "The Scalphunters"; plus the continued strength of the regularly scheduled Sanford and Son, Columbo and McCloud.

In the most recent week of National Nielsens (Feb. 25-March 3), NBC won three nights (Monday, Friday and Sunday) and CBS took three (Wednesday, Thursday and Saturday).

NBC also became the first network on the street with its summer schedule. The singer-composer Mac Davis will headline a new variety hour, which will replace The Flip Wilson Show (already canceled) for eight weeks, beginning July 11 (Thursday, 8-9 p.m., NYT). And another new variety hour, Comedy Store, will replace Music Country USA (which probably won't return, due to ratings anemia), for a total of 10 weeks, beginning June 6 (Thursday, 10-11 p.m.). Comedy Store's executive producer is Greg Garrison.

In addition, NBC will move its Monday Night at the Movies to Fridays (9-11 p.m.), beginning May 31, to make way for a new round of 15 Monday major league baseball games. And, in the final move on NBC's summer chessboard, The Brian Keith Show, which the network now telecasts on Fridays at 9:30 p.m., will be pushed up an hour, to serve as lead-in for the Friday movies.

One of the "occasional guest celebrities" on NBC's Monday baseball will be Don Meredith, who left a spot on ABC's Monday night pro-football games to sign "a long-term, exclusive agreement" with NBC. The deal was announced last Wednesday (March 6). Mr. Meredith will not only cover baseball and pro football on NBC, according to Herb Schlosser, president of the network, but will also appear as an actor in regular series and made-for-TVs movies and "guest appearances on our variety and talk shows.

ABC sources said that "we'll be taking our time" in seeking out a replacement for Mr. Meredith on Monday-night football. These sources denied reports that Joe Namath, the New York Jets' quarterback, is under consideration for the job. With Mr. Meredith on ABC-TV pro football were Howard Cosell and Frank Gifford.

'Wide World of Sports' runs away with the race

ABC takes the latest Nielsen trophy; CBS and NBC hope to pull alongside as hockey, basketball playoffs begin

In the five weeks it has been on the network, ABC-TV's new Sunday edition of Wide World of Sports has done twice as well in the ratings as National Basketball Association games on CBS and almost tripled the numbers NBC is averaging for its telecasts of National Hockey League hockey.

In-season-to-date (Jan. 6-Feb. 10) national Nielsens, the Sunday Wide World has averaged a 14.8 rating (based on an average clearance of 173 affiliates, for a 25% coverage), compared to basketball's 7.2 rating (191 affiliates, 92% coverage) and hockey's 5.1 rating (179 affiliates, 94% coverage).

These ratings are not, however, based on head-to-head competition. In most weeks, only the first half-hour of the 90-minute Wide World overlaps basketball and hockey.

A CBS spokesman predicted that the NBA playoff games, which get under way later this month, will siphon off some of the Wide World audience. And in line with the expected jump in ratings, CBS is raising the rate-card price from $28,000 a minute (for regular-season games) to $38,000 a minute (for Sunday-afternoon playoff games), $44,000 a minute (Sunday-afternoon playoff games), $60,000 a minute (prime-time playoffs), $52,000 a minute (Sunday-afternoon championship games) and $70,000 a minute (prime-time championship games). CBS is in the first year of a $27 million, three-year contract with the NBA.

NBC sources say they expect that the NHL playoff games will nudge their ratings up. NBC's regular-season hockey games cost a sponsor $5,000 a minute, with weekend-afternoon playoff games charged at $18,000 a minute and prime-time playoffs set at $40,000 a minute. NBC is on the second year of a reported $8 million, three-year contract.

ABC charges sponsors a flat $33,000 for a minute in the Sunday Wide World, which will end its current season with the April 14 program.

90% clearance for MGM

MGM Family Theater's second offering, "Knights of the Round Table," a two-hour feature movie starring Robert Taylor, Ava Gardner and Mel Ferrer, was cleared by 146 TV stations covering 91% of the country for March 10 broadcast (5:30-7:30 p.m.). This is the second
Family Theater offering this year; the first was "The Yearling," broadcast Sept. 9 in 145 TV markets, which received a 15.8 rating and a 40 share, according to MGM officials. The third presentation this year will be "Tom Thumb" starring Russ Tamblyn, Peter Sellers and Terry Thomas, for April 21 broadcast. Half of 16 minutes in the two-hour show is reserved by MGM with General Foods (Benton & Bowles) as the major sponsor. The remaining eight minutes is available to stations for sale to local sponsors.

Other features that are to be shown on the three-year schedule are: "Wonderful World of Disney." "Mr. Ed," "Sleeping Beauty," "Peter Rabbit," "Glass Slippers" and "National Velvet."

' Dark Shadows' suit filed

ABC and Worldvision Enterprises have been sued by Dan Curtis Productions, Los Angeles, in an antitrust class action Mr. Curtis' Dark Shadow series, carried on ABC-TV during the period from 1966 to 1971.

Mr. Curtis claimed in a complaint filed in the U.S. District Court in New York that it was the practice of all three networks in the 1960's to compel a independed producer to agree to certain terms, including assignment of syndication rights, before consenting to exhibit shows. It said the assignment of such rights was "exact," a practice outlawed by antitrust law. Curtis argued that such agreements tended to give networks monopolistic power. It asked the court for treble damages on the $1 million loss it is claiming.

The plaintiffs said that ABC assigned the domestic and international syndication rights to Dark Shadows to ABC Films, then the syndication division of ABC. ABC Films was sold in early 1973, under an FCC divestiture order, to a group of its key executives and renamed Worldvision.

(1970, the FCC told the three networks to divest themselves of program syndication activity. All three have complied.)

Both ABC and Worldvision declined comment last week on the suit.

Double teaming

For years, Iowa television stations feverishly competed for broadcast rights to the State High School Boys Basketball Championships, considered one of the hottest sports spectacles in Iowa. That was the condition until the Iowa Broadcasters Association and the Iowa High School Athletic Association came up with a hands-across-the-court idea to make the telecasters happy and insure statewide coverage of the annual tournament. The IBA has been designated as producer for the 16-game competition. An executive producer (this year it's William F. Turner, KCAU-TV Sioux City, and president of IBA) is designated and a one-shot TV production committee set up. The committee arranges for equipment, play-by-play and color announcers, telephone lines and handles partial sponsorships on a number of the stations. After the tournament, outstanding bills are split by the participating stations—seven so far for 1974.

Still no link to violence

Psychologists who experimented for CBS in 1971 expand on findings in new book and again conclude: No reason yet to put blame on TV

All that talk about television violence leading to real-life violence may be a bum rap.

That, in effect, is one of the conclusions of a new book by Dr. Stanley Milgram, noted sociopsychologist, and Dr. R. Lance Shotland, Dr. Milgram's associate in the field experiments that the book describes.

The now well-known experiments involved the broadcast of a 1971 episode in CBS-TV's prime-time Medical Center series with three different endings in three different cities, to see whether or not to what extent viewers might, under different circumstances, imitate incidents of antisocial behavior incorporated in the program. The book does not add a great deal to the detailed report and conclusions that Dr. Milgram presented orally to the psychology section of the New York Academy of Sciences almost two years ago (Broadcasting, May 22, 1972). But it does make its points more formally. For instance:

"It is possible that people have been entirely too glib in discussing the negative social consequences of the depiction of television violence. Personally, the investigators find the constant depiction of violence on television repugnant. But that is quite different from saying it leads to antisocial behavior among its viewers. We have not been able to find evidence for this; for if television is on trial, the judgment of guilt must not be the Scottish verdict: Not proven."

Dr. Milgram and Shotland concede that factors not involved in these experiments might produce different results; that, for instance, TV violence may have a cumulative, domino impact on viewer behavior. But, they continue, "it seemed to us logical to start with a single program; if we could have demonstrated imitative effects in this single program, we could without equivocation have concluded that television stimulates antisocial behavior. That we did not find an effect does not exclude this possibility. We believe that future inquiry should direct itself to the long-range effects of television, of many programs, over a period of time."

The 183-page book, "Television and Antisocial Behavior," is published by Academic Press, New York and London. CBS underwrote the experiments at a cost reportedly close to $500,000 but had no say-so over them or the interpretation of findings. Drs. Milgram and Shotland say they "regard this, not as the fulfillment of television obligations to society, but as a firm precedent, on which future investigation shall move ahead."

Program Briefs

Paulson loses again. U.S. appeals court has upheld 1972 FCC ruling that comedian Pat Paulson's appearances as entertainer in 1972 when he also was avowed candidate for Republican nomination for presidency constituted use of broadcast facilities under provisions of Section 315. Ninth circuit three-judge panel held that Section 315 of Communications Act applies even for non-political appearances by TV entertainer when he is legally qualified candidate. Mr. Paulson argued FCC was inflexible in applying Section 315 to him and that it ran counter to his rights as citizen to be candidate for office. He claimed it cost him $6,000 plus unmeasurable rerun payments when he was cancelled out of two NBC shows as well as job as host of Walt Disney segment. His 30-second appearance in NBC Saturday Night Movie Feb. 5, 1972, ("Where Were You When the Lights Went Out?") forced that network to provide exactly that amount of time to two other candidates for Republican nomination. Appeal was argued last December.

'Broadway' melodies. Syndicast Services, New York, has produced and placed on 35 TV stations one-hour musical special, Broadway, My Street, for telecasting in April 9-20 period. Bristol-Myers Co., through Grey Advertising, New York, is principal barter advertiser for Broadway, which stars Florence Henderson and features Jerry Orbach, the cast of Grease" and Virginia Cappers and Jon Rubenstein.

Sweet tune. NBC-owned stations have bought Ralph Edwards Productions' Name That Tune, new half-hour TV series distributed by Station Syndication Inc. (Sandy Frank Co.), New York, for showing in prime access time next fall on five stations. Agreement also calls for development of pilot to be sold as Ed Edwards for daytime strip with different host to be carried on NBC-TV. Tom Kennedy is in access version.

Fifteen for five. Directors Guild of America, Los Angeles, has nominated 15 directors for five awards to be made March 16 at DGA annual banquet there. Among 15 nominations, 10 represent CBS shows, four ABC and one NBC. Nominated in comedy: Hal Cooper, Maude (CBS); Gene Reynolds, "Deal Me Out" episode in M*A*S*H (CBS); Jay Sandrich, "Lou's Last Date is 80-Years Old" episode of Mary Tyler Moore Show (CBS). Dramatic series: Charles S. Dubin, "Knockover" episode of Kojak (CBS); Harry Harris, "The Journey" episode of The Waltons (CBS); Jerry Thorp, "Eye for an Eye" episode of Kung Fu (ABC). Musical-variety: Art Fisher, Sonny & Cher Comedy Hour (CBS); Davie Powers, Carol Burnett Show (CBS). Documentaries: Dennis Azzarella, "The Killer Instinct" episode of Man Behind the Gun (ABC); Arthur Bloom, 60 Minutes (CBS); Alvin A. Mifelew, JFK—A Time to Remember (ABC). Specials: Robert Butler, Blue Knight, (NBC); Anthony Harvey, Glass Menagerie.
the new MCMARTIN / BA-1K
1000 watt AM TRANSMITTER
unique interior accessibility
125% positive peak - 1200 watts output
remote control/metering capability
FCC TYPE ACCEPTED

McMartin Industries Inc • 4500 South 76th Street
Omaha, Nebraska 68127 • Phone (402) 331-2000

gerie (ABC); Joseph Sargent, "Marcus-Nelson Murders" (CBS).

NATRA honors. National Association of Television and Radio Artists was to
hold its first annual "Excellence in Communications" awards dinner at New
York Hilton Saturday (March 9). To be honored: FCC Commissioner Benjamyn Hooks,
Children's Television Workshop President Joan Ganz Cooney,
composer-musician Isaac Hayes, satirist Dick Gregory and disc jockey William (Boy) Brown. Posthumous award was to
be conferred on Michele Clark, CBS News correspondent killed in 1972 plane crash. Public Broadcasting System's Soul
was to be given award for program excellence.

'Manipulating'. ABC charged Motion
Picture Association of America with
"classic example of manipulating statistics
to support preconceived but erroneous conclusions." Network made accusation
in reply to supplemental filing by MPAA
on pay-cable question. In effort to per-
suade FCC to relax two-year rule to five
years, MPAA statistically "proved" that
average feature film reaches TV in 60.5
months. ABC contends that two to three
years is more accurate interpretation of
statistics.

BBC's 'Crusoe'. BBC announced last
week that two-hour TV adaptation of
"Robinson Crusoe" will be its first pro-
duction in cooperative programing ven-
ture with NBC. Earlier NBC had said its
first BCC program would be two and one-half hour version of Arthur Miller's
"After the Fall." Both specials will be
carried during 1974-75 season.

C&W from Hollywood... Alflächens Inc.,
Los Angeles, was to begin production
March 9 of Palomino Country, country-
and-western series for radio, starring
country singer Sue Thompson and co-hosted by Jay Lawrence (KCM). Los Angeles personality. Hour show,
scheduled for 52 segments, will be taped
before live audience at Palomino Club,
North Hollywood, Calif. First guest was
to be long-time country artist and Grand Ole Opry star, Ernest Tubb. Series, to be
syndicated through London Wavelengths,
New York, has Sheldon I. Alfiefield as ex-
necutive producer; Paul Werth as director,
and Shirley Palmer as producer.

Help for handicapped. Public Broad-
casting Service started its experimental
program to test system of captioning
shows for deaf audiences when 12 PBS
affiliated TV stations received March 3
transmission of public television's Religi-
ous America series complete with en-
coded captions. System, through which
captions could only be viewed on TV
receivers equipped with special decoding
device, is being funded by Department of
Health, Education and Welfare. During
experiment, which runs through this June,
hard-of-hearing persons are being in-
vited to view programs at selected PBS
stations and offer comment. Results will
be tabulated by Washington's Gallaudet
College. Two systems are being tested,
one developed by National Bureau of
Standards and one by Hazeltine Research
Corp. with help from PBS engineers.
Purpose of experiment is to measure ef-
effectiveness of both systems for possible
general broadcast use.

Going national. Home International
Television, Los Angeles, reports if has
sold half-hour children's series, Jabber-
wocky, to Mattel Inc., Hawthorne, Calif.,
and Nabisco Inc., New York, for showing
on barter basis in top 100 markets,
starting in fall. Agency is Ogilvy & Mather,
Los Angeles and New York. Jabberwocky
is produced by wcvb-tv Boston and has
been on air locally for a number of years.

California history. Vidistrib Inc., Los
Angeles, reports availability of Big Sur—
The Dream and The Enigma, hour spe-
cial tracing history of that California
area. Doug McClure narrates program
and interviews well-known residents. Pro-
gram was produced by Black Lion Pro-
ductions Ltd.

Spotlight on WFL. Hour TV special on
founding of World Football League is being produced by Laurel Productions
of Pennsylvania. Material will be in-
serted in show The Birth of a League,
up to July 18, starting date of new pro
league. Director is George Romero who
last year handled Laurel specials on O. J.
Simpson, Franco Harris and Willie Star-
gell. Producer is Richard Rubenstein.
247 Fort Pitt Boulevard, Pittsburgh
15222; 127 West 79th Street, New
York 10024.

Dance and talk. Big G Productions,
black independent TV program pro-
ducer, has two one-hour series available,
The Real Side, comedy teen dance pro-
gram, All of It talk variety show. 16521
Wyoming Ave., Detroit, Mich. 48221

Reorganization. Videotape Producers
Association has restructured organization
and will be headed by international and
national chairman of board. Mort Dubin,
who was VPA's first president, will hold
both posts. In addition, there will be
three regional presidents—in New York,
Los Angeles and Canada—instead of one.

New to TV. Cinerama Inc.'s library of
feature films, not previously licensed for
TV showings, will be distributed to TV
by American International Television,
New York and Beverly Hills. More than
50 films are in library including such
titles as "Hammersmith Is Out," "Ben,"
"Willard," "Pay Day," "The Trojan
Women" and "The Statue."

Religious perspective. Sacred Heart Pro-
gram, St. Louis religious programmers, of-ers new five-minute radio program Con-
tact. Thirty-two programs in series cover
religious aspects of today's social prob-
lems by varied speakers. Contact avail-
able from Sacred Heart program, depart-
ment B-74, 3900 Westminster Place, St.
Louis 63108.

By George. National Telefilm Associ-
ates, Los Angeles, is offering new, first-
time comedy adventure series of George,
in 26 half-hours. Marshall Thompson is
star, creator and co-producer of show
about misadventures of 250-pound St.
Bernard.
Look who's now No. 1.

They said it couldn't be done — reaching the unique position of number twone (pronounced "twun") in the market — but there we are! Right at the top, thanks to our new on-air talent and all new programming. We're more ready than ever to help you reach the expanding young adult audience through our exciting new environment.

We're the No. 1 music station. We're No. 1 or No. 2 in various time segments with the dynamic 18-34 group, as shown below, and No. 2 in total weekday audience. Put them all together and we're number twone! So get it on! 15! KSTP!

**TOTAL AUDIENCE**

Mon.-Fri., 6 a.m.-Mid., Total persons 12+, Metro Survey Area.*

**M&W, 18-34, M-F**

8-10 A.M.
1. Station CC ............ 30.7%
2. KSTP .................. 10.7%

10 A.M.-3 P.M.
1. Station CC ............ 14.1%
2. KSTP .................. 12.2%

3-7 P.M.
1. KSTP .................. 14.2%
2. Station CC ............ 13.8%

7 P.M.-MID
1. KSTP .................. 16.5%
2. Station CC ............ 9.3%

*Source: ARB, Oct.-Nov. 1973, MSA.

KSTP 15
The Music Station
MINNEAPOLIS-ST. PAUL

Division of Hubbard Broadcasting Inc. For information call your nearest McGavren-Guild Inc. office or KSTP, Jack Nugent, (612) 645-2724.
Ask Bob Franklin at KUPL, Portland, Oregon, what TM's Beautiful Music has done for him lately.

**TM Programming, Inc.**

Find out what it can do for you. Call (214) 634-8511 or see us at the NAB, Suite #1619 in the Shamrock Hilton.

**Good Radio is Good Business.**

---

**NEED A VIDEO TAPE TO FILM TRANSFER?**

We're a young energetic company with all the right equipment to produce quality video tape to film transfers in color or black and white. The right price, excellent quality, fast service aren't just promises, they're the things we're building our reputation on.

Find out about us. Others have. They're our customers.

---

**Special Report**

**Nixon will lead small parade of politicians at NAB's 52d Convention agenda boasts President, Senate Majority Leader Mansfield, Texas Senator Bentsen; technical side more down-to-earth than dramatic**

The National Association of Broadcasters staff is hoping that the appearance of President Nixon at its 52d annual convention in Houston next week will boost sagging attendance. Before the announcement that the President would appear before the convention next Tuesday night, registration was running about 5% off last year's record attendance.

Still, 6,000 broadcasters make a pretty big crowd. And that big a crowd is bound to draw a politician or two. And if this year's convention schedule is marked with a single outstanding feature, it is political talk.

Leading the way is, of course, the President. Though the format of his appearance had not completely taken shape at press time, it seems certain that Mr. Nixon will open with a short statement and then take questions from "a representative sampling of the broadcasters of America," as an NAB advance man put it. The NAB was not sure who would be selecting the participants in the Q and A. The select questioners will be given positions on the stage of the Jones Hall. The news conference will be held at 7 p.m. central time, NBC News Washington bureau chief, Frank Jordan, will produce the pooled live coverage.

Mr. Nixon is expected to arrive at convention headquarters some time on Tuesday. The Houston appearance will be one of three the President is making in the Midwest in what appears to be a determined effort to make himself more accessible to the media, and to shatter the image of an isolated President. He will appear before the Executives Club in Chicago on Friday, and on Saturday he will be in Nashville to attend the first performance of WSM(AM) Nashville's Grand Ole Opry in the newly constructed Opry House.

The President will spend Tuesday night in Houston. But the NAB was tightlipped on where the presidential entourage of 70 people would be staying.

Senator Lloyd Bentsen (D-Tex.) will address the convention at a Monday luncheon. Senator Bentsen—"a good friend of the Texas broadcasters and an excellent speaker," as described by an NAB staffer—is considered among the announced 1976 presidential hopefuls.

And Mike Mansfield, the Senate majority leader, who speaks to the convention the day after Mr. Nixon, may very well have impeachment on his mind. Mr. Mansfield has announced procedural plans for trying the President if the House votes out a bill of impeachment. The Montana Democrat has not decided on whether or not to open the Senate trial, if it happens, to TV cameras, as some of his colleagues have suggested.

"But if he makes up his mind before [the convention], Houston would be a nice place to announce it," a Mansfield aide said.

The convention will see a freshly minted FCC chairman—Richard E. Wiley, Chairman Wiley, who succeeded Dean Burch on March 8, will address the Tuesday luncheon.

Aside from the politicians there is the technical side of the NAB convention, with some 150 manufacturers exhibiting their wares over about 67,000 square feet of space in the Albert Thomas Convention and Exhibit Center and plunging down $6 a square foot—that's over $400,000—for the privilege.

Broadcasters are likely to see few innovations in gear for radio. For television, though, convention goers will find a spate of hand-held color cameras as those devices grow ever smaller through improved technology.

**Highlights of the 28th annual NAB Engineering Conference will include presentation of the engineering award to Joseph B. Epperson, vice president for engineering of Scripps-Howard Broadcasting Co. (see also "Profile," page 107), an address by Lieutenant Commander Robert L. Crippen, NASA astronaut. There will also be an engineering luncheon address by Dr. Leonard Reiffel, chairman of InterCorp.**
Elbow room. This is the Houston terrain over which the NAB will deploy delegates for its 52d annual convention March 17-20. The large dot at upper right designates the Albert Thomas Convention Center and Exhibit Center, three large buildings connected by an underground concourse, in which the convention's main events and equipment exhibits will be staged. The 23 numbered dots designate approximate locations of hotels in which delegates will be housed. They are: 1 Continental Houston; 2 Downtowner motor inn; 3 Rice hotel; 4 Texas State hotel; 5 Lamar hotel; 6 Sheraton Lincoln; 7 Hyatt Regency; 8 Savoy hotel; 9 Whitehall; 10 Holiday inn—downtown; 11 Holiday inn—Civic Center; 12 Holiday inn—Main; 13 Hotel Plaza; 14 Warwick; 15 Tidelands motor inn; 16 Towers hotel; 17 Tides II; 18 Shamrock Hilton; 19 Marriott motor hotel; 20 Ramada inn; 21 Roadrunner inn; 22 Astroworld hotel; 23 Houston Oaks.

Busing: NAB's answer to a long-distance convention

The NAB has plans to quell one of the biggest fears of the members about the Houston convention—transportation. Conventioners will be spread out over 23 hotels in the city, some more than 30 minutes from the convention center. So, the association has arranged for special bus service. Buses will run over seven designated routes during the convention and will be identified by a yellow card on the windshield marked "NAB shuttle bus."

- Route I runs between the convention center and the Astroworld, Marriott, Ramada and Roadrunner hotels at 15-minute intervals.
- Route II services the Holiday Inn-Main, Plaza, Shamrock, Tidelands, Tides II, Towers and Warwick hotels on a 15-minute schedule.
- Route III buses go to the Continental Houston, Lamar and Sheraton Lincoln every 15 minutes.
- Route IV services the Holiday Inn—Downtown, Hyatt Regency, Savoy and Whitehall hotels every 15 minutes.
- Route V will shuttle those staying at the Holiday Inn—Civic Center every 15 minutes.

- Route VI is the bus for Houston Oaks convention goers and will run every 30 minutes.
- Route VII is the "Shamrock Express," running at 10-minute intervals, which will shuttle members to and from TV and radio programing suites which are, for the most part, housed in that hotel. The "Shamrock Express" will operate all four days from 10 a.m. to 10 p.m. All other bus routes operate from 9 a.m. to 8 p.m. on Sunday, 7 a.m. to 7 p.m. on Monday and Tuesday and from 7 a.m. to 5 p.m. on Wednesday.

For those who will be waiting for buses, it should be noted that the Houston weather is expected to be warm—the temperature went up to 80 there last late week—with more than a good possibility of rain some time during the four-day convention.

Coverage. Broadcasting magazine will have its editorial and sales headquarters in Houston's Hyatt Regency hotel during the NAB convention. On hand: John Andre, Rufe Crater, Ed James, Win Levi, Maury Long, Dan Rudy, Mike Shain, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.
The official agenda for the 52d annual NAB convention

Registration: Convention registration desk, in the lobby of the Albert Thomas Convention and Exhibition Center, will be open:
- Saturday, March 16, 9 a.m.-5 p.m.;
- Sunday, March 17, 9 a.m.-8 p.m.;
- Monday, March 18, 9 a.m.-5 p.m.;
- Tuesday, March 19, 9 a.m.-5 p.m.;
- Wednesday, March 20, 9 a.m.-5 p.m.

Equipment exhibit hours: Sunday, March 17, 10 a.m.-7 p.m.;
- Monday, March 18, 9 a.m.-6 p.m.;
- Tuesday, March 19, 9 a.m.-6 p.m.;
- Wednesday, March 20, 9 a.m.-5 p.m.

Early bird workshops

Radio sales. Room 204, West Hall, 8:30-10 a.m. A "How To" session to help organize—or reorganize—sales departments for efficient operations. Setting goals and motivating people are among topics covered, along with training, prospecting among advertisers and effective sales meetings. Presented by: Carleton Loucks, senior vice president, Radio Advertising Bureau.

Legal. Room 106, West Hall, 8:30-10 a.m. A discussion of the FCC's new renewal procedures and recent interpretations of its program-length commercial policies. Panelists: John B. Summers, NAB general counsel; Richard Shiben, chief, Legal. advertisers for The

Presentation Radio


Television assembly. Jones Hall, 2:10-2:30 p.m. Presiding: Robert Wright, WTOK-TV Meridian, Miss., chairman, NAB TV board. Television board nominations: Ballot box will be open from 2:30-6 p.m. Monday and from 9 a.m. to 5 p.m. Tuesday in the registration area, Convention Center, East Hall.

Joint radio-TV assembly. Jones Hall, 2:30-4 p.m. Presiding: Andrew M. Ockershausen, Washington Star Stations, Washington, chairman, NAB board of directors. How to win friends and work effectively with Congress. Moderator: Grover Cobb, NAB senior executive vice president. Participants: Representative Lionel Van Deerlin (D-Calif); Representative Clarence Brown (R-Ohio); Representative Barbara Jordan (D-Tex.); Representative John McCollister (R-Neb.).


Monday, March 18

Early bird workshops

Radio sales. Room 204, West Hall, 8:30-10 a.m. A "How To" session to help organize—or reorganize—sales departments for efficient operations. Setting goals and motivating people are among topics covered, along with training, prospecting among advertisers and effective sales meetings. Presented by: Carleton Loucks, senior vice president, Radio Advertising Bureau.

Legal. Room 106, West Hall, 8:30-10 a.m. A discussion of the FCC's new renewal procedures and recent interpretations of its program-length commercial policies. Panelists: John B. Summers, NAB general counsel; Richard Shiben, chief, Legal. advertisers for The

Presentation Radio


Television assembly. Jones Hall, 2:10-2:30 p.m. Presiding: Robert Wright, WTOK-TV Meridian, Miss., chairman, NAB TV board. Television board nominations: Ballot box will be open from 2:30-6 p.m. Monday and from 9 a.m. to 5 p.m. Tuesday in the registration area, Convention Center, East Hall.

Joint radio-TV assembly. Jones Hall, 2:30-4 p.m. Presiding: Andrew M. Ockershausen, Washington Star Stations, Washington, chairman, NAB board of directors. How to win friends and work effectively with Congress. Moderator: Grover Cobb, NAB senior executive vice president. Participants: Representative Lionel Van Deerlin (D-Calif); Representative Clarence Brown (R-Ohio); Representative Barbara Jordan (D-Tex.); Representative John McCollister (R-Neb.).


Tuesday, March 19

Early bird workshops

Government relations. Room 114, West Hall, 8-9:30 a.m. "The Art of Practical Politics". A session that stresses the importance of grass roots activities with emphasis on working on Capitol Hill with the committees and subcommittees. Moderator: Richard Goes, NAB vice president for government relations. Panelists: Eugene S. Cowen, ABC vice president, Washington; Roy Elson, NAB vice president, government relations; George Gray, Avco vice president, Washington; William Carlisle, NAB vice president, government relations; Victor E. Ferrall Jr., Koteen & Burt, Washington.


Labor relations. Room 110, West Hall, 8-9:30 a.m. Coping with the threat of an employee work stoppage; a discussion of contingency operations planning and implementation, and pressures on advertisers and revenues under strike conditions. Moderator: Ron Inez, NAB director of broadcast management. Panelists: Robert Pantell, Metromedia, Minneapolis; Carl Jaquint, WNYS-TV Syracuse, N.Y.; Robert Haythorne, Kirkland & Ellis, Chicago; Richard Hotvedt, Morgan, Lewis & Bockius, Washington.

Radio sales. Room 204, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Legal. Room 106, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Television news. Room 102, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Management assemblies

The mike
for all reasons.

If you ever wanted one microphone that could record anything and still meet tough professional standards, you want the AKG C-451. It's the only modular condenser microphone system in the audio world. You buy exactly the specialized components you need, without investing in microphone parts that aren't really necessary.

The C-451 offers you a range of six interchangeable capsules that twist-mount directly on the basic preamplifier module. This lets you meet the demands of just about any recording situation using only components from your C-451 System. In the hectic moments between sessions you can customize your set-up to give the in-coming Mozart string quartet the same quality attention you gave the outgoing rock superstar.

There are C-451 cardioid, rising-response cardioid, shock mount wind screen cardioid, omni-directional, shotgun and short shotgun condenser components. All work with phantom powering, AC, or battery power supply. And there are currently 27 back-up components for unlimited versatility and convenience.

Add extra preamplifiers and you further extend your system's capability to cover any session, concert, recording or broadcast you engineer. You get the most value for your equipment dollars, plus the quality and dependability of an AKG condenser microphone.

The AKG C-451 System is available from your professional equipment dealer. Or write for your nearest dealer and details about the C-451 System.

The AKG C-451 System

AKG MICROPHONES • HEADPHONES
Distributed by NORTH AMERICAN PHILIPS CORPORATION
109 East 42nd Street, New York, N.Y. 10017
Radio Information Office report: Charley Jones, NAB's RIO director. 

Radio Advertising Bureau presentation. Miles David, president; Robert H. Alter, executive vice president; Carleton Louckes, senior vice president.

Radio programming . . . future shock. Jack Thayer, Nationwide Communications, Columbus, Ohio.

Secondary markets television program. Room 114, West Hall. Presiding: William F. Turner, KOAU-TV Sioux City, Iowa, chairman, NAB secondary market television committee. Broadcasting pro's lead the way in with T/J.A. Dr. Herb True, South Bend, Ind.

Promoting your television station. Program and sales promotion ideas for your market with a realistic budget. Moderator: John Furman, Cox Broadcasting Corp., Atlanta, and president, Broadcasters Promotion Association. Panelists: Guy Bailey, WCPO-TV Cincinnati; Lynn Grasz, KOLN-TV Lincoln, Neb.; Boyd Saghers, WGN-TV Chicago; Howard Wry, WHNB-TV West Hartford, Conn.

The case for computers. Room 107, West Hall. The use of computers in engineering, programing, accounting, sales—and the potential pitfalls. (Television delegates join the TV Engineering Conference at 11 a.m. for this session.)


Exhibit time. To permit visits to the NAB broadcast exhibits Tuesday afternoon, no sessions are scheduled during that time period.

Meeting with President Nixon. Jones Hall, 7 p.m.

Wednesday, March 20

Early bird workshops


Radio sales. Room 204, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Legal. Room 106, West Hall, 8-9:30 a.m. (See Monday's program for details.)

Government relations. Room 114, West Hall, 8-9:30 a.m. (See Tuesday's program for details.)

Broadcast editors. Room 106, West Hall, 8-9:30 a.m. (See Tuesday's program for details.)

Radio promotion. Room 109, West Hall, 8-9:30 a.m. (See Monday’s program for details.)

Management assemblies

Small market radio session. Room 107, West Hall, 9:45 a.m.-noon. Presiding: Harold Krelstein, Plough Broadcasting, Memphis, co-chairman, convention committee.


Meet your new small market committee members. Clint Formby, KPAN(AM) Hereford, Tex., chairman, NAB radio board.

Small market radio and the FCC. A discussion of the FCC's relationship with small market broadcasters, with time for questions and answers. Moderator: Richard E. Willey, FCC chairman. FCC panel: Wallace Johnson, chief, Broadcast Bureau; Harold Kassens, assistant chief; Richard J. Shiben, chief, renewal branch; Arthur L. Ginsburg, chief, complaints branch.


National Academy of Television Arts and Sciences. Presentation of national awards for community services.

Jerry Lewis—a tribute to television. Jerry Lewis.


Related convention activities

(Not a part of the official NAB convention program)

Thursday, March 14

9:00 a.m. American Forces Radio and Television Workshop. Trinity and Cougar rooms, Rice hotel.

Friday, March 15

8:00 a.m. Broadcast Education Association board of directors meeting. French salon, Sheraton Lincoln.

9:00 a.m. American Forces Radio and Television Workshop. Trinity and Cougar rooms, Rice hotel.

10:00 a.m. Broadcast Education Association registration. Bayou room, Sheraton Lincoln.

8:00 p.m. BEA workshops. Sheraton Lincoln.

Saturday, March 16

8:30 a.m. BEA seminars. Sheraton Lincoln.

9:00 a.m. American Forces Radio and Television workshop. Trinity and Cougar rooms, Rice hotel.

10:30 a.m. BEA general session. West ballroom, Sheraton Lincoln.

12:00 noon. BEA luncheon. East ballroom, Sheraton Lincoln.

2:00 p.m. Association of Maximum Service Telecasters board of directors meeting. Sandalwood suite, Hyatt Regency.

2:30 p.m. BEA general session. West ballroom, Sheraton Lincoln.

Sunday, March 17

7:30 a.m. BEA breakfast. East ballroom, Sheraton Lincoln.

9:00 a.m. BEA general session. West ballroom, Sheraton Lincoln.

9:00 a.m. ABC Radio affiliates breakfast and meeting. Imperial ballroom, Hyatt Regency.

10:00 a.m. Broadcast Music Inc. board of directors meeting. Houston Oaks.

10:30 a.m. ABC Television affiliates association meeting. Consort I, Houston Oaks.

11:00 a.m. ABC Radio affiliates advisory board meeting. Hyatt Regency.

12:00 noon. BEA luncheon. East ballroom, Sheraton Lincoln.

12:00 noon. Society of Broadcast Engineers luncheon and board of directors meeting. Stinson room, Rice hotel.

2:00 p.m. AMST annual membership meeting. Crystal Forest, Hyatt Regency.

2:00 p.m. Mutual Broadcasting System affiliates meeting and reception. Crystal ballroom, Rice hotel.

2:30 p.m. Society of Broadcast Engineers membership meeting. Colorado room, Rice hotel.

4:00 p.m. ABC Radio affiliates reception. Imperial ballroom, Hyatt Regency.

5:30 p.m. AMST board of directors meeting. Sandalwood suite, Hyatt Regency.

Tuesday, March 19

2:00 p.m. All Industry Radio Music Licensing Committee. Gold room, Rice hotel.

Engineering conference agenda begins on page 53.
SUPER 8 IS HERE.
The new KODAK SUPERMATIC Film Videoplayer VP-1 gives you broadcast capability for less than $1,500.

The new VP-1 lets you take advantage of everything super 8 offers. And lets you broadcast without a single multiplexer connection.

The VP-1 automatically threads any KODAK SUPERMATIC Cassette or standard super 8 projection reel. And has 18 or 24 frames-per-second, still-frame and single-frame-advance capability.

Look at it this way: Super 8 film gives you the flexibility and portability you need for local features, news and commercials. And the VP-1 gets it all on the air for you. Economically.

Remember the KODAK SUPERMATIC Film Videoplayer VP-1...for less than $1,500.

Return the coupon below to find out what a lot you can get for less than $1,500.
Introducing: The Schafer AUDIOFILE . . . the totally new straightline multiple cartridge handler from Schafer Electronics, with all the features you’ve been waiting for, including a competitive price tag. Plug in the AUDIOFILE and you can stop going in circles . . . forever.

Want to know more about the Schafer AUDIOFILE . . . For starters, the AUDIOFILE holds twice as many cartridges as the circle (48, not 24) . . . the AUDIOFILE cues from bottom to top twice as fast as the circle . . . the AUDIOFILE will triple spot effortlessly . . . and the AUDIOFILE will flawlessly reproduce stereo music and spots (mono, too). In short, the AUDIOFILE outperforms all the multiple cartridge handlers now available. We’d like to show you more reasons why your best choice is the Schafer AUDIOFILE, so we’ve written an objective comparison of the Schafer AUDIOFILE to the two leading multiple cartridge handlers now available. We’d like you to look at it and convince yourself.

Make sure you see and hear Schafer’s AUDIOFILE at the N.A.B. convention in Houston. Look for the Schafer Electronics sign at the top of the escalator in West Hall of the Convention Center. It’s time to stop going in circles and see why more successful stations are choosing Schafer modular automation.

(If you won’t be in Houston, write us and we’ll send you some colorful information about our ’74 line . . . or if you can’t wait, call (805) 968-0755 now!)
Our Broadcasters Libel Insurance policy is nearly as crisp and concise as your evening news.

The language is that plain, the provisions that clear, the coverage that complete. It isn't what you would call great writing, but it sure is understandable.

That's what experience will do for you. Forty years ago, the ERC Broadcasters Libel Insurance policy had more exclusions than it did coverage. Today, there are no exclusions. If you have trouble, you're covered, even for punitive damages.

Here are the facts of life, about libel suits, as ERC has developed them in more than 40 years of underwriting Libel Insurance policies:

1. In any given month or year, it's probably not going to happen to you.
2. If you broadcast enough times, over enough years, it's bound to happen.
3. When you wind up in front of a jury, that group is going to try to sock it to you. They won't want to miss the opportunity to get even for your bad taste in programming.

These same facts of life make Libel Insurance one of the best buys in the insurance marketplace. It's an ideal setup for economical coverage: low incidence of claims, but very stiff expenses when you have to go to court...even if you win.

Much like Major Medical. You'll probably only need it once or twice, but it's curtains if you're without it when the time comes. If you (or your insurance representative) will fill out and mail the coupon, we'll respond by mail with full details.

Please do it soon. Some malcontent may have you in his sights right now.

Broadcasters Libel, Department C-3
Employers Reinsurance Corporation
21 West 10th Street
Kansas City, Missouri 64105

Please tell me more about your Broadcasters Libel coverage.

NAME

TITLE

BUSINESS

ADDRESS

CITY, STATE, ZIP

TELEPHONE

Broadcasting Mar 11 1974
The organizational meeting was held in April 1973. The purpose of the AHCSTS is to examine the entire television system from original production to the sound heard in the home, to identify areas of possible improvement and to assign to appropriate organizations specific questions for resolution. The committee is studying categories that include studio production, film, video tape, intercity distribution, over-the-air broadcasting, cable television, the home receiver and the application of state-of-the-art techniques.

The VIR signal and its status. 3:25-3:40 p.m. Bernard D. Loughlin (Hazeltine Corp., Greentown, N.Y.), chairman, Electronic Industries Association Broadcast Television Systems Committee. The vertical interval reference (VIR) signal, as described in EIA Television Systems Bulletin No. 1, is intended to be an ever-present program-reference signal whose proper use will reduce undesired variations in color between different programs, program segments, and different channels. The purpose of this brief report is to both describe the signal and review the precise intent of the signal—which has not always been correctly understood. In addition, this report will mention the status of the petition to the FCC for rulemaking, and discuss some recent experiences with automatic correction equipment.

FCC/Industry technical panel. 3:45-5:00 p.m. James D. Parker (CBS-TV, New York), moderator. Panel: Wallace E. Johnson, chief, Broadcast Bureau, FCC; Harold L. Kassens, assistant chief, Broadcast Bureau; Neal McNaughton, chief, rules and standards, FCC; Dick Monroe, Westinghouse Broadcasting, New York; Al Chismark, Meredith Corp., Syracuse, N.Y.; Dan Smith, Capital Cities Communications, Philadelphia. A highlight to the Broadcast Engineering Conference has always been the exchange of ideas and information between the FCC's staff and the conferences. To facilitate this exchange of information, a panel session consisting of three commission and three industry representatives has been scheduled for presentation. The panel will attempt to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were adopted.


A corrector for stereo phase shift. 9:00-9:25 a.m. Ronald Eigenmann, Visual Electronics Corp., New York. FM broadcasters have long complained about tape machines or telephone lines which slightly shift their left channel with respect to their right channel. Although their stereo reception is not affected, the monaural listener gets reception with the high frequencies noticeably reduced, because the mono-sum results in reduction in the highs rather than an addition. A compact low-cost unit will be described which compares the left and right channels, detects common mode material which has been shifted in phase and automatically and dynamically phase-shifts the leading signal to put it in phase with the lagging signal. This results in a monaural signal with the highs restored, but it produces no reduction of the stereo effect.

*new approach to AM modulation monitoring using digital displays. 9:25-9:50 a.m. Kenneth M. Frank, senior design engineer, McMartin Industries, Omaha. The paper will describe a device that provides for real number-numeric indication of both positive and negative peak modulation of an AM broadcast signal. The method of high speed sampling of the input signal and analog-to-digital conversion of the signal will be described. The numeric displays and independently setable positive and negative peak flashers will also be described. The device provides for BCD logging outputs, to log both negative and positive modulation percentages. Carrier shift and its effect on the indicating of positive and negative

The main men at the engineers' conference (more pictures on following pages) . . .

Ray Johnson
KMED-AM-TV

Hans Schmid
ABC

John Bowman
WMAL(AM)

William Glenn
CBS Labs

Bernard Loughlin
Hazeltine Corp.

Robert Flanders
McGraw-Hill

Vincent Rocco
CBS

Russell Pope
KHS-L-TV

Kathleen Frank
McMartin

Brian Cox
Harris-Interitype

John Battison
WWWE(AM)
162 radio stations have made the National Lampoon Radio Hour young America's* most listened to radio program.... So have 6,500,000 monthly readers of the world's best selling humor magazine.

*and young Canada's, too.

Gerald L. Taylor
National Lampoon, Inc.
635 Madison Avenue
New York, NY 10022

William H. Sanke
National Lampoon, Inc.
360 North Michigan Avenue
Chicago, ILL 60601

Lowell Fox
National Lampoon, Inc.
10960 Wilshire Blvd.
Los Angeles, CA 90024

National sponsorships now available.
Syndicated by Twenty First Century Communications
peak modulation will be discussed and a method will be described that allows accurate real-number indication of modulation percentage even in the presence of carrier shift. Circuitry is provided to include alarm indication or shutdown of the associated transmitter in the presence of overmodulation.

Architectural considerations in broadcast radio facility design. 9:50-10:15 a.m. Eric Small, broadcast audio consultant, New York, and Justin Henshell, A.I.A., New York. Architectural considerations in radio stations will be looked at from two points of view: that of a broadcast engineer and that of an architect experienced in broadcast facilities design. Typical questions of broadcast engineers and managers will be explored. These will include such things as the role of the architect, flexibility for format change, acoustic considerations, security and the problems of construction. Examples of actual jobs will be provided. The emphasis will be on the need to fit the environment to people rather than the other way around and to provide a facility that can support the often complex technical requirements of a radio station.

A short broadcast antenna for restricted height locations. 10:15-10:40 a.m. H. A. Ray, Continental Electronics Manufacturing, Dallas. A new concept in low-height transmitting antennas is described for use in congested areas where airport restrictions make applications for broadcasting stations difficult. The Paran (perimeter current antenna) spreads its current toward the perimeter of the site and thereby optimizes both efficiency and bandwidth for very low radiating structures. The theory of design is given along with measured data from installed systems. Use of the Paran in directional antenna arrays is discussed as well as the ground system requirements for compliance with FCC rules and regulations.

Enhancing AM signal coverage through improved modulation techniques. 10:40-11:05 a.m. Brian Cox, lead engineer, transmitter design, Gates Radio, Quincy, Ill. This paper discusses the stringent requirements imposed on modern-day AM transmitters by the highly processed program content, and how these requirements are met by improved modulation techniques. Results of comparative tests between old and new modulation methods involving square and clipped waves and pulses will be illustrated with slides. These tests prove that to achieve maximum loudness from a transmitter with minimum distortion, the transmitter must be capable of passing square waves, have low distortion, good frequency response and exhibit very linear characteristics of modulation excursions from 100% negative to 125% positive peaks. A transmitter designed with these characteristics will assure the broadcaster of the loudest possible signal with low distortion when using program processing equipment such as fast-attack limiters.

A good directional antenna proof is a cardiogram. 11:05-11:30 a.m. Dr. John H. Battison, director of engineering, WWWE-(AM) Cleveland. A DA proof is not to be undertaken lightly just because the FCC says do it. It is the physical examination of the operating radio station. A property made DA proof shows the state of the radiating system and the efficiency of the operation, in addition to many other highly important details. Comparison with previous year's proof will reveal gradual deterioration and give early warning, in many cases, of insidious cancer-like effects on the system. But it must be done properly and honestly if it is to be useful to the station, and to comply with the FCC's requirements. The days of the "hotel-room proof" are long over. For one thing it is dishonest, for another it does not help the operation and does not give the information it is supposed to. And, finally, you're in for a great deal of trouble if you don't do it properly.

Maintenance considered—magnetic tape heads. 11:30 a.m.-12:00 noon. Frank Zeman, Minneapolis Magnetics, Minneapolis. The use of magnetic tape as the preferred medium for audio work in broadcasting is continuously increasing. The critical component which can make or break the quality of a station's signal is the tape head. What makes a tape head "professional"? What are the characteristics of a head nearing...
Quality shows & tells.

Continental Quality: the best measure for any 5, 10 or 50 KW AM transmitter purchase.

Continental Quality shows: you can see it on the inside in the selection of components and careful, thoughtful finish work. You can see it on the outside in the solid construction; the well thought out and easy to use control panels. Continental Quality tells: you can hear the difference on-the-air, and that's where it counts.

It adds up to Continental Quality performance: few tubes; 125% positive modulation; reserve power capabilities; efficient, reliable operation without the limitations of high power audio iron core components or the high voltages associated with series modulation.

Continental Quality comes from experience: Continental has built more than 300 broadcast transmitters with a combined carrier power exceeding 25,000,000 watts. Continental Quality shows and tells in 5, 10 and 50 KW AM transmitters.

Get the facts and see for yourself. Contact:

Continental Electronics

CONTINENTAL ELECTRONICS MFG. CO. BOX 17040 DALLAS, TEXAS 75217 USA
TELEPHONE (214) 381-7161 CABLE: CONTRONICS TELEX: 73-398

Super 8—a local recording medium. 9:00-9:25 a.m. Hart Sweeney, Eastman Kodak, Rochester, N.Y. There has long been a need in smaller stations for a simple, portable and relatively inexpensive means for originating local news and documentaries in full color. The expressed interest in the use of Super 8 film as a local recording medium has helped to stimulate work in this area. These new developments afford significant cost reductions in equipment, materials and labor and will be of particular interest to stations not currently able to support a full program of current events recording in color. This paper will describe the latest developments looking toward filling these needs.

A new method of cyclorama lighting. 9:25-9:50 a.m. Dr. William E. Glenn, director of research, CBS Laboratories, Stamford, Conn., and Salvatore J. Bonignone, staff lighting consultant, CBS-TV Television Network, New York. A new cyclorama lighting system is described that provides significant power savings, a more uniform light distribution and greater color saturation. This technique uses fluorescent light sources with specially chosen phosphor and trimming filters to provide three independently controlled primary colors that match the primaries used in studio cameras very closely. The design of the reflector optics used to achieve the uniform distribution at high efficiency will be described. The light distribution, degree of color saturation and power savings will be presented.

Video recorders for broadcast use (panel). 9:50-10:35 a.m. Moderator: Edward H. Herlihy, director of technical services, Kaiser Broadcasting, Boston. Panelists: Charles Anderson, product planner, Ampex, Redwood City, Calif.; Bert H. Dann, manager, advanced engineering, International Video, Sunnyvale, Calif.; A. C. Luther, chief engineer, broadcast systems, RCA, Camden, N.J. For many years the broadcasting industry has relied solely on video-tape recording equipment designed on the quadruplex (four head) principle. Within recent years other systems of video recording have evolved which could have a substantial impact upon the broadcasting system. This panel, composed of three experts in the field of magnetic recording and moderated by a station representative, will discuss in detail the feasibility and practicability of utilizing the new generation of video recorders for broadcast use.

Progress reports of the JCIC ad hoc color television study committee by K. Blair Benson, Goldmark Communications, Stamford, Conn.; optimizing color fidelity with present-day phosphors by matrixing by Leroy E. DeMarsh, Eastman Kodak, Rochester, N.Y.; progress report of the broadcasters’ task force on matrix compensation for phosphors by Frank Davidoff, CBS-TV, New York. 10:35-11 a.m. The ad hoc committee was organized in 1968 by the Society of Motion Picture and TV Engineers, under the authorization of the Joint Committee on Inter-society Coordination representing EIA, Institute of Electrical and Electronics Engineers, NAB, National Cable Television Association, and SMPTE in an effort to determine the cause of objectionable deviations in color as viewed on the home receiver and to recommend corrective action to be undertaken by the industry. This report is in three parts: The first is an overview by Mr. Benson, the chairman of the committee activities since the previous presentation to the NAB a year ago. The second by Mr. DeMarsh, chairman of the Subcommittee on system colorimetry, is the discussion of one Important Investigation into means for the Improvement in consistency and fidelity of color displays by matrix correction for present-day phosphors differences. The third, by Mr. Davidoff, chairman of the broadcasters’ task force, is a report on its progress in investigating the practicability and means of implement-
What do you get when you retain a radio rep? You get a rep. When you retain Selcom you get an organized, aggressive, responsive sales force. An organization of true radio sales professionals, that knows radio from the ground-screen up. The result is that Selcom is the hottest, fastest-growing, radio sales organization in the business today. If your rep just reps, maybe you should talk with us. After all, we don’t call ourselves repcom. Visit our Hospitality Suite, at the Hyatt Regency, during the NAB Convention.
The use of computers in the total television broadcast facility. 11:00 a.m.-12 noon. Moderating: William B. Honeck, director of engineering, KDFW-TV Dallas. Panelists: George Beattie, Kaman Sciences/BCS, Colorado Springs; A. E. Ettlinger, Grass Valley Group, Grass Valley, Calif.; Ray Johnson, KMED-TV Medford, Ore.; C. H. Magee, Westinghouse Broadcasting, New York; H. A. Shephard, Central Dynamics, Northvale, N.J.; James C. Ziegler, Data Communications Corp., Memphis. Considerable interest has been expressed in recent months concerning the use of computers in the total television broadcast facility. This panel will consist of internationally recognized experts in the areas of station management, engineering, hardware and software supplies. This panel will be structured to answer virtually all questions on the employment and utilization of computers for the total control and operation of a television broadcast facility. Strong emphasis will be placed on orienting this discussion toward station management.


Wednesday, March 20


Audio, the step child of TV broadcasting: a review of principles. 9:00-9:25 a.m. Hans Schmidt, ABC, New York. The audio performance of a TV broadcasting plan is determined by the EIA recommendation for audio facilities for radio broadcasting (EIA RS-219). Although this standard and its predecessor EIA TR-105 have been around for the last 20 years, there still is some confusion of terminology among broadcast equipment manufacturers, carrier systems personnel and broadcasters themselves. One of the more serious confusions exists in the proper use of dBm's and/or VU's to express the level of an audio signal. Hand in hand with the confusion about VU's goes the problem of signal handling capability of, let's say the output of an audio console, and it is the purpose of this paper to demonstrate and hopefully clear up these confusing issues.

TV remote control: its present status and future goals. 9:25-9:50 a.m. Malcom M. Burleson, Burleson Associates, Washington. Remote control is now a definite and regular method of operating many television station transmitters. The results of a recent and extensive survey covering 509 stations will be given, including many important conditions determining their decision to go remote. Some of these are (1) engineers' and managers' responsibility; (2) equipment availability; (3) installation conditions, and (4) trial and regular operation. How important is automatic logging? Is age of the transmitter plant a strong factor in reliability of the operation? Does a remote operation have significant effects on either engineering or production personnel? Is a remote station a happy station? Also, in respect to the FCC rules: new applications, time required to authorize, field inspection of remote stations, plus possible rule changes.

TV transmitting systems for unattended operation. 9:50-10:15 a.m. T. M. Giayas, government and commercial systems, RCA, Gibbsboro, N.J. It is only a small step forward from modern television transmitters to a system suitable for unattended operation. Such a system can be assembled from current generation transmitters, off-the-shelf terminal products and, in some cases, circuit additions for automatic modulation control. Automatic control of power output, blanking level and reference white level is a basic requirement. Beyond that, a great deal of flexibility exists in how far to go in providing other automatic features such as: transmitter adjustments or switching to alternate subsystems based on electronic surveillance or signal levels and picture quality, and parameter logging as a maintenance and reliability aid.

NBC election returns. 10:15-10:40 a.m. William A. Howard, senior engineer, technical development, NBC-TV, New York. Due to the Importance placed on the election returns in the United States for news coverage, NBC is able to update vote count information on air display boards within seconds after the information becomes available. The five air display boards that are computer controlled are the presidential popular vote, presidential by state, gubernatorial by state and congressional races by state. Because of an extensive vote-counting system network that enables the information by specially programmed computers, NBC is able to predict winners on all races at a very early time. This paper will describe the over-all system used by NBC on election returns with special emphasis on the interface equipment between the computers and the NBC display boards.

Digital television techniques. 10:40-11:05 a.m. Dr. Leonard S. Golding, Comsat, Washington. In the past few years, interest throughout the world has been increasing in the use of digital television and sound program techniques for use both in the studio and for transmission purposes. In this paper the fundamental principles in digital signal processing will be discussed, as well as the advantages and disadvantages when compared with present methods. Emphasis will be placed on the differences between analog and digital techniques. Some current applications of digital techniques will be illustrated. Based on current research and development efforts in the digital area possible future applications of digital television methods will be discussed.

THE NEW STANDARD
COVERS FM BAND PLUS HARMONICS TO 5 MHz

The Model FIM-41 Field Strength Meter has many more features --
- Measures Harmonics to +80 dB
- High Adjacent Channel Rejection
- Ganged Oscillator/Receiver Tuning
- Stable Operation over wide Temperature Range
- Low Battery Drain Circuits
- Front Panel Speaker
- Large illuminated Meter and Tuning Dial
- Indicates field strength accurately down to 10 µ volts/M
- RF input jack for tuned voltmeter applications

Contact US NOW FOR COMPLETE DETAILS ON OUR LINE OF FIELD STRENGTH METERS

POTOMAC INSTRUMENTS
932 PHILADELPHIA AVE.
SILVER SPRING, MARYLAND 20910 (301) 589-3125

Broadcasting Mar 11 1974 60
Specializing in the field of video switching, Vital Industries offers the broadcast industry a new electronic approach to match film production techniques with graphics-generating capabilities at your fingertips. The VIX-114 series production switching systems are human-engineered for ease of operation of the control panel without interpolation of functions. Digital electronics is used throughout for superb linearity, stability and reliability.

- Digital rotary patterns. Hard, soft or border wipe.
- Digital key edging. Border, shadow and outline.
- Digital quad split. All directions. Independent horizontal split.
- Digital switching controls.
- Vari-key. Soft, hard or see-thru key.

12 years of specialization. Designed, manufactured and delivered some of the world's largest and most complex integrated telecommunication systems.
Doubleday Media Offers HOSPITALITY IN HOUSTON.

Drop by our suite at the Hyatt Regency Houston during the NAB convention for cocktails and information about Doubleday's bold step into a new kind of media brokerage operation.

Our company is new; our people aren't; and we want you to know more about both.

dm

Doubleday Media
Brokers of Radio, TV, CATV, and Newspaper Properties.

Regional Managers
Peter V. O'Reilly, 1730 M. St. N.W., Washington 20036, 202-872-1100.

Call collect.

It will pay you to visit
ATWOOD RICHARDS, INC.

AT THE
SHAMROCK HILTON
SUITE 1732
DURING YOUR STAY AT THE
NAB CONVENTION
MARCH 17th—20th

GUARANTEED 10 WINNERS!

Each to Receive A Jules Jurgensen Electronic Digital Clock/Desk Calculator

AG DIVISION OF ADVERTISING CONTRACTORS INC.
NEW YORK • CHICAGO • LOS ANGELES

and their impact on national and international broadcast television operations considered.

A new receiving antenna system for TV remote pickup, 11:35-11:30 a.m. Vincent E. Recce, manager, relay systems, CBS-TV, New York. A new microwave receiving antenna system is described which provides significant manpower savings and is completely unattended. This system makes use of wide beam, high gain microwave horn antennas, capable of being remotely selected depending upon the direction of the receiving signal. Each antenna responds equally well to electromagnetic waves of the four principal polarizations, i.e., vertical, linear, horizontal linear, right circular and left circular. The important factors that should be considered in designing an antenna system for an unattended and remotely controlled site are discussed. Also presented is a system calculation indicating the capability of this antenna.

RF shielding AM/FM/TV studios, 11:25-12:30 noon. Aaron Shelton, WSM-AM-FM-TV Nashville. This paper will discuss the amount of RF shielding to be expected inside buildings to be used as a radio and TV broadcasting complex. Measurements at a frequency of 980 khz in representative buildings employing various forms of construction are tabulated showing the reduction of the RF field obtained inside the building. Various kinds of shielding materials were tried and the amount of attenuation that these materials produced was measured and noted. Effects of radial forms of earth grounds were investigated. The necessity for use of an enclosed or shell concept for the shielded environment was established including a shell within a shell.

Showing up and showing off at the convention

Below and on the following pages are capsule listings for equipment firms, programers, rep companies, brokers, the networks and others that will be exhibiting their wares and/or extending their hospitality at the Houston convention.

(*) Indicates new product.

Equipment

Acrodyne Industries Inc. 717
21 Commerce Drive, Montgomeryville, Pa. 18936

AKG division, North American Philips Corp. 205
100 East 42d Street, New York 10017
Alford Manufacturing Co.  801
120 Cross Street, Winchester, Mass. 02180
Product: Television broadcast antennas, ITFS transmitting antennas, FM broadcast antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments.
Personnel: Andrew Alford, Fred Abel, Gerald Cohen.

Allied Tower Co.  734
809 Kansas, South Houston, Tex. 77587

AMCO Engineering Co.  715
7333 West Ainslie Street, Chicago 60656
Product: Desk units, monitoring and audio-visual control consoles, poly-dimensional instrument cabinet*. Personnel: Floyd A. Johnson, Robert C. Komarek.

American Astronomics division, Technicolor Inc.  1104
291 Kalmus Drive, Burbank, Calif. 91502

American Data Corp.  1006
315 Wynn Drive, Huntsville, Ala. 35806

American Electronic Laboratories Inc.  410
P.O. Box 552, Lansdale, Pa. 19446

American Electronics Inc.  709
P.O. Box 903-904, St. George, S.C. 29447
Product: Model RBT-500 remote broadcast telephone. Personnel: Clarence Jones, Margaret Jones.

Ambex Corp.  202
401 Broadway, Redwood City, Calif. 94063

Ampro Corp.  1008
2220 Maplewood Avenue, Willow Grove, Pa. 19090

Andrew Corp.  606
10500 West 135d Street, Orland Park, Ill. 60462

Angenieux Corp. of America  800
440 Merrick Rd., Oceanside, N.Y. 11572

Asaca Corp.  912
1289 Rand Road, Des Plaines, Ill. 60016

Audio Devices Inc.  814
100 Research Drive, Glenbrook, Conn. 06906

Auditronics Inc.  1007
180-S South Cooper Street, Memphis 38104

Belar Electronics Laboratory Inc.  719
P.O. Box 826, Devon, Pa. 19333

Berkeley Colortron Inc.  106
1015 Chestnut Street, Burbank, Calif. 91502
Product: Ring-focus Iresen family, dimmer pack system, memory assisted lighting control system*, metal case for Mini-Pro kit*, Personnel: Joseph Tawil, Gene Murphy, Marion Rimmer, Jon Clayton, Moe Tawil, Tom Pincu.

Bird Electronic Corp.  910
30303 Aurora Road, Cleveland (Solon), Ohio 44139
Product: Termaline model 8890-510 7.5-kw reject loads*, heat exchanger loads, instruments for RF power measurement, RF directional Thruline wattmeters and lab standards, RF absorption wattmeters and line terminations, 2 to 50 kw coaxial loads and attenuators, RF power and VSWR monitors, RF power sensors for OEM transmitters. Personnel: Helen J. Bird, Tom Bonsky.

---

**Efratom's**

**RUBIDIUM FREQUENCY STANDARD**

A new generation in time and frequency systems.

- Low cost
- Stability: 2 x 10^-11/month
- Size: 4 x 4 x 4 1/2 inches
- Warm up time: <10 minutes
- 3 year warranty

For complete specifications and prices, write or call today.

**Efratom California, Inc.**
3303 Harbor Blvd., E1, Costa Mesa, CA 92626
(714) 556-1620, Telex 685635

In Europe: Efratom Elektronik GmbH, München

---

1001 Spring Street, Little Rock, Arkansas 72202

Commercial Electronics Inc. 527
880 Maude Avenue, Mountain View, Calif. 94040

Larkin, Tom Kitaguchi, Terry Trump.

Data Communications Corp. 523
300 Directors Row, Memphis 38131


Pentagon Industries Inc. 1013
4751 North Olcott, Chicago 60656

One Phillips Parkway, Montvale, N.J. 07645

Polomac Instruments Inc. 908
932 Philadelphia Avenue, Silver Spring, Md. 20910

Q-TV/Telysync 206
342 West 40th Street, New York 10018

Quick-Set Inc. 802
3650 Woodhead Drive, Northbrook, Ill. 60062


Bamburi, Lester Pelkofsky, Peter Worhacz.

Eastman Kodak Co. 110
343 State Street, Rochester, N.Y. 14650
Product: Model CT-500 16mm television projector; VD-1 Super 8 videofilm projectors; VD-1 Super 8; VD-1 Super 8 film viewer; VD-1 Super 8; VD-1 Super 8; VD-1 Super 8;

Ask Dave Whittaker at KWTO, Springfield, Missouri, what TM's Stefen Rock


Scully/Metrotech Divisions, Dictaphone Corp. 521 475 Ellis Street, Mountain View, Cali. 94042 Product: Scully 280B professional recorder/ reproducers, Metrotech 400L communication voice logging recorder, Metrotech P440 and 220S underground pipe and cable locators. Personnel: Don Smith, Homer Hull, Gerry Terdiman, Gareth Nelson, Bill Shute, Bob Felchtmel, Ron Breen.


Jerry Gallagher, Chuck Rockhill, David W. Evans, Paul Gregg, Jay Cooke.


Storeel Corp. 4993 New Peachtree Road, Atlanta 30341 Product: Mobile storage systems for RCA cartridge and Ampex cassettes* and other storage systems for video tapes, commercials, cartoons and feature films. Personnel: Ruth E. Schaeffer, Frank Galvin, Paul Beaufre, Paul Evans.


Tektronix Inc. 406 P.O. Box 500, Beaverton, Ore. 97005 Product: 1420 series Vectorscopes*, TV osciloscopes. Personnel: Charles Rhodes,

SEE THE NEW

34X & 24X ZOOMS

VISIT Canon Booth 1000

Win a Canon 35mm S.L.R. camera
Delta's new Field Strength Meter and Digital Antenna Monitor will help keep your directional antenna system within FCC specifications.

The DAM-1 Antenna Monitor meets the new FCC requirements for remote control. It is a true digital instrument using the latest integrated circuit and TTL techniques. Reads phase and true current ratio for up to six towers with different reference towers and different powers for DA-2. Monitors for larger arrays available on special order.

Delta also offers remote panels and interface units for controlling and reading the DAM-1 Phase Meter over multi-conductor, two wire, UHF, or microwave circuits with no reduction in accuracy.

The FSM-1 Field Strength Meter is smaller and much simpler to operate than other field strength meters because it is fixed tuned to your frequency by plug-in modules. If you have to check more than one station, order the FSM-1 with additional frequency modules. For monitor point checks and extensive proof of performance work the FSM-1 will minimize errors and speed up field measurements.

DELTA ELECTRONICS, Department A
5534 Port Royal Rd., Springfield, Va. 22151
703/321-9845

DELTA ELECTRONICS

703/321-9845

Steve Kerman, Tom Long, Joe Gayer, Jim Walcutt, Art Andersen.

Teletype Inc. 909
294 East Shore Drive, Massapequa, N.Y. 11768

Product: Zoom lenses (10-1, 11-1, 30-1), pedestals, pan heads, servo systems. Person- nel: Don Collins, Ernie Paczka, Hans Waegelein.

Teledyne Camera Systems 804
131 North Fifth Avenue, Arcadia, Calif.


Teleman Inc. 414
P.O. Box 15088, Salt Lake City 84115


Telemat Division, Goete Inc. 902
185 Dixon Avenue, Amityville, N.Y. 11701


Fidelipac Division, Telepro Industries Inc. 805
3 Olney Avenue, Cherry Hill, N.J. 08034


Teletarator Division, Internar Corp. 207
158 East Superior Street, Chicago 60611


Television Equipment Associates 204
P.O. Box 1391, Bayville, N.Y. 11709


Television Microtime Inc. 611
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

Product: Microtime series 100 Lu-Matic EIA/CCIR monochrome time-base corrector, series 200 Chro-Matic NTSC direct color TBC, series 300 Hetrocolor TBC, series 400
Dunn.

Allan Behr, personnel:

Schoor.

Oklahoma City 73112

systems, audio

Product: Reprocessed wood, Calif.

The band refurbishing for Videomax Corp.

Schmidt, strons. Personnel: Colin Erridge, Robert

Products: Eimacpower grid

Thornton, P.O.

monitors, Time

Personnel: Heinz Lanbrecht,

Telex

Wheeler, Robert McLean.

DVP color

edit

154

Varian

San

Barger, Bill

III

headset, beautiful music

other broadcasting headphones and sets and tape recorders/repuproducers.

Personnel: Heinz Lanbrecht, Art Burns, Sid

Killor.

Time & Frequency Technology Inc.

Product: AM, FM, TV frequency modulation monitors, digit sync clock system, AM and

FM modulation monitors*, stereo monitor*.

Personnel: Joe Wu, Richard Walsworth.

Utililty Tower Co.

P.O. Box 12027, 3200 N.W. 38th Street,

Oklahoma City 73112

Product: Steel tower sections, base insulators, FAA (A/2) lighting kit. Personnel: C. E.

Nelson, R. G. Nelson, Bud Duvall, M. N

Sholar.

United Press International

Product: UPI broadcast newswire, UPI Audio Network, UPI Television Network, UPI

IS&R System, UPI Unifax II, UPI Cable News Service. Personnel: Peter S. Willett, H. C.

Thornton, Bill Ferguson, Stan Sabik, William

Wilson, John Rohrbach, Frank Schulz.

Varian Associates

611 Hanson Way, Palo Alto, Calif. 94303

Product: Elmacpower grid tubes, UHF kly-

strons. Personnel: Colin Erridge, Robert

Schmidt, H. Andreasson, Jack Quin, Bill

Barkley, George Badger.

Videomax Corp.

154 San Lazzaro Avenue, Sunnyvale, Calif.

94086

Product: Quadraplex video head rebuilding/

refurbishing for all versions of RCA high

band/low band headwheel panels and Amp-

ex Mark X/Mark IIl head assemblies.

Personnel: Bill Flits, Sid McCollum, Don Prather,

Allan Behr, Ted Barger, Bill Orr, Malcolm

Dunn.

The Video Tape Co.

4212 Lankershim Boulevard, North Holly-

wood, Calif. 91602

Product: Reprocessed video tape, cleaning

evaluation for sale for quad video tape, cleaning

blades, for video tape machines*.

Personnel: Keith Austin, Francas Van Paemel,

Ralph B. McDaniel.

Visual Electronics Corp.

10 Robert Street, Clifton, N.J. 07014

Product: Rapid Q audio cartridge units*, stereo phase enhancer, custom audio sys-

tems, audio distribution amplifiers*.

strip modules*, video switching systems and

time terminal equipment, Favag clocks.

Personnel: J. Tharp, C. Spicer, E. Clammer,

F. Bonvouloir, N. Farr, G. Mitchell, L. Barkey,

P. Magg, W. Lenz, R. DeBry, R. Eigenmann,

B. Keach, R. Kehoe, F. Horton.

Vital Industries Inc.

304

3700 N.E. 53d Avenue, Gainesville, Fla. 32601

Product: All-digital video production switch-

ing system. Personnel: N. Donovan, Dale

Buzan, Eric King, Morrell Beavers, Robert

McAlary, Gary Sanderson, Joe Atkins, Charles

Schultz.

Wilkinson Electronics Inc.

1004

1937 W. MacDade Boulevard, Woodlyn, Pa.

19094

Product: AM-FM transmitters, solid-state FM

exciters, AM modulation monitors, audio con-

soles, remote amplifiers, limiting amplifiers,

AGC amplifiers, distribution amplifiers, line

surge protectors, silicone rectifiers, AM RF


Wilkinson, William H. Johnson, William G.

Shaw, Walter Voelker, John Ring, Carroll

Cunningham.

World Video Inc.

615

Box 117, 13 East Philadelphia Avenue,

Boyertown, Pa., 19512

Product: 5210 series broadcast color moni-

tor*, CP5002 portable battery/AC color moni-

tor*, line of CCTV color monitors, RF/

video monitors. Personnel: Jack Taylor, Phil

Steyaert, Dwight Wilcox, Herb Didier, Lew

Radford, Steve Cisler, Carroll Cunningham,

Mike Dyer, Irv Moscowlitz, Warren Rathburn,

Jerry Peloquin.

Radio programers

Alto Communications Inc.

1740 Shamrock and The Programme Shoppe Inc.

6362 Hollywood Boulevard, Hollywood 90028

Product: Big Country, modern country for-

mat; Hot Rock, top-40 format; Olde Goide,

nostalgia format; Something to Love, con-

temporary MOR format; Swinging Velvet,

contemporary good music format; Gentile

Persuasion, beautiful music format; Project:

Sinatra, 12 hours of music by Frank Sinatra,

and Alto library services, categorized music

for station assembly with or without automa-

tion. Personnel: Alan Clark, William Ezell,

Don Clark, Jim Hampton, John Price.

Bonneville Broadcast

18 A, Shamrock Consultants

485 Madison Avenue, New York 10022

Product: MOR music formats ranging from

beautiful music to classic MOR. Personnel:

Marlin Taylor, Loring Fisher, Frank Murphy.

Boston Symphony Tran-

scription Trust

P.O. Box 288, Boston

Product: Syndicated programs of Boston

Symphony, Boston Pops Orchestra and Mar-

boro Festival. Personnel: Anthony Judge,

Richard White.

Century 21

1570 Shamrock

21 Turtle Creek Square, Suite H, Dallas

75219

Product: Perception '74*, top-40 ID series;

Broadcasting Mar 11 1974
4 GREAT REASONS TO SEE US AT NAB!

1. The BAT 2000
On public display for the first time. The in-station minicomputer billing-accounting-traffic system that does everything for the big radio and TV stations. You put in the orders — it does the scheduling, avails reports, the works!

2. The BAT 1500
For the bigger radio operation. Like all BAT systems, it does the whole job, but with less emphasis on the traffic affiles months ahead.

3. The BAT 1250
The “bread and butter” model of the BAT line. Does it all for the average AM/FM.

4. The BAT 1000
The machine that started the BAT trend. A basic system for a single radio station.

You can operate, see, touch, hear about all the units in Booth #109, East Hall, NAB in Houston.

And you can talk to Dick Lemoneaux, Larry Pflaster, George Pippala, Chris Young, Ron Shillington, Joe Coons or Lee Facto. We’ll all be there.

Of course, if you can’t make it, call us collect so we can arrange a demo. After all, over 20 stations in less than one year have put in a BAT system. And that’s the best advertisement we’ve got.

Middle of the Rock*, top-40 ID series; Gettin’ Together*, contemporary MOR ID series; Counterpoint*, soft MOR ID series. Personnel: Mike Eisler, Tom McIntyre, Jim Kerr, Glen Brown, Ross Charles.

Drake-Chenaull Holiday Inn Suite 2019 Enterprises
8399 Topanga Canyon Boulevard, Canoga Park, Calif. 91304

Kalamusic 955 Shamrock Industrial Bank Building, Kalamazoo, Mich. 49006

Nightingale Conant Corp. 1640 Shamrock
6677 North Lincoln Avenue, Chicago 60645

PAMS Inc. 1318 Shamrock
4141 Office Parkway, Dallas 75204
Product: station ID’s, commercial concepts, programming services, promotional campaigns. Personnel: William Meeks, Dennis Meeks, Fred Hardy, Bill Stewart, Charles Meeks, Ned Land, Ron Hale.

TM Productions 1619 Shamrock
2103 South Street, Dallas 75201
Product: radio and TV commercials, station ID’s, good music and rock automated programming consulting services. Personnel: Jim Long, Ernie Winn, Ron Nickell, Jim West, Beverly Callison, Tom Parma, Jerry Alchley, Joe Levin, Alan Box, Frank Nickol, Bill Fultz, Ken Justice.

TV programmers
Ted Bates Shamrock
1515 Broadway, New York 10036

Century 21 Productions 1570 Shamrock
21 Turtle Creek Square, Suite H, Dallas 75219
Product: Video-sonics, ID breakers; Project I, animated ID program introduction, Two’s Company, channel 2 ID’s, Voices of Love, program vignettes of life and love. Personnel: Mike Eisler, Tom McIntyre, Jim Kerr, Glen Brown, Ross Charles.

Sandy Frank 1678 Shamrock
Film Syndication
635 Madison Avenue, New York 10022

Four Star Entertainment Shamrock 1373 Corp.
400 South Beverly Drive, Beverly Hills, Calif. 90212

Larry Harmon Shamrock 1620 Pictures Corp.
649 North Bronson Avenue, Hollywood 90028
Product: Bozo’s Big Top (live show franchise); Bozo’s Big Top (130), Bozo Cartoons (156), Laurel & Hardy Cartoons (156), Laurel & Hardy Cartoons (39). Personnel: Larry Harmon, Gus Nathan.

Hughes Television Network 2004 Marriott
1133 Avenue of the Americas, New York 10036

Nightingale Conant Corp. 1640 Shamrock
6677 North Lincoln Avenue, Chicago 60645

Reps
Avery-Knodel Whitehall 1201

John Blair Warwick Imperial suite

Buckley Radio Sales Warwick

Century National Sales Shamrock 1502

The Christal Co. Warwick
Personnel: Phil Flanagan, Bob Dufy, Nick J. Verbitisky, Johnny Fouts.

Robert E. Eastman Hyatt Regency

Harrington, Righter & Parsons Warwick
Personnel: Jim O. Parsons Jr., John Dickinson, Jay Walters, Pete Ryan, Steven Raffel, George Pettett.

Bernard Howard & Co. Savoy

H/R Stone Inc. Shamrock 1748
Personnel: Peggy Stone, Saul Frischling,
Jim Alsop, Alan Tobi, Dick Rawlin, Donald Probst, Ed Robbins.

**H-R Television**

Warwick

**Personnel:** Dwight Reed Sr., Ed Shurick, Harry Wise, Al Ritter, Philip Corper, Roy Edwards, John McConkie.

**The Katz Agency**

Oaks Regency suite

**Personnel:** Jim Greenwald, Tod Moore, Dave Abbey, Dave Allen, Ollie Blackwell, Frank McCann, Mike Membrado, Ken Mills, Dave Rutledge, Jerry Whaley, Sai Agovino, Gordon Hastings, Bill Keyes, Tony Maltao, Don McCarty, Ken Swetz, Carole Gray.

**Major Market Radio**

Warwick

**Personnel:** George Lindman, J. Warner Rush.

**Jack Masla**

Houston House 2311

**Personnel:** Jack Masla, Stan Feinblatt, Rich Greener, Bud Pearse, Gene Gray, Jack Riley, Nick Imbornone, Bill Wallace.

**McGavren-Guild**

Warwick

**Personnel:** Ellen Hulleberg, Carol Kegel, Lee Goldberg, Gary Ahrens, Fred Botwinick, Jim Fox, Monty Lang, Harvey Levin, Ellen Thompson, Tony Durpetti, Marty Ross, George Fritzinger, Ralph Connor, Bob Williams, Ed Argo, Ralph Guild, Jerry Heichman, Jack Zimmanick, Ed Carroll, and Gail Chipman (from Media Dynamics, New York).

**Meeker**

Whitehall 335

**Personnel:** Robert Dudley, Jack Hardingham, Fin Hollinger, Howard Felger, Audrey Tanzer, Fred Bauman, John Ranker, Eugene Gray.

**MMT Sales**

Whitehall, Suite 353

**Personnel:** Fred Notter, Gary Scollard.

**Peters, Griffin, Woodward**

Whitehall 1235

**Personnel:** William G. Walters, Theodoric D. VanErk, Dennis K. Gillespie, Walter Harvey, Lloyd Griffin, Jim Severt.

**Petry Television**

Houston Oaks

**Personnel:** Bob Mulh, Martin F. Connelly, Dick Nagle, Tanya Kaminsky, Brownie Hoccomb, Steve Bell, Leonhard Marah.

**Pro Time Sales**

Rice 760

**Personnel:** Sam Brownstein, Tom Hayes, Mike Qual, Mario Messina, Penn Watson, Mary O'Shield.

**Savalli/Gates**

Whitehall

**Personnel:** Joseph Savalli, Carmine Patti, Jerry Gardner.

**Telerap**

Warwick

**Personnel:** Alfred Masini, Patricia Prie, John Serao, Tom Belviso.

**Alan Torbet Associates**

Whitehall 1135

**Personnel:** Alan Torbet, Brock Peterson, Peter Moore, Len Sable, Bill Gilreath, Bob Allen, Lee Bell.

**Adam Young**

Warwick

**Personnel:** Arnold Kohler, Jim Parker, Bill Wallace, Vincent Young.

**Brokers**

Blackburn & Co.  Sheraton Lincoln 1535


Chapman Associates  Shamrock 744

**Personnel:** William Chapman, Paul Chapman, G. Paul Crowder, Bob McKenzie, Bob Noel, Bill Hammond.

R. C. Crisler & Co.  Rice

**Personnel:** Richard Crisler, Ted Hepburn, Ed Richler and Frank Kail.

Hamilton-Landis & Associates

Hyatt Regency

**Personnel:** Ray V. Hamilton, Dan Hayslett, John H. Bone, Howard Stassen and Milton Q. Ford.

Hogan-Feldmann Inc.  Shamrock

**Personnel:** Arthur Hogan, Jack Feldmann.

Keith W. Horton Co.  Sheraton Lincoln

**Personnel:** Keith W. Horton, Richard Kozacko.

Larson-Walker Inc.  Rice

**Personnel:** G. Bennett Larson, William L. Walker.

LaRue Media Brokers Inc.  Warwick

**Personnel:** Hugh Ben LaRue, William J. Mathews, Joy Thomas.

George W. More Houston House

**Personnel:** George W. Moore.

John J. Perna Jr.  Warwick

**Personnel:** John J. Perna Jr.

Cecil L. Richards Houston House

Media Brokers

**Personnel:** Cecil (Lud) Richards.

Richard A. Shaheen Inc.  Houston House

**Personnel:** Richard A. Shaheen.

Sovran Associates  Shamrock

**Personnel:** Robert Magruder.

Howard Stark Houston Oaks

**Personnel:** Howard E. Stark.

Edwin Tornberg & Co.  Astroworld

**Personnel:** Edwin Tornberg, Douglas Kahle.

**Networks**

ABC Inc.  Hyatt Regency 941

**Personnel:** Everett H. Ertick, Alfred R. Schneider, Eugene S. Cowen, Hazel Hardy.


Broadcasting Mar 11 1974
WHEN YOU NEED HELP FINDING THE RIGHT EXECUTIVE CALL RON CURTIS & COMPANY

During the past nine years, we have successfully filled executive positions with radio, television and cable TV companies in every state. These assignments have been from all-size markets with salary levels from $12,000 to $100,000 per year.

Ron Curtis & Company is retained to conduct a carefully planned search over a wider range of prospects than would otherwise be practical or financially feasible. As management consultants, we save valuable company time, avoid embarrassing internal or external “leaks” by protecting client identity and insure objectivity in candidate selection.

Our growth and continuing success is tangible proof of the quality of our work. We are proud to say a majority of our new assignments come from repeat business or client referrals. We believe this is the best possible endorsement and guarantee of our professional competence.

When you need help finding the right executive in your management, sales, programming, promotion, engineering, or financial areas, we know how to help you. Call Mike Walker at 312-693-6171, or write Ron Curtis & Company, O’Hare Plaza, 5725 East River Road, Chicago, Illinois 60631.


Mutual Radio Network

Hyatt Regency 841


National Black Radio Network

Regency Hyatt 841


Others

Arbitron Whitehall, Jackson suite


Associated Press Lincoln, Galaxy Suite


Media Payment Corp. Shamrock 1548

Personnel: Kenn Donnellon, Peter Kelly, Dennis Robich, Carolyn Shasky.

A. C. Nielsen Whitehall 635

Personnel: George Blechta, Dave Traylor, Paul Baard, Larry Frek, Jim Lyons, Bill Miller, Breslau Leonard, Jim Shoemaker, Joe Matthews.
Equipment & Engineering

Syracuse University goes first class in Newhouse II's version of broadcast education

Syracuse University will formally dedicate in May one of the most extensive broadcast training facilities in the country. The $7.5-million “Newhouse II,” largely completed last summer, is already in partial use for the 460 undergraduate and 80 graduate students in the Syracuse TV-radio curriculum.

Newhouse II complements the $4-million Newhouse I, completed in 1964, to house the university's journalism school. Both complexes were the gift of millionnaire publisher-broadcaster S. I. Newhouse in 1961. The original $15-million grant to the private university included some $3.5 million in communications scholarships.

The new broadcast center “is one of the finest broadcast facilities in the country devoted exclusively to the academic area,” said Lawrence M. Myers, chairman of Syracuse's TV-radio school. Dr. Myers cited Indiana, Temple and Ohio universities as having comparable facilities and added that Indiana also has its own educational TV station.

New York state law prohibits universities from operating TV stations. (The Syracuse educational station is run by the Central N.Y. Educational Council, an independent group.) Newhouse II does have its own radio station, WAER(FM).

The new building is four stories tall and has more than 72,000 square feet of floor space. The first two floors are devoted to TV, with one 5,000- and one 3,000-square-foot studio and separate sub-control rooms. The master control has film islands and video machines, including six Ampex color cameras, and two-inch, one-inch, three-quarter-inch and half-inch equipment. A mobile unit is also available.

Newhouse II's third floor holds faculty offices, teaching space, workshops, storage rooms, set shops and engineering offices. The top floor contains the university radio station, five radio studios, control rooms, and radio and TV sound studios furnished with independent audio production carrels, eight-track recording devices, and interlock facilities connected to the TV master control room. “We can shoot film and develop audio tracks upstairs and send them downstairs directly to video—the same process the networks use,” Dr. Myers explained.

The Newhouse School also houses Syracuse's film department, which owns a large variety of 8 and 16 mm production equipment—a 50-station editing room, moviolas, flatbeds, preview rooms, animation tables and associated gear. The film program began officially for the 1973-74 academic year, and an increase in enrollment is anticipated for both film and broadcasting departments next year, Dr. Myers said.

Broadcasting students at Syracuse are required to absorb the historical and philosophical aspects of TV and radio as well as technical skills, he stressed. “We encourage the examination of the role of broadcasting in society, and a good hard look at what is being done to improve it,” he said. “We also have a wide open vision to how new technical effects in this field are changing the face of broadcasting, i.e., cable, cassettes, international and satellite broadcasting.”

A nine-member faculty guides broadcasting students in the production of TV and radio programs. For TV students, productions are taped and played back for critiques. Advanced students complete a series of half-hour programs offered for airing by local TV stations.

AP to revamp service with Laserphoto system

New receivers and transmitters to be furnished by Harris-Intertype division

The Associated Press has awarded a $6.1-million contract to the Radiation Division of Harris-Intertype Corp. for the production of Laserphoto equipment to be installed at television stations, AP bureaus and in newspaper and magazine offices for delivery of high quality pictures.

AP President and General Manager Wes Gallagher said the contract covers the production of 900 receivers and 600 transmitters. Pilot production of Laserphoto machines will be at Radiation's plant in Melbourne, Fla., starting in June. In the fall, full production will be moved to a Radiation plant in Miami.

AP said the Laserphoto system uses a laser light beam and dry-silver photographic paper in the transmission of
Bring them together

...without genlocking picture disruption touchy sync problems

The NEC FS-10 Frame Synchronizer allows wiping, supering, switching of asynchronous sources (studio/remotes/network/satellite) without having to genlock or go through elaborate timing stabilization maneuvers. It does it with an 8-bit quantizing converter and a full-frame digital memory where data is stored at the incoming picture rate and "read out" synchronous with local sync.

See the NEC Frame Synchronizer at NAB TELEMATION Booth 414.

Nippon Electric Company, Limited

North American representative—TeleMation, Inc.
photographs by wire, AP said it meets the high quality standards of modern printing processes by delivering photographic, not facsimile, reproduction quality.

Laserphoto was developed by the Massachusetts Institute of Technology and the AP research and development team. AP said full replacement of its present receiving and transmitting photo units in the U.S. will take about two years.

**CMX Systems sold**

Alabama firm buys CBS-Memorex operation that manufactured video-tape editing equipment

Orrox Corp., electronics equipment company headquartered in Opelika, Ala., has acquired CMX Systems, a joint venture of CBS and Memorex Corp. Purchase price was not disclosed, but is believed to be about $400,000 in a cash transaction.

CMX had sales last year of $1.3 million, anticipates $2 million in sales this year. It employs about 35 people in Sunnyvale, Calif.

The company's primary product is a line of sophisticated, computerized videotape editing machines. The first model marketed—to CBS Hollywood—was priced in the $250,000-$300,000 range. That network now has six of the units, NBC four. About 30 have been sold in all.

New models, to be exhibited at the National Association of Broadcasters convention in Houston next week, range from $100,000 down to $35,000.

William Orr, executive vice president of the acquiring firm, said that Orrox CMX will be placed within the media products division of Orrox, based on the West Coast (in Santa Clara, Calif.). The magnetic products division will continue to report to parent company headquarters in Opelika.

**Technical Briefs**

Shocking news. Citing fire and electrocution hazards, Consumer Product Safety Commission said it will establish safety requirements that must be met in television set design and construction. CPSC said one study turned up 14 deaths from television-related fires and two from electrical shock during 1973. Another investigation conducted last September through CPSC area offices, reported 916 TV set-related fires with one death and number of injuries. Commission's rules will cover chassis design, materials used in making parts and improvements to reduce possibility of overheating. Public hearing has been set for April 23-24 to precede rulemaking. Brands reported to have been found with fire or shock hazards include Panasonic, Philco-Ford, Packard Bell, Montgomery Ward, Zenith, Admiral and RCA.

Gear from RCA. WVEU-TV Naples, Fla., has ordered from RCA complete transmitting TV cameras, and tape, film and audio systems from RCA. Worth is about $1 million.

**Cablecasting**

**CATV of, by and for the people**

Rural Wisconsin group investigates possibilities of a cooperative effort to wire county's 9,500 homes

With all the talk of how difficult the cable industry is finding it to penetrate the major markets, another sizable and equally elusive segment of the population is often forgotten. They are the farmers, country dwellers and other residents whose homes are so isolated that it would be economically unfeasible to establish a cable system to serve them. Now a group of citizens in rural Trempealeau county, Wis., has formulated a plan that could solve their problem.

The idea involves the creation of a rural community pooling of interests not unlike the systems now in extensive use in sparsely populated areas of the country to provide telephone and electrical service. The proposal, which began to take shape 18 months ago, is based on the premise that although the cable industry has found it difficult, if not impossible, to serve rural residents, the people can achieve the same end by taking matters into their own hands.

As is often the case with projects of this nature, a lack of money is the principal obstacle. In Trempealeau county, the residents hope to solve that problem by obtaining federal aid. The Western Wisconsin Communications Cooperative, a group formed last December to actively explore the feasibility of the proposal, has applied for an initial $1-million federal grant under the Rural Economic Assistance program, and hopes to hear from Washington within the next two months.

Gordon Meistad, head of the Trempealeau County Electrical Cooperative and motorman of the cable project, noted that his associates at the outset had to reject the profit motive as an operating philosophy. "In a rural area," he said, "it's a nip-and-tuck situation at best. So you have to go in with a premise other than profit, and that is to serve the people."

Accordingly, the cable system envisioned for Trempealeau county's 9,500 homes would be a purely cooperative effort. Each subscriber would own an equal share of the WWCC venture and would divide the costs equally.

Mr. Meistad said he would project the which he estimated would take five years to complete at a cost of at least $5 million (all of which, presumably, would come from the federal government), would be implemented in three phases. First, the 4,500 homes and schools located in towns of any appreciable size would be wired into the system. Then the homes in smaller hamlets would be added, and finally, the farms and isolated dwellings which would become part of the system. Accomplishing this feat technically will be no problem, Mr. Meistad speculated, noting that the existing electrical co-op has some 27,000 utility poles in the county from which coaxial cable could be strung. "Anybody who now receives electricity could also be plugged into the cable," Mr. Meistad said. In addition, the area telephone cooperative has expressed willingness to make its conduits available for the use of the Trempealeau cable co-op.

But there is another hitch to the system aside from the economic considerations, Mr. Meistad acknowledged. While the proposed cable co-op would be publicly owned, it would still require franchises from the individual municipalities and the county in order to become operational. "We're not going after franchises and thus tie the communities down until we know we have something," Mr. Meistad said. In the meantime, the cable group is requesting that the local governments consider the advantages of the cooperative system—which would be totally interconnected—before they grant franchises to private concerns. Of the seven incorporated towns in Trempealeau county, two already have operating cable systems.

If the other five towns choose to go the same route, Mr. Meistad said, the co-op could not function because it would lose its foundation. And without a private firm willing to take the economic risk of wiring the more isolated dwellings, those rural dwellers would remain un-served.
Allen, O’Neal, Floyd voted to NCTA board

Balloting is part of system instituted two years ago

Cable operators in three of the National Cable Television Association’s nine voting districts have chosen the men who will represent them on NCTA’s board of directors.

Picked for district two (Far West) was Edward Allen, president of Western Communications Inc., Walnut Creek, Calif. Mr. Allen has served on the NCTA board and executive committee previously, and is a former NCTA secretary.

From district three (South Central), the choice was Jay O’Neal, president of Commco Inc., Austin, Tex. Mr. O’Neal is a former president of the Texas CATV Association and has served on the NCTA legislative committee.

Joe Floyd, a veteran South Dakota broadcaster and cable operator, was chosen to represent district four (Midwest). He is vice president of Midcontinent Cable Systems Co., Aberdeen, S.D., and has served as president of both the South Dakota and North Central cable associations.

The choices, secured through a mail ballot (BROADCASTING, Feb. 11) complete the program NCTA instituted two years ago to establish a system of regional representation on the board to complement a number of directorships chosen at large by the general association membership.

Messrs. Allen, O’Neal and Floyd will take their seats when the board meets during the NCTA convention in Chicago next month. Still to be named is the 27-member board are seven new directors at large and one representative of NCTA’s associate (equipment manufacturers) membership.

Several states ponder cable regulation

Wisconsin, Nebraska and Arizona have bills before legislatures; New York assembly passes forfeiture

State legislatures are becoming more and more interested in regulating cable television. Several proposed state cable bills were in circulation last week.

One, which provides for a system of state cable regulation in Wisconsin, cleared a significant legislative hurdle two weeks ago, but unless the bill is enacted within the next month its chances for passage are regarded as negligible.

The Wisconsin house of representatives voted to "engross" the cable bill (H.R. 638), which precludes any further amendments. However, the bill, which was introduced by Representative Ed Jacka-mon is and has the support of Wisconsin Governor Patrick Lucey, must clear the House by March 29, the final date of the current legislative session, and be passed on to the state senate. If this does not occur—and cable operators in the state have mounted extensive opposition to the legislation—the bill will die.

In Nebraska, a bill that would put cable under the regulation of the state's Public Service Commission is being considered by the legislature’s Miscellaneous Subjects Committee. The bill, which the state CATV association strongly opposes, was supported at a recent hearing by Senator Terry Carpenter, who introduced the measure (LB 915). "This is an opportunity to regulate it before it gets into full bloom, as it eventually will," the Scottsbluff legislator said. "We ought to start now." The Nebraska cable association maintained that CATV is not a public utility, and it cannot therefore be regulated as such by the state.

The Arizona state legislature is also considering a bill with similar provisions. Sources regarded it as unlikely that any decisive action would come during the current legislative session.

In New York, where cable is already heavily regulated at the state level, a bill now exists that would further strengthen the state's hold on cable operators. The bill, introduced by Herkimer Republican Assemblyman Peter S. Dokuchitz, cleared the state assembly two weeks ago and now stands ready for action by the senate. It would empower the New York State Commission on Cable Television to impose forfeitures of up to $1,000 on systems that violate the state commission's regulations. No state currently has a cable-forfeiture provision in its laws. The FCC, which does have that authority, has seldom applied it to cable operators.

HBO's new arm. Home Box Office Inc. has formed new subsidiary, HBO Studio Productions Inc., to manage company's pay-cable operations center in New York City. Subsidiary will also offer studio services and facilities on a rental basis for advertising commercials and television and cable-TV productions.

Grassroots activity. Babylon township, N.Y.: Babylon Cable TV Corp. has been awarded nonexclusive franchise by town council. Grant augments initial cable award which went to Sterling Communications. Little Egg Harbor township, N.J.: Township committee granted ordinance permitting issuance of cable franchise. Madison, Minn.: City council granted franchise to Communications Systems Inc., Hector, Minn. Springfield, Mass.: Spectrum Communications Inc. has requested franchise to build $4.5-million system in Springfield; Mayor William C. Sullivan said request will not be granted unless substantial public interest is demonstrated. Superior, Ariz.: Arizona Cable TV Inc. has asked Pinal (Ariz.) county board of supervisors for franchise to operate in Superior area. Reno and Sparks, Nev.: Nevada Public Service Commission approved Teleprompter's request for 22.2% rate hike. Standard subscriber fee goes from $4.95 to $6.05 monthly. Toledo, Ohio: Buckeye Cablevision advised city council that it is rais-
ing basic subscriber rates from $5 to $5.95, Livermore, Calif.: City council approved TeleVue Systems Inc.'s request for 1% rate increase, bringing monthly fee to $6, Jonesboro, Ark.: UA-Columbia Cablevision Corp. said $1.03 rate increase fee remains $4.95. Hampton, N.J.: Township committee has granted Garden State Cable Co. franchise to serve portions of municipality. Cahokia, Ill.: Village board granted Metro East Communications Corp. franchise. Cablesystems Ltd., recently merged with Teleservices Ltd. and TV Ltd., partnership between lion. System cover initial subscriber potential designed to serve Marketing. Network Analysis Corp., to pull other city.

In bag. American Television & Communications, Denver, said it has received three new cable franchises for Seminole county, Fla., and Kimberly and Combined Locks, both Wisconsin. Company noted Florida grant brings ATC's plan to construct interconnected, 32-channel system in Central Florida closer to reality. It now holds 14 franchises in that area, with total population of nearly

500,000. Wisconsin grants enable ATC to build cable plant contiguous to its new system in Appleton, making total subscriber potential in that area more than 22,000.

In business. Data Concepts Inc., new Salt Lake City firm, is offering automated TV information system for cable use which includes newsreel, weather, stocks, keyboard messages and computer data input. 80 West Truman Avenue, Salt Lake City 84115.

Deadline. Minnesota cable operators in business prior to last May 24, or under substantial construction by Feb. 1, 1974, are required to file applications for certificates of confirmation with Minnesota State Commission on Cable Communications by April 1.

**Broadcast-cable fight erupts in South Dakota**

Midcontinent charged with restraint of competition by cablecaster who opposes renewal of TV stations. A cable television operator last week filed a petition to deny the renewal applications of KETO-TV Sioux Falls and its satellite, KPLO-TV Reliance, both South Dakota, charging that licensee Midcontinent Broadcasting Co. is restraining cable and television competition in those areas.

Central Plains Cable TV, operator of a Mitchell, S.D., system noted in its filing that petitions to deny Midcontinent's renewal applications were filed in 1971 by the Television-Radio Improvement Association, a citizen group, and TV Signal Co. of Aberdeen, former operator of a CATV system.

The petitioners withdrew their petition when Midcontinent made certain concessions, Central Plains said, and, as a result, the original allegations have not been disposed of by the commission.

TRIA and TV Signal had charged, among other things, that Midcontinent was trying to monopolize the broadcasting and CATV markets of South Dakota in violation of the Sherman Antitrust Act, that it committed improprieties in soliciting over $250,000 in pledges from...
viewers in the construction of KPLO-TV, improperly influenced the South Dakota State Education Television Commission for personal benefit.

"The lapse of time has not detracted from the significance or timeliness of those petitions," Central Plains said in its current filing.

Subsequent developments have "aggravated and compounded" the situation, it said, involving Midcontinent developing "its CATV empire...in a fashion to exclude other cable operators." It charged Midcontinent, which has been authorized to compete with Central Plains in furnishing CATV service to Mitchell, has succeeded in limiting independent cable systems to only five towns in the state. "Of equal anticompetitive significance," it said, is the fact that Midcontinent has prevented its TV station competition in the Sioux Falls-Mitchell area from expanding their markets through cable.

While expanding its own coverage area through cable carriage, Central Plains said, Midcontinent has not only prevented the two other area TV stations from enjoying similar benefits, but has reduced their audience size by importing Denver network affiliates on its systems.

In both Pierre and Winner, S.D., it went on, Midcontinent imported NBC and ABC affiliate signals from Denver (KELO-TV is a CBS affiliate), "confining its competitor TV stations to carriage on cable systems within their immediate service areas."

---

**Broadcast Advertising**

**More concerns expressed about ads for children**

**FTC oversight hearing on Hill hears voluminous testimony on what's wrong but little agreement on sure cure**

If one thing was clear from the Federal Trade Commission oversight hearings, it is the need for a more stringent advertising regulation, particularly in the uncharted area of children's TV commercials. But consumer and industry spokesmen—who haven't had much to say publicly about that topic pending the outcome of a March 21 FTC children's ad project subcommittee-meeting—outlined some of the thinking that's been going on behind the scenes.

"Unfairness" should be the test used in judging commercials aimed at children, Robert Choate ofConsumer Subcommittees of the Council on Children, Media and Merchandising, said in his prepared text for his Thursday (March 7) appearance before the Senate Commerce Consumer Subcommittee in Washington. "I hold it axiomatic that any product or a product advertisement should be assumed an unfair business practice unless proven otherwise," he contended. But to adequately apply that unfairness test, the commission needs resources and personnel with a sufficient knowledge of children's perceptions and children's rights, he said.

To counterbalance the sophisticated marketing techniques used in children's advertising, he suggested a compensatory educational program in which the FTC's Bureau of Consumer Protection would "stimulate broadcasters" to air messages informing children about the practices of the marketplace.

Proponents of regulatory agency jurisdiction over the whole matter of advertising to children has been a matter of concern, particularly to consumer representatives who see children's ad regulation getting lost in the crack between the FCC and FTC. "Getting shuffled should be assumed an unfair business practice unless proven otherwise," he contended. But to adequately apply that unfairness test, the commission needs resources and personnel with a sufficient knowledge of children's perceptions and children's rights, he said.

In Mr. Choate's view, "repetition, en masse misrepresentations and nonclustering" of commercials are all problems that can be interpreted as both unfair broadcast and unfair business practices. However, he said the FCC may as well have posted over its doors "Abandon hope all ye children who enter here," and cited apparent acceptance of the status quo and recent commission in 1970 to adopt strong appointments which have not indicated a strong commitment to children's concerns as evidence of the FCC's disregard of the subject.

With that in view, Mr. Choate urged the FCC to delegate to the FTC attention to matters that could conceivably fall within the jurisdiction of either body.

While the National Advertising Review Board has been put forth as a possible regulatory mechanism to oversee children's advertising, Mr. Choate said, consumers will not accept NARB as an alternative to the FTC. Many of the present "public members" of NARB are unacceptable as representatives, he said, and indicated he will push for a separate entity without "miniscule funding" in which consumers and industry are represented on a parity basis.

One final point in his testimony gave a little-known look at consumer participation in government. Consumer groups, citing lack of funds and staff, have complained of the high cost of doing business with government. And while Mr. Choate stressed that "consumer interaction with the FTC is critical for the health of both sides," he said the cost of doing "polished work" for the FTC had reached over $13,000 in six months.

---

**Ask Enzo DeDominicus at WRCH/FM, Hartford, what TM's Beautiful Music has done for him lately.**

TM Programming, Inc.

Find out what it can do for you.

Call (214) 634-8511 or see us at the NAB, Suite #1619 in the Shemrock Hilton. Good Radio is Good Business.
ian Advertising Federation, was to speak Thursday on a number of ad-related issues. The children's ad project, in which AAF is a participating member, has "protected the vehicle for a useful exchange of ideas," he said, and noted that the project "represents the first time that consumerists and industry representatives sat together at the FTC to discuss areas of interest." However, there were areas of concern that Mr. Bell pinpointed, among them: poor representation, lack of expertise, maintaining parity of all members, and the occasional lack of dialogue among the various representatives.

In other FTC ad-related activities, he said the commission's rulemaking authority lacks certain traditional procedural legal safeguards—in particular, the right of cross examination. The process for commission adoption of a rule, in which the commission accepts a rule on the basis of staff recommendations but without input from industry or consumer members, constitutes a "procedural unfairness," he said.

In the matter of affirmative disclosure in advertising, Mr. Bell warned that the FTC must be aware of "the fundamental difference between the function of advertising and that of other forms of product communication" and that different advertising media have varying capacities for accommodating copy.

Madeleine Large, president of Families Against Censored Television, West Hartford, Conn., offered a vigorous defense of the rights of advertisers to advertise as well as the rights of parents to choose the fare their children will view.

"Whenever a knight in shining armor goes by on his white horse," she said of those who would urge reforms in children's advertising, "some other poor slob has got to walk behind him with a shovel."

"There is not one fact on record anywhere to justify action by the FTC to limit or refine advertising on children's programs," he said, "nor is there a basis in her prepared research."

And she struck out at ACT's claim to speak for American parents. "We are parents," she said. "We welcome the programing . . . the endless variety . . . the toys, the games, the dolls, the bicycles . . . We welcome the competitive advertising which brings us knowledge of those choices."

The code proposed by consumer groups working on the FTC children's ad project would amount to a "plan of harassment for advertisers and viewers alike and compel full-blown censorship," she said.

Calls for a ban on sugar advertising present an unrealistic focus on one part of the body, she said, "We do not single out our teeth any more than a toe as some special part to be worshipped and adored," she said, then asked whether athletes or sneakers should be banned to protect consumers against athlete's foot. Such bans on food advertising will ultimately result in advertisers abandoning television as a major ad vehicle, she added.

Turning to the topic of corporate image advertising, she said that right was protected by the First Amendment. "We have a right to hear the side of the oil companies if they choose to tell us," she concluded.

Cosmetic advertising was the focus of prepared remarks by Joseph A. Page, professor at the Georgetown University Law School. The FTC's record in pouncing on cosmetic industry ad abuses has been "abysmal," he said, and he suggested that the FTC require more information in those ads, and act more swiftly on questionable ad substantiation submissions to counter those abuses. But, he concluded, the FTC's record over the past few years "gives no indication of any commitment to regulate cosmetics advertising." Given the FTC's "knee-jerk tendency to defer to Food and Drug Administration" in cosmetic matters, he said, "serious consideration" should be given to turning the authority for cosmetic advertising completely over to FDA.

While witnesses in the second day (last Thursday) of testimony focused primarily on advertising and consumer-related issues, witnesses at the first day of hearings (March 1) took a more general look at commission approaches to bringing litigation as well as the need to establish commission directions and priorities. Witnesses called for the FTC to move on an industrywide basis rather than selecting its activity through a "mailbag" company-by-company approach. Witnesses also cited the need for increased emphasis on antitrust investigations.

Ann Brown, of D.C. Americans for Democratic Action, urged the commission to take action on an FTC staff report recommending dissemination of more factual product information. Without such information, she said, advertising "is, in effect, a weapon used by the advertiser to control market share and restrain entry of competitors." The $64,000 question, she continued, is why is the FTC spending its time and money investigating ad claims for Toast 'Ems Pop Up cakes instead of concentrating on such areas as the breakfast food industry case or instituting reforms recommended by that staff report.

Mark Silbergeld, with Consumers Union, said the FTC's "biggest problem" is establishing policy planning priorities. He also said the ad substantiation program seems to have "greatly reduced" the number of apparently questionable ad claims, but said it may be "much more important" for the commission to develop its information disclosure programs.

Sandy De Ment of the National Consumer Congress said the FTC has had a "long honeymoon" and the time is ripe for encouraging the agency to submit quarterly reports of its activities to Congress.

Senator Frank E. Moss (D-Utah) was chairman of both hearings. The FTC is slated to respond when hearings resume March 14.

Time buys heavily in TV to take 'People' to people

Time Inc. has budgeted an estimated $1.4 million in television in an intensive 13-week campaign on behalf of its new weekly publication, People.

Compton Advertising, New York, agency for People, said it is to concentrate all commercials on Wednesday, the day the magazine is distributed, to achieve maximum reach and reinforce the identity of the publication.

For the first issue, during the week of Feb. 25, the commercial was carried on all three TV networks on Feb. 27 for a total of 23 times. For subsequent issues, the spot will run in the top-30 markets, with the commercial carried 23 times in each market on Wednesdays. A total of 105 stations are scheduled. Supplementing the spot TV effort will be two commercials each Wednesday on NBC-TV's Today and Tonight.

Business Briefs

Oil-utilities ad ban sought. Legislation which will prohibit oil and utility companies from adding advertising costs to base rates has been introduced by Representative Robert Hanrahan (R-III.). Bill (H.R. 13107), which echoes several state laws recently enacted, would amend Economic Stabilization Act to encourage companies to spend promotion money on exploration and research and development instead.

Rep appointments. WPXE(AM) Pikeville, WNYL(AM) Nicholasville and WVKY(AM) Louisa, all Kentucky; Regional Reps Corp., Cincinnati *KNEU

LARSON/WALKER & COMPANY
Brokers, Consultants, and Appraisers
Los Angeles, California Washington, D.C.
G. Bennett Larson and William L. Walker
Will be at the NAB to discuss
Sales, mergers, acquisitions, and appraisals
MARCH 16-20 THE RICE HOTEL HOUSTON

Broadcasting Mar 11 1974 83
Hot in January. Network television billings in January were at an all-time high for that month, totaling nearly $185.4 million or a 7.1% increase over January 1973. The monthly summary is being released today (March 11) by Television Bureau of Advertising and is based on estimates compiled by Broadcast Advertisers Reports.

The report shows gains in both daytime and nighttime, although weekend daytime was off slightly.

The TVB-BAR report:

<table>
<thead>
<tr>
<th>Network television time and program billing estimates by day parts and by network (add $000)</th>
<th>1973</th>
<th>1974</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$56,745.6</td>
<td>$59,690.6</td>
<td>+5.2</td>
</tr>
<tr>
<td>Monday thru Friday</td>
<td>38,698.3</td>
<td>42,093.9</td>
<td>+8.2</td>
</tr>
<tr>
<td>Saturday and Sunday</td>
<td>17,647.3</td>
<td>17,596.7</td>
<td>-1.4</td>
</tr>
<tr>
<td>Nighttime</td>
<td>116,388.3</td>
<td>125,693.5</td>
<td>+8.0</td>
</tr>
<tr>
<td>Total</td>
<td>$173,113.9</td>
<td>$186,384.1</td>
<td>+7.1</td>
</tr>
</tbody>
</table>


Delay. Meeting of code evaluation sub-committee of Federal Trade Commission's children's TV ad project has been postponed to March 21 due to scheduling conflicts with planned March 12 date. Subcommittee is set to explore industry reaction to consumer guidelines proposed in January (Broadcasting, Jan. 28).

Hot in January. Network television billings in January were at an all-time high for that month, totaling nearly $185.4 million or a 7.1% increase over January 1973. The monthly summary is being released today (March 11) by Television Bureau of Advertising and is based on estimates compiled by Broadcast Advertisers Reports.

The report shows gains in both daytime and nighttime, although weekend daytime was off slightly.

The TVB-BAR report:

<table>
<thead>
<tr>
<th>Network television time and program billing estimates by day parts and by network (add $000)</th>
<th>1973</th>
<th>1974</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$56,745.6</td>
<td>$59,690.6</td>
<td>+5.2</td>
</tr>
<tr>
<td>Monday thru Friday</td>
<td>38,698.3</td>
<td>42,093.9</td>
<td>+8.2</td>
</tr>
<tr>
<td>Saturday and Sunday</td>
<td>17,647.3</td>
<td>17,596.7</td>
<td>-1.4</td>
</tr>
<tr>
<td>Nighttime</td>
<td>116,388.3</td>
<td>125,693.5</td>
<td>+8.0</td>
</tr>
<tr>
<td>Total</td>
<td>$173,113.9</td>
<td>$186,384.1</td>
<td>+7.1</td>
</tr>
</tbody>
</table>


Delay. Meeting of code evaluation sub-committee of Federal Trade Commission's children's TV ad project has been postponed to March 21 due to scheduling conflicts with planned March 12 date. Subcommittee is set to explore industry reaction to consumer guidelines proposed in January (Broadcasting, Jan. 28).

$4 million coup. SSC&B Inc., New York, has been named agency for Dixie Consumer Division of American Can Co., Greenwich, Conn., replacing Hicks & Greist, New York. Billings are about $4 million, of which an estimated $3 million is in broadcast.

Eastward. Globetrotter Communications Inc., Chicago, has opened new GCI sales division in New York. 10 Rockefeller Place, suite 511 (212) 582-6318.

Dairy group explains formula being used in test campaign

Tests indicating that a $22-million advertising campaign to sell cheese could boost dairy farmers’ gross income by almost $500 million were reported to the Association of National Advertisers by M. J. Framberger, executive vice president, American Dairy Association. He described the tests in four markets using TV as the major medium but varying expenditure levels from one market to another, which showed advertising at a rate of six cents per capita (projectable to $12 million nationally) and at nine cents per capita ($18 million) each produced a 15% increase in cheese sales, whereas a campaign at three cents per capita ($6 million) had “no measurable sales increases.”

Mr. Framberger was among the dozen speakers at an ANA research workshop in New York, which also heard a call for a search to find “new media in whatever form or wherever they might develop.” The call came from Malcolm A. McNiven, vice president and director of planning, Coca-Cola USA. “As you are all aware,” he said, “the increasing clutter in existing media reduces the impact of every advertising message, and it’s been a long time since we’ve seen a new advertising medium.” A search for new ones “should command the attention of the best communications specialists and industry leaders,” Mr. McNiven said. In the meantime, his recommendations included greater use of cable-TV systems for research experimentation.

TV happy talk, tabloidism in San Francisco latest target of ‘60 Minutes’

CBS News’s instant documentarians pick West Coast market for dissection of popular news formats—and find that ‘straight’ news finishes last

“Happy talk” and “tabloid” local newscasts became the unhappy target Sunday (March 10) of a segment on CBS News’s 60 Minutes with Mike Wallace. The one-hour magazine format program, which on Jan. 20 pitched darts at media journalists with a slap at TV and newspaper junketing (Broadcasting, Jan. 21), took its crews to San Francisco six weeks ago to investigate the quality of news at the three TV network outlets there.

With the help of a CBS News-commissioned survey by a journalism class from the University of California at Berkeley, Mr. Wallace and producer Harry Moses broke down a week’s worth of local newscasting by the three stations and confronted station personnel with the survey’s conclusions.

KGO-tv, the ABC O&O, has San Francisco’s top-rated 11 p.m. news show, and one of the highest rated local news shows in the country, Mr. Wallace said. In one of the country’s most competitive news markets, “KGO-tv has more viewers than the other two stations combined” (and consequently brings in two-thirds more for 30-second spot commercials than the other stations).

This ratings victory stems largely from KGO-tv’s “happy talk” and “tabloid” format, Mr. Wallace concluded. In fact, 60 Minutes asserted that in a week’s time, 55% of KGO-tv’s news stories were devoted to “tabloid” subjects, which Mr. Wallace defined as “sex, crimes, fires, tear jerkers, accidents and exoticism.” 60 Minutes excerpted stories from one newscast and revealed thorough coverage of: the newest nude centerfold in Cosmopolitan magazine and Playgirl magazine, nudity on the beach, a man with a fetish about stomping on women’s insteps, and exoticism.

The KGO-tv news team is advertised as a Bonanza-like team of cowboys, “the most wanted news team,” known as “the four horsemen.” 60 Minutes gave a fleeting look at the horsemen’s banter during a newscast in which one prime story focused on a North Carolina massage parlor where a man’s “fancy” was tickled along with his arms and legs.

“Happy talk” news was invented to make bad news more palatable, Mr. Wallace said. “The latest wrinkle” in local news, he noted, is “tabloid” news—an other piece of artillery in the local news ratings war.

Interviewing KGO-tv Vice President and General Manager Russ Coughlin, Mr.
Wallace elicited a statement that "local news is for the uninformed, not the informed," and the rhetorical question: "Aren't sex, fires and violence news?"

Mr. Wallace discovered from KGO-TV "horseman that "KGO" is laughingly assumed to represent the initials for "Kickers, Guts and Orgasm." "We're not the traditional, plastic, cut-out newsmen that only read copy and aren't involved with it," Mr. Amberg said.

CBS-TV affiliate KPIX-TV was not spared. 60 Minutes determined that KPIX covered the same massage parlor and instep-stomper as KGO-TV and that KPIX, too, could boast only 45% non-"tabloid" news material in a week's worth of 11 P.M. broadcasts.

KPIX News Director Jim Van Messell told Mr. Wallace that although his ideal for a news program would be a local version of the CBS Evening News with Walter Cronkite, he is "absolutely convinced no one would watch it." KPIX. Mr. Wallace observed, "followed KGO-TV's lead in going tabloid." "You can't save souls in an empty church," replied Mr. Van Messell.

Only the NBC affiliate, KRON-TV, fared well in the 60 Minutes segment. Station Manager C. E. Cooney insisted that KRON-TV "is not going to bastardize its news for ratings.

KRON-TV's newscasts, however, pull a weak third in the San Francisco ratings race. The 60 Minutes analyses found that "fire, crime and sex" accounted for about 8% of a typical program at KRON-TV. "We don't think that so-called 'tabloid' news is a good journalism standard," Mr. Cooney declared.

The 60 Minutes segment originally started as an examination of the media consultants who advise local stations on transforming straightforward "conventional" newscasts into "action," "happy talk" and "tabloid" programs, said the segment's producer, Mr. Moses.

"But we discovered that there are 600 local stations and only two media consultants of any consequence, and the firms are not all that influential," Mr. Moses told Broadcasting. "Becoming 'tabloid' or 'happy talk' is basically the station's decisions."

Some 30 stations employ the services of the McHugh & Hoffman Inc. consultants of McLean, Va. Some 80 stations, he said, employ consultant services of Frank Magid Associates of Cedar Rapids, Iowa.

KGO-TV's 11 p.m. newscast ranked a weak third before the station hired McHugh & Hoffman as consultants in 1971; the station now holds about 50% of the city's 11 p.m. news audience. KPIX, a strong number one three years ago, now has about half KGO-TV's 11 p.m. rating; it employs no consultants. KRON-TV's late news rating is about two-fifths of KGO-TV's; last fall it hired the Magid firm as consultants.

San Francisco, Mr. Moses concluded, is a "great microcosm" of local news competitiveness. "Jim Van Messell of KPIX told me if he were producing the 60 Minutes segment he would have gone to San Francisco," because of the blatant competitiveness there, Mr. Moses said.

In the early days of television, Mr. Wallace said on 60 Minutes, "no one thought that newscasters would become highly marketable television stars, that local news would become big business. But it has. And that has triggered the dilemma: How far do you go to attract an audience?"

No-cameras edict by Douglas is overruled in Texas

Supreme Court Justice wanted to keep broadcasters from covering his speech with their equipment, but local judge cites 1st and 14th amendments

Supreme Court Justice William O. Douglass, who has— for the most part— successfully eluded broadcast cameras and microphones in his public appearances, was brought to bay last week by a Texas UHF that wouldn't take no for an answer and a Texas judge who believes the First and Fourteenth Amendments apply to broadcasting.

It happened last Tuesday (March 5) in Austin when ch. 24 KVUE won a restraining order preventing the University of Texas from enforcing its lecture contract with Justice Douglas. That contract called for $3,000 and the university's assurance that cameras and tape recorders would be barred. Judge Charles Matthews of the 200th District Court, ruling for the station, held that the contract violated the constitutional rights of free press and of equal protection under the law—the latter a reference to broadcasters being able to employ their tools (cameras, microphones, tape recorders, etc.) as print media reporters employ theirs.

KVUE won the restraining order late in the afternoon, and rushed its news crews from the courtroom to the airport in time to confront Justice Douglas upon his Austin arrival. For a time it seemed he might cancel his appearance altogether. (Indeed, Judge Matthews, in granting the restraining order, had ordered KVUE to post a $10,000 bond indemnifying the university against such a possibility and its consequences.) But Justice Douglas did go on, was filmed, and was duly reported on that night's TV and radio news in Austin. At least one other Texas station—KPRC-TV Houston— also covered the event.

KvUE's decision to force the issue was made by Tolbert Foster, the general manager, and Bob Thompson, an Austin University law student who is assistant to the station's president. Mr. Thompson was the only witness who testified at the court hearing, although news directors from KLBJ(AM), KNON(AM) and KVET(AM) Austin were ready to take the stand if necessary, as was the managing editor of Austin's American Statesman.

In discussing the matter with Austin newsmen, Justice Douglas reiterated his charge that certain of their colleagues unethically edit tapes and film in such a way as to quote inaccurately and out of context. That had been his answer earlier this year after a similar episode in Wisconsin. That time, however, the justice won—although at the expense of a Wisconsin Broadcasters Association resolution and a critical editorial in the Wall Street Journal.

Ironically, the reluctant justice recited one of his favorite themes in last Tuesday's lecture: that "The fourth branch of government has come into being in the U.S. Its name: secrecy.

Akron kidnapping plan nipped in the bud

WJW-TV newsman helps trace phone call that threatened abduction of Akron publisher, WAKR-TV general sales manager

A 43-year-old Akron, Ohio, man was arrested and charged with extortion last week after telephoning two television stations and threatening to kidnap Akron Beacon Journal Publisher Ben Maidenburg Sr. or his son, Ben Jr., who is general sales manager of WAKR-TV Akron.

George Blake is being held in the Akron jail on $10,000 bail following the incident last Monday (March 4). WAKR-TV newsman Bill Forbes said Mr. Blake called him with the kidnap threat and said he would hold Mr. Maidenburg or his son for $2 million in ransom to feed the poor of Akron.

WJW-TV Cleveland anchorman Murray Stewart said Mr. Blake had called him,
Broadcasting

Coming in Broadcasting

The Story of CATV

as it stands in 1974—two years after issuance of the FCC rules that are its present charter—will be told in the three issues revolving around the annual convention of the National Cable Television Association. The first, on April 15, will spotlight exhibits in the NCTA marketplace. The second, on April 22, will concentrate on CATV's most demanding issues. The third, on April 29, will report the industry's own view of itself, as it unfolds during the Chicago convention.

April 15
April 22
April 29

Power company marches news through Georgia

Atlanta-based utility sets up service for radio-TV stations for feeds both related and unrelated to company

Local news operations in Georgia are getting some free news and public-service programming as part of a new undertaking of the Georgia Power Co., Atlanta.

Georgia Power has set up a new broadcast section and has constructed videotape-film production and radio production studios to produce news films and radio news features.

The facilities were completed at a cost of less than $20,000 according to Jack Bain, head of the broadcast department and former news director with KEN-TV Temple-Waco, Tex. The television facilities include six video-tape units (with one-half-inch tape capability) and a number of film cameras; the radio studio has a complement of recorders, mixers and cartridge units.

Mr. Bain said that he and three staff members use the studios to produce "hard-news usable stories" for radio and TV stations. While the material is designed to be used in news broadcasts, Mr. Bain says stations can identify the source of the material either through aural lead-ins or superimposed ID's as the material is aired. Georgia Power is currently producing two news clips, 45-60 seconds in length, each month for Georgia television stations. Mr. Bain claims to have received a 95% usage figure for the material, with heaviest airing in weekend slots.

Subject matter for the features has included energy conservation measures for the home, reports on industrial expansion in Georgia and the advent of nuclear power plants in the state. Some of the features relate to Georgia Power activities, others do not, Mr. Bain says.

The company has also established an automatic actuality feed line on which broadcasters can call in to obtain news fills on items of current interest. These feeds are a maximum of 30 seconds in length, and usually take the form of quotes from company officials.

The production facilities also allow Georgia Power to generate its own broadcast commercials.

Journalism Briefs

$1,000 misunderstanding. KSLY(AM), San Luis Obispo, Calif., has been ordered by FCC to pay $1,000 fine for broadcasting editorial endorsements of political candidates on eve of general election without informing candidates of broadcast.

with the same threat and had also said he was the kidnapper of Patricia Hearst, which proved untrue.

Mr. Stewart said he notified the FBI, who traced Mr. Blake by a telephone number he gave Mr. Stewart. The number turned out to belong to a neighbor of Mr. Blake's and he was arrested at his home several hours later.

Hooftin' It. The news must go on—that was the decision of KNTV(TV) news crew when the energy crisis threatened to force a slowdown in the news gathering operations of the San Jose, Calif. station. So, substituting a hay burner for a gas burner, cameramen Guy Kline and newsmen Bob Haulman rode to all their assignments—including a story on the gas shortage—for an entire day. The horse-eye-view of the energy crisis was spurred on by the three-day shutdown of KNTV's regular gasoline station, supplier for the station's news vans.
A winless Wonder connects four times

Other major Grammy awards go to Flack, Knight and Pips, Franklin

Stevie Wonder, 26 and a hit recording artist since the age of 14, had never won a Grammy until this year. At the March 2 awards presentation in Hollywood on CBS-TV, he made up for lost time and won four. At the same time, Roberta Flack won the award for best record of the year for the second time in a row, a first in Grammy history. Her 1973 winner was Killing Me Softly with His Song. Her First Time Ever I Saw Your Face won that top honor in 1972.

Mr. Wonder was presented the award for the best male pop vocal performance for You Are the Sunshine of My Life, best pop album for Innervisions, best R&B male vocal performance for Superstition and best R&B song for that tune.

Other major awards went to Gladys Knight and the Pips who won top honors for Neither One of Us and Midnight Train to Georgia as best pop and R&B group performances, respectively. And Behind Closed Doors won awards for its performer, Charlie Rich (best country male vocal performance), and songwriter, Kenny O'Dell (best country song). Bette Midler was the best new artist of 1973.

Aretha Franklin—who was not presented her award for the best R&B female performance for Master of Eyes on the television program—took the R&B female award for the sixth straight year.

The rest of the Grammy winners:

Best pop female vocal performance: Killing Me Softly with His Song (Roberta Flack)

Song of the Year—Killing Me Softly with His Song (Norman Gimbel and Charles Fox)

Best pop instrumental performance—2001 (Eumir Deodato)

Best country female vocal performance—Let Me Be There (Olivia Newton-John)

Best country group or duo vocal performance—From the Bottle to the Bottom (Kris Kristofferson and Rita Coolidge)

Breaking In

Look for the Light—B. W. Stevenson (RCA) * Making an efficient, self-contained single is practically a lost art now among white pop acts. Only a bare minimum of singles make their money anymore and, if not for the need to service radio stations with singles and radio's dependence on singles figures in record research, most companies would probably cut them out all together.

Creedence Clearwater Revival, in its heyday, could make singles that could stand alone. And they had the good sense to know that they could throw the single in the corner when it came time to record an entire album.

But B. W. Stevenson and his producer

NEW!

Unimedia SMT/HR-9

10 MHz/Color RackMountMonitor

Designed specifically for critical camera control monitoring, the SMT-9 provides a high-resolution monochrome monitor and a single-gun color monitor on the same chassis, occupying only 10 1/4 inches of rack space. A single SMT-9 unit permits critical focus and registration adjustments of color cameras while balancing for quality color. Both monitors mount in special aluminum castings and all primary controls are on front panels.

Standard "blue gun only" feature allows convenient set-up of hue and luminance, and pulse cross display is available as an option.
Look for the Light—like Shambala, My Maria and River of Love before it—is clean, professional and maintains his level of consistency. It is another Daniel Moore song (writer of his other three records) and is slow in tempo, almost devotional.

In the main, only black performers still understand the art of making a record for radio. Singles by whites may work on the air, but usually they are designed to work within the framework of 11 or 12 other songs on an album. The music world would be no less rich if B. W. Stevenson never made another album—save a greatest hits records about three years from now.

Those stations playing Look for the Light last week included WBBM-FM Chicago; WYSL(AM) Buffalo, N.Y.; WCAR(AM) Detroit; WFSO(AM) Pinellas Park, Fla. and KXOL(AM) Fort Worth.

You Make Me Feel Brand New—The Stylistics (Avco) * To millions of R&B connoisseurs in the U.S. and Europe, the Stylistics can do no wrong. Their fans don't seem to mind that this rather old-fashioned Philadelphia group (noted for short hair and tuxedos) is treading the mill of earlier top-40 successes—such as Break Up to Make Up—with its new releases.

You Make Me Feel Brand New, an ultra-traditional Stylistics love song, is the second single off the group's Rockin' Roll Baby album. That LP's title cut followed the well-received You'll Never Get To Heaven. The five-man group continues to be one of the leading exponents of smooth dance-ball music. Airtofns Love and Russel Tomspons give this extremely bland melody a run for its money with their strong duet. The rhythm is so slow, however, that couples who love to dance to the Stylistics will be shuffling in their sleep by the time the long—4:45—song is over.

Loyal Philadelphians are listening to the song on six stations—three AM and three FM. You Make Me Feel Brand New can also be heard on at least two stations in each of the following markets: Washington, Chicago, Atlanta, Memphis and Baltimore. Other stations carrying it include WJMO(AM) Cleveland, WYOL(AM) Nashville, KDKA(AM) Grand Prairie, Tex., and KOFJ(AM) Los Angeles.

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

- BEYOND THE BLUE HORIZON, LORI CHRISTIE (Three Brothers).
- CHANGES, DAVID BOWIE (RCA).
- DANCE WITH THE DEVIL, COZY POWELL (Chrysalis).
- ECTASY, Raspberries (Capitol).
- GET THAT GASOLINE BLUES, NRBQ (Buddah).
- HAPPINESS IS ME AND YOU, GILBERT O'SULLIVAN (MAM).
- HELP ME, JONI MITCHELL (Asylum).
- HONEY, PLEASE CAN'T YA SEE, BARTY WHITE (20th Century).
- HOUSTON, GLEN CAMPBELL (Capitol).
- I JUST CAN'T GET YOU OUT OF MY MIND, FOUR TOPS (ABC/Dunhill).
- IF IT FEELS GOOD DO IT, IAN LLOYD and the Stories (Kama Sutra).
- MIDNIGHT AT THE OASIS, MARIA MULDAUR (Reprise).
- MIGHT JUST TAKE YOUR LIFE, DEEP PURPLE (WARNER BROTHERS).
- MR. NATURAL, BEE GEEs (RSO).
- MUSCLE OF LOVE, ALICE COOPER (WARNER BROTHERS).
- MUSIC EYES, HEARTSFIELD (Mercury).
- OH VERY YOUNG, CAT STEVENS (A&M).
- PEPPER BOX, PEPPERS (Event).
- RIDIN' THE STORM OUT, REO SPEEDWAGON (Epic).
- SHE, SOUTH COLT (Buddah).
- SHE'S MY LADY, DON REED (MGm).
- SIMONE, HENRY GROSS (A&M).
- SKYBIRD, NEIL DIAMOND (COLUMBIA).
- UNBORN CHILD, SEALS & CROFTS (WARNER BROTHERS).
- US AND THEM, PINK FLOYD (Harvest).
- WATCHING THE RIVER RUN, LOGGINS & MESSINA (COLUMBIA).

Tracking the 'Playlist.' The news of this week's chart: Ringo Starr has his third hit single in six months as Oh My My (24) breaks to #40 and the Spinners have yet another hit in Mighty Love, which is bottled at 27, up from 45 last week. John Denver's Sunshine (five) and Paul McCartney and Wings' Jet (10) break top 10 this week. Blue Swede's Hooked On A Feeling (12) is proving to be a fast riser on the chart. Bobby Womack's Lookin' For Love (35), Jim Croce's I'll Have To Say I Love You (39) and Billy Joel's Piano Man (40) break into the top 40 for the first time this week. Bob Dylan's newest single (backed by the Band) On A Night Like This is bottled at number 43. New records on the chart include Bachman Turner Overdrive's Let It Ride (85), Helen Reddy's Keep Singing (81), Main Ingredient's Just Don't Want To Be Lonely (55), Grand Funk's Locomotion, a remake of the Little Eva dance hit, (61), the Jackson Five's Dancing Machine (their first potential hit in more than a year) (83), Marvin Hamlisch's Music from the Sting (67), the Staple Singers' Touch A Hand, Make A Friend (71) and Three Dog Night's The Show Must Go On (75).
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Arbitron Radio audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (8) indicates upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Rank by days</th>
<th>Last week</th>
<th>This week</th>
<th>Rank by days</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1</td>
<td>Seasons in the Sun (3:24)</td>
<td>Terry Jacks—Bell</td>
<td>1 1 1 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 2</td>
<td>The Way We Were (2:29)</td>
<td>Barbra Streisand—Columbia</td>
<td>2 2 2 6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 3</td>
<td>Dark Lady (3:26)</td>
<td>Cher—MCA</td>
<td>5 4 3 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 4</td>
<td>Rock On (3:13)</td>
<td>David Essex—Columbia</td>
<td>4 5 4 4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 5</td>
<td>Sunshine (3:18)</td>
<td>John Denver—RCA</td>
<td>3 3 6 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 6</td>
<td>You're Sixteen (2:50)</td>
<td>Rare Is the Bird—Capitol</td>
<td>6 7 5 7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 7</td>
<td>Boogie Down (3:30)</td>
<td>Eddy Kendricks—Tamla</td>
<td>8 6 7 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 8</td>
<td>Love Theme (3:90)</td>
<td>Love Unlimited Orchestra—20th Century Records</td>
<td>7 9 8 10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 9</td>
<td>Mockingbird (3:45)</td>
<td>Carly Simon—Columbia</td>
<td>9 8 9 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 10</td>
<td>Jet (2:48)</td>
<td>Real Money &amp; Wings—Apple</td>
<td>10 11 10 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 11</td>
<td>Spiders &amp; Snakes (3:03)</td>
<td>Jim Stafford—MGM</td>
<td>10 11 10 13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 12</td>
<td>Hooked On A Feeling (2:54)</td>
<td>Blue Swede—EMI</td>
<td>13 12 12 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 13</td>
<td>Fines Tu (Touch The Wind) (3:12)</td>
<td>Mocedades—Tamla</td>
<td>14 13 17 14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 14</td>
<td>Last Time I Saw Him (2:45)</td>
<td>Diana Ross—MCA</td>
<td>11 13 16 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 15</td>
<td>Benny and the Jets (5:00)</td>
<td>Elton John—MCA</td>
<td>20 15 14 12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 17</td>
<td>Until You Come Back To Me (3:25)</td>
<td>Aretha Franklin—Atlantic</td>
<td>15 16 17 17</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 18</td>
<td>Let Me Be There (3:30)</td>
<td>Olivia Newton-John—MCA</td>
<td>16 18 19 19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 19</td>
<td>Love Story (2:50)</td>
<td>Anne Murray—Capitol</td>
<td>19 21 20 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 20</td>
<td>Come and Get Your Love (3:30)</td>
<td>Redbone—Epic</td>
<td>21 22 22 21</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 31</td>
<td>TSOP (3:19)</td>
<td>MFSS—Stax Int'l.</td>
<td>22 23 23 22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26 22</td>
<td>Rock &amp; Roll Hootchie Koo (2:55)</td>
<td>Rick Derringer—Blue Sky</td>
<td>26 24 18 18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 23</td>
<td>The Best Thing That Ever Happened to Me (3:45)</td>
<td>Gladys Knight &amp; The Pips—Buddah</td>
<td>22 23 23 22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46 46</td>
<td>Oh My My (3:39)</td>
<td>Ringo Starr—Apple</td>
<td>24 25 24 24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 26</td>
<td>My Sweet Lady (2:40)</td>
<td>Cliff De Young—MCA</td>
<td>25 27 26 27</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 27</td>
<td>Mighty Love (3:14)</td>
<td>Linn—Atlantic</td>
<td>30 29 26 29</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 28</td>
<td>Show and Tell (3:28)</td>
<td>Wilson—Rocky Road</td>
<td>29 28 27 28</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 29</td>
<td>Put Your Hands Together (3:05)</td>
<td>O'Jays—Phil's Int'l.</td>
<td>33 34 30 25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32 30</td>
<td>I Love (2:06)</td>
<td>Tom T. Hall—Musicor</td>
<td>27 32 31 36</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37 31</td>
<td>Energy Crisis '74 (2:00)</td>
<td>Dickie Goodman—Goodie Monday</td>
<td>31 33 28 30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33 32</td>
<td>Last Kiss (2:31)</td>
<td>Rolling Stones—Suspect</td>
<td>32 29 32 34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38 33</td>
<td>A Very Special Love Song (2:44)</td>
<td>Charlie Rich—Epic</td>
<td>20 25 37 38</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34 34</td>
<td>Abe's Dabab (2:56)</td>
<td>DeFranco Family—20th Century</td>
<td>34 41 31 34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42 35</td>
<td>Lookin' For A Love (2:37)</td>
<td>Robbie Womack—United Artists</td>
<td>43 30 35 37</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 36</td>
<td>Jim Dandy (2:38)</td>
<td>Black Oak Arkansas—Alcoa</td>
<td>36 43 33 35</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36 37</td>
<td>I Like To Live The Love (3:15)</td>
<td>B.B. King—ABC/Dunhill</td>
<td>37 31 39 40</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 38</td>
<td>Smokin' In The Boys Room (2:57)</td>
<td>Brownstone—Digital</td>
<td>35 36 38 39</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51 39</td>
<td>I'll Have To Say I Love You In A Blue Moon (3:29)</td>
<td>Jim Croce—ABC/Dunhill</td>
<td>39 37 36 41</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41 40</td>
<td>Plano Man (4:30)</td>
<td>Billy Joel—Columbia</td>
<td>41 40 40 32</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Last week</th>
<th>Time format</th>
<th>This week</th>
<th>Rank by days</th>
<th>Last week</th>
<th>Time format</th>
<th>This week</th>
<th>Rank by days</th>
</tr>
</thead>
<tbody>
<tr>
<td>43 41</td>
<td>Star (2:55)</td>
<td>Stealers Wheel—A&amp;M</td>
<td>39 38 43 44</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 42</td>
<td>The Joker (3:36)</td>
<td>Steve Miller Band—Capitol</td>
<td>44 39 41 42</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55 43</td>
<td>On A Night Like This (2:57)</td>
<td>Bob Dylan—Asylum</td>
<td>52 46 44 33</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35 44</td>
<td>Midnight Rider (3:22)</td>
<td>Gregg Allman—Capricorn</td>
<td>42 42 51 47</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 54</td>
<td>Trying To Hold On To My Woman (4:24)</td>
<td>Laron Dozier—ABC/Dunhill</td>
<td>45 44 46 45</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46 46</td>
<td>W O L D (3:56)</td>
<td>Harry Chapin—Elektra</td>
<td>47 47 48 48</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 47</td>
<td>Doo Doo Doo Doo Doo (3:25)</td>
<td>Baby Woman—Capitol</td>
<td>50 45 42 46</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Broadcasting Mar 11 1974**
Clive Davis speaks. Clive Davis, ousted last spring as president of CBS/Records Group, began college lecture tour last week at University of Pittsburgh. Full-schedule tour begins in fall, spokesman for booking agency said, it reported $1,000 per appearance. Associates of Mr. Davis said that Mr. Davis was to be president in 50% partnership with British backers, without financial expenditure, it was said.

Music talk. RKO Radio, Los Angeles, is producing hour-long special of month music-interview series for its owned stations and available in other markets. First, aired on KMSP-AM Los Angeles Feb. 24, was hour with Chicago sound; this month, Neil Diamond; April, Ringo Starr. Other artists already recorded or committed: Barbra Streisand, Temptations, Stevie Wonder, Moody Blues, Diana Ross, Three Dog Night, Elton John, Paul McCartney, Jackson Five, Carpenters, Gladys Knight, Marvin Gaye and Paul Simon. Format has artist speaking informally to audience; there is no host. Paul Drew, vice president-programming, RKO Radio, is executive producer; Harvey Mednick, assistant to Mr. Drew, is series producer.

Todd's dream and more. New Todd Rundgren single is A Dream Goes on Forever (Warner Bros.), picked at programmers request, which ships this week. Some stations have been playing it as LP cut already. New War single from album called Live is Ballerina (United Artists). And second single from Greg Allman's solo album Laid Back is Don't Mess Up a Good Thing (Capricorn). First single taken from album was top-20 hit Midnight Rider.
Larry Israel, president of the Washington Post Co., predicted last week that the FCC would reject competing applications that were filed early last year against the Post-owned WPLG-TV Miami and WJXT(TV) Jacksonville, Fla.

And despite "the heavy legal expenses" involved in fighting the challenges and "the uncertainties of the economy," Mr. Israel said that first-quarter profits of all Post-Newsweek stations this year would equal those of the first quarter of 1973 and that the broadcasting division would contribute significantly improved earnings" over the entire year.

He added that WTCI-TV Hartford, Conn.—which the Post Co. began operating last week under the new call letters WFSB-Tv in honor of the late Frederick S. Beebe, chairman of the company, who died last May—"has a great potential that hasn't been fully realized. The station earned $4 million in operating revenue last year, but we think it can go significantly beyond this figure." Mr. Israel addressed a March 4 meeting of the New York Society of Security Analysts.

A questioner asked Katharine Graham, chairman of the board of the company, who was sharing the dais with Mr. Israel, whether future acquisitions would be confined to broadcast properties and her answer was that acquisitions "will continue to cover all fields." Mr. Israel added that the company was interested in cable television because "despite all the blue-sky claims, the field has hardly had any explosive growth."

On the FCC's proposal to "preclude common ownership of newspapers and broadcasting stations in the same city," Mr. Israel said that an FCC prohibition of crossownership "would affect the company's continued operation of WTOP-TV in Washington and would necessitate swapping with another newspaper publisher similarly situated." But he said: "It is our belief that the concern with crossownership is misguided and stations should be judged on their performance or in instances of undue concentration of editorial or advertising power. Washington, in our opinion, presents no such concentration, but rather an unusual media diversity."

Asked to comment on Justice Department filing of petitions to deny renewals to newspaper-owned stations in Minneapolis, St. Paul, Milwaukee and Des Moines, Iowa, Mr. Israel remarked: "If the Department of Justice had a good
case, it would have brought an antitrust suit instead of putting pressure on the FCC to hold hearings.²

**LIN firms up plan for buying WBAP-TV**

LIN Broadcasting Corp., New York, reported last week its new financing plan for purchasing WBAP-TV Dallas-Fort Worth has been completed.

Several weeks ago LIN said it was having difficulty in securing agreement on its financing (Broadcasting, Feb. 25), but the more positive news last week was that under the new plan, a $15-million "B" bank loan will be replaced by notes payable to the sellers and bearing 6% interest. An additional $2.5 million of the $35-million purchase price will be in the same form, and the $17.5-million balance will be payable in cash at the time of closing. The notes to the sellers will be guaranteed by a bank letter of credit at a cost to LIN of 1/2%, increasing to 2 1/2% under certain circumstances.

LIN is buying WBAP-TV as part of a sale of all Carter Publications properties. Carter’s Fort Worth Sun-Telegram, two suburban newspapers and WBAP-AM-FM were sold to Capital Cities Communications Corp. for $80 million (Broadcasting, Jan. 8, 1973). Both the sales of the radio stations and the TV outlet must be approved by the FCC.

The termination date of the contract to acquire WBAP-TV is March 31, unless extended.

---

**Week’s worth of earnings reports from stocks on Broadcasting’s index**

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ameco Inc.</td>
<td>6 mo. 12/31</td>
<td>1,024,040</td>
<td>-22.2%</td>
<td>(220,669)</td>
<td>.08</td>
<td>1,534,281</td>
</tr>
<tr>
<td>Cohu Inc.</td>
<td>year 12/31</td>
<td>15,281,699</td>
<td>+34.3%</td>
<td>800,647</td>
<td>+13.2%</td>
<td>45</td>
</tr>
<tr>
<td>Grey Advertising Inc.</td>
<td></td>
<td>302,866</td>
<td>+12.8%</td>
<td>3,219,000</td>
<td>+13%</td>
<td>1,98</td>
</tr>
<tr>
<td>Gross Telecasting Inc.</td>
<td></td>
<td>6,363,524</td>
<td>+3.4%</td>
<td>1,208,185</td>
<td>+3.2%</td>
<td>1,55</td>
</tr>
<tr>
<td>International Video Corp.</td>
<td>6 mo. 1/26</td>
<td>12,910,000</td>
<td>+5.9%</td>
<td>110,000</td>
<td>.04</td>
<td>12,189,000</td>
</tr>
<tr>
<td>LIN Broadcasting Corp.</td>
<td></td>
<td>22,088,000</td>
<td>+7.9%</td>
<td>2,729,000</td>
<td>-35.3%</td>
<td>1,18</td>
</tr>
<tr>
<td>MCA Inc.</td>
<td>year 12/31</td>
<td>417,784,000</td>
<td>+25.5%</td>
<td>25,032,000</td>
<td>+23%</td>
<td>3,08</td>
</tr>
<tr>
<td>Neuhamp, Harper &amp; Steers Inc.</td>
<td></td>
<td>211,499,000</td>
<td>+14.8%</td>
<td>2,004,000</td>
<td>+12.8%</td>
<td>2,18</td>
</tr>
<tr>
<td>RSC Industries Inc.</td>
<td></td>
<td>10,785,000</td>
<td>+23.1%</td>
<td>1,037,000</td>
<td>+34%</td>
<td>.30</td>
</tr>
<tr>
<td>20th Century Fox Film Corp.</td>
<td></td>
<td>253,532,000</td>
<td>+24.7%</td>
<td>10,749,000</td>
<td>+37.7%</td>
<td>1,26</td>
</tr>
<tr>
<td>Westlinghouse Electric Corp.</td>
<td></td>
<td>5,702,310,000</td>
<td>+12.1%</td>
<td>161,928,000</td>
<td>-18.5%</td>
<td>1,82</td>
</tr>
<tr>
<td>Zenith Radio Corp.</td>
<td>year 12/31</td>
<td>1,007,200,000</td>
<td>+26.5%</td>
<td>54,799,000</td>
<td>+3.2%</td>
<td>2,90</td>
</tr>
</tbody>
</table>

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

1 Revenues from TV production and syndication were $27,392,000 in 1973 and $25,928,000 in 1972. Revenues from KMPF-TV Minneapolis were $8,634,000 in 1973, $5,881,000 in 1972. Operating costs for KMPF-TV were listed as $3,867,000 in 1973, $3,419,000 in 1972.

### Broadcasting’s index of 139 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. March 6</th>
<th>Closing Wed. Feb. 27</th>
<th>Net change</th>
<th>% change in week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARC</td>
<td>ARC</td>
<td>25 3/8</td>
<td>24 1/4</td>
<td>+1 1/8</td>
<td>+4.63</td>
</tr>
<tr>
<td>CAPITAL CITIES COMM.</td>
<td>CCB</td>
<td>N 35 3/4</td>
<td>34 1/4</td>
<td>+1 1/8</td>
<td>+4.64</td>
</tr>
<tr>
<td>CRS</td>
<td>CRS</td>
<td>34 1/8</td>
<td>32 5/8</td>
<td>+1 1/8</td>
<td>+4.59</td>
</tr>
<tr>
<td>CONCERT NETWORK</td>
<td>D</td>
<td>7/8</td>
<td>5/8</td>
<td>+1/2</td>
<td>+133.33</td>
</tr>
<tr>
<td>CDX</td>
<td>COX</td>
<td>17 1/2</td>
<td>16 1/2</td>
<td>+1/2</td>
<td>+6.01</td>
</tr>
<tr>
<td>FEDERATED MEDIA</td>
<td>O</td>
<td>5 1/2</td>
<td>5 1/2</td>
<td>+1/2</td>
<td>+2.00</td>
</tr>
<tr>
<td>GRASS TELECASTING</td>
<td>GGG</td>
<td>A 12 3/4</td>
<td>13 1/4</td>
<td>-1 1/4</td>
<td>-3.77</td>
</tr>
<tr>
<td>LIN</td>
<td>LIN</td>
<td>5 7/8</td>
<td>4 3/4</td>
<td>+3/4</td>
<td>+23.48</td>
</tr>
<tr>
<td>MOONEY</td>
<td>MOON</td>
<td>2 7/8</td>
<td>2 5/8</td>
<td>+1/4</td>
<td>+9.52</td>
</tr>
<tr>
<td>PACIFIC &amp; SOUTHERN</td>
<td>PSOU</td>
<td>D 5 1/2</td>
<td>5 1/2</td>
<td>+1/2</td>
<td>1.75</td>
</tr>
<tr>
<td>RAHIL</td>
<td>RAHL</td>
<td>D 17 1/4</td>
<td>16 1/4</td>
<td>+1/2</td>
<td>+9.37</td>
</tr>
<tr>
<td>SCRIPS-HOWARD</td>
<td>SCRP</td>
<td>D 17 1/4</td>
<td>16 1/4</td>
<td>+1/2</td>
<td>+9.37</td>
</tr>
<tr>
<td>STARR</td>
<td>SBR</td>
<td>A 1/8</td>
<td>1/8</td>
<td>+1/8</td>
<td>+2.56</td>
</tr>
<tr>
<td>STORER</td>
<td>SBK</td>
<td>N 15</td>
<td>14 5/8</td>
<td>+3/8</td>
<td>1.27</td>
</tr>
<tr>
<td>TAP</td>
<td>TPA</td>
<td>D 21 1/8</td>
<td>18 1/4</td>
<td>+3/4</td>
<td>+18.05</td>
</tr>
<tr>
<td>MOTOR COMP.</td>
<td>MCT</td>
<td>D 3/4</td>
<td>3/4</td>
<td>+1/8</td>
<td>+5.89</td>
</tr>
</tbody>
</table>

### Broadcasting with other major interests

**ADAMS-RUSSELL**

| AAR          | A     | 2 1/8            | 2 1/8                | +0 0/8     | +3.33           |
| AVCO         | AV    | 7 3/4            | 7 1/2                 | +1/2       | -3.33           |
| BARTELL MEDIA | BMC | N 1 3/4          | 1 3/4                 | -1/2       | -8.33           |
| JOHN ALAIR   | BJ    | 7 3/4            | 7 1/2                 | -1/2       | 1.44            |
| CAMPTOWN INDUSTRIES | O    | 3/8              | 3/8                   | +0 0/2     | 1.138           |
| CHIPS-CRIFT  | CCH   | 3/12             | 3/14                  | +1/2       | +7.69           |
| COMBINED COMM. | CCA | A 11 5/8         | 11 5/8                | +1/4       | +10.68          |
| COMLETS      | CWE   | 6 3/8            | 6 1/4                 | +1/4       | +2.00           |
| DUN & RADSTREET | DWR | N 33 1/8         | 32 1/2                | +1/6       | 23.09           |
| FAIRFIELD INDUSTRIES | FEN | N 6 3/8        | 5 7/8                  | +1/8       | 24.93           |
| FGEOA        | FGA   | 9 5/8            | 8 7/8                 | +3/4       | +3.96           |
| GENERAL TIRE | GYN   | 16 1/4           | 15 3/4                | +1/2       | +11.46          |
| GLOBAL TRADER | GLTRA | D 3/4           | 3/7                   | +0 0/4     | 11.04           |
| GRAY COMMUNICATIONS | O | 6 1/2             | 3                     | -3         | -31.57          |
| HART-MANS    | HHN   | 8 1/4            | 9                     | -3/4       | -8.33           |
| JEFFERSON-FILDY | JP | N 32 5/8        | 32 1/2                | +1/8       | +3.84           |
| KAISER INDUSTRIES | KI    | A 8              | 7 5/8                 | +3/8       | +4.91           |
| KANSAS STATE NET.* | KSN | N 3 5/8         | 3 1/4                  | +1/8       | +2.91           |
| KINGSTIP     | KTP   | 5 4 7/8          | 5 4 1/2               | +1/8       | 2.94            |
| LAMB COMMUNICATIONS | L | P 1 1/4          | 1 1/4                  | -3/4       | 3.45            |
| LEE ENTERPRISES | LNT | D 12 5/8    | 12 7/8                 | -1/4       | -1.25           |

**Total stocks on p. 777**
John Edgerton, program operations manager, wbtv(tv) Charlotte, N.C., named broadcast operations manager. Gary Kneisley, station manager, WPVL-(AM) Painesville, Ohio, assumes additional duties as group operations manager. WPVL, WQOK-AM-FM Lancaster, Ohio, and (assuming FCC approval of pending acquisition) WFKY(AM)-WKYW-(FM) Frankfort, Ky.

Timothy J. Bennett, director, advertising and sales promotion, Kudu-AM-FM-TV Colorado Springs, named promotion director, wirti-TV Milwaukee.

Mary Davis, freelance writer, named promotion manager, WFAA-TV Dallas.

Gene F. Jankowski, VP, sales, CBS-TV Stations, appointed VP, finance and planning for stations division.

Steve Rozov, director, public affairs, WAWY-TV Portsmouth, Va., assumes additional duties as promotion director.

Jean-Louis Arcand, public affairs director, Quebec region, Post Office Department, Canada, appointed director, corporate relations, Canadian Broadcasting Corp., Ottawa.

Franklin Tooko, VP, Westinghouse Broadcasting Co., Philadelphia, enters semi-retirement this month. He will continue with Westinghouse as executive consultant.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed. March 9</th>
<th>Closing Wed. Feb. 27</th>
<th>Net change</th>
<th>% change in week</th>
<th>1973-1974 High</th>
<th>1973-1974 Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCA ELECTRONICS*</td>
<td>CCE</td>
<td>O 7/8</td>
<td>3/4 + 1/8 + 16.66 3</td>
<td>2/4 1</td>
<td>881 770</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONDU ET INC.</td>
<td>CDH</td>
<td>A 3 5/8</td>
<td>3 5/8 0.07 17/8 2 5/8 7 1.542 5 589</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONRAD</td>
<td>GAX</td>
<td>N 19 3/4</td>
<td>18 1/2 + 1/4 + 16.65 3 7/8 13 1/4 10 1.261 24904</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GENERAL ELECTRIC</td>
<td>GE</td>
<td>N 56</td>
<td>57 3/4 - 1 3/4 - 3.03 75 7/8 53 7/8 18 182368 10 2111488</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRASS VALLEY GROUP</td>
<td>GVG</td>
<td>A 10 3/4</td>
<td>10 3/4 0 16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HARRIS-INTERTYPE</td>
<td>H1</td>
<td>N 30 1/2</td>
<td>29 1/2 + 1 + 3.38 49 1/4 24 1/2 10 6.277 198923</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTERNATIONAL VIDEO</td>
<td>TVP</td>
<td>D 5</td>
<td>5 1/4 - 1/4 - 4.76 14 3/4 3 3/4 13 2.741 13705</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAGNAVOX</td>
<td>MAG</td>
<td>N 7 7/8</td>
<td>7 3/4 + 1/8 + 1.61 29 5/8 6 1/4 16 17 806 140222</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3M</td>
<td>MMM</td>
<td>N 77</td>
<td>76 7/8 + 1/8 + 1.16 91 5/8 71 1/4 29 113 054 8 705158</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOTOROLA</td>
<td>MDT</td>
<td>N 48 1/2</td>
<td>44 1/2 + 4 + 8.98 68 3/4 41 1/4 17 27 740 1345590</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAK INDUSTRIES</td>
<td>ITD</td>
<td>N 12 1/2</td>
<td>12 1/2 0.00 20 1/2 9 1/2 9 1.639 19668</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RCA</td>
<td>RGA</td>
<td>N 20 1/4</td>
<td>20 1/4 + 1/4 + 1.25 39 1/8 16 1/2 9 74 515 1508928</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROCKWELL INTL.</td>
<td>RDX</td>
<td>D 26 1/2</td>
<td>25 1/2 + 1 + 3.92 32 5/8 23 1/8 6 27 245 721992</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RSC INDUSTRIES</td>
<td>RSC</td>
<td>A 1 5/8</td>
<td>1 3/8 + 1/4 + 18.16 2 1/2 1 1/8 10 3.018 6519</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SONY CORP</td>
<td>SNE</td>
<td>N 29 1/4</td>
<td>27 1/8 + 2 1/8 + 7.83 57 1/4 21 1/4 23 66250 1937812</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TEKTRONIX</td>
<td>TKT</td>
<td>N 43 1/2</td>
<td>40 + 3 1/2 + 8.75 56 5/8 29 7/8 19 8 179 355786</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TELEMAKERS</td>
<td>TIM</td>
<td>D 2 1/8</td>
<td>2 1/8 0.00 4 3/4 1 1/2 1 1.050 2231</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TELEPRO INDUSTRIES*</td>
<td>TPI</td>
<td>D 6</td>
<td>6 0.00 1/4 38 475 2850</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VARIAN ASSOCIATES</td>
<td>VAR</td>
<td>N 12 1/2</td>
<td>11 1/8 + 1 3/8 + 12.35 19 1/2 9 5/8 12 6.617 827112</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZENITH</td>
<td>ZE</td>
<td>N 30 1/4</td>
<td>29 5/8 + 5/8 + 2.10 56 25 10 18 888 571362</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Standard & Poor's Industrial Average 109.51 107.54 1.97

* P/E ratio computed with earnings-per-share figures as company's last published fiscal year. No annual earnings figures are available.
No P/E ratio is computed; company registered net losses.

Fates & Fortunes

Media

Wright M. Thomas, director of treasury operations, INA Corp., New York-based insurance company, named VP, Park Broadcasting Inc., Ithaca, N.Y., group broadcaster.

William R. Hirshey, general manager, KUH-TV Joplin, Mo., named general manager, KTSR(tv) Topeka, Kan.

John Edgerton, program operations manager, wbtv(tv) Charlotte, N.C., named broadcast operations manager.

Gary Kneisley, station manager, WPVL-(AM) Painesville, Ohio, assumes additional duties as group operations manager. WPVL, WQOK-AM-FM Lancaster, Ohio, and (assuming FCC approval of pending acquisition) WFKY(AM)-WKYW-(FM) Frankfort, Ky.

Timothy J. Bennett, director, advertising and sales promotion, Kudu-AM-FM-TV Colorado Springs, named promotion director, wirti-TV Milwaukee.

Mary Davis, freelance writer, named promotion manager, WFAA-TV Dallas.

Gene F. Jankowski, VP, sales, CBS-TV Stations, appointed VP, finance and planning for stations division.

Steve Rozov, director, public affairs, WAWY-TV Portsmouth, Va., assumes additional duties as promotion director.

Jean-Louis Arcand, public affairs director, Quebec region, Post Office Department, Canada, appointed director, corporate relations, Canadian Broadcasting Corp., Ottawa.

Franklin Tooko, VP, Westinghouse Broadcasting Co., Philadelphia, enters semi-retirement this month. He will continue with Westinghouse as executive consultant.

Broadcast Advertising


Lawrence K. Maloney, VP and national sales manager, WNEW-tv, New York, named VP-local sales manager.
Robert T. Fennimore, national sales manager, WOR-TV New York, named to newly created post of New York sales manager. Replacing him as national sales manager is Peter J. Mitchell, with sales staff at WOR-TV.

William E. Ross, senior VP and executive creative director, J. Walter Thompson Co., Chicago, named executive VP, John Serrano, assistant general manager, KTLA-TV Los Angeles, named director of operations for Lions sales group of Telerep, New York and Tom Belviso, VP and general sales manager, ABC Television Spot Sales, appointed director of operations for Tigers sales group, Telerep.

Dan Kelly, director of creative services for MMT Sales, New York, has rejoined Telerep as one of three directors of research.

John R. Jones, manager, Metro TV Sales, Los Angeles, elected VP.

Nat Waterston, business manager, creative department, Doyle Dane Bernbach, New York, named VP.

Carter S. Jones, VP-Southern sales manager, Bernard Howard and Co., Atlanta, leaves to establish Carter S. Jones Agency, 1800 Peachtree Road, N.W., Atlanta 30309. New rep firm will be affiliated with Globetrotter Communications, New York, and Chicago.

Dan Perry, media director, Kenyon & Eckhardt, Chicago, elected VP.


Robert J. Syers, with sales staff, ABC-FM Spot Sales Inc., New York, named national director, sales/marketing.

Michael W. Kaufman, with sales staff, Storer Television Sales, New York, named national sales manager, WTTV Milwaukee, Storer station.

Dick Meeder, local sales manager, WXIA-TV Atlanta, named general sales manager.

David Wiehe, with sales staff, WMEE-AM, WMER-FM Fort Wayne, Ind., named local sales manager, WCZU-AM Grand Rapids, Mich. All stations are owned by Pathfinder Communications.

Bob Ubaldo, research manager, NBC Group, Blair Television, New York, joins MMT Sales Inc., also New York, as director of research.

David Habisch, marketing director, WLW (AM) Cincinnati, named national sales manager.

Walter Steffen, with sales staff, WMEF-AM-WMEF-FM Fort Wayne, Ind., named assistant sales manager.

Robert J. Maley, with sales staff, WKBO-AM Harrisburg, Pa., named sales manager.

Programing

Mark Massari, manager, program development, NBC, named manager, motion pictures for TV, that network, reporting to Joel Katz, director of NBC's motion pictures for TV department, Los Angeles.

Charles Fries, executive VP-production, Metromedia Media Producers Corp., New York, leaves MFC April 15, returning to own firm, Alpine Productions, Los Angeles. At MPC his duties are assumed by Art Stolnitz, senior production VP, and Peter Engel, national sales VP.

Ken Collier, former program director, WSOV (AM) Charlotte, N.C., named program director, WINZ (AM) Miami.

William J. Lotzer, supervisor of TV directors, WGN-TV Chicago, named production manager.

William G. Rhodes, formerly vice president-syndication, Brut Productions, named director-special projects, Rhodes Productions, Los Angeles.

Bermuda Schwartz, public relations director, Mutual Broadcasting System, Washington, joins Magna Verde Productions, New York, as director of public relations and promotion.


Broadcast Journalism


Harold Greene, news director-anchor, WOR-TV New York, named assistant news director.

Hal German, with news department, WBOC-AM Carlisle, Pa., named assistant news director, WBBO-AM Harrisburg, Pa. Thelma Barnett, Harrisburg area school district, State of Pennsylvania, named public affairs director, WBOO.

Laurie Jaye Kennedy, with news department, WAGA-TV Mobile, Ala., joins WFTV-TV Orlando, Fla., as reporter.

Duff Thomas, media consultant in Senate Washington, joins news department of Mutual Broadcasting System in Washington as correspondent.

Cindy Felong, with news staff, WRIF-FM Detroit, joins WBAX-FM also Detroit in similar capacity.

Cable

John Saeman named president and chief executive officer, Daniels Properties, cable TV ownership, system management and consulting firm, Denver (Broadcasting, March 4). Mr. Saeman joined Daniels Properties in 1965 and three years later established company's West Coast office in Los Angeles, handling sales and consultancy work.
Carmen DiLegge, manager, Cox Cable's system in North Adams, Mass., named Northeast regional manager.

James D. McTurner, chief technician, Continental Cablevision of Ohio Inc., appointed manager and chief technician of company's Athens, Ohio, system.

Equipment & Engineering

Henry H. Klerx, manager, broadcast planning, RCA Broadcast Systems, Moorestown, N.J., appointed manager, control equipment engineering and product management, newly formed group within RCA Broadcast Systems.

William H. Euloe, chief engineer, KFDX-TV Wichita Falls, Tex., assumes additional duties as director of engineering, for licensee Clay Communications Inc.

Edward Mullen, design engineer, Ampro Corp., Willow Grove, Pa., named director of engineering.

Gene W. Duckworth, division VP, equipment marketing and distribution, RCA Corp., Harrison, N.J., elected division VP-general manager, tube division. Joseph H. Calgrove, division VP and general manager, entertainment-tube division, given additional duties of distribution, warehousing, traffic, market research, advertising, sales promotion and international sales for all electronic components.

For the Record

As compiled by Broadcasting, Feb. 25 through March 1 and based on filings, authorizations and other FCC actions.


New TV stations

Actions on motions

Existing TV stations

Action on motion
- Administrative Law Judge Frederick W. Demlin in High Point, N.C. (Southern Broadcasting Co. [WQHR-TV] and Furniture City Television Co.), TV proceeding, granted permit by Southern to amend its application to indicate that call sign will be WQHR instead of WGBR (FM) (Docket 19906-7). Action Feb. 20.

Call letter applications
- KHOL-TV Albion, Neb.—Seeks KCKA-TV.
- KHOL-TV Kearney, Neb.—Seeks KHOL-TV.
- KHTL-TV Superior, Neb.—Seeks KSNB-TV.

Call letter action
- KRNT-TV Des Moines, Iowa—Granted KCCI-TV.

New AM stations

Applications
- Brush, Colo.—Pettit Broadcasting Co. seeks 5000 kHz, 5 kw-D. P.O. address: 2761 E. 93rd Place, Denver 80229. Estimated construction cost $19,300; first-year operating cost $20,000. Principals: Claud M. and Margaret E. Pettit (50% each). Mr. and Mrs. Pettit are part-owners and president and secretary, respectively, of Douglas Broadcasting, which owns KDWY(D) Douglas, Wyo. Ann. Feb. 19.
- Perry, Fla.—His World Inc. (nonprofit) seeks 1400 kHz, 25 kw-N, 1 kw-D. P.O. address: Box 147, Perry 32347. Estimated construction cost $43,000; first-year operating cost $32,000. Principals: John A. Turpin et al. Mr. Turpin is president of His World and operates Christian Counseling Clinic in Miami, Ariz. Ann. Feb. 19.

Deaths

E. Weaks McKinney-Smith, 49, founder of WDXR-AM-TV Paducah, Ky., died Feb. 21 of heart attack in New York. He is survived by his wife, Sarah, two daughters and one son.

Eric Layton, 58, staff engineer of David Sarnoff Research Center, Princeton, N.J., died Feb. 26 in Geneva while attending International Radio Consultative Committee meeting in behalf of U.S. Department With RCA for 20 years, he specialized in television transmitters, tape recorders and color TV. Survivors include his wife, Victoria, and two daughters, Victoria and Janet Bascomb.

dena, Calif., computer-based broadcast management system firm, in New York office as general sales executive. He formerly was executive director of Institute of Broadcasting Financial Management and before that with BROADCASTING. James Sonheim, VP, Stark Communications Inc., New York, appointed Eastern radio sales manager, Compuneet, New York office.
Summary of broadcasting According to the FCC, as of Jan. 31, 1974

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air STA</th>
<th>CP's</th>
<th>Total on air</th>
<th>Not licensed</th>
<th>CP's</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4,275</td>
<td>2</td>
<td>17</td>
<td>4,304</td>
<td>82</td>
<td>4,405</td>
<td></td>
</tr>
<tr>
<td>Commercial FM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,447</td>
<td>0</td>
<td>0</td>
<td>2,447</td>
<td>6</td>
<td>2,453</td>
<td></td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>505</td>
<td>1</td>
<td>7</td>
<td>512</td>
<td>3</td>
<td>515</td>
<td></td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>191</td>
<td>0</td>
<td>0</td>
<td>191</td>
<td>0</td>
<td>191</td>
<td></td>
</tr>
<tr>
<td>Total commercial TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>696</td>
<td>1</td>
<td>10</td>
<td>707</td>
<td>45</td>
<td>752</td>
<td></td>
</tr>
<tr>
<td>Educational FM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>615</td>
<td>0</td>
<td>29</td>
<td>644</td>
<td>91</td>
<td>735</td>
<td></td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>0</td>
<td>0</td>
<td>58</td>
<td>0</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>128</td>
<td>0</td>
<td>14</td>
<td>142</td>
<td>1</td>
<td>143</td>
<td></td>
</tr>
<tr>
<td>Total educational TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>216</td>
<td>0</td>
<td>17</td>
<td>233</td>
<td>5</td>
<td>240</td>
<td></td>
</tr>
</tbody>
</table>

* Special temporary authorization

Cell letter action
| KRSA Salina, Kan.—Granted KKEE. |

New FM stations

Applications


- **Key West, Fla.—David, W. and William A. Freeman.** Seek 107.1 mhz, 0.5 kw. HAAT 96 ft. P.O. address 513 Southard Street, Key West 33040. Estimated construction cost $232,000; first-year operating cost $10,000; revenue $40,000. Messrs. Freeman (50% each) are both insurance agents in Key West. David Freeman owns account- ing and real estate businesses. Action Feb. 19.

- **Columbus, Ga.—Chattahoochee Valley Public Radio.** Seeks 90.3 mhz, 0.1 kw. HAAT 16 ft. P.O. address: 1115 14th St., Columbus, 31901. Estimated construction cost $42,461; first-year operating cost $3,135; revenue none. Principals: Spurgeon A. Glenn Jr. Glenn is assistant to mayor of Columbus. Action Feb. 22.

- **Superthon, Ga.—Central Broadcasting Co.** Seeks 1,000 khz, 1 kw. D.P. address: Route 3, Tippett Road, Vidalia, Ga. 30474. Estimated construction cost $46,195; first-year operating cost $2,248; revenue $67,160. Principals: H. Fred Tippett (100%). Mr. Tippett is representative with National Farmers Organization. Action Feb. 4.

- **Matson, Ill.—Community College District #317.** Seeks 92.1 mhz, 0.1 kw. P.O. address: 111 North West St., Mattoon, IL 61938. Estimated construction cost $17,520; first-year operating cost $4,561; revenue $62,000. Messrs. Benj. M. Graziano and Edward M. Ehrlich own and manage WIBF-FM. Action Feb. 21.

- **Crowley, La.—Southwest Louisiana Radio Broadcasters.** Seeks 88.7 mhz, 0.5 kw. HAAT 45 ft. P.O. address: Route 1, Box 135B, Crowley, 70726. Estimated construction cost $81,600; first-year operating cost $91,000; revenue $97,900. Principals: W. A. Bailey, Charles W. Chesser (50%) Lawrence J. Scelzo, and Malcom S. Trosclair (17.1%). Messrs. Chesser and Trosclair have varied business interests in Lafayette and Lake Charles, both Louisiana. Mr. Trosclair is engineer with KLIN-TV Lafayette. Action Feb. 8.

- **Butler, Mo.—Bates County Broadcasting Co.** Seeks 105.5 mhz, 3 kw. HAAT 146 ft. P.O. address: Box 191, 701 E. Main St., Butler, Mo. Estimated construction cost $5,660; first-year operating cost $3,800; revenue $4,200. Principals: B. D. Thornton (100%). Mr. Thornton owns and manages KMAM (AM) Butler. Action Feb. 13.

- **Missoula, Mont.—Scottie Broadcasting Co.** Seeks 101.1 mhz, 2.8 kw. HAAT 340 ft. P.O. address: Box 2277, 205 Brooks Street, Missoula, 59801. Estimated construction cost $2,535; first-year operating cost $18,000; revenue $20,000. Principals: W. L. Holter (75%) and Gene S. Peterson (25%). Messrs. Holter and Peterson own and operate KLAN and KYLT (AM) Missoula, both Montana. Mr. Holter also owns KTLE (FM) Glasgow, Mont. Action Feb. 13.


- **Belcourt, N.D.—Conite School Board.** District #27, Rolette county, seeks 90.9 mhz, 19 kw. HAAT 364 ft. P.O. address: Box 150, Belcourt, 58316. Estimated construction cost $67,250; first-year operating cost $45,200; revenue none. Principals: Fay Albert is president of school board. Action Feb. 19.

- **Media, Pa.—Barry Reiman.** Seeks 100.3 mhz, 30.35 kw. HAAT 318 ft. P.O. address: Cedarbrook Hill, Media, Pa. Estimated construction cost $69,200; first-year operating cost $40,000; revenue $25,000. Principals: Mr. Reiman is an announcer with WIBF (FM) Jenkintown, Pa. Action Feb. 11.

- **Suffolk, Va.—Metro Communications Corp.** Seeks 106.9 mhz, 100 kw. HAAT 840 ft. P.O. address: 415 St. Paul’s Blvd., Norfolk, Va. 23510. Estimated construction cost $523,525; first-year operating cost $62,000; revenue $70,000. Principals: L. E. Willits (55%); L. W. Willits Jr. (25%) and Horntes E. Willits (20%). Mr. Willits is president of Norfolk Press, Inc. in Norfolk and Atlantic City. N.J. Action Feb. 21.

- **Minocqua, Wis.—Lakeland Communications Inc.** Seeks 88.7 mhz, 3 kw. HAAT 230 ft. P.O. address: Box 584, Minocqua, 54548. Estimated construction cost $4,339; first-year operating cost $2,450; revenue $600. Principals: Mr. and Mrs. W. F. Yescheck and Rudy Benkowitz (11%) each, et al. Mr. Ames is attorney in Milwaukee; Messrs. Yescheck and Benkowitz are in real estate sales in Minocqua. Action Feb. 21.

Please send

Broadcasting
The newsmaker of broadcasting and allied arts

SUBSCRIBER SERVICE:
| 3 years $60 |
| 2 years $45 |
| 1 year $25 |

Canada Add $4 Per Year
Foreign Add $7 Per Year

1974 Cable Sourcebook $10.00 (If payment with order)
1974 Yearbook $17.50 (If payment with order: $15.00)

State Payment enclosed
Bill me

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

ADDRESS Change: Print new address above and attach label from recent issue, or print old address including zip code. Please allow three weeks for processing; mailing labels are addressed one or two issues in advance.
Action on motion

Other actions
* Review board in Midland, Mich., FM proceeding, granted request by Broadcast Bureau for extension of time to May 12 to file comments in a proceeding involving mutually exclusive applications of Paten and Wolverine Radio Co. in same proceeding, March 11, 1971, Hearing was set for March 11 (Docket 19813-5). Action Feb. 15.

* Review board in Virginia Beach, Va., granted application of Payne of Virginia Inc. for CP for 94.9 MHz in Chesapeake, Va., F. O. B. Crabtree Road, Chesapeake, Va. 23322. Estimated construction cost, 10,000; power operating cost 20,000; revenue $30,000. Proceeds will be deposited in the Corporation's Petition Fund. Action Feb. 16.

* WMEF(FM) Lake Forest, Ill.—Broadcast Bureau granted license covering new station (BLED-112). Action Feb. 16.

* WJCN(FM) Normal, Ill.—Broadcast Bureau granted license covering new station (BLED-112). Action Feb. 16.


* KUJR(FM) Missoula, Mont.—Broadcast Bureau granted license covering changes; ERP 74 kw; ant. height 2,510 ft. (BLED-1186). Action Feb. 22.

* KSBN(FM) Santa Fe, N.M.—Broadcast Bureau granted license covering changes; ERP 29.5 kw; ant. height 130 ft. (BLH-6041). Action Feb. 22.


* KRLT-FM Houston—Broadcast Bureau granted license covering changes; ERP 74 kw; ant. height 790 ft. (BLED-6072). Action Feb. 22.

Action on motion
* Acting Chief Administrative Law Judge Lenore G. Ehret in Marathon, Fla. (Docket 23645), FM proceeding, granted motion of respondents to identify as a proceeding under the jurisdiction of the Corporation's Petition Fund. Action Feb. 15.


* KYEE(FM) Livermore, Calif.—Seeks KKIQ(FM). Action Feb. 15.


* KPLD(FM) Branson, Mo.—Seeks KIRK-FM. Action Feb. 15.


Ownership changes
Application
* WCCW-TV Marion, Ga.—Seeks assignment of license from WTVY Inc. to Bibb Television Inc. for $800,000. Seller: Charles E. Woodruff (100%). Buyers: Mr. G. M. T. Howard (99.9%), Mr. C. W. Edwards (9.9%). Action Feb. 15.

* KEVO-FM Denison, Tex.—Seeks assignment of license from KTXT-FM to WDFM-FM for $150,000. Seller: KTXT-FM (100%). Buyer: WDFM-FM (100%). Action Feb. 15.


* WDFS-FM Dothan, Ala.—Seeks assignment of license from WDFM-FM to WDSO-FM for $28,000. Seller: WDFM-FM (100%). Buyer: WDSO-FM (100%). Action Feb. 15.

* KJTH-FM Houma, La.—Seeks assignment of license from KTVL-FM to WSHV-FM for $30,000. Seller: WSVN-FM (100%). Buyer: WSHV-FM (100%). Action Feb. 15.

* WSQQ-FM Corpus Christi, Tex.—Seeks assignment of license from KSAN-FM to KSDM-FM for $30,000. Seller: KSAN-FM (100%). Buyer: KSDM-FM (100%). Action Feb. 15.

* WAOX-FM Waycross, Ga.—Seeks assignment of license from KXOT-FM to WAJD-FM for $25,000. Seller: KXOT-FM (100%). Buyer: WAJD-FM (100%). Action Feb. 15.

* WSYH-FM New Carrollton, Md.—Seeks assignment of license from WYMP-FM to WGN-FM for $30,000. Seller: WYMP-FM (100%). Buyer: WGN-FM (100%). Action Feb. 15.

* WDCO-FM Dunkirk, N.Y.—Seeks assignment of license from WJW-FM to WDCO-FM for $30,000. Seller: WJW-FM (100%). Buyer: WDCO-FM (100%). Action Feb. 15.

* WUFT-FM Gainesville, Fla.—Seeks assignment of license from WJXT-FM to WUFT-FM for $30,000. Seller: WJXT-FM (100%). Buyer: WUFT-FM (100%). Action Feb. 15.

Existing FM stations
Final actions
* KWKX-FM Seary, Ark.—Broadcast Bureau granted license covering changes; ERP 185 kw; ant. height 200 ft. (BLH-6036). Action Feb. 22.

* KABL-FM San Francisco—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 570 ft. (BLH-6036). Action Feb. 22.


* WKS(FM) Hartford-Meriden, Conn.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 570 ft. (BLH-6036). Action Feb. 22.

* KPGI-FM Portland, Ore.—Broadcast Bureau granted license covering changes; ERP 185 kw; ant. height 790 ft. (BLH-6036). Action Feb. 22.

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Chester Ave.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
1334 G St. N.W., Suite 500
Washington, D.C. 20005
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
927 Munsen Bldg.
(202) 785-6111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St. N.W.
Washington, D.C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telester Ct.
Washington, D.C. 20005
Member AFCCE

LOHNE & CULVER
Consulting Engineers
1156 15th St., N.W.
Washington, D.C. 20005
(202) 294-3282
Member AFCCE

Kear & Kennedy
Associates
1302 12th St., N.W.
Washington, D.C. 20003
(202) 785-2200
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
Box 7004
DALLAS, TEXAS 75209
(214) 651-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 6-6966
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
2059 K Street, N.W.
Washington, D.C. 20006
(202) 527-8735
(301) 770-2470
(202) 223-4664
Member AFCCE

Hammett & Edison
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY, MISSOURI 64114

Jules Cohen & Associates
Suite 716, Associations Bldg.
1145 19th St., N.W.
Washington, D.C. 20005
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: (216) 526-6386
Member AFCCE

VIR N. JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
243 Colorado Blvd.–80206
(303) 332-5562
DENVER, COLORADO
Member AFCCE

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

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULANEY
CONSULTING RADIO ENGINEERS
9616 Pinkeye Court
Potomoc, Maryland 20854
301-299-3900
Member AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hotkin Street
Lufkin, Texas 75901
634-9958
632-2821

JOHN J. DAVIS
Consulting Engineers
Applications & Field Engineering
Turnkey Installations–Radio & TV
P.O. Box 544
Sierra Madre, Calif. 91024
(213) 355-8808

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3117–Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE

Commercial Radio Monitoring Co.
Precision Frequency Measurements, AM-FM-TV
Monitors Repair & Certified
183 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 254-2777

Cambridge Crystals
Precision Frequency Measuring Service
Specialists for AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

John J. Davis
Consulting Engineers
Applications & Field Engineering
Turnkey Installations–Radio & TV
P.O. Box 544
Sierra Madre, Calif. 91024
(213) 355-8808

Spot your firm's name here
To be seen by 120,000* readers—among them, the decision making sta-
tion owners and managers, chief engi-
ners and technicians—applicants for
am fm tv and facsimile facilities.
1970 Readership Survey showing 3.2
readers per copy.

*1970 Readership Survey showing 3.2
readers per copy.

Spot your firm's name here
To be seen by 120,000* readers—among them, the decision making sta-
tion owners and managers, chief engi-
ners and technicians—applicants for
am fm tv and facsimile facilities.
1970 Readership Survey showing 3.2
readers per copy.

*1970 Readership Survey showing 3.2
readers per copy.
Help Wanted Sales

Florida East Coast, needs experienced sales person who would like to develop into management. We offer salary plus commission plus great living. Would prefer RAS trained. At our station you are limited by your own imagination. Box 805, Daytona Beach 32114.

Sales Manager, Open to experienced sales person. Growth minutes due south of Washington, D.C., Beltway, WMUS, Box 547, Prince Frederick, Md. 30267.

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

Help Wanted Technical

Chaffie Engineer who cares about equipment and believes in maintaining the highest standards. Long established east coast Class IV with new facilities. Consider any qualified engineer but job may be best for older man with whom our present appraoch to TV and FM doesn’t fit. Salary of $10,000 makes sense. No board shifts, Box C-44, BROADCASTING.

First phase announcing/technical. Heavy maintenance experience required. South Florida AM-FM, Equal opportunity employer. Complete resume and salary requirement. Box C-89, BROADCASTING.

Chief Engineer, directional AM—automated class C—FM, Southwest Station with outstanding reputation, no board work—One part time engineer available. Send resume, references. Box C-103, BROADCASTING.


Appleton-Oshkosh, Wisconsin—Chief Engineer—AM/FM—Recently updated equipment. Prefer Phil Robins—WOSH-Oshkosh—A Midwest Family Station. WVPB(FM). Beckley, WV needs FCC for first time to maintain new stereo FM. Send resume and salary requirement to: Chief Engineer, Box NH, 25801, Beckley, WV.

WANTED: Chief Engineer for Eastern radio station. Must have managerial experience and a good working knowledge of studio automated equipment. Send resume to Glenn E. Rogers, Sr., Director of Engineering, WXIA-TV, 1611 W. Peachtree Street, Atlanta, GA 30309.

Help Wanted Sales

Dominant Southeast major market radio station wants to hear from capable newscaster, reporters and D.J.s, Good salaries, benefits, E. O. E., prestige opportunity. Send resume to Box C-80, BROADCASTING.


Enjoy the good life in Vermont! ABC-TV affiliate and regional FM expanding into local news. Need two strong newswriter/personality oriented personalities. One TV, one FM. Send resume, audio tape and or VTR tape to: George Roux, Station Manager, WNVY-TV, Box 22, Burlington, VT 05401. Phone 802-663-3663.

Help Wanted Programing/Production, Others

Medium size Canadian market Is in need of two copy writers for Radio and/or TV. Good experience necessary. Box B-187, BROADCASTING.

Midwest major market automated station needs director of programing/sales. Good salary for a top individual. Box C-85, BROADCASTING.

Traffic manager for southern California major market AM-FM. Must be able to manage every phase of a large department. Salary $15,000 commensurate with experience. All replies answered. Box C-108, BROADCASTING.

Florida Coastal Station needs experienced copy writer. Must be strong on imagination and ideas. Delfon vision a must. Excellent opportunity for advancement. Send resume, samples of copy and sales material to: Hubbard Communications, P.O. Box 162, Alameda Station and equal opportunity employer.

Program Director, News Director and Top Production/async. Good pay plus benefits for top boy station. Don’t be a supplicant. Must have all pertinent material. Send resume and tape to: OPENINGS, 1802 West Ave., #212, Austin, TX 78701. Employer aware of ad.

Classified Advertising

Radio

Help Wanted Management

Assistant corporate director of marketing. Major group. College Radio/KTVU. Must have local sales experience. $30,000 plus profit sharing. Submit resume to Box 9-B, BROADCASTING.

25% ownership available to ambitious, young radio executive. Seeking experienced participation. Big FM facility in fast growing Midwest city of approximately 600,000 population. If you have this experience and are ready to run your own show, send resume to Box B-97, BROADCASTING.

Program Director: The requirements for this position are MOR programing experience. Masters degree, intelligence, creativity, imagination. The rewards: professional and financial growth, creative expression, excellent working environment. Send photograph with resume to Box C-91, BROADCASTING.

If you have at least 3 years in programing and or operations, you could be what we’re looking for. Great station in desirable West Coast market needs talk deejay. Send resume to: SMS, 101 Francisco bay area. Box C-106, BROADCASTING.

Southern California medium market station needs a show business program manager. Traffic and accounting experience must have to be is some college. Salary $18,22K, Box C-107, BROADCASTING.

We are looking for a Christian broadcaster who can take over our local community sales. The more versatile the better as this all-religion programed station has great growth potential. Attention is needed for the right person who would like to settle down with a comfortable, safe and secure position. No push or pressure however, creative sales experience is a "must." Our need is immediate. Write us today about yourself, and we will arrange for a personal interview. Write Box C-122, BROADCASTING.

Las Vegas radio station has immediate opening for General Sales Manager who will earn the GM job within 1 year. Also opening for 2 sales people. Prefer individuals who are RAS trained and who have sold $50,000 or more in first year. Send resume, including income requirements, to Cy Nacap, E&O, PO Box 400, Henderson, NV 89011, 702-565-2591.

Quality Assurance General Foreman. Applicant must have strong managerial experience plus an electrical engineering background. Strong consideration will be given to applicants familiar with engineering aspects of Analogs, could be what we’re looking for. Send resume to Ampex Corporation, 600 Wooten Road, Los Angeles, CA 90067, E&O. Employment Administrator. An equal opportunity employer, M/F.

Help Wanted Sales

Group owned Chicago radio station has immediate opening for ambitious, young account executive ready to jump into the fast-paced world of sales. Immediare opening for media position available, $18,000 salary plus commission. Send resume to Box B-175, 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-186, BROADCASTING.

Sales person needed . . . Suburban Detroit radio station. Write in 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.

You are an announcer-sales and want full time sales, come join full service AM-FM station. Beautiful Rocky Mountain city north or by June 1. Full Blue Cross paid. Write Box C-120, BROADCASTING.

Suburban New York AM/FM station seeks aggressive self-starter. Salary with national accounts/agencies. Deferred pay required. Reply in confidence to Box C-128, BROADCASTING.

Great opportunity for right person that knows small market sales. May be in Miami. Contact Jim Brady, KINO, West Palm Beach 305-287-3564.

Learn a powerful sales presentation. Continuous sales training. Midwest background, written only. Dale Low, KLS& FSMN, Mason City, IA.
Situations Wanted Announcers

Continued

Experienced, Veteran, armed forces radio and TV, commercial 5kw work, college, third endorsed, know FCC regulations. Seeking MOR-classical announcer-producer/director to handle community stations. North. Not expensive and will relocate. 313-543-1522.

Box C-12, BROADCASTING.

Fondly personal experience with numbers who writes and produces good clean material, looking for stable position in major media. Reasonable salary. Box C-61, BROADCASTING.

A creative commentator who’s more than just an announcer, well-rounded college grad, married, hard working, sports fan, and a great copy writer, DJ, music services, unlimited desire, plenty of experience looking for Northwest Progressive or Up tempo MOR. Box C-60, BROADCASTING.

Talkeshow newsman, D.J.—Major markets New York City and Connecticut. Over 20 years experience in radio and television. Prefer New York or New Jersey areas but will seriously consider others. Box C-77, BROADCASTING.

Top Pre-/Black. Available April 1st. 16 years experience. Speech and acting background. Good voice, experienced. Will relocate. salary open. Box C-78, BROADCASTING.

Mature, solid delivery. Medium-large market my goal. Talented, hard-working, B.A. 190 wk. Box C-82, BROADCASTING.

Announcer D.J.: Experienced, young, light board, authoritative sound, reasonable, endorsed, dependable. Box C-93, BROADCASTING.

Beautiful Music ... E.Z. ... MOR. Responsible family man wants permanent move to medium to small market of Massachusetts, Connecticut, NE. acceptable. Money not paramount, Security is Major. T.V.-AM-FM. Board, Good relations, Third endorsed. Box C-96, BROADCASTING.


First, looking for Top 40/Rock Position. Experienced Music Director, production, dependable, willing to learn. 714-583-4026. Box C-102, BROADCASTING.

Experienced modern country programmer. I can make your station number one. Solid experience hard worker and member. Box C-105, BROADCASTING.

Three years experience, some college, endorsed third. Speech and acting background. Good deep voice, all formats. Box C-110, BROADCASTING.

Mature, Family Man, 1st ticket, seeks permanent position. Good sales record at best with Country format. Any size market considered, but offer must be sincere. Box C-114, BROADCASTING.

Experienced, mature announcer with quality voice seeks job in radio or television. All phases of radio and television experience. Excellent with endorsements. Box C-132, BROADCASTING.

Professional Personality/successful program director. Seven years experience, 1st phone. Looking for professional opportunity in major/medium market. Don Lee, P.O. Box 15183, Salt Lake City, UT 84115.

New England Beautiful Music... E.Z. ... MOR. Experienced, responsible, creative. Contemporary, classical, public affairs, public service, production traffic, Contingency, impeccable references. Seeking 100,000 plus market and $125/week. Box J-141, 6-30-60-30 PM.

Communicator, 4½ years experience; news, top 40, country, contemporary, classical, public affairs, public service, production traffic, Contingency, impeccable references. Seeking 100,000 plus market and $125/week. Box J-141, 6-30-60-30 PM.

I want on the air, need 1st job, 22, single, 2 yrs. studio engineering experience, 1st phone, 2 yr. experience in electronics. Will send resume and audition tape. Gary LaBass 2214 Hold, Lincoln, NE 68504.

May California: Eager to giant roots, married, two children. 8 years experience includes pro baseball play-by-play and college basketball and football. Versatile, can fill many positions as D.J., PD, afternoons, drive. Box J-142, BROADCASTING. Available NOW. Write Box 531, Solana Beach, California 92075 or call 720-4101.

Got your own good woman, 1st phone seeks stability, currently employed mid-day top 40, can follow format and directions, production, authorizes. References, knowledge of music, can write, will relocate, aircheck available. Pat Wilson, c/o Chandler, 21 Wagon Wheel Court, Fort Orange, Pt. 919-695-6466.

Situations Wanted News

Medium market newsmen and PB announcer seeking News or Sports Director position, or work in top 50 market, 7 years experience, 25, 55, Box C-4, BROADCASTING.

Ambitious December graduate, Journalism, Marquette University, seeks spot in news department of radio/TV. Excellent production skills. Good writing and interviewing abilities. Personable. 617-946-0079, Box C-45, BROADCASTING.

Medium or larger market position that includes field reporting. Married, College Degree, 20s, East Coast. Box C-89, BROADCASTING.

Enthusiastic Sportscaster/Newsman wants to advance to college ball and full time sports job. 8 years PB. Would consider combination if right opportunity. Box C-75, BROADCASTING.

Coseal and Cronkites aren’t available, but I am. Ten years experience. National, regional, local sports talk. Stable family man seeking medium-major market. Box C-99, BROADCASTING.

Sports Director/Newsman seeks new opportunity in regional or major market. Super PB, top flight communicators. Box C-126, BROADCASTING.

Vietnam-era Vet—3 yrs experience, 1 yr. network, Play-by-play and reporting. Also strong news delivery. Reply Box C-131, BROADCASTING.

A guaranteed asset to your news department. Ten years experience. Five years as News Director. This 30-something, college trained man seeks long term employment as newsmen or new director. Bill Hall, 3047 24th Ave, Seattle, WA 98122. Phone 284-1872.

News Director/Operations Manager, ... McDonough trained, 1st phone, Major-Medium market, will relocate. Experienced in Talk, Top 40, Holliday 4212, Dallas, TX 75211, 214-521-7977.

Situations Wanted Announcers

Continued

The stew is overdone, Contempo, Oldies, 3 yrs college radio. Bachelor’s degree. Refs. Not much comm. Exp. Go anywhere. Tape, res, and pic, Tom Struhar, 312-879-6148 or 645-1581. 8644 Harding, Shokie, IL 60076.

First phone announcer looking for home in medium market, preferably in Chicago and currently working modern country. Good voice, good news, good worker. Bob Sery, 513-636-4241, 741 37th Avenue Northeast, Minneapolis, MN 55410.

And here’s a guy who needs to Rock and Roll. Four years experience, overall, some connectivity. Col- lege Broadcasting degree. Third. Currently a time & temperature jack, and newsman. 317-529-4145.

Available immediately! Profesional top 40 PD-DD, 6 yrs experience, seeking gig at large or medium market station with top 40 or uptempo MOR format. Will consider good-paying small market. Call 301- 797-9036.

Personality Jack-of-all-Trades: Creative copy, sharp production (to match with), perceptive MD vast musical savvy. Dedicated, dependable relocate. 3rd endorsement. 516-665-1024. Gary Damon, 22 West Lane, Bayshore, NY 11706.

DJ, 1st Phone, top board, good commercial, cont., top 40, broad school grid, prefer west, start now, Jim 714-477-0794.

Sportscaster. Three years experience of college play- by-play still sports, announcer, experienced. Also news. Excellent voice, degree in speech, 3rd endor- sed, Top News. Terry Tilbrun, 4025 Hartford St., St. Louis, MO 63114-644-5878.

Looking for a start! Any format. Young, creative, endorsed third. Part time sales, Jeff Howard, 7074 Hobart St., Pittsburgh, PA 15217, or call 412-521-6225, before 3 P.M.

News Top/DJ. College radio, 1st ticket, creative pro- duction, 738 Elm Ave., Chula Vista, CA 92010, 714- 423-5733.
Help Wanted Technical

Tired of snow? We need a good, management-oriented Chief Engineer in Gulf Coast resort city where weather and fishing is good year round. Excellent salary, station and equipment. Send complete resume to Box B-135, BROADCASTING.

FCC first class licensed engineer only. Must have technical background and ability to handle all technical operations. An Equal Opportunity Employer. Box B-183, BROADCASTING.

Energetic Engineer with technical qualifications for VHF Texas Resort City. Box C-32, BROADCASTING.

Major Southeast market VHF needs experienced first phone studio technician, heavy and local personnel. Thorough maintenance capability, permanent position. Send resume to: Box C-90, BROADCASTING.

TV Maintenance engineer with four years current TV broadcast experience. Must be capable of training local personnel. Thorough maintenance background with system design and installation experience desired, programming, light, installation, maintenance and medical services furnished. Send resume to Chief Engineer KYVZ-TV, Pago Pago, American Samoa 96799.

Help Wanted Sales

Promotion ready for switch to Radio/Television sales. M.A. Journalism, 28, single, immediately available. Phil Miller, 10032 Walnut Drive, Kansas City, MO 64114. Phone 816-926-6316.

First Class FCC license, presently employed with N.Y. TV station. Desires major change to east coast, income $12,000. Some experience in FM radio, inter- est in morning show or in sales. Reply to: Greg Crossman, 1320 Osdel St., Bronx, NY 10462. 212-829-6201.

Chief Engineer of medium market TV station desires to move up. Has plenty of technical and management experience. Box C-35, BROADCASTING.

Your news team needs me. Female, 23, BA—TV and radio reporting and writing background. Excellent opportunity, preferably east coast. Interested one please contact: Ellen Johnson, The Grand, 17 South Main St., Lebanon, NH 03766. Phone 603-444-5678.

We need an experienced chief engineer with good supervisory capabilities. A working administrator, BSEE, now making $15,000. Box B-217, BROADCASTING.

CATV Station Engineer wants broadcast studio position with promise. College endorsed, working on 1st phone. Will relocate. Boxes, Box C-22, BROADCASTING.

Creative and interested man looking for technical and management opportunity. Prefer TV. Box C-10, BROADCASTING.

Sales manager, marketing degree and two years management experience. Look at my track record, then shake my hand and let's make a big money. Let's talk! Box B-209, BROADCASTING.

Master in business, Recent MBA graduate. Engineering experience in top 10. Seeks position with good organization. Box C-88, BROADCASTING.

Several years supervisory experience all phases AM, FM, TV, from construction through proofs. Present situation no challenge. Modest technical budget specialist, MOR salary required. South or southeast preferred. Interview NAB, Box C-124, BROADCASTING.

Television

Help Wanted Management

Fast growing group owner seeking two general managers. One experienced in small or medium market, and second, with general management, technical operations manager ready to move to general manager. Both should understand radio and TV; production, personnel, morning, and implementation experience a must. Send photo and resume to Box C-99, BROADCASTING.

NEWS: The requirements are stringent; RT: TV news, news director. Master's Degree, imagination, creativity, flair, and intelligence. The demands will be intense and rewarding. For the aggressive, an opportunity to grow and participate in broadcast news on a national level. Send photo with resume to Box C-93, BROADCASTING.

Weekend operation, Union scale. An Equal Opportunity Employer. Send resume to: Box C-90, BROADCASTING.

FCC first class licensed engineer only. Must have technical background and ability to handle all technical operations. An Equal Opportunity Employer. Box B-183, BROADCASTING.

Energetic Engineer with technical qualifications for VHF Texas Resort City. Box C-32, BROADCASTING.

Major Southeast market VHF needs experienced first phone studio technician, heavy and local personnel. Thorough maintenance capability, permanent position. Send resume to: Box C-90, BROADCASTING.

TV Maintenance engineer with four years current TV broadcast experience. Must be capable of training local personnel. Thorough maintenance background with system design and installation experience desired, programming, light, installation, maintenance and medical services furnished. Send resume to Chief Engineer KYVZ-TV, Pago Pago, American Samoa 96799.

Help Wanted Sales

Promotion ready for switch to Radio/Television sales. M.A. Journalism, 28, single, immediately available. Phil Miller, 10032 Walnut Drive, Kansas City, MO 64114. Phone 816-926-6316.

First Class FCC license, presently employed with N.Y. TV station. Desires major change to east coast, income $12,000. Some experience in FM radio, interest in morning show or in sales. Reply to: Greg Crossman, 1320 Osdel St., Bronx, NY 10462. 212-829-6201.

Chief Engineer of medium market TV station desires to move up. Has plenty of technical and management experience. Box C-35, BROADCASTING.

Your news team needs me. Female, 23, BA—TV and radio reporting and writing background. Excellent opportunity, preferably east coast. Interested one please contact: Ellen Johnson, The Grand, 17 South Main St., Lebanon, NH 03766. Phone 603-444-5678.
Wanted-to-Buy Equipment
Wanted-used equipment to set up radio station on 1530 AM 1.0 kw, Operator for 9 years, 5,000 foot at 3,500 feet altitude, 1000 feet of 3/8" transmission line in 20 foot sections either flanged or universal for use on Channel 10, 18, E. M. Tinkfather & KWLTV-T, 500 East 4th St., Waterloo, IA 50703.

Small college seeks donation of used TV studio equipment in working condition, Reply: Communications, Elizabethtown College, Elizabethtown, PA 17022.

Wanted: Cash for good condition AM tower used seven years, 400 ft, guyed, insulated with support for mast, AM transmitter, and 6 ft. open grid parasitic. Call Joe Hernl, 209-392-7456, P.O. Box 500, Sonora CA 95370.

110 kw UHF transmitter can be used or easily converted for Channel 17, Complete package with all associated equipment only, send all particulars including asking of all equipment to 1018 W. Peachtree St., N.W., Atlanta, Ga. 30309

We need used 250, 50, 1 kw, 10 kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Hurible St., Laredo, TX 78040.

WANTED TO BUY EQUIPMENT
For sale, one IBM Model **3362 time announce control (Stereo). Box C-92, BROADCASTING.
For sale, one time announce control. Box C-94, BROADCASTING.
For sale, one IBM time announce control. Box C-94, BROADCASTING.
For sale, one IBM model 3362 time announce control (Stereo). Box C-92, BROADCASTING.

INSTRUCTION
Broadcasting Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Graham, 2002 Stoneer Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for the First Class License. Day or evening, Guanilted result OMEGA Services, 333 East Ontario, 312-649-0927.

Jeb opportunities and announcer-1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y., New York and other opportunities.


Bryan Institute in St. Louis, 1st class F.C.C. license approved for Veterans. 317-472-4371. (Formerly Elkins Inst.)

First Class F.C.C. License theory and laboratory training in six weeks. Be prepared... for the opportunities in the nation's largest network of 1st class F.C.C. licensing schools train you. Approved for veterans and accredited by National Association of Trade and Technical Schools. Write or phone the location most convenient to you, Elkins Institute In Dallas, ** or 2727 Inwood Rd. 214-357-4001.

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**, 210A-8 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 licensed), 3464 N. Central Ave., Chicago, IL 60654, 312-286-0210.


Enter America's most unique and practical broadcast announcing school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Three months of radio telephone work with broadcast endorsement training: Placement assistance. Small classes; Boundell Certified by N.A. State Board of Education, Approved for Veterans. Classes year around; June 1st, Sept. 1st, Jan. 1st, Aug. 1st. Earn now! Write Dave Button, Mgr., School of Broadcasting Training, 317 West Queen, Arissla, N.M. 88210. 505-746-2751.
RADIO
Help Wanted Management

OPERATIONS MANAGER

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 pusher! Heavy emphasis on tight supervision of other personalities. Rush resume and salary requirements to Box C-82, BROADCASTING.

NEWS DIRECTOR
at WCAU(AM) Philadelphia 50,000 Watts CBS
We're trying some new things . . .
We're digging . . .
We're into people, not just into stories.
We're programming news that fits an ever-changing lifestyle.
We're building a unique news operation.
We're all/news, talk, information, and sports, and we need a leader for an aggressive dedicated news team.
You've got to be experienced but not tired—creative, solid, and anxious to get involved in something special.
Call—Allan Holten (215) 839-7000

Help Wanted News

NEWSPAPER
Help Wanted News

ATTENTION STATION OWNERS
Major markets preferred. If your profit picture is fuzzy and your future is looking dim perhaps you need to inject new vitality into your operation. I offer hope with a bold new concept in broadcasting. Total commitment essential, substantial promotion budget required initially but will pay big long term dividends. Shake out of the doldrums and shake up your market with a purposeful, dynamic concept.
Box C-79, 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.J., 23 West Bridge Street, New Hope, PA 18938.

Situations Wanted Management

ATTENTION STATION OWNERS
Major markets preferred. If your profit picture is fuzzy and your future is looking dim perhaps you need to inject new vitality into your operation. I offer hope with a bold new concept in broadcasting. Total commitment essential, substantial promotion budget required initially but will pay big long term dividends. Shake out of the doldrums and shake up your market with a purposeful, dynamic concept.
Box C-79, BROADCASTING

Situations Wanted Management

Attention Independent working owner! Want profitable retirement, now? Want to Avoid Broker fee? Taxes? Mature Sales and Asst. Mgr. Family man, with impressive sales record, who can do it all, will operate your station on present purchase plan, for strong 5 figure salary and good fringe. South preferred. Principals only. All replies confidential.
Box C-83, BROADCASTING

STATION OWNERS
My 20 years in Top 5 Markets, (in all phases of Rock, M.O.R. and now, Z1 One in Country) enough experience to determine M.O.R. or medium S.E. market. Yours?
Box C-87, BROADCASTING

AMERICA'S No. 1 TIME SALESMAN
An almost extinct rarity—a real worker, who has reached peak earnings at present position. An exceptional administrator who has done it all and LEADS, not directs. If you can afford me, you cannot afford to be without me.
Box C-111, BROADCASTING

GENERAL MANAGER AVAILABLE FOR MEDIUM SIZE TO LARGE MARKET. EXCELLENT BACKGROUND. IF YOU WANT THE MAN THAT'S HONEST, MATURE AND GETS THE JOB DONE WITHOUT ALL THE SUPERFLUOUS BALONEY — THEN CONTACT ME AT ONCE.
Box C-134, BROADCASTING

SALES SEMINAR. Improved traffic system. Accounting and billing. Lower operating costs and higher profit margin. Improved air sound and community service plus a more efficient and harmonious staff. Radio management consultant who knows your problems and can solve them fast. Fee is normally amortized by higher profit and lower operating costs immediately. Free phone evaluation.
S.B. RUARK (305) 748-3247

Situations Wanted Announcers

OFFICER VIC
A Chicago institution for 16 years, 6 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 key man. Will consider P.R. spot. Write: Victor Petrolis, 5159 So. Luna, Chicago, IL 60638.

AIR PERSONALITY or PD
13 years experience, with air personality for MOR or personality contemporary. Also top play-by-play of all sports. Available immediately for good medium market opportunity. Neil Rogers, 5159 So. Luna, Hollywood, FL 33021, or call (305) 961-5070.

Situations Wanted News

32.2 & 27.9 (12-34)
One of the hottest talk show personalities is available. Can your programming beat this one? Major markets only. All replies confidential.
Box C-117, BROADCASTING

TELEVISION
Help Wanted Announcers

ANNOUNCER
Top 50 Midwest market station looking for a well rounded, diversified background type. Speciality in one area not necessary, but should be experienced in weather, sports, booth, commercial. Send resume and salary requirements to.
An Equal Opportunity Employer
Box B-74, BROADCASTING

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 camera and film equipment. Salary commensurate with experience—excellent company benefits. Call or write: Barry Holland, Marconi Electronics, Inc. 1300-H Stone Mill Court, Stone Mountain, GA 30083. (404) 489-7471

Help Wanted News

EDITORIALIST
WHAS-TV, Louisville, a station with an excellent news reputation, is looking for an editorialist. If you have a journalistic background and preferably Radio/TV experience with a desire to join a dynamic operation, write, no phone calls, to: Alan Wilson, WHAS-TV, Box 1084, Louisville, Ky. 40201.
AN EQUAL OPPORTUNITY EMPLOYER
RESEARCH/SALES PROMOTION DIRECTOR

Top rated NBC television station in the 95th ADI (Salinas-Monterey, California) looking for a research/sales promotion director capable of functioning as a one-person department but with assistance from top management. Before applying, be certain you can qualify on the following standards: An excellent sales promotion writer; a good idea person; thorough knowledge of rating books and how to best utilize them to help generate sales; capable of producing eye-catching layouts, etc. In simple terms, you will be a "one-person band." Our company owns KSBE-TV, Salinas, as well as KSBY-TV, San Luis Obispo, California and has extensive CATV holdings throughout same area. We have a very liberal fringe benefit plan including profit sharing. Starting salary will be approximately $10,000 per year. If all of the above interests you, and you feel eminently qualified, forward a complete resume to Lloyd Chappel, Director of Personnel, Central California Communications Corporation, 238 John Street, Salinas, California, 93901, or if you will be at the NAB in Houston, please contact him at the Savoy Field Inn.

We are an Equal Opportunity Employer M/F

Situations Wanted News

NEWS DIRECTOR/ANCHORMAN
Former net correspondent (SE Asia) writer/producer seeks challenging position News Director or Anchorman. Opportunity more important than $. Replies confidential.
Box C-116, BROADCASTING

NEWS DRAGON?
Why hire expensive consultants to put zip in your news operation when our combination can do it for you? We've two young but seasoned broadcast journalists, who are currently working as a news director-producer, anchorman combination. We know how to program a contemporary news format, make it go, and keep it going! But we want to go and grow. Medium and major markets only.
Reply Box C-129, BROADCASTING

Miscellaneous

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.
VANS West Chester, PA 19380
Phone (215) 436-5168

Communications at Graham Junior College is Radio and Television
2-year Communications programs leading to an A.S. degree are offered in:
Radio Broadcasting
Television Production
Broadcast Journalism
Broadcast Management
(Media Advertising and Sales)
Communications Electronics
(Broadcast Engineering)
Performing Arts
For further information about these programs and others in Business or Liberal Arts call or write:
Admissions Office
Communications
Graham Junior College
631 Beacon Street
Boston, Massachusetts 02215
Tel. 617/336-2650

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

For Sale Stations Continued

FOR SALE
49% interest in well established 5000 Watt AM radio station in South Central Michigan. Sale will be held pursuant to Uniform Commercial Code and subject to all FCC regulations. Direct inquiries to
Box C-127, BROADCASTING

AM-FM California $210,000
AM Hawaii $285,000
John Grandy Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California 93401

Ralph E. Meador
Media Broker
Midwest Properties
P.O. Box 36
Lexington, Missouri 64067
Phone 816-259-2544

Bill Exline
NAB address:
Continental Houston
William A. Exline, Inc.
31 Carroll Court
San Rafael, California
(415) 479-0717

Profitable Florida AM Daytimer in small-medium, growing market.
Financable. $175,000.
(813) 391-2824

NATIONAL ASSOCIATION OF BROADCASTERS
SHAMROCK HOTEL
Suite 744
March 17-March 20, 1974
Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Broadcasting Mar 11 1974
105
By the time you get to Houston...

you'll have a lot of important business to conduct, and many people to see. You may not find time to see us. We understand that. So we'll make every effort at least to say a brief "Hello!" to as many broadcasters as possible. Then, when you get back home, away from the hustle and bustle of the Convention, give us a call to discuss your buying or selling interest. You deserve the kind of personal attention and privacy that have become our trademarks. We're not the largest media brokerage firm in the country, but we're the fastest-growing in sales. Yes, there's a reason: this is where the action is!

Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7136

For Sale Stations Continued

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 male 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 telephone copy accepted.

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

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

BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40c per word—$5.00 weekly minimum.
- Situations Wanted, 30c per word—$5.00 weekly minimum.
- All other classifications, 50c per word—$5.00 weekly minimum.
- Add $1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) $25.00 per inch.
- All other $40.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

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

Name

Phone

City

State

Zip

Insert _______ time(s). Starting date _______ Box No. _______

Display _______ (number of inches).

Indicate desired category:

Copy:

Broadcasting Mar 11 1974 106

For Sale Stations Continued

THE QUIET BROKER

We advertise modestly—We restrict our efforts to salable broadcast properties—We carefully qualify our buyers in advance—We make on-site inspection trips before making offerings—we provide sellers and buyers with detailed market and financial statistics, radio & television potential, and profit projections—We do not employ mailing lists; our tools are the telephone and airplane—As an average, we negotiate one deal per month. We invite serious inquiries from sellers and buyers who prefer low key confidential treatment and assured results.

NAB Contact—March 17-20
The Houston House—Room 1503
Telephone (713) 223-4781

George Moore & Associates
BROKERS AND APPRAISERS
8115 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

SHARING IS CARING

Need has no Season
NAB’s 1974 engineer: one of a vanishing breed

When Joe Epperson steps up to receive the 1974 engineering award during the National Association of Broadcasters’ convention next week, he’ll probably spend the least possible time on the dais. Basking in the limelight isn’t his style. He still has the air of the soft-spoken, small-town radio engineer that he was 46 years ago. Except now he’s vice president in charge of all the engineering operations of the five television and three radio properties owned by Scripps-Howard Broadcasting Co.

He achieved that position in a simple, inconspicuous fashion, through conscientiousness and an unflagging devotion to the technical side of broadcasting. Perhaps he really fell in love with the science of radio — and later television — like many a veteran broadcast engineer.

At any rate, it started back in Mr. Epperson’s early teens. He fondly remembers listening to WOOD(AM) Chattanooga and WNOX(AM) Knoxville, later to become WNOX. His family had the only radio receiver in his hometown of Charleston, Tenn. (pop. 1,000), and it wasn’t uncommon for the Eppersons to have a lot of company in the evening, when radio reception was at its peak. Joe Epperson subsequently built an amateur station, obtaining a commercial first-class license in 1927. The following year he put his budding technical knowledge to work when he became an engineer at WNOX, which at the time broadcast only one hour daily, around noon, and two hours on several evenings.

Joe Epperson’s thirst for engineering knowledge was increasing. That led to two years of classes at the University of Tennessee and a correspondence course from a Washington radio engineering school while he was helping to nurture the WNOX operation.

Continental Radio Co. (soon to be known as Scripps-Howard Radio), owned by newspaper operator E. W. Scripps Co., purchased WCPA(AM) Cincinnati and WNOX in 1935. The late Jim Hanrahan, who then managed the company (which, also owned WMPR(AM) Memphis until that station was sold in 1945), was so impressed with Mr. Epperson’s work at WNOX and with his reliability that he appointed Mr. Epperson Scripps-Howard’s chief engineer.

Design, construction and installation of equipment to upgrade the Scripps-Howard stations were his responsibility (he also wrote numerous articles for engineering publications along the way) until World War II, when he took leave of Scripps-Howard to join the Operational Research Group at the Pentagon. ORG was designed to provide consulting engineering service to the Army’s chief signal officer, particularly on problems in the employment of radar for aircraft detection.

From a technical standpoint, radar and television have much in common. And Mr. Epperson found his ORG experience valuable when he returned to Scripps-Howard after the war. The company had expansion on its mind — particularly in television. It obtained a construction permit for WWSV-TV Cleveland in 1947. A second TV station, WCPA-TV Cincinnati, and WCPO-FM were added two years later. (WCPO-AM-FM were to be sold in 1969.)

In 1961 Scripps-Howard Radio became known as Scripps-Howard Broadcasting with a public offering of stock and purchased WPTV-TV West Palm Beach, Fla. WMCA-AM-FM-TV Memphis came into the fold that same year when the Memphis Commercial Appeal, which owned those stations, merged into Scripps-Howard. KTW(TV) Tulsa, Okla. (then KVOO-TV), was added in 1970.

Making it all tick (or perhaps hum, buzz, whirr and click), from replacing tubes to compiling complex engineering data, was Joe Epperson. By his ballpark estimate, he’s now responsible for a half-million dollars worth of equipment decisions for the Scripps-Howard stations each year. And, as he points out, he makes those judgments only after balancing equipment’s proved performance against claims made for it. Joe Epperson tries to be a perfectionist.

It follows that Mr. Epperson is also an inventor of sorts. In 1952 he devised the signal range calculator, a slide rule for quick determination of the approximate coverage contours of VHF and UHF television stations. Although the instrument is now off the market, a major manufacturer is interested in redesigning it and bringing it out again.

It’s obvious Mr. Epperson’s associates highly respect his firm grasp of the practicalities as well as the theories of electronics. He was awarded the fellow grade of membership in both the Institute of Radio Engineers and the American Institute of Electrical Engineers and, upon the consolidation of those organizations, became a fellow of the New Institute of Electrical and Electronics Engineers.

He has served on NAB’s Engineering Conference Committee and Engineering Advisory Committee, where he pushed hard for engineering training programs. He’s been described as a visionary and as tenacious as “a bulldog with lockjaw” when he is convinced of something. And no doubt those qualities were in large measure responsible for NAB’s annual directional-antenna seminar at Cleveland Science Foundation and its engineering-management seminar at Purdue University. Joe Epperson was the grandfather of those highly successful programs.

There’s more. His expertise is highly relied upon by the Association of Maximum Service Telecasters, of whose board he’s been a member almost since the inception of the organization.

The Epperson mind was also brought to bear on the task confronting the Television Allocations Study Organization, a group established in 1957 by NAB, AMST and the Electronic Industries Association to make recommendations to the FCC concerning the television spectrum. The book published in 1959 containing TASO’s findings is still considered the engineer’s bible on that subject.

Mr. Epperson has a pretty full schedule of activities this NAB convention. But one is still likely to see him in the exhibit halls, scrutinizing this equipment item or that, questioning manufacturers, talking shop with fellow engineers.

Joe Epperson—listed in the latest edition of “Who’s Who in Engineering,” by the way—has in his own quiet way carved out a special niche for himself, as one broadcasting veteran put it recently, “part of a rapidly vanishing breed of guys you don’t find too many of in this business any more.”
Editorials

Back to basics
The U.S. Supreme Court has called a halt to the fee system that was ultimately intended to defray all of the FCC's expense — and just as the commission was within 8% of reaching its objective. Clearly the new schedule that the FCC had released less than a week before the court acted will have to be withdrawn and a semblance of reason restored to the whole fee structure.

As this publication has repeatedly observed, there is a pernicious irresponsibility built into the concept that a regulatory agency may charge fees big enough to recover all or most of its costs. Bureaucracy can only flourish if permitted to increase its budgets in anticipation of increasing its fees. The phenomenon is on full view at the FCC.

Fees must be assessed, the Supreme Court has ruled, according to the value of the benefits received by the regulated enterprises. To include in the fees the cost of the service that the FCC is also performing for the public is to give the agency the power to tax, which is reserved for Congress, the court has held.

The question that now confronts the FCC is how to separate the benefit to the recipient from the benefit to the public in given regulatory processes. On that it has been given at least a rough guide in the following sentence taken from the court's majority opinion: "There is no doubt that the main function of the commission is to safeguard the public interest in the broadcasting activities of members of the industry." That can be read only as meaning that the burden of FCC support must remain on the U.S. treasury, not on the regulated enterprises.

That still leaves the problem of devising sharply scaled-down fee schedules that assign different values to different benefits accruing to different recipients. One good way to start would be to evaluate the FCC's own services. It has never seemed reasonable to us that, for example, transfer fees should be established as a percentage of sales prices when the work of processing transfer applications varies little from case to case, except when disputes arise.

The FCC may be reluctant to start from a basis of self-evaluation. Judged by the sluggishness of action and the backlog of cases that permanently exists, the service accruing to recipients right now approximates a value of zero.

The Supreme Court action requires a complete revision of fees, in concept and application, and for that all may be grateful. The National Cable Television Association deserves everybody's thanks for persevering in the appellate process that led to the highest court.

The free riders
Cable television interests have won a stunning victory in the Supreme Court's decision relieving them of copyright liability for the broadcast services they carry. Broadcasters and other copyright owners have suffered another setback on a front where they have consistently lost ground. The scene now shifts back to Capitol Hill and to the committees that have been working on — or, perhaps a better phrase, toying with — over-all copyright revisions.

No other issue has created a larger obstacle to copyright modernization than cable television. The cable interests, which have an unwavering friend in Senator John McClellan (D-Ark.), chairman of the Senate subcommittee that writes copyright law, have succeeded in stalling legislation while professing their desire for it. With the Supreme Court now exempting them from broadcast liability under present law, their interest in new legislation diminishes still further.

In some quarters it has been conveniently forgotten that back in November 1971 the cable operators agreed with broadcasters and other copyright owners on a copyright settlement that was part of a general compromise on federal regulation. The other part was a package of FCC rules that were more favorable to cable than broadcasters liked but were accepted in the expectation that copyright liability would be enacted as part of the whole regulatory scheme. Now that the Supreme Court has acted and the Congress still hasn't, broadcasters have more reason than ever to believe they were jobbed.

In the 1971 compromise the parties agreed to support a new law that would make cables liable for copyright on broadcast signals, granting them compulsory licenses for all local signals designated by the FCC and for all distant signals authorized in the new FCC rules prescribed in the package. They also agreed that "unless a schedule of fees covering the compulsory licenses or some other payment mechanism can be agreed upon between the copyright owners and the CATV owners in time for inclusion in the new copyright statute, the legislation would simply provide for compulsory arbitration falling private agreement on copyright fees."

In the two years and four months since that compromise was accepted, there have been occasional negotiations between cable interests and copyright owners, but, not surprisingly, there has been no agreement on fees. Long ago it became obvious that the law ought to be written without a statutory schedule of payments and with the provision for compulsory arbitration. Senator McClellan, however, keeps urging the need for negotiation on fees for inclusion in the law — a process that could continue indefinitely, as the cable interests clearly understand.

There were broadcasters who genuinely believed that their case would be won in the Supreme Court's ruling on CBS versus Teleprompter. With that belief now dashed, broadcast owners and copyright owners have nowhere to go but the Hill. Their paths there will probably have to circumvent Senator McClellan and others in the cable interests' corner. The way around them must be found.

"I said I think it's getting too windy to do much more up here today...."
Marketing is different on the Pacific Coast. A business that plots its course with national rather than local information can easily go astray. Market-Buy-Market® is a computerized service that quickly pinpoints your product's medium/heavy users by age, sex and household income. These data are based on a survey W. R. Simmons has conducted in four major coast marketing areas. Advertising is different on the Coast, too. And of all media, radio can be the most efficient. Market-Buy-Market helps you get the most out of your advertising dollars by pre-determining the reach and frequency of proposed spot schedules. We can also determine which Pacific Coast radio stations can reach the greatest number of people most likely to buy your product. By the way, the W. R. Simmons information is ours exclusively. But it's yours for the asking.
We've hatched a new one!

"Easter Is"

Lutheran Television's all new animated family special. Even more delightful than the overwhelmingly successful CHRISTMAS IS. Original score by Jimmy Haskell interpreted by Leslie Uggams guarantees another fringe and prime time winner.

Superb Family Entertainment

Four year's running, CHRISTMAS IS drew record ratings and response; top national and local sponsors are glad they bought your time. Half-a-million personal letters to Benji and Waldo mean there are hundreds of thousands of pen pals with parents eager to see these lovable characters again.

With No Program Charge

Top production value and three saleable or PSA minutes. With this great half-hour, your station's Easter Parade will be complete.

LUTHERAN TELEVISION, 500 NORTH BROADWAY, ST. LOUIS, MO. 63102, 314 231-6969.