Universal 49!

It's *Airport*. The largest audience to view a theatrical movie on television. And it's *many* other well-known theatrical successes.

It's *A Case Of Rape*. The largest audience to see a movie made-for-TV.

It's *The Execution of Private Slovik*. The recent World Premiere movie hit!

Universal 49! The greatest movie offering by far. Now or in the foreseeable future.

Universal 49!
The most widely-acclaimed movies ever concentrated in a single offering by MCA TV.
Everybody’s A WINNER with

ON THE AIR IN
7 OF THE TOP 10 MKTS.
19 OF THE TOP 50 MKTS.
AS OF 1/21/74

Not incidentally, we also have available now:
Animal World — 1/2 HR — 52 episodes — in 70 markets
(Abar)
American Horse & Horseman — 1 HR — 26 episodes — in 60 markets
(Abar)
Death Valley Days — 1/2 HR — 26 episodes — now in production for Sept. 1974 start.

Deal Your Own Game
260 EPISODES
One half-hour five day
a week strip or
one half-hour prime time
access once weekly.

Representative Ratings — Feb/Mar Nielsen
Source: NSI Feb/Mar 74. Audience estimates subject to qualifications described by Nielsen.

AVAILABLE NOW! AVAILABLE NOW! AVAILABLE NOW! AVAILABLE NOW!
THE ANTE’S NOT TOO HIGH, EITHER!
Phone, wire or TWX collect for your market.
Les Wallwork, Jim Isaacs or Dick Hasbrook

LES WALLWORK & ASSOCIATES
1541 N. Vine • Hollywood, California 90028
(213) 466-3381 • TWX 910-321-2875
"WGN? I just started listening... Guess I got tired of the same songs every day. But on WGN, no two days are alike... in fact, no two programs are alike."

Radio 720 WGN is Chicago

WGN Continental Broadcasting Company
The main gates of Brown University located on the east side of Providence. Chartered in 1764, it is one of the nation's oldest and most prestigious colleges.

With an effective buying income of almost six billion dollars, this market is an unusual opportunity for advertisers.
50-50. Sources at Senate Copyright Subcommittee give National Association of Broadcasters even chance of killing provisions in new copyright bill that would require broadcasters to pay royalties to phonograph record manufacturers and performers (see page 17). Bill moved out of subcommittee to parent Judiciary Committee last week. Recording-royalty provision wasn’t even argued at subcommittee markup because members “knew it would be fought out at the full committee,” source said.

TV and the gate. FCC hopes to meet deadline today (Monday) to give Senate and House Commerce Committees report on impact of National Football League of law lifting TV blackouts of sold-out home games. Report will lack financial data which NFL refused to supply. It will say that no-shows increased over 1972 and that concessionaire sales are off. Ticket sales continued to rise, however.

Besides impact on NFL, report — being prepared primarily by Alan Pearce, FCC economic consultant, — will also track TV ratings of televised home games and effects on radio audiences. To no one’s surprise, radio lost.

Politicking. Disclosure by Radio Board Vice Chairman Harold Krelstein (Plough Broadcasting, Memphis) that he will run for joint board chairmanship of National Association of Broadcasters in June 1975 (“Closed Circuit,” March 25) has brought challenge from TV directors. Wilson C. Wearn (Multimedia Broadcasting, Greenville, S.C.), vice chairman of TV board, discloses he will run for TV board chairmanship this June (regarded as virtual certainty since incumbent Robert Wright, WTKO-TV Meridian, Miss., isn’t eligible) and for joint board chairmanship in 1975.

Mr. Krelstein, should his parlay into radio board chairmanship and thence head of joint board succeed, would be third successive joint board chairman to move up from radio board. Incumbent joint board chairman, Andrew M. Ockershausen, Washington Star Stations, is expected to be re-elected in June for second one-year term. He succeeded Richard W. Chapin (Stuart Stations, Lincoln, Neb.), who held office for two terms.

Down to the wire. Parties to $105-million breakup of Carter Publications’ broadcast and newspaper properties are watching calendar as FCC staff prepares material for commission’s consideration. Sales contracts originally carried March 31 deadline, now moved back to April 30, and commission staff is attempting to complete work in time for FCC action by then. At stake is $35-million sale of WBAP-TV Fort Worth to LIN Broadcasting, and $80-million sale of WBAP-AM-FM, Fort Worth Star-Telegram and two suburban newspapers to Capital Cities Communications Corp.

License renewals of stations and transfer applications have been held up by oppositions and by antitrust suit, now settled, that former owners of now-dark UHF in Dallas filed against Carter and two other multimedia owners in that area. Commission staff hopes to present item that will enable FCC to act on other renewals that are also involved — A. H. Belo Corp.’s KFDM-TV Beaumont, Tex., and WFAA-AM-FM Dallas and Times Herald’s KDFW-TV Dallas. (WFAA-TV would be in item, too, except that it is target of competing application filed by local Dallas group.) Renewals have been held up almost exactly three years. Texas stations are due to file for next renewal in May.

Tomorrow’s TVB. Select committee named to make recommendations for future of Television Bureau of Advertising is turning to grassroots for next phase of its study. Questionnaire soliciting all TVB members’ views was reported in preparation last week to supplement informal surveying done by individual committee men earlier in year. This and all other phases of study were reported on schedule following committee meeting last week attended by representatives of McKinsey & Co., management consulting firm retained several weeks ago (at unofficially reported fee of $35,000).

Membership committee is keeping its work under tight security but expects to have final report and recommendations ready for TVB’s executive committee in time for consideration by TVB board at meeting in Bermuda first week of June.

Recognition. NBC-TV is expected to add vice presidency to children’s programing department and give it to Joseph Tarasco, director of children’s programing, West Coast. He’s considered architect of current and new children’s schedules. George Heineman, now VP children’s programing and executive producer of Saturday-morning Go!, will keep stripes.

Shortchanged? TV salesmen are not happy about Arbitron Television’s analysis showing that, though Jan. 6 switch to daytime was followed by gains in late-night television tuning, January daytime and early-fringe viewing was down from year ago (Broadcasting, April 8). Television Bureau of Advertising’s prompt issuance of new Nielsen figures showing March viewing at all-time high (story page 22) no doubt was meant to offset any downbeat impression. Others are counterattacking from other angles.

Harrington, Righter & Parsons, for one, claims declines Arbitron noted were virtually all in children and teen-agers. Its own analysis of same 21 markets Arbitron used, HRP says, shows January viewing by adults (aged 18 and over) was up 6.9% from year ago, with adult female audiences up 5.5%, adult men up 8.4%. And National Association of Broadcasters, which does not publicize its nuts-and-bolts ratings research, was circulating privately last week 134-market analysis of average March figures from Nielsen — presumably because Arbitron’s were not yet available on that scale — showing that despite some dropoffs in Monday-Friday daytime and early fringe viewing, weekend and full-day, full-week averages were up from year ago in terms of total households, total persons, total women.

Headhunter. Unofficial title of chief talent scout at White House has passed from Jerry H. Jones to his deputy, David J. Wimer. Mr. Jones, who unofficially was special assistant to President, has moved up to be aide to President’s chief of staff, General Alexander Haig. Mr. Wimer moved to White House year ago from Department of Labor.
Quid pro Quello. James Quello's seven-month wait for confirmation of his FCC appointment appears to be near end, as Senate Commerce Committee endorses him by 14-2 vote (Magnuson, Tunney dissent). Floor approval seen after recess. And while Luther Holcomb will have to wait in wings bit longer, he too seems destined for 1915 M Street. Page 16.

Nobody's bill on copyright. McClellan subcommittee votes out controversial copyright legislation branded as repressive by broadcasters and cablemen alike. Provision that would bar cable carriage of distant sports telecasts elicits vocal condemnation from NCTA; NAB hits establishment of new record royalties. Both sides vow vigorous opposition as bill moves into parent Judiciary Committee. Page 17.

Moving in. Houston banker Joe Allbritton goes to Washington with offer to bail out financially plagued Star-News and associated broadcast properties. His offer to acquire at least one-third interest of firm pends approval of FCC, which has yet to determine how to deal with proposal. Page 17.


Access arguments. No discouraging words were heard by Senator Lee Metcalf and his joint committee as it ended probe into prospect of opening congressional chambers to electronic media coverage. Page 23.

Mobil mobilizes. ABC's Close Up on Oil has been branded as patently misleading in Mobil Oil critique. Network, sticking by its research, nonetheless promises to investigate charges fully. Page 41.

Crisis convention. Enmeshed in adversities, cable industry prepares to head for Chicago and NCTA's 23rd annual convention. Here's a guide of what to look for and where to find it. Page 42.


Out of the fire. Decision by Metromedia's KTTV(TV) Los Angeles to "blacklist" certain programs may have quieted citizen group, but it activated a broadcasting colleague - Worldvision Enterprises - that challenges wisdom, legality of judgment. Page 62.

Onward. Another glowing report of television's finances from TVB. This time, network billings are the topic. And with more than $2 billion under its belt last year, that entity remains a healthy contributor indeed. Page 66.

Irked. Senator Adlai Stevenson thinks all was not fair with gas company ads run by all-news WAVA(AM) Arlington, Va. His sentiments are shared by Consumers Union which, in turn, shares them with FCC. Page 64.

Establishmentarian with a difference. Bob Sherman [alias Bobby Love] has traded his guitar for a corner office at CBS headquarters, and finds the new environment more to his liking. Page 85.

Holcomb's letter endorsing Nixon cited against Democratic credentials

As James Quello before him, Luther Holcomb, nominated to Democratic vacancy on FCC, has come under attack. At issue: his bona fides as Democrat. Just prior to Senate Commerce Committee's executive session last week (story page 16), Consumer Federation of America distributed letter Mr. Holcomb had written to Donald W. Kendall, chairman of PepsiCo Inc. - and large contributor to President's re-election effort - avowing his support and desire for active participation in Mr. Nixon's campaign. Holcomb letter was dated May 18, 1972, was written on Equal Employment Opportunities Commission stationary.

"I want to tell you of my total commitment to President Nixon for re-election," Mr. Holcomb wrote. "It's more than a political matter with me ... It is my understanding that [PepsiCo executive] Paul Kayser is working with the Committee to Re-elect the President. I assume his responsibility is with businessmen. Because of my contacts with this particular group, I think there are ways I can be helpful. I would appreciate you ... calling him and indicating that I'm going to be in touch with him and would like a brief chat. I am not under the Hatch Act."

Democrats on Senate Commerce had letter when they approved nominations of Mr. Quello and of John Eger as deputy director of Office of Telecommunications Policy. Numerous quorum calls prevented committee from discussing Mr. Holcomb and PepsiCo letter.

Mr. Holcomb told Broadcasting he regretted having written letter. Purpose, he said, was to "enhance position" of Deke DeLoach, close friend and former liaison between FBI and Johnson administration, now PepsiCo executive.

"I wanted to let Mr. Kendall know that DeLoach was an asset to his company," Mr. Holcomb said. He denied ever participating in campaign and said he never even "set foot in CREEP offices. "I wouldn't even know Mr. Kendall if he passed me in the street." Nixon endorsement was "editorializing I ought not have done," he said.

Congresswoman Barbara Jordan and Senator Lloyd Bentsen, Democratic members of Texas delegation who are Mr. Holcomb's strongest backers on Hill, said they would not reconsider support of Mr. Holcomb. "It would have to be something worse than supporting President Nixon," Jordan aide said, "but that's pretty bad anyway."

Success breeds new problem for FM: tightening of nonduplication rules

Pointing to new flowering of FM broadcasting for justifi- cation, FCC last week proposed tightening AM-FM nonduplication rule that limits to 50% amount of AM programing that commonly owned FM may duplicate on weekly basis in community of more than 100,000. Commission is considering barring all duplication - except news or public affairs - in communities of more than 100,000, and applying 50% rule to communities of less than that size.

Commission said things have changed in FM since present rule was adopted 10 years ago. At that time, most FM channels in cities of 100,000 or more were taken. Now there have been multiple filings for FM channels in communities with less than 10,000 population; few channels are available in communities of 25,000 population, virtually none in towns of more than 50,000.

Number of independent FM's has doubled, average revenues per independent have quadrupled, and total revenues have increased seven-fold, commission said. It also noted that percentage of independent FM's making profit has climbed significantly. FM set penetration has increased swiftly.

Commission invited commenting parties to consider possible rule which would encourage extended hours of broad-
First score. Fireman's Fund American Insurance Companies, San Francisco, through Cunningham and Walsh, said Friday (April 12) it has bought $550,000 worth of time on 23 nationally televised games of new World Football League on TVS Television Network this year, becoming first national advertiser in WFL's fold.

casting by not counting period of midnight to 6 a.m. in determining amount of nonduplication required. Comments due by July 25, replies by Aug. 26.

Barrett, Santarelli join FCC queue

New name has surfaced in speculation over who will be named to fill Dean Burch vacancy at FCC: David M. Barrett of Tulsa, Okla., vice president-general counsel of William K. Warren Foundation. Mr. Barrett, 37, is politically connected. In 1968 he headed Young Republicans for Nixon in Indiana and ran unsuccessfully for Congress; he lost to Democratic incumbent, John Brademas, who represents Elkhart-South Bend area. Mr. Barrett is graduate of Georgetown University and Notre Dame law school (where his father teaches). And his background includes service in Washington as assistant U.S. attorney and as law clerk under U.S. District Judge William Jones.

Another name being mentioned is Donald E. Santarelli, administrator of Justice Department's Law Enforcement Assistance Administration. Mr. Santarelli has been campaigning for post, but is likely to run into opposition from networks because of friendship with presidential aide Patrick Buchanan, one of sharpest network critics in White House. Others believed still to be in running are Lynn Wickwire, of New York State Cable Television Commission; Bruce Owen, of Stanford University; Abbott M. Washburn, former deputy director of U.S. Information Agency who is now in international public relations, and Wade H. Hargrove, Raleigh attorney and executive director of North Carolina Association of Broadcasters.

CPB funding bill suffers overexposure

Office of Telecommunications Policy's proposed bill for long range funding (up to $100 million after five years) of Corporation for Public Broadcasting, which had been expected to be offered to Congress this week, is in White House freeze. Bill, which has already been circulated through affected cabinet-level agencies, now won't be out before mid-May — if at all. Hiatus is based on two developments.

First, some White House officials have been stirred by dialogue with public broadcasting's top echelon. It's reported that on April 4, new Nixon aide (and ex-FCC chairman) Dean Burch met for half hour with CPB Chairman James Killian, Vice Chairman Robert Benjamin, Public Broadcasting Service Chairman Ralph Rogers and Vice Chairman Sidney James at White House. According to source at meeting, no effort was made to sway Mr. Burch toward industry conviction that OTP-proposed ceiling should be doubled. But fact that issue was raised at high administration level, source said, inspired inordinate interest in bill. Second, President Nixon, no friend of public broadcasting, hadn't been aware of bill's provisions until he was given briefing last month in preparation for National Association of Broadcasters convention news conference. Enlightened, source said, President had "a lot of questions."

Bottom line, it's reported, is that unless proponents of bill on White House staff (and at OTP, which continues support) succeed in convincing Mr. Nixon of propriety of long term funding, legislation could die at White House. Chances now, source said, are "50-50."

Senate would repeal Section 315, but...

Senate has passed campaign reform bill that would repeal Section 315 as it applies to presidential and vice presidential elections, as well as for senatorial and House races, if each congressional candidate is given five minutes of free time. Vote was 53-32 on entire bill. Measure now goes to House, where it will meet stiff opposition.

Congressional equal-time repeal with five-minute qualification is work of Senator Walter D. Huddleston (D-Ky.). Stations would have to notify all legally qualified candidates for Senate and House 15 days before election of availability of five free minutes in order to be exempted from Section 315 responsibilities.

Senator Howard Baker (R-Tenn.), aided by Senator Robert Packwood (R-Ore.), failed in attempt to repeal lowest-unit-rate rule that requires broadcasters to sell air time at lowest fee on rate card to candidates. Senator Baker argued that with public funding of campaigns, lowest unit rate should go so candidates could get more prime positions for spots. Senator John O. Pastore (D-R.I.) objected vigorously to Baker amendment and won tabling motion handily, 67-19.

Florida contest. FCC last week designated for hearing renewal application for Post-Newsweek's WPLG-TV Miami and Tropical Florida Broadcasting Co.'s competing application for channel 10. Hearing order indicates Tropical Florida will have problems to overcome even before it gets to standard comparative issue; commission designated ascertainment, misrepresentation and financial issues against challenger. Not yet designated for hearing is P-N's renewal for WJXT(TV) Jacksonville; three competing groups have applied for that facility.

Off. Reeves Telecom Corp. has announced that previous tentative agreement for $8 million sale of its WHTN-TV Huntington, W.Va., to Gateway Communications (Broadcasting, April 1) has been abandoned.

Three more. Public Service Broadcasters Inc., Midwest group broadcaster, says it has agreed to purchase three additional radio stations in two separate transactions. Firm, headed by Donald G. Jones, would buy WGEZ(AM) Beloit, Wis., from Dubuque Telegraph-Herald for $405,000; KWEB(AM)-KNCV(FM) Rochester, Minn., from Mike Sheedy for $425,000. Both deals are subject to FCC approval. PBS now owns KFIZ(AM) Fond du Lac, Wis.: WTIM-AM-FM Taylorville and WVLN(AM)-WSEI(FM) Olney, Ill.; WCTW(AM)-WMDD(FM) New Castle, Ind., and KROS-AM-FM Clinton, Iowa.

WCAU-AM-FM renewed. FCC has rejected petitions of citizens group and number of individuals and renewed licenses of CBS's WCAU-AM-FM Philadelphia. (Commission did not deal with oppositions to WCAU-TV, whose renewal application was ordered into hearing with application of local group seeking channel 10; see page 19.) Concern Communications and individual Philadelphia residents complained that CBS had failed to ascertain community needs or to program adequately for blacks, and that stations did not employ sufficient number of blacks, particularly in responsible positions. However, commission found in favor of CBS on all three issues.

Road show. FCC Chairman Richard E. Wiley is firming up plans for first of what he hopes will be series of commission meetings with broadcasters and members of public around...
country. Dates for previously announced Atlanta meeting are expected to be May 23, 24. Besides Chairman Wiley, Commissioner Benjamin L. Hooks is expected to attend; commissioner-designate Luther Holcomb is also said to be interested in participating.

Fiscal front. CBS Inc. reports record first quarter income and profits, latter rising 22% to estimated $20.9 million (73 cents per share) from $17.1 million (60 cents) in 1973. Sales were up 14% — $414.5 million against $363.7 million. RCA Corp.'s first quarter income was up 7% to $1.04 billion, but earnings dropped 17% to $34.8 million (45 cents per share) from $41.7 million (54 cents) year earlier.

Late Fates. Neal W. Branch, general manager, WBIR-AM-FM-TV Knoxville, Tenn., and James M. Hart, general manager, WXLI-TV Winston-Salem, N.C., elected VP's and directors of stations' licensee, Multimedia Broadcasting.

Arthur L. Ginsburg, chief of FCC's complaints branch since 1967, named assistant chief of Complaints and Compliance Division. Mark Evans, VP-public affairs, Metromedia Inc., Washington, recovering after open-heart surgery April 4 at Saint Joseph's hospital, Phoenix. CBS Inc. President Arthur R. Taylor will deliver commencement address at Brigham Young University Friday (April 18) at ceremony in which former FCC Chairman Rosel H. Hyde will receive honorary degree of doctor of public service. James L. Saphier, 67, veteran radio-TV agent whose chief client was Bob Hope, died of cancer at his Santa Monica, Calif., home April 9. Mr. Saphier was associated with Mr. Hope and others in majority ownership of KOA-TV Denver (later sold to minority stockholders for $6.3 million). Also in association with Mr. Hope and others, he was an owner of WBMJ(AM) San Juan, P.R., and of Western Broadcasting Inc., which won FCC approval last year for 1110 kHz (now occupied by KRLA[AM]) Los Angeles. In own right he and other associates own KVEC(AM) San Luis Obispo and KMBY(AM) Monterey, both Watsonia. In his early agency days in Hollywood Mr. Saphier packaged such radio shows as Beulah, Corliss Archer, The Saint, Split Second, It Pays to Be Ignorant. For earlier reports, see "Fates & Fortunes," page 71.

Headliners

Edward G. Harness, president of Procter & Gamble Co., named chairman and chief executive officer, succeeding Howard Moisman, who becomes chairman of executive committee. Promoted to executive vice presidencies: John G. Smale, named president; Owen B. Butler, named vice chairman, and William R. Gurganus, named president of P&G International.

Daniel T. Pecaro, acting general manager of WGN Continental Broadcasting Co., elected executive VP, general manager and chief operating officer, with total responsibility for broadcast operations. Appointment was announced by Harold F. Grumhaus, elected chairman and president of WGN Continental, latter post formerly held by Ward L. Quaal, who began leave of absence in February (Broadcasting, Feb. 18). Sheldon Cooper, acting station manager of WGN-TV Chicago, and Robert B. Henley, acting station manager of WGN(AM), have been elected VP's and to board of directors of WGN Continental. Mr. Quaal has relinquished his directorships in that company and in parent Tribune Co. Edward A. Engel, head of accounting and finance for WGN Continental, also elected VP. Mr. Grumhaus, who was chairman and chief executive of Tribune Co., will be chairman of its executive committee, succeeds J. Howard Wood in WGN Continental chairmanship. Stanton R. Cook, publisher of Chicago Tribune, has been elected president and chief executive officer of Tribune Co.

Don B. Curran, VP and general manager of KABC-TV Los Angeles and associated with that and other ABC-owned stations since 1961, named president of group owner Kaiser Broadcasting Co., effective May 1. He will succeed Richard C. Block, who becomes senior vice president with primary responsibility in industry relations, program development and promotion, also working to accelerate growth of UHF, in which Kaiser has pioneered and now operates WKLB-TV Cambridge-Boston; WFLD-TV Chicago; WKBF-TV Cleveland; WKBD-TV Detroit; WKBK-TV Burlington, N.J.-Philadelphia and WBHK-TV San Francisco. John C. Severino, VP and general manager of ABC's WLS-TV Chicago, named to succeed Mr. Curran at KABC-TV.

Carl Wagner, VP-general manager, Taft Broadcasting Co.'s WTVN-AM-FM Columbus, Ohio, named to newly created post, VP-radio, Taft Broadcasting, with responsibility for company's eight radio stations. He retains WTVN-AM-FM managership.

Gary Scollard, executive VP of MMT Sales Inc., New York, named president and chief executive officer of representative firm, replacing Fred Nettore, who has resigned to return to business interests in Florida. Mr. Scollard and Mr. Nettore were co-founders of MMT in 1972. From 1965 until 1971 Mr. Scollard was account executive for John Blair & Co. in Detroit and New York.
HEARING IS BELIEVING!

You needn’t “paint her a picture” to get her to believe in your product. W. R. Simmons has shown that accurate recall of advertised brands among listeners to radio in general is only 15% below commercial recall for average television. In fact, one radio format—Personality/Middle-of-the-Road—scores 38% higher than average television. Can radio match television in creating a favorable impression for your brand? When Simmons asked the respondents if the advertising they remembered made them feel favorable toward the product, the two media rated virtually equal. For further information about the Simmons Commercial Impact Study, call a Golden West Broadcasters station or Major Market Radio, Inc.

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

A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.
"BILLS GET OUT ON THE FIRST . . ."
"I GET A P&L PROMPTLY . . ."
"I HAVE BETTER CONTROL . . ."
"I KNOW SALES DAILY . . ."

So report the Managers of 44 AM, FM, and TV Stations equipped with BAT Systems.

The in-house, minicomputerized PSI BAT System does the whole broadcasting job, but with no geegaws. Avails, Schedules, Sales Reports, Invoices, Ledgers, Journals, Payrolls, Balance Sheets. Package priced including training, installation, complete.

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Signal Master is a totally new type of time base corrector, a totally new engineering concept. Originally developed by us for our own cable systems, we guarantee this little jewel works. Eliminates jitters and flagging. Or we’ll replace the entire unit, at no cost to you, within the first year. Any year thereafter, we’ll replace the unit for $50. That’s how sure we are of the quality, the type of signal you’ll get, the lack of maintenance.

Best of all, our price gets the cost of a good picture into anyone’s budget: just $2950.00 F.O.B. Wichita, Kansas. (Not too shabby when the industry average is 3 times as high.)

**Datebook.**

- Indicates new or revised listing.

This week


April 16—FCC Cable Television Technical Advisory Committee conference on future coordination of CATV technical requirements. FCC, Washington.


April 17-18—Oregon Association of Broadcasters board meeting. Salem, Ore.

April 17-19—Minnesota Broadcasters Association spring meeting. Ramada Inn, St. Paul.


April 18—U.S. international inc. annual stockholders meeting. DeMonti’s hotel, New York.

April 18-Time inc. annual stockholders meeting. Time & Life Building, Rockefeller Center, New York.


April 19—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Chase-Park Plaza hotel, St. Louis.

April 19-23—MIP-TV, the International Television Program Market. Cannes, France.

April 19-25—MIFED, international film, TV film and documentary market. Contact: MIFED, Largo Domenico, 1, 20145 Milano, Italy.


April 19-20—Society of Professional Journalists, Sigma Delta Chi regional conference for members in Tennessee, Mississippi, Alabama, Georgia, South Carolina and Florida. Tuscaloosa, Ala.

April 19-20—Society of Professional Journalists, Sigma Delta Chi regional conference for members in Michigan, Ohio, western Pennsylvania and West Virginia. Cleveland.

April 19-20—Society of Professional Journalists, Sigma Delta Chi regional conference for members in Wyoming, Utah, Colorado and New Mexico. Denver.

April 19-20—Society of Professional Journalists, Sigma Delta Chi regional conference for members in California, Nevada, Arizona and Hawaii. Fresno, Calif.

April 19-20—Indiana Associated Press Broadcasters Association meeting. Imperial House, Terre Haute, Ind.

April 19-20—American Law Institute—American Bar Association Joint Committee on Continuing Legal Education conference on pay television and leased cable TV channels with discussion of National Cable Television Association vs. U.S. and Telepromter vs. CBS cases. Continental Plaza hotel, Chicago.

April 19-21—State University of New York at Albany Focus ’74 conference on film, TV, motion pictures and photography. SUNY campus, Albany.


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

April 21-22—American Association of Advertising Agencies Southwest council meeting. New Orleans.

April 21-24—National Cable Television Association
Also in April

April 22—Associated Press annual meeting. Featured speaker: Vice President Gerald Ford, New York.

April 22—Deadline for reply comments on FCC's further notice of rulemaking on television automatic logging (Doc. 18261).

April 22—Deadline for comments on FCC's proposal to extend UHF land mobile sharing plan to three additional cities (Doc. 18261).


April 23—McGraw-Hill Inc. annual stockholders meeting, 1221 Avenue of the Americas, New York.

April 23—Zenith Radio Corp. annual stockholders meeting, 1120 Red Oak Ave., South Bend, Ind.

April 23—Schering-Plough Corp. annual stockholders meeting, 80 Orange Street, Bloomfield, N.J.

April 24—Westinghouse Electric Corp. annual stockholders meeting, Pittsburgh Hilton hotel.


April 24—Transamerica Corp. annual stockholders meeting, 1111 California Street, San Francisco.

April 25—Canadian Television Commercials Festival. Four Seasons—Shangri-la hotel, Toronto.


April 25—Kentucky Broadcasters Association spring convention Galt House, Louisville.

April 26—Extended deadline for filing reply comments on FCC's proposal rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.


April 28—Noncommercial WKCFM New Wilmington, Pa., sponsors Radio Conference '74 for college radio broadcasters. Westminster College, New Wilmington.

April 27—Washington chapter, National Academy of Television Arts and Sciences seminar on television lighting, WTTG (TV) studios, Washington.


April 28—May 4—14th international "Golden Rose of Montrealeu" contest for light entertainment television programming. Montrealeu, Switzerland.

April 29—Wometco Enterprises Inc. annual stockholders meeting. Byron-Carlyle Theate, 501 7th Street, Miami, Beach.

May

May 1—Deadline for supplemental fillings and notices of appearance on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties.

May 1—Magnavox Co. annual stockholders meeting. 1700 Magnavox Way, Fort Wayne, Ind.

May 2—Washington, D.C. chapter, American Women in Radio and Television "Exhibit '74."—display of

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#1 billing city in the South.
5000-watt AM Station.
Underdeveloped station in growth area.
A top ten radio market in U.S.
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SOME PEOPLE AREN'T TAKING THE ENERGY CRISIS SERIOUSLY ENOUGH.

Storer stations are concerned and are doing something about it.

2 trillion barrels of crude shale oil lie under Colorado, Utah and Wyoming. Oil from Alaska's North Slope should start flowing at the rate of 2 million barrels a day in 1977. And the U.S. has estimated recoverable coal deposits of 2 trillion tons—enough for several centuries—from which oil and gas could be extracted.

Trouble is, these are long range projects. And the problem is now.

For with the oil embargo lifted, it's natural for many to return to their wasteful ways. Yet our petroleum resources continue to dwindle daily. And the high price of imported oil aggravates inflation and our balance of payments.

So, while we work toward future self-sufficiency, it's urgent for us to continue conserving our gasoline, heating oil, jet fuel and oil for utilities.

That's why, in its editorials and special programs, Storer stations still give top priority to energy conservation.

For example, to save gas WAGA-TV in Atlanta joined forces with local organizations to establish a “TV5 Klass Karpool.” A plan to provide Atlanta motorists with computerized data for massive car-pooling. 250,000 applications were distributed to interested rush-hour drivers. Not only has this plan saved gas, it has also helped relieve growing metro area traffic. As a result of the station's efforts, Georgia's governor awarded WAGA-TV a plaque and created a special TV5 Klass Karpool Day.

In Toledo, WSPD-TV pushed to make a 55-mile-per-hour speed limit mandatory, feeling that voluntary compliance wouldn't work. It is now a law. To encourage use of mass transit, WSPD-TV also made a strong plea for lower bus fares. And when it was reduced from 40 to 25 cents, they urged the community to take advantage of the lower fare.

Storer stations in Miami, Cleveland, Milwaukee and other cities continuously air similar messages. Subjects range from staggered work hours to encouraging offshore oil exploration.

Getting deeply involved in the vital affairs of their communities is basic to the philosophy of Storer stations.

We're convinced that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.
The STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
works by college women in broadcasting curriculums. WITG(TV) studios, Washington.

May 2—Warner Communications Inc., annual stockholders' meeting at New York Hilton hotel.
May 2-4—Kansas Association of Broadcasters convention. Silver Spur motel, Dodge City, Kan.
May 3—Ohio Society of Professional Journalists, Sigma Delta Chi Distinguished Service Awards presentation and regional convention, New York Hilton hotel, New York.
May 3-5—Ohio Association of Broadcasters spring convention, Hospitality Motor Inn East, Cleveland.
May 14-15—CBS-TV affiliates' annual meeting, Century Plaza hotel, Los Angeles.
May 15-16—American Association of Broadcasters annual spring convention, Dunes Resort hotel, Lincoln, Neb.
May 16-17—Association of Educational Advertising Agencies' annual meeting, Greentree, White Sulphur Springs, W. Va.
May 16-18—American Association of Broadcasters annual spring convention, Dunes Resort hotel, Lincoln, Neb.
May 16-18—Central Educational Network workshop on TV utilization, Ramada Inn, Des Moines, Iowa.
May 17-18—Deadline for supplemental and updated filings in FCC's newspaper-cable television cross-ownership rulemaking proceeding (Doc. 18969).
May 17-18—Ohio Association of Broadcasters annual spring convention.
May 17-18—Ronald Reagan's 64th birthday celebration at the University of Minnesota, North and South Dakota, Minneapolis.
May 18—National Association of Broadcasters 1974 annual meeting, Executive Motor hotel, Richmond, Va.

Adding up the costs

Editor: I have done a lot of thinking about that spectacle—loosely called a presidential press conference—at the National Association of Broadcasters convention in Houston and come to the conclusion that it was a huge trade-off.

President Nixon promised five-year licenses for broadcasters, to keep public television in its noncompetitive place, the stations supreme over the networks, proper fees from CATV to broadcasters, etc.

The NAB seated conservative broadcast executives as claque in with newsmen so they could be seen applauding (along with a few nonprofessional broadcast news people), boomed one of the best of our own, Dan Rather, let 1,000 or so members of the Houston Republican Club infiltrate the audience, etc.

In other words, we got a promise of money and, in return, sell our souls. The price is too high.—Richard J. Scholten, general manager, WDSM(AM)—WCTO(FM)

Long Island, N.Y.

SUSPICION

Editor: I agree wholeheartedly with the Ed Diamond article in your new column, “Playback,” concerning “Newswatch.” This new department in the widely circuited TV Guide is a perfect example of what I believe to be a serious and deliberate attempt to discredit, in the print media, broadcast journalism, especially television. A recent story in the Reader's Digest, “The Strange Tilted World of Network TV News,” carried the same tones. Would it be too far-fetched to assume all this is an organized attempt of the press to regain readers, lost over the years, to their radio and TV counterparts? I hope not.—TOM FREED, news director, WNAV(AM) Waynesboro, Va.

Law of the letter

Editor: In your March 18 news item detailing our company’s distribution in the top 80 ADI markets of the half-hour film series, The Protectors, you referred to us in “FDR Associates.” Although we have the utmost respect for our late President, we must confess that we lacked the nerve to sight to name our company after him, even though we came close. Our name, in fact, is RDR Associates.—STANLEY LEPZIG, executive vice president, RDR Associates, New York.

Early treatment

Editor: I read with interest in your March 18 issue, a story about all the new medical offerings. Consultation was the first show of this kind; we have been doing medical programs since 1966. It seems the time is finally ripe for health information, and I would like to let people know about our forerunner.—JACK W. RIGHEIMER, coordinator of public service, radio and TV programming, University of Illinois Medical Center, Chicago.

(Consultation is a noncommercial, weekly half-hour health programming program presented at the University of Illinois Medical Center and broadcast to more than 100 public and commercial TV stations.)

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Hamm’s thinks young to sell its beer

Why would Theodore Hamm Co., a Midwest-based brewing operation, sponsor a series of one-hour recorded live rock concerts on FM radio? Indeed, this was the question (among others) which flowed from Hamm’s management personnel when this rock-concert sponsorship concept was first brought up for discussion.

True, Hamm’s did possess one of the most aggressive college marketing programs in the industry: a program that called for a staff of Hamm’s campus representatives, a detailed on-and-off-campus promotional effort and an involvement in all campus-related social activities. Although the results of this program were quite good, there was one glaring problem. On large campuses, where the Hamm’s student representative could not reach personally the campus population, he could work only to a small share of the total campus population.

With this problem in mind, Hamm’s marketing department personnel and the Dancer-Fitzgerald-Sample merchandising department decided to develop a media effort which could accomplish two important tasks: allow Hamm’s to become identified with young adults through a program which interested the majority of young adults and allow the campus representatives to have a merchandisable vehicle on campus, thus making their job of selling Hamm’s easier and more profitable.

There was also the overriding consideration of the importance of the young adult market to Hamm’s future sales efforts. The drinking age of many states in which Hamm’s is sold has recently dropped to 20, 19 or 18. Also, the largest projected growth in America’s population will take place in the 18-34 age group. This was especially so for Hamm’s, since in its 33-state marketing area, the population age skewed lower than the U.S. as a whole. Naturally, if DFS could aid Hamm’s in developing a program that could initiate the beginnings of brand loyalty among the young beer-drinking crowd, it would portend well for Hamm’s.

Unfortunately, the solution to this problem was not as easy as defining the problem itself. Preliminary inquiries developed a multitude of young adult media opportunities. It was amazing how many publications portray themselves as the one paper that young adults read. Some of these tabloids are genuine phonebook productions. Sifting through all of these “opportunities” took time and a lot of

Don Dixon, 27, is a merchandising account executive at Dancer-Fitzgerald-Sample who specializes in sports and young adult/youth programs. He is responsible for special market merchandising and sales promotion coordination with DFS clients. Prior to joining DFS, Mr. Dixon spent five years with Arthur Sues Advertising, San Diego, as national account manager and tournament account supervisor for PGA and LPGA golf tournaments.

humor. However, the solution finally was to utilize the shape of Donald Gordon, originator, owner and national salesman for Radio Concert International. It was through his brainchild, Live From London, that we found the cornerstone for our young adult media plan.

Why rock music? Basically, it’s the only vehicle which transcends the variety of young adult interests. From folk rock, acid rock, soft rock, jazz rock, blues rock to glitter rock, there are enough styles to appeal to anyone who is not hooked on chamber music. We also were influenced by the wide proliferation of rock music shows on TV and by the search for special programming vehicles by FM stations.

In essence, Live From London is a series of 48-60-minute concerts recorded live at the top musical bistros in London. The bands featured during the concerts were not at the top—yet. Several were chosen on the promise of new albums and promotion.

Each of the concerts (seven in all) was tailored specifically for Hamm’s by RCI. Live openings by Luke O’Reilly, possessor of the proper London accent, gave the shows an English feel. Commercials (four minutes an hour) were tastefully integrated into the program content in order to attain rapport with the listener. By placing the 60-second spots at the open, half-hour mark and at the end, we saved the listener two 20- to 28-minute segments of uninterrupted music. Stations on which the shows were placed could not sell local time within the program hour. Hamm’s was the only sponsor. Hamm’s was bringing new recorded concerts to the air which were not available on commercial albums or tapes, with minimal commercial interruptions. The whole feeling of the series was one of offering a sponsored service to the listener.

To back the broadcast section of the concept, DFS creative developed a series of newspaper ads for insertion in college newspapers. The print materials continued with the low key approach and highlighted the group, not Hamm’s. Body copy was tailored specifically for the market. An important element, immediacy, was attained by scheduling the ads to run to day of the Live From London concerts. Probably even more important than the print ads was the extensive merchandising supplied by the stations.

Letters to retailers, request for listener input, on-air promotion, station-sponsored print ads, featured editorial in newspapers, tavern flyers and promos on album rating sheets were all used to pre-sell the Live From London series before the first show was aired.

Merchandising was also one key way in which the stations were evaluated. All were bought by visiting the market, assembling the various ratings, station hypo materials and in case of ties, conducting in-depth preference interviews in area taverns.

The first flight of Live From London was scheduled to run for six to seven weeks in 10 markets—Madison, Wis.; Denver, Champaign-Urbana, Ill.; Des Moines, Iowa; Minneapolis, Ann Arbor, Mich.; Lafayette, La.; Spokane, Wash.; Mankato, Minn., and Toledo, Ohio.

After the first flight was completed, an analysis of the series was undertaken, i.e., beer sales in college-oriented taverns, awareness of the Hamm’s brand name by college students, identification with Live From London, etc. Over-all, the results were excellent.

The program has been renewed for a second series, calling for a market realignment which will put young adults into the listening sphere of Live From London. New markets for the spring ’74 series are Atlanta, Milwaukee and San Diego.

What are the future plans for Hamm’s Live From London?—If the results continued to be as impressive as they have been, the show will become a permanent and expanding portion of the Theodore Hamm Co. marketing and advertising effort.
Quello heads down the home stretch; Holcomb still at the gate

Full Commerce Committee moves out first nomination; no major hitches foreseen on Senate floor despite Magnuson-Tunney vote against him; lack of quorum delays second

For James H. Quello, the Detroit ex-broadcaster who was nominated to the FCC in September and who underwent eight days of generally uncomfortable Senate hearings in January and February, the wait is almost over. For the FCC, down from its normal complement of seven commissioners to four since March 8 and facing the prospect of being able to muster only three commissioners, relief is in sight. But for Luther Holcomb, nominated on March 18 to fill one of the remaining commission vacancies, a little more patience is required.

The Senate Commerce Committee last week, by a vote of 14 to 2, recommended to the full Senate approval of the Quello nomination. The dissenters were Senator G. Magnuson (D-Wash.), chairman of the committee, and John Tunney (D-Calif.). The Holcomb nomination was also scheduled for consideration. But, with a heavy agenda of other business and with a number of quorum calls summoning senators to the floor, the committee was unable to complete work on the Holcomb nomination.

Among the items of business disposed of was the approval of nomination of John Eger, one-time legal assistant to former FCC Chairman Dean Burch, as deputy director of the Office of Telecommunications Policy. The nomination had been before the committee since July.

Senator John Pastore (D-R.I.), chairman of the Commerce Committee's Communications Subcommittee, who had been responsible for the timing of Senate action on the FCC nominations, made a special effort last week to put both nominations through the Senate mill before the departure this week, on April 17, of Commissioner Robert E. Lee for seven weeks in Geneva, where he will head a U.S. delegation to a World Administrative Radio Conference.

The senator wrote all members of the Commerce Committee, urging them to be available to vote on the Quello and Holcomb nominations, pointing out that the commission was seriously understaffed and faced the loss of a quorum.

But the calendar as well as the clock ran out on Senator Pastore. With the Senate on Tuesday having broken the filibuster on the bill providing for public financing of federal elections (see page 65), it made plans to recess for its Easter holiday on Thursday. As a result, it became virtually impossible for the Quello nomination to be moved to the floor for Senate confirmation before Congress returns, on April 22.

Similarly, the Holcomb nomination cannot be acted on by the Senate committee before that week. Mr. Holcomb, who is currently vice chairman of the U.S. Equal Employment Opportunity Commission, underwent two days of hearings two weeks ago (Broadcasting, April 1). Although there was some opposition to the ex-Baptist minister—from fundamentalist preachers including Dr. Carl McIntire, the National Organization for Women, and a chicanic group, the Raza Association of Spanish Surnamed Americans—he seems sure to win approval.

In view of the lopsided committee vote in favor of Mr. Quello, his nomination is expected to win Senate approval, although not without some opposition. His nomination was opposed in those hearings last winter by a long list of consumer group representatives who contended that a member of the broadcasting industry—even if a retired one—should not be placed on the commission that regulates broadcasters.

Furthermore, one of the two dissenting votes in committee was cast by the powerful chair of the Commerce Committee, Senator Magnuson; he can influence a fair number of senators simply by casting a vote for or against a nominee. However, he appears to have voted as he did primarily to be consistent; last year he led the successful opposition to Senate confirmation of an oil company lawyer, Robert H. Morris, as a member of the Federal Power Commission. For despite his negative vote, Senator Magnuson last week was said to have played a "passive" role.

Thus, there seems little likelihood of organized opposition later this month, when the Senate votes on the nomination of Mr. Quello to fill the commission seat left vacant by the departure in December, five months after his term expired, of Nicholas Johnson.

And that will mark the end of what once seemed an impossible scenario. Mr. Quello's name was one of the first to surface in speculation over Mr. Johnson's successor. However, in view of his background of more than 25 years in broadcasting, Mr. Quello was given virtually no chance. The news releases on his candidacy that were prepared by a public relations specialist, a friend, at no cost, drew snickers from Washingtonians.

But what was not clear at the time was that Mr. Quello had made some powerful friends among Michigan's congressional delegation in his years as a Detroit broadcaster. One was the then House minority leader and now Vice President Gerald Ford. Another was the Senate minority whip, Robert Griffin, who was also a member of the Senate Communications Subcommittee. They applied steady pressure on President Nixon, and the White House named Mr. Quello.

When the nomination was made, it seemed threatened in the Senate by liberals and their consumer-activist constituency. Mr. Quello was found to have another strong supporter in the other Michigan senator who was also a member of the Communications Subcommittee, and whose credentials as a liberal are impeccable—Democrat Philip A. Hart. His endorsement took the edge off any serious effort to reject Mr. Quello. Indeed, Senator Hart was one of Mr. Quello's most effective defenders when critics, including former Commissioner Johnson, sought to attack him in the hearing.

Meanwhile, the FCC last week was preparing for the worst—for the departure of Commissioner Lee and the failure of the Senate to provide one or more replacements. The four surviving commissioners—a former FCC policy director—were considering a plan to delegate authority to act to a board of three remaining...
Copyright bill is moving target as it leaves McClellan's hands

It's shot at by broadcasters who oppose new record royalties and by cable interests who want lower fees, eased sports blackout

After a five-year wait, a new copyright bill was approved last week by the Senate Copyright Subcommittee and sent to the parent Judiciary Committee. For broadcasters and cable operators the bill contained some good news and some bad.

The worst news for broadcasters was a provision creating an entire new right in phonograph records for record companies and performers. The bill would establish a scale of royalties for broadcasters to pay into a pool to be evenly split between labels and artists. Most stations would pay 2% of their total revenue.

The worst news for cable operators was a provision prohibiting cable systems from importing live sports broadcasts from distant stations except when the same event is broadcast locally. Senator John L. McClellan (D-Ark.), chairman of the subcommittee, was reported to have fought for elimination of the sports blackout but to have been outvoted.

The bill also contains a disputed scale of fees for cable systems to pay for the right to retransmit broadcast programs. The fee scale in the bill is considered too high by cable interests, which had campaigned for a 50% reduction, and too low by copyright owners, which have wanted the establishment of fees left to arbitration and omitted from the law itself.

Originally the bill had provided for the review of the cable fees by a copyright royalty tribunal three years after the passage of the legislation and every five years thereafter. The Senate Judiciary Committee amended that feature to provide review of the fees 18 months after adoption of the bill. Earlier it decided to cut the review time to 60 days, also over the objections of Chairman McClellan. Later, the committee voted 9-3 to approve the 60-day provision. The arbitration tribunal would be established in the office of the register of copyrights.

Royalties to be paid by cable systems are as follows: 1% of gross receipts up to $40,000, 2% of receipts from $40,000 to $80,000, 3% of receipts from $80,000 to $120,000, 4% of receipts from $120,000 to $160,000 and 5% of receipts above $160,000.

The bill provides an additional fee of 1% of gross receipts for any broadcast signal the FCC permits a cable system to add to those signals authorized at the bill's enactment. The National Association of Broadcasters has argued for individual negotiations of fees for broadcast clearance that may be granted in the future.

The National Cable Television Association had lobbied for a halving of the fee schedule and the total exemption from liability for cable systems with fewer than 3,500 subscribers. With the bill now awaiting consideration by the Judiciary Committee, "we are going to go all-out in a full-fledged legislative effort," an NCTA spokesman said. NCTA has created a copyright task force of Stuart Feldstein, general counsel; Charles Lipsen, vice president, government relations, and Donald Anderson, director of government relations.

"We want the fees cut," the NCTA spokesman said, "but the part we think is most blatantly unfair is the sports thing. That's what our operators are really going to get riled up against."

The bill, as written, excludes cable carriage of any professional sports broadcast that is not carried on a local station. It is far more restrictive than a proposed FCC rule that would prohibit cables from importing a distant sports broadcast if a home team in the same sport were playing at home. (If the home game were local, the cable system would, of course, be obliged to carry that broadcast as part of its basic requirement to carry all local signals.)

The sports provision was welcomed by broadcasters, but NAB officials were preparing to argue for modifications of some other sections and for outright elimination of the provision establishing royalties for the use of phonograph records. As long as that provision remains, an NAB spokesman said, the bill will be vigourously opposed.

The bill establishes as the basic royalty to be paid into the record company-performer pool 2% of a station's revenues after payment of commissions. It provides, however, for an "alternative pro rated rate" for stations playing few records, to be established at something under 2% of total revenues according to a formula to be created by the register of copyrights. NAB officials say the legislative history, as it now stands, indicates an intention for most radio stations to pay the 2% rate, for which talk or all-news formats would pay less.

So would television stations. But the establishment of the lower scales is left to the register of copyrights without explicit legislative advice, and at this point the NAB feels the situation would encourage setting the alternative fees at levels not much below the 2% base scale.

The subcommittee reported the bill out unanimously with the proviso that each member reserved the right to amend the bill in full committee. The sports blackout was preserved by another 2-2 vote and will likely be a big issue in mark-up.

The Judiciary Committee is expected to take up the bill after the return from the Easter recess next Monday (April 22). Action is predicted in early May.

**Question**

**Question:** Is whether ownership of associated station group is changing hands and subject to FCC rules on transfers

A Houston banker-lawyer has acquired a one-third interest in the *Washington Star-News* and its associated broadcast station group, subject to formal ratification of final contracts. Joe L. Allbritton, chairman and president of Houston Citizens Bank & Trust Co., is said to have an overall commitment of $25-30 million covering stock acquisition and advance of working capital.

Judging by the meager information so far disclosed, FCC sources said they could make no judgment as to whether Mr. Allbritton's acquisition would constitute a transfer of control requiring affirmative FCC action. The parent company, Washington Star Communications Inc., through subsidiaries, owns WMAL-AM-FM-TV Washington, WCNV(TV) Charleston, S.C., and WLVA-AM-TV Lynchburg, Va. The FCC's one-to-a-customer rule prohibits acquisitions of co-located radio and television stations, although waivers may be granted.

The *Washington Star*, Washington's dominant newspaper for many years until it lost leadership to the *Washington Post* some 20 years ago, has been owned by the same families (Noyes, Kauffman and Adams) for a century. Two years ago the paper acquired the founding *Washington Daily News* from Scripps-Howard, but conditions worsened. It has been reported that while the *Star-News* was losing $6 million annually, the Star Broadcasting subsidiary has been earning about $5 million a year.

Mr. Allbritton, 49, is expected to move
to Washington to assume executive direction of the Star company once the necessary approvals are forthcoming. "We expect that Mr. Albritton will make an important contribution to the success and advancement of our enterprises," John H. Kauffmann, president of the company, said at the conclusion of a director's meeting April 8 at which the proposal was given approval in principle.

Authorization for the detailed contract must be written. A meeting that had been scheduled for April 29 has been postponed with a likelihood it will be mid-May before the board can meet.

After the Albritton agreement was announced, Mr. McGoff, whose Panax Corp., a newspaper chain based in East Lansing, Mich., said he had been negotiating for months to buy the Star News, but without its broadcast properties. He said he would continue to solicit the support of stockholders, who he asserted were not unanimous in favoring the Albritton offer.

Mr. McGoff, who has made a $20 million offer for the paper on his own behalf and not for the Panax Corp., which owns 48 small-market dailies in Michigan, Illinois, Indiana and Florida, is only one of several publishers who have recently explored prospects of acquiring the troubled Star News.

Mr. Albritton, described as an "LBJ Democrat" who was friendly with the former President and often visited his ranch. He is said by Houston friends to have been active in liberal Democratic politics and to have supported the presidential candidacy of Ted Kennedy (D-Mass.) in 1972 as a convention delegate. He was also said to have been active in the fund-raising to launch the campaign of Senator Lloyd B. Bentsen (D-Tex.) for the 1976 Democratic nomination.

Mr. Albritton reportedly has already wanted to become part of the Washington scene. He is expected to establish residence in Washington while maintaining his apartment in Houston.

The broadcast properties of Washington Star Communications are operated as separate entities under their own corporate structure. John W. Thompson Jr., is president of the Evening Star Broadcasting Co. and is executive vice president, and Andrew M. Ockerhauseen—joint board chairman of the National Association of Broadcasters—is vice president.

WMAL-TV on ch. 7 is an ABC-TV affiliate. WMAL(AM) is on 630 kHz with 5 kw. WMAL-FM is on 107.3 mhz with 50 kw and antenna 410 feet above average terrain. WCV(TV) on ch. 4 is an NBC-TV affiliate. WLVA-TV on ch. 13 is an ABC-TV affiliate. WLVA(AM) is on 590 kHz with 1 kw.

Behind-the-scenes drama of the channel-5 case

In novel-like fashion, Quinlan's new book details WHDH Inc.'s ultimately unsuccessful struggle to retain license for WHDH-TV

In the weeks and months following the FCC's historic decision of Jan. 22, 1969, denying the renewal of WHDH-TV Boston and granting the competing application of Boston Broadcasters Inc., WHDH inc. waged the kind of aggressive fight to reverse that decision that would be expected of a company faced with the loss of a $50-million property.

The legal tip of the fight was evident in the blizzard of pleadings and appeals which counsel filed with the FCC and the courts. Beneath the surface was an intensive search that reporters of the then commonly-owned Herald Traveler were making, for the kind of material the lawyers could use.

This part of the subsurface battle for the valuable property is touched on by Sterling (Red) Quinlan, former ABC vice president in Chicago, in his book on the 25-year struggle for the channel-5 license, "The $100 Million Dollar Lunch," published this week by J. Philip O'Hara Inc., Chicago ($6.95).

He reports that WHDH's Harold Clancy assigned between nine reporters (Mr. Clancy's figure) and 30 (BBI's estimate) to the case. Their work involved sifting through material obtained from both BBI's offices. And, in time, they came up with information that almost enabled WHDH to arrest its slide toward oblivion.

The investigators turned up a suit that had been filed against Nathan David, BBI's executive vice president, as a result of his sale of unregistered stock. In time, the Securities and Exchange Commission filed charges against Mr. David that, Mr. Quinlan notes, "bore a striking resemblance" to those which presented in a petition filed with the commission.

As reported at the time, in August 1970, the commission contemplated rescinding or suspending the construction permit it had granted BBI ("Closed Circuit," Aug. 23, 1971). Mr. Quinlan reports that then Commissioner Robert Wells, who had urged such action, left the meeting at the luncheon break to keep an out-of-town speaking engagement with the understanding that the permit would be rescinded. However, then Commissioner Nicholas Johnson persuaded the commission to go no further than to ask the U.S. Court of Appeals in Washington to remand the case for further consideration.

The court refused even that, however, and WHDH's last hope of holding on to WHDH was gone.

Mr. Quinlan has brought together much of the material concerning the landmark case that is on the record, but has attempted to deal with it more as a novelist (which he is) than as a legal scholar. Indeed, he invents dialogue to express what he says is his understanding of how people felt and acted in specific situations along the way.

And although there is not much in the book that will surprise those who followed the tortuous case through the years, there are some new shafts of light. The use of Herald Traveler reporters to search out material that could be used against BBI was one. Another was Nicholas Johnson's initial preference for Charles River Broadcasting, an applicant consisting of some of Boston's most illustrious citizens; however, he switched to BBI, former Commissioner Robert T. Bartley's choice, without much argument.

There is also a brief glimpse of former Chairman Rosel H. Hyde's tortured soul-searching over how to vote; he was concerned that a vote for BBI would be viewed as a favor to BBI's counsel and his former legal assistant, Benito Gaguine, and he had no real preference for the various applicants. So he decided that withdrawal would be more "judicious," according to Mr. Quinlan, than casting a vote without conviction—even though withdrawal of a vote that would be decided by only four members.

Then, too, is Circuit Judge Harold Leventhal, author of the court's unanimous opinion upholding the commission's WHDH decision, reportedly expressing "misgivings." "He is reported to have said that if he had it to do over again, he would not have voted against WHDH-TV. The later collapse of the Herald Traveler is said to have disturbed him greatly," Mr. Quinlan writes. Why did he vote as he did? He had been prepared to vote to overrule the commission. But, he is quoted as stating, though not in quotation marks, that then FCC General Counsel Henry Geller persuaded him to change his mind during the oral argument on the case.

The title of the book derives from what Mr. Quinlan estimates the loss of the station cost WHDH as a result of a lunch—actually two lunches—that the late Robert Choate, president of the then local Traveler programming—$100 million. Mr. Quinlan writes. Why did he vote as he did? He had been prepared to vote to overrule the commission. But, he is quoted as stating, though not in quotation marks, that then FCC General Counsel Henry Geller persuaded him to change his mind during the oral argument on the case.

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WJIM stations ordered for hearing on news issues

Charges began with Detroit paper, were amplified by ACLU; Gross group alleged to have slanted news, used stations for personal, political gain

The Detroit Free Press last fall published a series of articles alleging that Gross Telecasting and its principal stockholder, Harold F. Gross, had used WJIM-TV Lansing, Mich., to advance their economic, personal, and political objectives.

The stories precipitated an FCC investigation that last week led to a commission order designating Gross Telecasting's WJIM-AM-FM-TV renewal applications for hearing.

The hearing confronts the commission with the necessity of looking into a licensee's news operation—a job it has always regarded as delicate and difficult because of the First Amendment questions involved. The issues raise questions as to whether the licensee's newscasts misrepresented the coverage or lack of coverage of particular events or persons in an effort to slant, distort or suppress news—and if so, whether the orders were carried out.

Similar questions are raised as to whether this news operation was used to advance private rather than public interests. Other issues are designed to determine whether Gross made misrepresentations to the commission or was lacking in candor with it, the number of public service announcements WJIM-TV broadcast during the 1973 composite week, and whether Gross attempted to misrepresent the extent of the announcements.

The commission ordered the hearing after it had conducted a nonpublic inquiry based on the field investigation of its staff.

The Free Press and the commission were not the only agencies looking into Gross's activities. The Lansing branch of the American Civil Liberties Union in October filed a voluminous petition to deny the Gross renewals. The ACLU said that its petition was triggered by the newspaper articles and that its investigation not only supported the newspaper's charges but turned up additional instances of "abusés" (Broadcasting, Oct. 22, 1973). The commission did not accept the petition because it was filed late, but treated it as an informal complaint.

Gross Telecasting, in a response to the ACLU complaint, flatly denied that it had slanted or distorted news to advance its own interests and said it had complied with commission policies regarding news coverage, editorials, and fairness (Broadcasting, March 4).

Gross's problems, moreover, have spread beyond the domain of the FCC. The Justice Department is looking into the possibility of federal law violations by Gross in connection with a letter from a local tennis club that the licensee submitted to the commission in defense of the station's performance. The same material is said to have led the commission to add the misrepresentation issue.

The Justice Department entered the case after counsel for ACLU, Thomas Asher and Harvey Shulman, of the Media Access Project, referred it to some of the material their inquiry had uncovered.

Besides putting the WJIM licenses in jeopardy the commission order virtually kills Gross's chances of acquiring WJWG-TV Fort Wayne, Ind. The contract with Federated Media Inc. calls for a final commission order approving the sale by June 30. And last week the commission said it would not consider the sale until the renewal hearing was completed.

Midcontinent disputes cable system's charges in petition-to-deny case

Midcontinent Broadcast Co. last week flatly denied charges contained in a petition filed by a cable operator to deny the license renewal applications of Midcontinent's KELO-TV Sioux Falls and KPL0-TV Reliance, both South Dakota.

Central Plains Cable TV, operator of a Mitchell, S.D., cable system, had alleged in its petition that Midcontinent is restraining cable and television competition in the Reliance and Sioux Falls areas (Broadcasting, March 11). In urging the FCC to strike Midcontinent's petition, Midcontinent last week told the commission that Central has not shown it will be injured technically or economically from Midcontinent's broadcast operations. And contrary to Central's allegations, it said, Central's cable competition in Mitchell is not a Midcontinent-owned system, but an independent one whose principals are Joseph H. Fryd, son of Midcontinent's president, and Sioux Falls attorney whose firm has on occasion represented Midcontinent.

Midcontinent said Central Plains referred in its petition to issues raised in 1971 petitions to deny Midcontinent's renewals. But, Midcontinent pointed out, those issues were disallowed by the petitioners and the license renewals were granted.

In answering Central's contention that Midcontinent's continued cable expansion has discriminated against TV station competitors in the market, Midcontinent noted that the main thrust of this argument concerns Midcontinent's choice of Dojver, rather than eastern South Dakota TV signals for its cable system at Pierre, Winner and Huron, S.D. The selection of Denver signals was "based upon micro-wave availability and the need to provide a full affiliate of each network," Midcontinent said.

Central Plains "conducted bespeaks a party . . . quite willing to use the commission's power to harass or bring pressure to bear for its private ends," Midcontinent charged.

WCAU-TV fight will go into hearing

Fate of CBS's Philadelphia station depends on establishment of challenger's financial status

After nearly two years, a group of business and professional men has reached first base with its application for Philadelphia's Ch. 10, now held by CBS's WCAU-TV.

The FCC last week set for hearing the mutually exclusive applications of CBS for renewal of WCAU-TV and of First Delaware Valley Citizens Television Inc. for a construction permit for a new station on the same facilities.


The commission said hearing issues in the case would include First Delaware's financial qualifications. It noted the company had failed to show that it could buy the existing WCAU-TV antenna system at the indicated price of $428,000, and did not furnish information about costs for construction or lease of main studio facilities. The commission said even if First Delaware demonstrated the availability of all the funds it says it needs—$4.4 million—it would still have to have additional funds to be considered financially qualified.

KAYE will get another chance

FCC orders four-year-old renewal case remanded under new judge

The FCC has signaled a new round in the drawn-out, rancorous renewal proceeding involving KAYE (AM) Puyallup, Wash., with a new administrative law judge to referee.

The commission last month gave the ruling of Judge Ernest Nash dismissing the renewal application of KAYE Broadcasters Inc., and granted KAYE's appeal to the extent of remanding the proceeding to a new judge.

The commission also said it would serve no purpose to consider the propriety of Judge Nash's order excluding KAYE's counsel, Benedict Cottone, since Mr. Cottone has since withdrawn. Mr. Cottone and Judge Nash had battled bitterly during two previous rounds of the hearing, which began in July 1970. The climax was reached in September 1972, when Judge Nash ordered Mr. Cottone from the proceeding and, when KAYE was unable to obtain another lawyer over a weekend, dismissed its application for failure to prosecute.

In the formal order issued in December, Judge Nash had sought to wear him down with a strategy of disruption and disorder, and had pre-
sentit its exhibits in a manner so disor-
ganized as to make a shambles of the
record (Broadcasting, Dec. 11, 1972).
The commission, however, said evi-
dence was not “conclusive” that the li-
censee “was responsible for the alleged
misconduct.” Accordingly, there no
longer was any basis for the dismissal
and the proceeding should be remanded
at KAYE to complete its interrupted
rebuttal showing, the commission said.
The case against KAYE’s renewal was
originally based on charges that the sta-
tion had violated the personal-attack rules
and the fairness doctrine, and had sought
to discourage local residents from pre-
senting unfavorable information to the
commission.
The FCC called for a prehearing con-
ference within 30 days, and the start of
the hearing within 180 days. It warned
KAYE against unreasonable failure to
comply with the directive or subsequent
agreements.
The latest round will include a new
issue added by the commission—to deter-
mine whether, as a result of several re-
cent changes of top officers, there was
an unauthorized relinquishment of con-
trol of the licensee.

**More listen-ability**

The total number of radio sets in working
order at the end of 1973 was 383,398,-
000, up from 368,557,000 in 1972, ac-
cording to estimates by the Radio Adver-
ising Bureau. RAB said last week that
almost 60 million radio sets were sold at
retail in the U.S. last year. The report
noted that more than $3.9 billion was
spent on purchase of radio receivers and
radio batteries last year. It said the num-
ber of auto radios was 94,490,000, cov-
ering 95% of all cars.

**Loser of KRLA loses again in reconsideration bid**

FCC again turns down Orange Radio,
unsuccessful applicant for
vacated Los Angeles frequency

Orange Radio Inc., one of the com-
peting applicants for the facilities of
the former KRLA(AM) Pasadena, Calif.,
has been unsuccessful in its bid to per-
suade the FCC that it is better qualified
than Western Broadcasting Corp. to op-
erate a station on the 1110 khz fre-
cency.
The commission last week denied
Orange Radio’s petition for reconsidera-
tion of its December 1973 grant of
Western’s application for the station (Broad-
casting, Dec. 10, 1973). The facility,
which became available in 1962 when the
FCC refused to renew the license of
KRLA, has been operated on an interim
basis by Oak Knoll Broadcasting since
1962.
The commission concluded the pro-
posal by Western (whose principals in-
clude Bob Hope and Art Linkletter),
“holds out the greatest promise of an
improved operation which make the most
efficient use of the 1110 khz frequency
in the Southern California area.”

Orange (one of whose stockholders is
Robert Maheu, former public-relations
consultant for Howard Hughes) asked
the commission to set aside grant of West-
ern’s application and reinstate the review
board’s finding that Orange Radio was the
only technically qualified applicant. In
the alternative, Orange sought remand
for further hearing to update the record
on technical qualifications; a decision by
the review board on nontechnical com-
parative issues if more than one appli-
cant was found technically qualified, or
a stay of the commission’s decision pend-
ing appeal.

Orange’s petition was directed pri-
marily at the commission’s finding that
Orange violated the 10% rule (prohibit-
ing the assignment of a station to a
channel if interference would affect more
than 10% of the population in the pro-
posed station’s normally protected pri-
mary service area), while Western did
not and that this was the basis for the
commission’s grant of Western’s appli-
cation and for its denial of Orange’s.
The commission pointed out that
Orange knew in 1965, when the compet-
ing applications were designated for hear-
ing, that the 10% rule was at issue and
said it was “inexcusable” for Orange to
wait until the final decision was issued to
bring forth evidence it deems relevant.

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slightly more than twice gross. A good opportunity for an
owner-operator with terms available.

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**Changing Hands**

Announced

The following broadcast station sales were
reported last week, subject to FCC ap-
proval:

* WMAI-AM-FM-TV Washington, wly-

AM-TV Lynchburg, Va., and WCIV(TV)

Charleston, S.C.: Approximately one-

third interest tentatively sold by stock-

holders of licensee to Joe E. Albright

for about $25 million (see page 17).

* KAUS(AM)-KAAL(FM) Austin, Minn.:

Sold by Black Hawk Broadcasting Co. to

W. Russell Withers Jr. for $400,000.

Robert Buckmaster is president of selling
firm. Mr. Withers has majority interests
in WDFT(TV) Weston, W. Va., WMIK-AM-FM
Mt. Vernon, Ill., and KGOM(AM) Cape
Girardeau, Mo. KAAL is full time on 1480
khz with 1 kw. KAAL operates on 99.9
mhz with 100 kw and antenna 930 feet
above average terrain. Broker: Blackburn
& Co.

* KBOO(AM) Yuba City, Calif.: Sold by

General Broadcasting Co. to Concerned
Communications Corp. for $250,000.

Gerald McLevis is selling principal. Buy-
ning group includes Mick Landrith, Todd
Baker and Cal Lawton. They presently
own KBLF(AM) Red Bluff, Calif. KBOO is
full time on 1430 kHz with 500 w day
and 250 w night.

Approved

The following transfers of station owner-
ship have been approved by the FCC (for other FCC activities see page 73).

* WAK(AM) Atlanta: Sold by Belk Broadcasting Co. to Broadcast Enterprises Network Inc. for $2,866,000. Ragan A. Henry is president and largest stockholder of buying firm. He is vice president and holder of minority interest in Sheridan Broadcasting Corp., licensee of WAMO-AM-FM Pittsburgh, WUFV(AM) Amherst (Buffalo), N.Y., and WILD(AM) Boston. WAK is full time on 1380 kHz with 5 kw, directional at night.

* WQX(AM) Hialeah, Fla.: Sold by Great Joy Inc. to Herbert S. Dolgoff for $345,000 (including assumption of $265,000 in liabilities). Mr. Dolgoff owns WCMQ(AM) Miami. WQX operates on 92.1 mhz with 3 kw and antenna 110 feet above average terrain.

* WRSO(AM) Homestead, Fla.: Sold by Clement L. and Helen L. Littauer to Southland Radio Inc. for $215,800. James L. Wiggins is president and sole stockholder in buying firm, which also owns WYNR-FM Brunswick, Ga., and WQDE(AM) Albany, Ga. WRSO is daytimer on 1430 kHz with 500 w.

* WSGA(AM) Sutton, W. Va.: Sold by Charles M. Erhard Jr. to Multi-Media Associates for $125,000. James R. Reese Jr. heads buying firm, which also has interests in WRTG-FM Clarksburg, W. Va., and WUDE(AM) Cumberland, Md. WSGA is full time on 1490 kHz with 1 kw day and 250 w night.

A new MDS system starts in New York

Microwave’s service will link finance executives with brokers for morning Q & A sessions

The Microwave Corp. of America, New York, kicked off its multipoint distribution service there at a special demonstration last week.

During a Wednesday (April 10) seminar at the Institute of Technology’s “Communication and the Energy Crisis,” Mark Foster, the president of Microband National Systems Inc., the marketing arm of the Microwave Corp., threw the switch that brought in a clear, over-the-air picture from a couple of miles away at the studios of Home Box Office, the Manhattan pay-cable company.

Seated in the studio, Don Franco, president of the Microwave Corp., said that a brokerage house allied to Morgan Stanley & Co. would be using the new system to link up a number of banks and insurance companies in the area. As he envisions it, the brokerage house’s research people will appear on camera every morning before the stock market opens. They will deliver a general market report, and then, with the aid of a two-way phone hookup, answer questions from bank and insurance-company executives on the receiving end of the broadcast.

Mr. Franco said he hoped the New York system would eventually develop along the lines of Microwave’s Washing-

Arbitron techniques distort measurements, broadcaster asserts

But company says sampling methods that he challenged are reliable

A review of Arbitron Radio diaries and sampling procedures has caused one broadcaster to call for revised diary distribution methods and elimination of the practice of collecting multiple diaries from one household. Arbitron has defended both.

In a letter to Arbitron’s Eastern division manager, Bryce Rathbone, Everett Dillard, general manager of WAMO(AM) Hialeah, Fla., said he believes Arbitron’s Eastern division’s sampling techniques are based on sound research techniques and accepted principles. There are no specific attempts to control sample distribution by zip code, he said. Not only would it be costly to revamp procedures to utilize zip code sampling, but that procedure “would not contribute anything to the over-all ac-

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Broadcasting Apr 15 1974 21
Another voice urges ascertainment rules for public stations

Center for Ethnic Affairs seconds FCC proposal, wants ongoing surveys

A New York group concerned with ethnic minorities claims that noncommercial broadcasters must be required to conduct formal community ascertainment if they are to be responsive to local problems.

The New York Center for Ethnic Affairs, comments filed with the FCC, supported the commission's proposal to require noncommercial stations to go through the same ascertainment procedures now required of commercial licensees and offered its own specific recommendations.

In its petition, the center alleged that WNET is responsive only "to the interests and tastes of the more influential, better-educated, Manhattan-oriented citizens of the city, most of whom have the resources to isolate themselves from many of the problems which beset less fortunate New Yorkers.

It said WNET and other noncommercial outlets "seem to believe that because their programing tends to appeal to groups with more specialized tastes, that the problems of those groups not generally part of their audience need not be ascertained, much less responded to."

Those in positions to help solve community problems "cannot be expected to act until they are informed," the center pointed out, and WNET "has not effectively informed its viewers" about the neighborhood problems of New York City's large working-class population living outside Manhattan.

While formal ascertainment procedures would require WNET to spend more money, it said, "it is important to note that this station is the largest educational broadcaster in the nation, with an annual budget exceeding $12 million. Furthermore, the station could easily mobilize the assistance of its impressive volunteer organizations to conduct the surveys which would otherwise be one of the major expense items."

The center recommended that the commission's noncommercial licensees be required to (1) "demonstrate the criteria used to identify community leaders," (2) "show that leaders selected for consultants are recognized by the groups they claim to represent," and (3) conduct ongoing ascertainment surveys and file semi-annual reports with the FCC, demonstrating that local interests are being served.

In addition, it suggested that noncommercial stations submit to the commission an "affirmative action plan" on local needs, "indicating specific practices to be followed to assure that every reasonable effort is made to reach out and respond to all significant elements in the community."

High court to hear arguments this week on 'Miami Herald'

Newspaper fights print media's counterpart of equal time

The question of whether newspapers, like broadcasters, can be required to open their facilities to persons outside their control in the interest of fairness will be argued before the U.S. Supreme Court on Monday (April 17).

At issue is the Miami Herald's appeal on First Amendment grounds of a ruling by the Florida State Supreme Court upholding a 1913 state law which asserts that newspapers that "assail" a political candidate must, on request, offer him free space for reply. The ruling involved a suit brought by Pat Tornillo, a leader of the Dade County Classroom Teachers Association, who invoked the law after the Herald refused to print his responses to attacks on his candidacy for the state legislature.

Some 20 newspapers and broadcast organizations have filed friend-of-the-court briefs in support of the Herald. Mr. Tornillo is also supported by the American Civil Liberties Union and the National Citizens Committee for Broadcasting. NCCB has expressed concern over the arguments of some of the broadcasters who have filed in the case that the court should use the occasion to "undermine" or "diminish" the fairness doctrine as applied to the broadcast media.

The Herald will be represented in the oral argument by Dan Paul, its Miami counsel. Professor Jerome A. Barron of George Washington University Law School will appear for Mr. Tornillo.

Gallup again finds out the after-dinner set is usually around the TV set

A new Gallup poll has underscored the proposition that when the sun goes down, the TV set comes on in most U.S. households.

The latest Gallup findings, based on inquiries made in February of 1,562 18- to 49-year-olds, show that Americans favor watching television over any other evening pastime by a three-to-one margin. Asked their preference, some 46% of the respondents opted for turning on the TV set; 14% indicated that they'd rather curl up with a good book; 12% also favored dining out, and 10% felt that the time should be spent in diversions other than watching television.

Of the other choices, some 5% said they preferred to listen to either radio or records; 9% favored attending the theater or movies; 8% each preferred visiting friends, entertaining friends, playing cards...
or other games, or just plain relaxing. Five per cent of the subjects listed participating in sports as their preferred evening pastime; 4% said they'd rather go dancing; 3% each opted for sewing, home-workshop pursuits, or attending church or club meetings. An additional 9% mentioned other, unspecified activities.

The Princeton, N.J.-based Gallup organization attributed the total of 155% to multiple answers.

Significantly, the percentage of respondents favoring TV viewing (46%) was identical to that which television attracted in a similar Gallup poll in 1966.

Of the respondents in the most recent survey who had no more than a grade school education, Gallup reported, 62% listed TV viewing as their favorite nocturnal pastime. Of those who completed high school, however, only 48% displayed a preference for television. And of the subjects with a college background, only 29% found television the most desirable evening activity. The better educated crowd, Gallup contended, is more likely to favor more active pursuits, such as entertaining, dining out or attending the theater.

Media Briefs

Affiliate action. Waiver of FCC policy that limits ABC's multiple radio networks to one to two AM affiliations in markets of fewer than six stations was granted by commission last week. Policy, in effect since 1969, limits ABC to one affiliate in market with four or fewer stations, two affiliations in five-station market. Commission noted it will soon begin inquiry and rulemaking related to radio networks generally and will include 1969 policy as one issue.

Warning. William Ray, chief of FCC's Complaints and Compliance Division, informed Gross Telecasting Inc., licensee of WJIM-TV Lansing, Mich., that since its People and Issues program is not regularly scheduled bona fide news interview program, WJIM-TV had not compiled with equal opportunities provision of Section 315 of Communications Act when it refused equal time request by candidate for Lansing board of education. Although no further action is warranted, Mr. Ray said, station is expected to take ruling "into consideration" in future.

Relocates. Media Communications Inc., New York, has moved to new offices at 3 East 54th Street, New York 10022, (212) 832-6500.

Spreading word. Women in Communications Inc. has announced 1975 Edward L. Bernays Foundation Award competition for "best plan to aid women in communications in achieving parity with men in opportunity for advancement, remuneration and other recognition for equal merit." Contest deadline is March 15, 1975 for $1,000 award. Award Competition, Advancement Fund for Women in Communications Inc., 8305 A Shady Creek Boulevard, Austin, Texas 78758.

Windfall. Public Broadcasting Service is claiming unqualified success in first nationally coordinated Public Television Awareness Week, which took place Feb. 22-March 3, in which one in every three PTV stations participated, brought in viewer pledges totaling $1,854,524 from nearly 100,000 individuals. Resulted in 96,831 new memberships. During campaign, stations pre-empted normal broadcast schedule to show anthology of best programming efforts, interspersed with frequent pleas for donations.

Heads together. FCC Cable Television Technical Advisory Committee will hold public meeting with representatives of state governments this Wednesday (April 17) at FCC headquarters in Washington. FCC Chairman Richard Wiley will address meeting, which is designed to acquaint state governmental authorities with ongoing work of committee. Working sessions will include presentations by chairmen of committee working panels.

Back in business? Oregon Governor Tom McCall, Portland radio and TV news analyst before his election eight years ago, reportedly will become professor of broadcasting and public affairs at Oregon State University of Corvallis at completion of his second term as state's chief executive next year. Governor McCall has refused to comment on these reports.

House sets out to look at ad deletion north of the border

U.S. broadcasters' protests over the Canadian Radio-Television Commission ruling mandating Canadian cable systems to delete commercials of imported U.S. TV signals has won a sympathetic ear in Congress. Representative Dante Fascell (D-Fla.), chairman of the House Subcommittee on Inter-American Affairs, has scheduled a hearing on the matter for April 25. Reportedly, representatives of the National Association of Broadcasters, State Department and stations in Buffalo, N.Y., Detroit and Bellingham, Wash. (all affected by CRTC policy) have been invited to testify.

The action comes at the urging of Representative Thaddeus Dulski (D-L.N.Y.), whose district includes the Buffalo market. On the Senate side, Senator Warren Magnuson (D-Wash.) has been pushing for action, thus far unsuccessfully.

No legislation has been proposed on the issue, and Hill sources doubt that Congress possesses the authority to foster reliance on the other side of the border. "We don't know what can be done," said one aide to Representative Dulski. "That's what we're trying to explore." The intent of the hearings, he said, will be to supply the State Department with a record of case and to provide a catalyst for the application of diplomatic pressure on Canadian officials. Initial State inquiries to Ottawa resulted in no concrete action other than an advisory from diplomatic sources indicating that the Canadian government is hesitant to second guess CRTC (BROADCASTING, Oct. 22, 1973).

Metcalf committee gets chorus of ayes for opening Congress to broadcasting

Fred W. Friendly, former president of CBS News and now a professor of broadcast journalism at Columbia University, told a joint congressional committee last week that it could "by-pass the gatekeepers at the network" if it were to directly broadcast television coverage of the chambers of Congress to local stations via a domestic satellite system.

Senator Lee Metcalf's (D-Mont.) Joint Committee on Congressional Operations has been hearing testimony over the last two months on congressional access to the media and how it could properly balance the President's command of direct access to the electorate through the television networks.

"My proposal is not only to make the wired Congress available to all networks," Mr. Friendly said, "but to leap over all those gatekeepers with their varied values and priorities and deliver the signal direct to 200 American communities. If telephone long-line and microwave distribution is too expensive, synchronous satellites made possible by this nation's maximum, costly effort in space will in this year and in the next three years make it possible to spray-telecast television signals into every time zone simultaneously or on a delayed-time basis." Mr. Friendly set the cost of operating such a satellite system at about $10 million per year.

If Congress were to provide a broadcast service delivering the proceedings of Congress to broadcasters, similar to the system employed by the UN, some members of the committee were anxious about how the networks might excerpt parts of the proceedings. Mr. Friendly's proposal struck at the heart of that anxiety as he
pointed out that local stations would be able to pick and choose which debates or speeches would be relevant to their service area, thereby precluding the net-
work from being the sole dissemin-
ators of congressional coverage.

The president of the Radio and Tele-
vision News Directors, Bob Johnson of
WSAZ-TV Huntington, W.Va., told the
committee that if Congress does indeed
adopt a UN-type system (that is, a
service produced by Congress and offered
to broadcasters for a fee) there should be
provision for broadcaster-operated cam-
eras in the chamber. "If for technical
reasons such a UN-type service might
have to be fixed on camera," he testified, "we
feel it should be operated strictly as a
record of the proceedings, with the gov-
ernment camera trained only on the
member speaking. There should also be a
provision for broadcast industry cameras
to show the rest of the chamber—other
members, the audience in the galleries,
etc.,"

But the committee members did not
warm to that idea. Representative James
G. O'Hara (D-Mich.) said that the net-
work of the Democratic and Republican presidential nominating con-
ventions "makes us hesitate. Would you
be in the cloakroom instead of covering
the official business? Would you be in a
corner of the chamber asking someone
what he thinks of what the speaker
is saying rather than concentrating on the
speaker?"

Mr. Johnson assured the committee
that broadcaster-operated cameras would
do nothing like that. They were needed,
he said, because a camera fixed on the
person speaking "cannot convey the at-
mosphere—the tension, for example—in
the chamber, which television is uniquely
equipped to do."

National Association of Broadcasters
President Vincent Wasilewski joined
other broadcast-industry representatives
in calling for the opening of floor pro-
cedings to broadcast coverage. As well,
he said that if the equal time and fairness
doctrine were repealed it "would allow
more putting and more lies, and more sub-
stitute among all candidates for federal
office which could improve the under-
standing of the great issues confronting
the government... and allow journalists
to do more investigative reporting and
topic documentaries without the fear
that government will second guess them."

Newton Minow, former chairman of
the FCC and co-author of "Presidential
Television," claimed that "the Constitu-
tion has been amended by technology.
That is, because of the President's ability
to command television time on all net-
works simultaneously, the Chief Execu-
tive has—in the years since President
Kennedy—become more powerful than
the other two branches of government
with which it was mandated to be equal.
"The Presspeak on television can speak on to
when, how and on what he wants," Mr.
Minow said, "Congress should have the
same right." The President, however,
should not be seen less on national tele-
vision, he said, but Congress should be
seen more.

Lee M. Mitchell, another co-author of
"Presidential Television," told the com-
mittee that "even when you add up all
the negatives [mentioned in conjunction
with televising chamber proceedings]—
grandstanding, hot lights, disruption of
proceedings—nothing permanent would
be done to Congress. Try it."

Mr. Minow also advanced his proposal
for television prime-time debates in Con-
gress on major issues. That idea has been
promoted by former member of Con-
gress Vincent W. G. Wasilewski.

"The President, however, which could improve
the cloakroom instead of covering
Mr. Johnson also pointed out that
networks parallels
hearing, trial proceed-
Mr. Metcalf said that
While
the
appeal. Representative O'Hara supported
the prime-time debate concept in a separate
statement for the record. Despite his mis-
givings, Senator Metcalf believed the idea
could be a "first step" in the eventual
broadcasting of floor action.

In fact, the committee spent much of
its time during the last days of the hear-
ings discussing first steps. Another such
proposal was advocated by Senator
Robert C. Byrd (D-W.Va.), who has
introduced a rule change that will equip
senators' closed-circuit television
system so that they might monitor
chamber proceedings while not on the
floor. If the rule change is adopted, the
system would be built with a broadcast-
quality signal in mind. After a period of
experimentation with the closed-circuit
system, the signal would then be made
available to broadcasters.

Though these hearings have been con-
centrated on a permanent, long-range
program for congressional access to
the electronic media, one current issue kept
popping up: the televising of the impeach-
ment and trial of President Nixon, if
that should happen. Senator Metcalf said at
one point that he felt Congress would
have little time to study the mechanics of
broadcast coverage of the House and
Senate and that he would soon be in
such an impeachment proceeding and
that Congress would probably vote to
open those events to the broadcast media.
Later, the senator told BROADCASTING
that he would be testifying before the Senate
Rules Committee on this committee's
findings at some time in the future if it
votes to investigate the possibility of tele-
vizing impeachment and trial proceed-
ings.

Interestingly, during the seven days of
hearing, no one appeared to speak against
the impeachment or proceedings. It
seemed apparent, as Representative
Lionel Van Deerlin (D-Calif.) pointed out
early on in the hearings, that there is
a "new generation" in Congress which
is more accustomed to the realities of
television. And, one committee staff
member was able to point out one of the
most popular one among an electorate that is seeking a
"more open Congress."

The Metcalf hearings have been un-
common. The Joint Committee on
Congressional Operations is basically tooth-
less, with ability only to write a report
but not to initiate legislation. Nonetheless
it has been able to get a "quality" set of
witnesses who include the presidents of
two network corporations (CBS's Arthur
Taylor and ABC's Elton Rule) and the
chairman of NBC, Julian Goodman. (By
contrast, it was not the networks, not the
Corporations, that appeared before Senator John L. Pastore
and the Senate Commerce Committee for
hearings on television violence two weeks
ago, a subject and committee that bears
more directly on the networks' day-to-day
operations.) As well, the line-up of Con-
gressional witnesses has included a good
number of the "giants" (Mr. Van Deer-
lin's word) in the Congress. Among them
were Senators Hubert Humphrey (D-
Minn.), John Pastore (D-R.I.), Edmund
Muskie (D-Me.) and Senator Byrd,
the majority whip.

The target date for broadcasters obtain-
ing the right to cover the chambers of
Congress on an equal footing with the
print media is 1976, the bicentennial
year, the pro-TV people are saying.

Herschensohn files his
bill of particulars with
National News Council

Presidential assistant gets specific
on what he sees as network new bias; CBS comes off as blackest villain

National News Council directors met at
the White House last Wednesday (April
10) with President Nixon's special deputy
assistant, Bruce Herschensohn, to receive
a laundry list of specific complaints
against national network news (BROAD-
CASTING, April 1). Mr. Herschensohn
last month agreed to submit his own ob-
servations of "network bias" to the News
Council for its rekindled study of Mr.
Nixon's Oct. 26 press conference state-
ment that network news was "outrage-
ous, vicious and distorted.

Council Executive Director William
Arthur, and Associate Director Ned
Schnurman, arranged to see Mr. Her-
schensohn after the presidential assistant
ook up the antimedia cudgels in an ad-
dress to the Eastern Communications
Association. "He's on the circuit making the
White House case so we're going to him," Mr.
Schnurman said.

Mr. Herschensohn told BROADCASTING
that his dispute with the networks parallels
the President's and centers on CBS
News. "I wish that within the staff for the
CBS Evening News there was a polit-
ical balance," he said. "I respect the idea
of the program's news judgment, but there
are just too many cases when that
judgment goes against those who are
involved with the President."

The presidential assistant, a former
independent filmmaker and head of motion
pictures for the U.S. Information Agency,
said the use of "hold frame" visuals,
especially at CBS News, has been par-
ticularly aggravating. "At the very
beginning of the whole Watergate thing there
was a series of three shows on the CBS
Evening News showing various adminis-
tration figures at the time they were

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TO: Television/Radio Journalists, Newscasters, Writers, Researchers

I learned, years ago as a wire-service desk man, that when you need detail and background, you need it now. There's precious little time for digging and research. That's the reason for these 16 pages in Broadcasting.

Freight transportation's fuel-use/need, productivity, pollution reduction, outlook, are likely topics for your examination today and you will surely want all the authoritative information you can get. These 16 pages are intended to provide just that, styled for easy reading and use. The dotted line to the left suggests these pages be cut out and kept in your reference files.

Transportation is the subject. And since we are the trucking industry, the emphasis here is on truck transportation, naturally. Importantly, every effort has been made to avoid propaganda. The content of these pages has been carefully checked. It is reliable. It is fact. I want to assure you of that.

Additional copies are available of course, for the asking.

W. A. Bresnahan
William A. Bresnahan

Postscript: These 16 pages have been published as a service to the communications industry, with the financial support of the Dana Corporation. A project of the ATA Foundation.
Subject 1:  
the United States freight transportation network

The success of this country's freight transport complex is reflected in the United States' standing as an industrial giant among nations. It produces twice the goods and services of all European industry combined, including the Common Market. It produces two-and-a-half times more than the Soviet Union, which has a twenty percent greater population. It produces a third of the total production of all other countries in the world. And it has achieved this with only seven percent of the world's land mass, and six percent of its population.

* * * *

The transportation industry (railroads, trucks, inland waterways, pipelines, airways) moved more than two trillion ton-miles of freight in 1972... twice the freight carried in 1945.

* * * *

"The sheer dimensions of today's network (U.S.) of rails, highways and airways are hard to grasp. We have to talk in terms of billions of passengers, billions of ton-miles, tens of billions of dollars. It is the world's most successful network for movement of goods and people anywhere," said John A. Volpe, Secretary of Transportation before the National Press Club, Washington, March 17, 1970.

* * * *

The greatest transportation network the world has ever known—including railroads, motor carriers, airlines, water carriers and pipelines—combined with a free enterprise system, enables Americans to enjoy the greatest standard of living known to man. According to Professor of Economics John B. Parrish of the University of Illinois, from 95 to 97 percent of all U.S. families have an adequate minimum daily intake of nutrients. About 99 percent of all U.S. households have automatic cooking equipment. About 99 percent of all U.S. families have electric or gas refrigerators. And about 92 percent have television sets. The country's transport facility makes such abundance reality and it is the truck's go-anywhere flexibility that puts better living within the reach of everyone in the U.S.

* * * *

The various U.S. freight transport modes have inherent advantages and disadvantages. Pipelines, though limited as to products that can be introduced and moved through them, need comparatively little maintenance and handling. Railroads, as are water carriers, are historically suited to the movement of heavy, large-volume loads and bulk materials, long distances at low cost. But they require great capital investment, continuous maintenance, large switching yards and must operate on fixed rails. And freight movement on rails is, over-all, slow. Motor trucks are mobile and versatile, moving average loads faster, but they cannot fly. Cargo planes move freight long distances, fastest. On the other hand—as Bart Rawson, former Editor of Commercial Car Journal, very recently pointed out, "There's no place for jumbo jets to land between New York and Washington, so cargoes are trucked from these cities to all the densely populated areas in between. Ocean-going containers can be handled much more efficiently at Newark than at any other mid-Atlantic port. So they are
trucked from there to all middle Atlantic cities and many inland destinations. Every day plastic pellets are shipped in jumbo tank cars from Texas to Norristown, Pa., then hauled by trucks to points as far away as Boston.”

* * * *

In general, two great classes of truck operators make up the trucking industry—"for-hire" carriers and "private" carriers. For-hire truck operators transport goods for others for a price. Private truck operators transport their own goods in their own trucks. In the wholesale and retail trades alone, there are nearly one million "private" trucks—not counting the smaller panel and pickup vehicles.

* * * *

Interstate for-hire truck operators include common carriers (regular route and irregular route) and contract carriers. A common carrier holds himself out to the general shipping public to transport property for compensation, and must operate from one point to another over routes or in territory prescribed by the Interstate Commerce Commission (interstate) and by public service or public utilities commissions (intrastate). A Regular Route Common Carrier operates over a definite route between specified points with fixed terminal facilities, on a regular schedule. An Irregular Route Common Carrier serves points within a given area, but routes and schedules are not definitely specified. A Contract Carrier transports goods for one or more shippers under contract specific to the type of service, equipment, etc. There are some 15,000 federally regulated interstate motor carriers in the country.

Owner-operators (independents) own their own vehicles and lease them (and usually themselves as the driver) to established for-hire carriers for a percentage of the revenue, or on a trip basis. They may work for private carriers or they may haul exempt commodities. There are about 100,000 owner-operators in the U.S.

* * * *

The majority of food products required for daily living are transported to markets by trucks... 50.6 percent of all foods; 71.7 percent of all meats, poultry and small game; 69.9 percent of all dairy products; 51.1 percent of all canned and preserved fruit, vegetables and seafood; 42.5 percent of all grain; 73.3 percent of all confectionery and 69.1 percent of all beverages and flavor extracts.

* * * *

In 1972 (latest year complete figures are available) total new truck registrations, U.S., for that year, surpassed the two million figure for the first time. More than 2.4 million new trucks were registered, bringing the total number of trucks registered in the country that year to 20,226,240.

* * * *

Total intercity truck ton-miles reached an estimated 470 billion in 1972. ICC regulated motor carriers moved more than 42 percent of this total with private carriers, carriers of products exempt from economic regulation, and intrastate carriers accounting for the remainder.

* * * *

Revenues of all regulated motor carriers in 1972 totalled $18.7 billion, 53.9 percent of the total regulated freight transport revenues, U.S. (all modes) for the year.

* * * *

Trucks traveled a total of 238 billion miles in 1972 (latest available figure). Each power unit owned by Class I carriers (intercity common carriers with revenues of one million or more annually) average an all-time high of 66,118 miles. The average length of haul was 277 miles and average load 12.4 tons.

* * * *

Trucking is the hub around which our modern economy revolves. Expenditures for truck service each year dwarf those for all other transport forms. More than $78 billion were spent for truck service in 1971 (latest year for which comparable figures are available), divided $37 billion for intercity service and $41 billion for local movements. This is more than 3 1/2 times as much as was spent, $22 billion, for all other forms of freight transport combined, which includes $13 billion for railroads, $5 billion for water transport (including international movements), $1.5 billion for oil pipelines, $1.3 billion for air-freight and $1.2 billion for miscellaneous, forwarding, loading and unloading of freight cars, etc.

* * * *

Trucking is virtually the only method of moving goods in local areas, cities, towns, and population centers. Even the intercity services performed by trucks are unique consisting largely of movements of shipments of relatively small size.
Subject 2:
structure of the trucking industry

Motor freight carriers fall into two broad categories—"private" and "for-hire," local or intercity.

As a generally accepted rule, a carrier is a local carrier if at least half his business is in metropolitan or commercial zone operations. Interstate carriers—known as line-haul or over-the-road carriers—also conduct local pick-up and delivery operations.

Private carriers are those shippers, manufacturers, merchants, and others who use their own vehicles or leased trucks under their direct control for moving their own goods. Their principal business activity, of course, is other than transportation.

For-hire carriers are those trucking companies providing transportation of freight owned by another party. For-hire operations are of several types: Interstate, intrastate, or local. Carriers in the latter two categories are usually under the public service regulation by local or state authorities. Most interstate trucking, and even some local operations, will involve interstate commerce.

There are three distinct types of interstate for-hire carriers: Common carriers, contract carriers, and exempt carriers.

Interstate common and contract carriers are regulated by the Interstate Commerce Commission. The ICC approves rates, routes, types of service, and types of commodities transported, as well as various other standards. The United States Department of Transportation sets safety and equipment standards, as well as hours of service regulations for employees.

Common carriers are available to the general public to transport, at published rates, a given type of freight between points which they have authority to serve. Such rights may be for regular route service—over designated highways on a regular basis—or irregular route service—between designated points or areas on a non-scheduled operation.

Every interstate common carrier, in order to operate, must prove to the ICC the need for its specific services before it can be certified for those services.

Contract carriers operate under continuing contracts with one or more shippers. By assigning vehicles to the shippers and through other special services, a contract carrier renders a service designed to meet the distinct needs of individual customers.

A contract carrier also must secure a permit from the ICC, which must be satisfied that the carrier is able to properly perform the service and that the proposed service is consistent with the public interest. In its consideration of an application for such a permit, the ICC looks to relevant factors, such as number of shippers, their needs, nature of the service, and the effect on existing services.

Interstate common and contract carriers may be either general freight carriers or specialized carriers. These carriers are often referred to as "regulated carriers" because they must have operating authority issued by the ICC. General freight carriers may haul a wide variety of packaged goods, usually called general commodities, but their rights customarily exclude certain freight, such as bulk commodities, household goods, heavy and dangerous materials, or other articles requiring special handling or special equipment. These and other types of freight usually are handled by specialized carriers.

Exempt carriers are those in stipulated types of operations, hauling exempt products such as unmansured agricultural commodities, newspapers, etc., and vehicles used incidental to air transport and certain other limited uses.

Interstate exempt carriers are not subject to economic regulation by the ICC, but are subject to the Department of Transportation safety, equipment, and hours of service rules, as are private carriers.

Owner-operators, also referred to as "independents," and there are a large number, between 75 and 100 thousand probably, are men who own and drive their own tractor-trailers. They offer themselves and their vehicles to the service of any shipper, farmers, manufacturers and distributors, and other carriers.

Motor freight carriers are also categorized by the unique shipper needs to which they are responsive...automobile haulers transport new cars in specially constructed trailer frames; tank truck carriers move a variety of liquids ranging from milk to exotic chemicals, and many bulk products, such as grain; heavy specialized carriers move an incredible variety of unusually weighted freight such as steel bars and beams, boilers and turbines, missiles and instruments of defense, using low-slung weight-distributing heavily-constructed, suspension trailers, Cement haulers' unique vehicles are familiar to everyone, as are "reefers" (refrigerated trailers used for transporting perishables).
Subject 3: fuel use/need

Like every U.S. industry, transportation has been adversely affected by the fuel shortage. Availability, price, and the need to respect conservation mandates are critical factors that apply to all modes. The energy shortage quickly translates to transportation, obviously. Aircraft, railroads, trucks and ships all use petroleum distillates, and petroleum is in short supply.

Railroads and trucks each consume diesel fuel, a middle distillate fuel very similar to number 2 fuel oil used primarily for heating purposes. Diesel fuel, ideally, is a cleaner distillate than is number 2 fuel oil, having less sulfur and ash content required for today’s sophisticated diesel engines.

The primary use of the diesel fuel truck is in intercity operations. In short haul truck operations, gasoline is the primary fuel. A relatively small number of trucks used almost exclusively in local freight pick-up and delivery, use propane as fuel.

During 1973 trucks consumed an estimated 8.7 billion gallons of diesel fuel and 22.4 billion gallons of gasoline. Those trucks operated by the Federally regulated motor freight carriers consumed an estimated 3.5 billion gallons of diesel fuel, less than a third of the total consumed that year, and only about a billion gallons of gasoline, a very small part of that required to power all the nation’s trucks.

Truck-use fuel projections for 1974 are 9.8 billion gallons of diesel fuel and 23.5 billion gallons of gasoline. Truck use of diesel fuel has been increasing at a rate of 9-10% per year. Peak usage periods are the 2nd and 3rd quarters of the year.

For many years motor carrier fleet operation rates have reflected the economies of fuel purchasing in large quantities, fueling an optimum number of trucks from strategic locations. Fueling from their own bulk facilities is common among regular route truck operations, and also among many carriers engaged in local and relatively short-haul operations.

Motor carrier operations involving irregular route operations (between no fixed points) do not generally lend themselves to bulk fueling, depending primarily on truck-stop purchasing.

450 for-hire and private truck fleet operators reported (in a June 1973 survey) that prior to the fuel shortage 80% of their needs was purchased in bulk, 20% retail. At the time of the survey, 56.8% was bulk purchased, 43.2% retail...reflecting fuel procurement problems being faced industry-wide.

Distillate fuels were placed under mandatory allocation on November 1, 1973. Initially allocating gasoline, published January 15, 1974 revised to include diesel fuel to the trucking industry the plan allocates 100% of current needs for transporting energy products (petroleum, coal, etc.) agricultural products and foodstuffs, 110% of base-period usage (1972) for all other freight.

Gasoline was allocated, under the mandatory allocation plan, to trucks at 100% of current needs for transporting energy products, agricultural products and foodstuffs, and 100% of base period (1972) for all other freight.

February 7, 1974 Federal Energy Office Administrator Simon announced (The Federal Register February 15) that trucking companies and truck stops would receive 100% of current fuel needs.

Fuel suppliers however seldom seem able to meet the priority needs as allocated by the Federal Energy office. Few motor carriers receive 100% of base period purchases. Some carriers report receiving only 75% of their allocation levels.

The cost of diesel fuel and gasoline, January 1974, excluding federal and state taxes, was double that of January 1973.

Along with labor, fuel is a major single expense item for motor carriers, amounting to 6% including tax, of operating expenses.

Increasing fuel costs make fuel conservation a necessity. Motor carriers report a variety of fuel-saving practices...tighter scheduling; once-a-day-only pick-up and delivery operations; holding intercity trailer movements until loaded to capacity; elimination of circuitous mileage...are all operational techniques.

The vehicle itself can contribute to fuel conservation...speed reduction where feasible; derating engine fuel pumps (cuts power, reduces fuel use); increasing maintenance; reduction of engine idling time...are a few examples.

Several states, primarily in the West, have (with special permits) allowed increases in the axle and gross weight maximums of tractor-trailers. Such increases allow the vehicle to haul more freight without a proportionate increase in fuel consumption.
Subject 4: regulation, rate-making

In the United States, surface transportation by rail, highway and water is regulated by the Interstate Commerce Commission as an arm of the Congress. U.S. airlines are regulated by the Civil Aeronautics Board and the Federal Aviation Administration, and pipelines are regulated by the Federal Power Commission.

Most freight transportation is under federal and state regulation. Agricultural commodities and products are generally exempt.

When the Interstate Commerce Act was passed in 1887 there was no such thing as the motor common carrier industry. With the development of the internal combustion engine and the development and increased use of trucks after World War I, a new industry was created. In order to stabilize shipping, Congress found it necessary to bring the industry under regulation by passage of Part II of the Act in 1935. This legislation provided the shipping public with dependable motor carrier service and protection from discriminatory rates. In return for certification by the ICC, motor carriers assumed the responsibility of providing service on an equal basis to all shippers at published rates.

The need for federal regulation has been well stated by the Supreme Court: "...the conditions which brought about the Motor Carrier Act (involved the economic instability of the trucking industry at that time, 1935) were dominated by ease of competitive entry and a fluid rate picture. And as a result it became overcrowded with small economic units which proved unable to satisfy even the most minimal standards of safety or financial responsibility."

The law provides for comprehensive economic and safety regulation. Carriers engaged in for-hire interstate operations prior to June 1, 1935 were issued franchises authorizing continuance of such service. Those desiring to enter the field after that date must show that "public convenience and necessity" require the operation they propose to provide.

The Interstate Commerce Commission was given power to regulate the "qualifications and maximum hours of service of employees, and safety of operations and equipment." Under this authority, drivers employed, and equipment operated by inter-state motor carriers, for-hire and private, are subject to detailed regulation. The authority to promulgate safety regulations was transferred from the Commission to the Department of Transportation, effective April 1, 1967. The ICC retains economic regulatory power.

The National Transportation Policy, inserted as a preamble to the Interstate Commerce Act in 1940, meets most of the general principles recommended at this very time by the Secretary of Transportation for inclusion in a "new" transportation policy.

Rates of for-hire motor carriers are required to be published in tariff form and cannot be altered except upon the authority of the Commission. Without the right to know all carriers' rates, shippers would be subject to unjust discrimination and prejudice.

The National Motor Freight Classification is a national publication of the regulated motor carriers. It simplifies the rate structure (or price lists) of the carriers. Thousands of individual commodities moving in commerce are reduced to twenty-two (22) ratings. It is only necessary to look up the rate (cost) per hundredweight for those 22 ratings, rather than a rate for each commodity.

Freight moving in interstate commerce in many cases moves over the lines of two or more motor carriers. Because those motor carriers have to publish rates to cover those movements, Congress in 1948 added section 5a to the Interstate Commerce Act. That section grants motor carriers immunity from the anti-trust laws when meeting to establish such through rates. The Interstate Commerce Commission was given authority under the Act to grant such immunity through its approval of agreements filed with it by the motor carriers, acting in concert through their rate bureaus.

For efficiency and the convenience of the shipping public the motor carriers have established rate bureaus which publish tariffs containing rates and charges. These rate bureaus operate under procedures on file with and approved by the Interstate Commerce Commission. Under those procedures anyone, carrier or shipper, can propose
adjustments in a rate or rates. Public hearings are held and public notice must be given of the disposition of each filed rate adjustment. The rate bureau then has the rate adjustment published in its appropriate tariff and filed with the Interstate Commerce Commission. There are nine major motor carrier rate bureaus in the country.

Contrary to general business practice, regulated motor carriers must keep their records and accounts in a fashion prescribed by the Interstate Commerce Commission. This system of accounts was changed effective January 1, 1974, the original system having been in effect since the passage of the Motor Carrier Act. The system of accounts requires the motor carrier to allocate all expenses and income to prescribed accounts. With this uniformity of accounting the Interstate Commerce Commission is able to use the reports filed by the motor carriers to determine various costs, through use of time and cost studies periodically required, by region, of the motor carriers.

The Office of Hazardous Materials of the Department of Transportation promulgates and publishes regulations covering the transportation of hazardous materials. Those regulations apply to all motor carriers and shippers, as well as railroads. The motor carriers publish these regulations in a tariff, on file with the Interstate Commerce Commission. The tariff has the full force of law, as do all tariffs on file with the Commission. Packaging requirements for the shipper, documentation, and placarding of vehicles all are published in the tariff.

The transportation industry has been rocked by increasingly heavy losses from hijackings and thefts...losses that increase the costs of everything, for all of us.

Railroad losses amounted to $250 million in 1970. Some $210 million in merchandise disappeared from ships and docks. And airlines lost $110 million. With truck industry losses it all adds up to a shocking 1.47 billion dollars.

Airlinsecurity efforts are effectively visible, thereby familiar. Still, each hijacking assaults the sensibilities of everyone. But security measures work, fortunately.

"The Great Train Robbery," the first motion picture, makes it clear that transportation crime is nothing new. Today, the trucking industry is the number 1 victim—over $900 million in stolen merchandise in 1970 alone...includes everything from a small hand tool to a truckload of valuable furs.

And truck hijackings seem to reflect the times. A truckload of liquor was a hijacker's delight during prohibition. Increased taxes on cigarettes made them a hijacker's favorite later. A year or so back, when meat was in short supply, guess what cargoes hijackers targeted? And today, a tankload of gasoline is an open invitation to theft.

While the direct cost of cargo losses is staggering, estimated at $1.47 billion, indirect costs are much higher—and total costs may well double that.

Huge sums are tied up in claims processing. The competitive market position of retailers is severely weakened in the face of such losses. Insurance rates are escalating and the cost of beefing up security runs into hundreds of millions.

Truck hijacking is now more lucrative than bank robbery, according to a recent feature in a popular monthly magazine. It cites a hijacked truckload of coffee, stolen at 4:30 p.m. By 5:15 p.m. the coffee was being sold in a supermarket at a price well below the regular price. And TV sets on display in a discount store two and a half hours after that truckload was hijacked.

Motor freight carriers are doing a good deal to reduce hijack and theft losses and have indeed made good progress already. With more sophisticated security systems, close liaison with police, improved communications equipment and detection techniques, code-identified trailers rooftop marked, helicopter surveillance and programs coordinated to those of other carriers, the number of hijacks and grand larcenies is decreasing.

In addition to local law enforcement agencies much Federal level attention is paid cargo loss...in the Congress, the Department of Transportation and the Department of Justice...the Inter Agency Committee on Transportation Security. The Transportation Cargo Security Council of the Transportation Association of America and that group formed by motor freight carriers themselves, Truck Industry Committee on Theft and Hijacking, work actively at the cargo-loss problem.
Subject 6: productivity

"Productivity" in a manufacturing industry is a measure of the quantity of product produced by a given input of labor or capital. In a service industry it denotes the quantity of service provided. The freight transport industry's product, accordingly, is the amount of freight moved, and "improved productivity" in the trucking industry means hauling more freight with better efficiency, at lower cost and with less fuel. In this period of inflation and energy shortage, improvement in productivity is critical for all industry. Particularly is this true in transportation since the nation's economy is so entwined with the distribution of raw materials and finished product. It is a cost item in everything the consumer uses.

Productivity in truck operations has been steadily improved through sophisticated management input; informational essentials produced in seconds with modern data processing systems; paperwork, processed while loads are enroute and transmitted electronically, await the freight's arrival; mechanized freight loading and unloading equipment and many other modern techniques and innovations which increase the carriers' freight handling and processing capacity. But little further improvement, without the right to use vehicles more efficiently, is in sight.

Truck operators have not been able to take advantage of means for providing even more efficient, lower cost service—full utilization of the more advanced operational practices made possible by the development of tractors with higher horsepower capable of moving larger, heavier loads, safely and with reduced pollution emissions.

The present workhorse of intercity trucking is the tractor-semitrailer, a combination which spreads the total weight over the axles so as to minimize its effect upon road surfaces. The trailers, using both single and tandem (pair) axles, are 40 to 45 feet in length and the combinations generally are 55 to 60 feet overall, in accordance with the laws of the states through which they travel. These combinations have the capacity of carrying greater loads, if state and Federal laws were modified, but even so their potential has built-in limitations.

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A real break-through in increased motor carrier efficiency and productivity is offered by multiple-trailer combinations. Twin-trailer combinations—a tractor pulling two trailers—are appearing with increasing frequency on modern highways in the 32 states where they are permitted by state law. The trailers are usually 26 or 27 feet in length, for an overall length generally of 65 feet. Twin 40-foot trailer combinations have been operated on several Eastern toll roads in recent years. Highway and policy officials observing the operation of the various multiple-trailer units have reported they pose no hazards or other problems for motorists, associated with their length or weight.

Because of their better utilization of horsepower, these newer combinations mean savings in fuel and overall operating costs—both important considerations in view of the current energy shortage and inflationary pressures. Savings also are associated with their convenience, for on divided shipments one trailer can be dropped off to be unloaded at one point while the second trailer is being hauled to its destination. This flexibility is a major reason for their popularity with carriers and shippers and receivers of freight.

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The need for "meaningful relief" for the "evident loss in productivity" of motor carriers from rising fuel costs and reduced service ability resulting from the lower speed limit's cut in a day's trip distance was cited by Federal Highway Administrator Norbert T. Tieman in urging Congress this past February 20 to require the states to permit the operation of twin-trailers, up to 70 feet in length, on their interstate highways. A Nebraska meat packer told the Senate committee that the shortage of available truck capacity was a major factor in curtailing production and increasing the price of meat, fruits and vegetables.

The states now set their own truck size and weight limits, up to the ceilings set by Congress in 1956 for the Interstate highways—unless, under the law's "grandfather" clause, they already had higher limits. The Federal limits were those developed in 1946 by the American Association of State Highway Officials (now the American Association of State Highway and Transportation Officials, or AASHTO.) Both the Department of Transportation and AASHTO recommended at the February 20-21 Senate hearing that those standards be raised to the ones recommended to Congress in 1964 by the Bureau of Public Roads, the predecessor to DOT's Federal Highway Administration. The states can set any limits they wish for non-Interstate roads.

DOT and AASHTO proposed that the Federal axle limits be raised from
18,000 to 20,000 pounds single and from 32,000 to 34,000 pounds tandem. The Federal Highway Administrator told the Senate that, under the grandfather clause, 22 states permit single axle loads in excess of 18,000 pounds and 24 states, tandem weights over 32,000 pounds on Interstate highways, while 11 others permit higher axle loads on non-Interstate roads. They also recommended that the present flat Federal ceiling of 73,280 pounds on gross weight be replaced by what highway engineers call a "bridge formula" which determines maximum gross on the basis of vehicle length and the number and spacing of axles.

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These modifications would permit a gross weight of 79,000 pounds on a 55-foot, five-axle tractor trailer and 90,000 pounds on a six-axle, 65-foot twin-trailer combination. The administrator said the "modest, calculated increases in weight" would "have minimal effect upon highway safety...and minimal risk of lasting harm to the highway systems."

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The Interstate Commerce Commission, which regulates the freight rates of surface transportation carriers in the public interest, seeks to keep those rates as low as possible consistent with the maintenance of satisfactory transport service. The Commission’s chairman, George M. Stafford, in testimony before a House committee January 30 on the trucking industry’s fuel problems, declared, "I think it is time we started loading these trucks (with) the weights the highways of this country permit if we are going to maintain a price level on the items being carried."

Safety is a by-word throughout the transportation modes. Aircraft safety techniques are familiar to every traveller. The life ring, standard to all marine craft, along with the "stop look-listen" cross arms posted at railroad crossings, are universal safety symbols. The National Safety Council reports that trucks (17.1% of vehicles registered) are only 12% of the vehicles involved in highway accidents. (84.2% of the vehicles involved in accidents are passenger cars.)

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All trucks engaged in interstate commerce must meet the safety regulations established by the Federal Department of Transportation’s Bureau of Motor Carrier Safety. These regulations establish safe performance levels for lights, brakes, windows, fuel systems, coupling devices, windshield wipers, mirrors, horns, exhaust systems, and other safety-related items.

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Bureau of Motor Carrier Safety regulations are enforced through random inspections carried out by the Bureau’s own inspection teams both at roadside inspection stations with the aid of the local highway patrol and also on carriers’ premises.

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Quite independent of BMCS inspections, each carrier has his own inspection system geared to his particular operation. Every functional part of the equipment is inspected.

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Engines The diesel engines powering the majority of today’s modern over-the-road highway tractors have been specially safety-designed for that purpose and have evolved in their present form as a result of many millions of miles of operating experience.

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Brakes The braking performance of commercial vehicles has been regulated by the Bureau of Motor Carrier Safety and its ICC predecessors for many years and truck manufacturers have had considerable experience in designing truck brakes for compliance with Federal Regulations. Commercial vehicles are required to be fitted with both a normal service brake system and in addition a back-up emergency braking system mandated to become operative on failure of the primary service system. Maximum stopping distance requirements are laid down for both systems.

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The air brake system common to the majority of commercial vehicles and standard on all heavy over-the-road equipment is much more tolerant of system leaks than is its passenger car hydraulic brake equivalent. Further, in addition to cab-installed pressure gauges which monitor the condition of his braking system, a visible or audible warning device such as a buzzer or tear-tale arm is also mandatory in the cab so as to warn the driver immediately the air pressure in the braking system drops below a safe level.

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Checks on the operation of the truck and trailer air brake system form the first items in the safety-lane pre-trip maintenance procedures carried out by all responsible motor carriers. In addition, every driver is required by the Bureau of Motor Carrier Safety to complete a written trip report on completion of his day’s work or tour of duty. This must list defects or deficiencies discovered by or reported to the driver likely to affect the safe operation of the vehicle.

* * * * *

Truck fleet operators place heavy emphasis on driver training, employ professional driver trainers, and effect system-wide safety programs.

Subject 7: safety
Subject B:  
highways/the trust fund/mass transit

In the beginning—and still—America's standard of living, its increasing economic growth, has moved in step with the development of its transportation resources.

* * * *
The 1956 Federal Highway Act, creating the 41,000 mile National System of Interstate and Defense Highways and greatly expanding the government's commitment to the other Federal-aid highway systems, launched the country on the greatest road-building and road-modernization program in the world's history. Through the years as the program linked the major cities with high-speed divided highways and improved the primary and secondary roads, the nation's economy soared at a steadily accelerating rate.

* * * *
That the Gross National Product and highway transportation grew hand-in-hand was no mere coincidence. Automobile ownership and travel rose sharply year after year, from 34 million cars in 1956 to 100.7 million as 1974 opened. During the same period, the truck fleet has doubled from 10.2 million to 21.7 million, and its share of the nation's surface freight transport revenue grew from 35.5 percent to 53.9 percent.

* * * *
Today, three of every four tons of freight moves all or part of the way by truck from coast to coast, from city warehouse to suburban shopping center.

* * * *
As of this January 1, a total of 35,460 miles of the Interstate Highway System, now expanded to 42,500 miles, was open to traffic—28,612 miles in rural areas and 6,848 miles in urban areas. Another 3,036 miles are under construction, and preliminary work has been started on all but 472 miles of the remaining mileage. Since 1956, $53.2 billion has been spent on the Interstate program—$46.9 billion in Federal funds and $6.3 billion by the states.

Less publicized but equally essential to providing the nation with an up-to-date road system has been the program for modernizing primary and secondary roads and their urban extensions. Since 1956, $27.7 billion has been spent to complete the upgrading of 267,100 miles of these roads and another $7.7 billion is being spent on current work on additional 11,274 miles. The states and the Federal government are sharing this expense on a 50-50 basis.

* * * *
This road-building money comes from special taxes paid by motor vehicle owners and users. In some states it is paid into highway trust funds; in others the money technically goes into and then out of general funds. On the Federal level, the users since 1956 have paid over $60 billion into the Highway Trust Fund in taxes on fuel, parts and accessories, tires and lubricating oil and in truck weight taxes. Trucks alone, representing 17 percent of all motor vehicles, have paid over 39 percent of the Federal highway taxes and 33 percent of the state user taxes.

* * * *
In 1972, total highway taxes paid by truck owners amounted to $3.9 billion.

* * * *
While intercity transportation and travel has swelled, the growth in the urban population, particularly in the large metropolitan cities, has brought new problems of congestion in city travel. Street cars, once able to take people to and from work or shopping satisfactorily despite their fixed lines, have long since given way to the more flexible bus, but bus service has failed to keep pace with the swelling population and the spread into the suburbs. Subways have been able to ease the personal travel problem only in the largest cities. As a result, urban residents with their preference for the mobility and convenience of their personal automobiles, find themselves in ever-expanding traffic jams. Expressways and modernized street arteries have brought relief in some places but their construction has been held up in others by opposition from those who argue that public mass transportation is the better solution.

* * * *
The urban congestion-travel problem has been accompanied by the general inability of the local communities to support their transit facilities out of the fare box. They have directed more and more of their efforts to obtain funds for continued operations and expansion of their transit systems toward the Federal government. The vast sums pouring into the Highway Trust Fund have, somewhat naturally, been viewed by the transit proponents as a most enviable source of revenue.

* * * *
Diversion of Trust Fund taxes to transit is an issue which has divided the Congress in recent years and is expected to be the cause of a major legislative confrontation again in 1974. In 1973, the Senate voted to make $850 million per year available from the urban highway authorization for either highways or transit, at the option of state and local officials. The House rejected this proposal, and a 10-week deadlock.
ensured before the two chambers
agreed on a compromise of $800
million for this purpose in fiscal 1975,
beginning this July 1.

President Nixon, who endorsed the
use of the Highway Trust Fund for
mass transit, has sent a new "Unified
Transportation Assistance Act" to the
Congress which would make $2.3
billion in annual authorizations for
the non- Interstate highway programs
available for either highways or transit
at local option. In addition he would
increase the allocations for mass
transit from the general fund from
the current $1 billion in steps from
$1.4 billion in 1975 to $2 billion in
1978. He also recommended, for
the first time, use of some general fund
money for subsidizing transit
operating expenses.

The trucking industry supports
Federal assistance to public
transportation, but from general
funds—paid by all taxpayers—not
from Highway Trust Fund taxes
imposed on highway users by
Congress in 1956 specifically for
the Federal-aid highway program.

Opponents of diversion point out
that the Interstate System still needs
an estimated $11.5 billion in Federal
funds to bring its completion by
1978; that Congressional committees
responsible for over-seeing the Federal
program believe a "priority primary"
system built nearly to Interstate
standards is necessary to link other
cities and areas not on the Interstate
network; and that an estimated 74.1
percent of primary, secondary and
other rural roads still remain to be
upgraded, including 62,546 miles of
roads either unpaved or in need of
strengthening.

Sophisticated communications and
management systems are essential to
the transportation industry today.
The vast number of people who fly or
take the train from city to city, set up
information-processing activities of
incredible proportion, familiar to
most of us. The vast network of
communications necessary to move
goods, the wants and needs of more
than 200 million people, around the
country daily, is equally vast.

Trucking companies are large users
of two-way radio. There are in excess
of 5,000 licensees with 90,000 mobile
units operating in the Motor Carrier
Radio Service. In addition a like
number operate smaller systems as
business radio licensees.

Communications capability is the
lifeblood of many trucking
companies. Collectively, motor
freight carriers rate among the largest
users of private line services (AT&T)
and other direct line service (WATS).

Efforts to develop a trucking industry
communications network would
enable rapid communications
between participating carriers, in
addition to their customers, satisfying
increasing communications needs.

Rapid communications services
utilizing teletype and facsimile
between trucking companies and
state permit offices speeds the
issues of permits necessary to the
movement of freight.

Techniques are being developed
enabling mobile units to be located
electronically. The use of a locating
system in truck dispatch operations,
will permit more efficient use of
mobile equipment and manpower,
improving service without necessarily
increasing costs.

The ready availability of Citizen Band
radio equipment, and simplified
licensing procedures make greater use of this facility likely. The
ability to communicate information
on local road conditions and traffic
movement could make a major
contribution to the safety of all
highway users.

Computers, and more than 500 are
installed by motor carriers, provide
management information, prepare
documents and reports, assist in
dispatch and control of tens of
thousands of shipments, vehicles,
drivers every day. The use of
computers by major carriers is the rule
in the trucking industry today.

Reduction of paperwork and instant
information on the status of enroute
shipments are important reasons why
motor carriers and major shippers are
developing systems for the electronic
exchange of information between
motor carrier and shipper computers.

Electronic communications and data
processing facilities speed shipping
documents ahead of the freight to
enhance efficient unloading and
delivery.

The organization of a motor carrier
typically includes departments
responsible for road and terminal
operations, maintenance, accounting
and finance, traffic, sales, claims,
safety, personnel, purchasing,
inventories, as well as electronic data
processing. The management of each
department relies on data processing
services for information upon which
decisions are based. Top management
relies on electronic data processing and
communications to put the pieces of
management information together.
Subject 10: legislative communications

Legislative measures are being introduced in Congress at a rapidly accelerating rate, passing the 17,500-mark in 1973. They are so numerous and many involve such extensive ramifications that coping with their complexities presents an increasingly difficult task for the legislators.

* * * *

Although the members of Congress, and their staffs, have developed a wide range of legislative expertise through their years of experience on Capitol Hill, it is not only natural, it is often necessary for them to turn to their constituents and other sources of information for facts and points of view which will help them reach their decisions.

* * * *

A legislator's constituents no longer are only those who live in his congressional district or state. They also include all those who will be affected, directly or indirectly, by legislative enactments. It is increasingly essential for members of Congress to be informed as to the attitudes of consumers, agriculture and industry on the issues upon which they vote.

* * * *

The nation's transportation modes—motor carriers, railroads, airlines, water carriers and pipelines—all retain staffs of highly expert counsel responsive to this legislative situation. Industry's views frequently are solicited both through invitations to testify at committee hearings and through informal requests for information on the effect of measures under consideration on the industry's economic well-being.

Capitol Hill representatives of the trucking industry are in frequent contact with members of Congress and their staff aides, explaining the position of motor freight carriers on proposed legislation—or "lobbying," as it is frequently described.

* * * *

They also arrange for testimony by expert industry witnesses at committee hearings on pending bills of special interest to the trucking industry, and provide follow-up information to committee staff members preparing its report on the legislation.

* * * *

Industry meetings provide an unusual opportunity for an exchange of views on legislative issues, and on their relationship to industry problems, between members of Congress and industry executives. Invitations are extended to Congressmen and Senators to appear at appropriate gatherings.

* * * *

Key authorities in the Executive Office and Federal regulatory agencies and bureaus also appear at industry meetings for communications of mutual benefit to the industry and to the agencies.

* * * *

Legislative representatives of the several modes of transportation, including the Association of American Railroads, American Waterways Operators, Air Transport Association of America, the Transportation Association of America and the American Trucking Associations, as well as officials of the labor unions associated with the transportation industry, maintain close liaison seeking to achieve harmonious relationships on legislative issues outside the labor relations area.

* * * *

Motor carriers, in order to better serve the public, from time to time have need for legislation to increase their efficiency and productivity. The industry's legislative representatives then seek to arrange for introduction of bills designed to achieve the specific objective, after providing members of Congress or their staffs with a summary of the problem and proposed measure.

* * * *

The Congress, in 1973 alone, considered several hundred measures of direct or indirect interest to motor carriers. Specialists evaluate such bills in detail and assess their impact as an informational guide in the determination of industry policy by the carriers' elected representatives. They then assist appropriate witnesses in the preparation of their testimony at committee hearings and prepare the data requested by committee members and staff.

* * * *

Additional measures of interest to motor carriers are considered in the various state legislatures. State legislators look to industry representatives in the same way as do members of the U.S. Congress for information on the issues. And it is provided just as promptly.
Subject 11: the environment and transportation

Science has not produced a fuel, acceptable even to the most advanced freight-moving technology, that will not pollute. Aircraft engines produce offensive noise levels; diesel trains and trucks emit offensive smoke; oil or coal burning vessels are no less offensive to others using the waterways. Gasoline engine emissions of carbon monoxide are choking. What to do about it? Who's to do it?

* * *

It must be remembered that the carriers are users of equipment, and pollution reduction, while an operating challenge that is theirs, is limited to the controls within their reach. Engines, and equipment of varying characteristics must have low pollution potential in-built. The manufacturers of freight-moving equipment have been working on this, of course.

* * *

Water sucked up from wet surfaces by jet aircraft tires at take-off, years back, stalled engines and to divert the spray thrown from wheels rubber engineers placed chines (welts) on aircraft tires.

* * *

Truck tires pick up water from wet highway surfaces and throw off a blinding mist of dirty spray (so do automobile tires) that, curiously, chines cannot prevent. But rubber manufacturers are working on it.

* * *

Answers to problems on splash/spray from motor vehicles have been sought for quite a period of time. Safety is the controlling deterrent to their success. Tire designs which produce the least amount of splash and spray also produce loss of traction. Engineers seek new vehicle designs and add-on devices to reduce the problem. Promising devices such as fender skirts, create other problems such as excessive heat which causes tire and brake failure.

* * *

Highway engineers are studying highway design seeking ways to effectively drain water from highway surfaces. But this will not reduce snow spray, as grave a problem as water spray.

* * *

Meanwhile, the driver is the principal factor in splash/spray control. He can slow down (vehicles produce minimal spray under 35 mph), he can let following traffic pass, and he can manipulate his vehicle to reduce, within reason of course, the intensity of the splash/spray effect his vehicle produces.

* * *

Tire design produces more than water pollution. Noise is also a problem offensive to many. And truck tires can be made to run quieter, even at high speeds. But the factors which increase friction and safety are the very ones which increase noise. Motor freight carriers, anxious to reduce noise from truck wheels, will not sacrifice traction and braking, continue to put the safest tires on vehicle drive axles.

* * *

Methods, techniques and devices for muffling truck exhaust noise are readily available. And they are being used.

* * *

During 1973, The Department of Transportation, assisted by carriers and by vehicle manufacturers, undertook a massive study of diesel engine noise reduction. They are seeking quieter diesel trucks able to operate with no unusual maintenance and on terms competitive economically with typical production vehicles. Presently nine models, the result of this research are being tested in fleet operations. "In-cab" noise is also a problem for truck fleet operators. The driver's efficiency and safe-driving potential is affected when peak noise levels are passed. Techniques for improved engine-vehicle insulation will, hopefully, reduce the noises that assault the driver's ears, on the road.

* * *

Eighty-five to ninety percent of the trucks used in intercity service are diesel powered. Diesel engines pollute far less than their gasoline counterparts. According to EPA, diesel powered vehicles were responsible for only .8 percent of the carbon dioxide, .6 percent of the hydrocarbons and 14 percent of the oxides of nitrogen emitted by road vehicles in the measured-year, 1970.

* * *

Removal of wash waste water is a major problem for many motor carriers. Others, especially tank truck carriers, are required to have complex primary and secondary waste treatment facilities, processing their own wastes before it is permitted to leave the carrier's property (in sewers).

* * *

Modern motor freight carrier vehicle combinations operating under tested and approved axle weight limits can transport more freight per trip, thus reducing the number of vehicles on the highway and the total vehicles miles travelled. Substituting 65-ft long trailers for conventional tractor semi-trailers for the transportation of light commodities could save up to 30% in terms of vehicle trips and up to 21% of fuel, with a corresponding reduction of emissions (carbon monoxide, hydrocarbons and oxides of nitrogen).
More than 12 percent of the total U.S. civilian employment is in transportation and transportation-related industries.

More than 9 million men and women, equivalent to one out of every nine workers in the U.S., are employed in the trucking industry.

The latest Labor Department figures show that there are approximately 1,200,000 people employed by the for-hire motor freight transportation industry. Of this total approximately 700,000 are employed by Class I and II Federally regulated carriers.

Second in size only to agriculture, the trucking industry had a total estimated payroll of $72.5 billion in 1971. The average annual wage paid to full-time employees by for-hire motor carriers—interstate and local—and by public warehousing companies, was $11,613. This sum is 6.8 percent above the average wage paid in all transportation industries.

Trucking is a labor intensive industry where approximately sixty percent of revenues are paid to employees in the form of salaries, wages and fringe benefits. The average wage of those employed in for-hire trucking is more than 20 percent greater than the national average for those employed in all private business.

In a typical for-hire trucking company handling a variety of goods of varying shapes and sizes there are a number of job functions necessary to the movement of that freight.

City Driver, sometimes called a local driver or pickup and delivery driver, is that employee initially in contact with a customer's freight. He drives a city truck (usually a straight truck) to the shipper's place of business to pick up the shipment. He also performs the delivery function at the other end of a movement. During a tour of duty (usually eight hours) the city driver may make several or several dozen stops to pick up or deliver freight. This job classification accounts for about 27 percent of the work force.

Dock Worker, also called a freight handler or platform employee, is that worker employed at a motor carrier's terminal and is responsible for loading and unloading freight between the city and over-the-road trucks. These employees make up about 20 percent of the work force.

Road Driver, also called over-the-road drivers or line-haul drivers, are those employees responsible for the driving of vehicles between the various cities served by the motor carrier. In most cases the equipment they drive consists of a tractor trailer combination. The road driver function accounts for about 20 percent of the work force.

Clerical. There are any number of motor carrier employees who perform some type of clerical function. Some of these jobs include: the preparation of freight bills or invoices, the tracing of shipments, the processing of claims and the settlement of payments. The clerical work force accounts for about 15 percent of employment.

Mechanics and Garage. These are the employees responsible for the repair and maintenance of the motor carrier vehicle fleet. Included here are the highly skilled employees such as diesel mechanics. These maintenance employees account for 7 percent of the work force.

Administrative and Supervisory. These jobs include the motor carrier's officers, executives and supervisors, and account for about 11 percent of the work force.

Terminal Manager—plans and directs the freight operations at a particular station, and is usually responsible for the sales activity in his geographic area.

Dispatcher—assigns drivers to their vehicles and is responsible for the scheduling and prompt movement of freight.

Safety Director—responsible for programs to assure that vehicles are in a safe operating condition and conducts intensive driver training programs.

Data processing and communications has become a very important part of motor carrier operations. The industry employs a variety of personnel skilled in the design, programming and operation of the sophisticated circuitry involved in dispatching, rate analysis, billing, accounting, payroll, taxes and system communications generally.

The major contract with the Teamster Union is the National Master Freight Agreement covering approximately 400,000 drivers, dock workers and some clerical employees, employed by approximately 1200 motor carriers nationwide.
Subject 13:
*a look into the future*

To meet the demands that will be made upon the nation's freight-moving facility over the next decade or so, in natural response to the ever-increasing population (after all, more people will obviously require more food, more clothing, homes, recreation, jobs, and the thousand and one things of life), all modes of transport, surface, and air, must and will expand.

As aircraft, particularly freight-hauling craft, become larger and larger to increase efficiency and productivity, larger landing fields and freight receiving and dispersing facilities will be required. Since critically-located land is at a premium there will likely be fewer such facilities, widely spaced.

The profile of surface transport (freight) modes will undergo predictable change. Miles of pipeline will probably be added. Larger port facilities (rather than more) will surely be demanded by the increased capacity of each new generation of vessel plying the seas and the inland waterways. Railroad track miles have been steadily diminishing thru this century, but innovative rail-use technology has and will continue to attract more freight. The inherent efficiency of railroads in moving shipments characterized by weight and bulk, will enable rails to fulfill a vital role, moving raw materials in particular, enabling industry to respond to increased consumer demand. And these changes among the modes will, of themselves, over and above the general increasing shipper demand for truck service, add to the role of the truck, forcing change of its profile also. After all it is the truck that must complete the movement of product carried on rail, water and in the air and through pipe . . . virtually all freight must be moved to and from rail and air terminals, to and from ports.

All estimates by the Department of Transportation and other responsible sources indicate that trucking's relative share of total transportation market will continue to increase for the foreseeable future.

Better, more economical ways to handle general freight, particularly smaller shipments, must be found. A combination of automated terminals utilizing more efficient freight handling techniques; better vehicles, both pick-up and delivery and over-the-road, using fuel more efficiently; improved cooperation between the modes and between carriers; closer cooperation between the regulatory agencies and the carriers; all will contribute to solving the freight-moving problems of the future.

Federal weight legislation being considered in the Congress could have a marked effect on the ability of the truck industry to improve its efficiency and productivity. This legislation would permit the states to increase the carrying capacity of trucks and buses using the Interstate Highway System.

New size-weight limits that states could allow, if permitted by Federal legislation, could bring about new types of vehicles. Since payload is the prime consideration in improving productivity in over-the-road truck operations the objective is more cube through slightly increased length, more freight aboard through slightly increased weights per axle.

Twin trailers . . . two short trailers pulled by a power unit . . . represent the most advanced "new" type of vehicle in use today on some U.S. highways . . . authorized by 32 states. A twin trailer combination customarily measures 65 feet in overall length. The regular tractor semitrailer you may be more familiar with, is usually 55 ft. in overall length.

Billions of miles of actual driving experience under every conceivable type of traffic and weather condition have proven twin-trailer operations are as safe, or safer, than other vehicles on the road.

The U.S. Bureau of Public Roads, Department of Transportation, American Association of State Highway and Transportation Officials, Department of Defense, state safety experts, and highway patrols, insurance companies . . . all have approved twintrailers. These respected groups, deeply concerned with safety and the prevention of damage to the highways, are concerned as well that the U.S. transport facility be as efficient as possible to meet the challenges that lie ahead.

Part of the story of American abundance (and despite the energy shortage, this nation's way of life is still abundant) is the efficiency of modern farming and manufacturing. But another part, perhaps the largest, is transportation. Without economical, reliable transportation, most goods would exist in abundance only in the areas where they were produced. There would be little purpose to producing much beyond local needs if there were no way to move productivity to other areas. And there would be no "American" abundance.
charged with involvement in Watergate. They had film of each person who was talked about in connection with Watergate-related charges, and held the frame of the film clip so the audience could view that particular person. That technique gave the audience the perception of the "act" in the actual thing. If you go 24 frames per second and then all of a sudden stop, it makes the people look awfully conspicuous. It conjures up the image of Lee Harvey Oswald getting shot on one frame of newsfilm.

Mr. Herschensohn acknowledged the purpose of freeze framing is "to get a good glimpse" of someone, but insisted that a "very negative impression" stemmed from CBS Evening News' use of footage that "didn't even show the individuals' whole faces. There was one sequence with Bob Haldeman and Dwight Chapin walking away from the camera in overcoats, and the camera stopped them in the middle of the walk. And I must say, they looked unnatural."

Mr. Herschensohn also complained about the graphics used on all three networks, particularly the visuals including the word "Watergate." "So often that visual is projected while the newsmen is talking about unrelated Watergate events. The blanket works, they looked conspicuous, and the newsfilm." He said.

The "worst offender" in connection with alleged network news prejudice against the Nixon administration was Watergate Clipster, Mr. Herschensohn maintained. "I know he does have great latitude in the show; it's his show, and the news judgment is either his or that which he agrees with," Mr. Cronkite's "bias" and "liberal philosophy" "seeps through" every Evening News broadcast, Mr. Herschensohn said. "It's the way he walks, his gestures, his pauses—all of those things—in certain stories.

The presidential assistant said he didn't feel biased too much because President came from CBS News White House correspondent Dan Rather as much as from Mr. Cronkite. "I don't object to his [Mr. Cronkite's] making speeches around the country" (Broadcasting, March 18). The more his own political philosophy is exposed the happier I am!"

Mr. Herschensohn earlier criticized CBS News in a letter to the Long Island (N.Y.) newspaper, Newsday, Feb. 7, in which he faulted the CBS Evening News, leading with a Watergate-related story Jan. 18 instead of with the squeeze settlement. "There were so many stories surrounding what CBS dogmatically calls the 'Watergate' that the meeting in the desert had to go over no matter what the show". CBS News spokesmen countered by noting that on the day the Midwest settlement was actually announced, Jan. 17, CBS News devoted nine stories to the event (Broadcasting, April 1).

William Small, CBS News vice president for news hard, told Broadcasting that Mr. Herschensohn's complaints are "nonsence."

"He wants to be the master editor of everyone's broadcast. If he ever stepped into a news operation and saw how difficult it is to put something together technically and how hard we work, he'd see how silly what he says is.

"We spend hours for every five seconds on the air. Decisions are made fast and they're not fancy. We're in the news business, and that's all."

Mobil comes down hard on ABC-TV energy hour

Oil company maintains its reputation as most vocal among majors, claims documentary was inaccurate, unfair

ABC-TV executives are preparing a "careful response" to Mobil Oil Co.'s 22-page criticism of the March 20 documentary, ABC Close-Up on Oil (Broadcasting, March 25). Released last Tuesday (April 9), Mobil's analysis cites 32 "particularly inaccurate or unfair" statements from the program which Mobil wired ABC-TV President Jules Duffy March 31 to blast as "vicious, inaccurate, irresponsible, biased and shoddily researched." Mobil's report was filed last week with the National News Council, which will investigate the charges.

The oil company, which has been singularly vociferous on the subject of TV network treatment of the "energy crisis," promises to continue its analysis of the program, and offer further comments at a later date. In an April 9 letter to Mr. Duffy, Mobil's Herbert Schertz, vice president for public affairs, made four basic complaints about the Close-Up program: the discussion of the oil industry's past 50 years was deemed incomplete and "irrelevant"; the selection of film clips purportedly gave a "damaging" impression of the oil industry; the references to the recent Arab nations' oil embargo was "only passing" and therefore a "disservice," and the hour allotted only seven minutes to comments from oil industry representatives.

Most of the complaints centered on what Mobil found to be insinuations of a U.S. oil industry cartel. For example, Mobil made the following rebuttal to Close-Up narrator Jules Bergman's statement that "the petroleum industry is dominated by about 18 integrated companies":

"The oil industry is much less concentrated than autos, steel, computers and many others. The single largest oil refiner has its own less than 6% of total U.S. refining capacity. . . Television broadcasting, on the other hand, has only three majors."

The Mobil analysis suggests that "one point which certainly should have been made during the program is that vertical integration of the petroleum industry is not insidious, surreptitious or illegal. In fact, it is a common method of operation in many basic industries in the United States."

Mr. Bergman's comments on the situa-

The analysis cites nine statements from the program by Mr. Bergman and featured experts about the alleged failure of the American oil industry to fully exploit the country's fuel resources. In the contrary, Mobil insists, "government policies restricted production and encouraged exploration overseas." Furthermore, Mobil's statement reads, "fuel was scarce this winter because the Arab countries cut production and refused to sell any oil to the United States."

The ABC documentary's "implications" of an unreal fuel shortage, coupled with allegedly "scant treatment" of the Arab embargo, are "misleading," the Mobil analysis said. "So often the oil business is apparently an enigma to the American public. For nine years and more, however, Mobil has been warning the United States government about the dangers of depending on imports, the cost of such dependence by foreign producing countries, the lack of refining capacity, potential shortages of natural gas, etc.

Mobil's adamant stance in its TV and radio network commercials, parallel to its efforts in the Close-Up analysis, was what persuaded all three networks to ask for revisions of the company's commercials, on grounds of controversy (Broadcasting, March 25, April 1). As Tom Swafford, CBS-TV vice president for standards and practices, put it, "About 50% of the people in this country think the energy shortage was created by oil companies. And there you have the beginning of controversy."

ABC News Vice President Bill Sheehan told Broadcasting that the March 20 Close-Up was "extremely carefully researched," and that the Arab embargo was "prominently mentioned" in the program. Also, the purpose of the Close-Up section detailing years of oil firm and press attempts to "familiarize viewers" with a "chronology of the oil industry," Mr. Sheehan said. "Mobil is perfectly justified in commenting on a program, but they are wrong in what they say," he observed.

ABC Inc. Board Chairman Leonard Goldenson, ABC Inc. President Elton Rule, and Mr. Duffy screened the oil Close-Up before it was aired and agreed on an unprecedented invitation to oil industry leaders for comments. Oil company representatives were impressed by Mobil, Exxon, Sun Oil, the Signal Oil & Gas Co. of Houston, and the Continental Oil Co., Stamford, Conn. A telegram from the Atco Oil Co. of Houston called the Close-Up documentary "factual, sound, with fair conclusions," said ABC source reports. However, Mobil's telegram, all oil company negative responses were "mild," the source said.

A telegram March 21 from Robert Sharbough, president of Sun Oil Co., Philadelphia, stated that the documentary
"added to the difficulty of developing and implementing sound publicly supported energy policies through further injury to the credibility of both the government and the petroleum industry."

A spokesman for Shell Oil Co., in Houston, told Broadcasting that the ABC program "left viewers with biased impressions leading to erroneous conclusions."

Representative John C. Culver (R-Iowa) wrote ABC that the oil documentary was "a brilliant act of TV statesmanship." As of last week, Av Westin, ABC vice president for documentaries, had received 115 letters praising the program and 16 criticizing it. All 16 were from official oil company spokesmen, or from people employed by oil companies, he said. There were 135 requests for transcripts, and Senator Edward Brooke (R-Mass.) entered one in the Congressional Record.

"Mobil wrote us a long, careful letter and it deserves careful study," Mr. Westin said. "We're in the process of answering them." Another ABC spokesman charged Mobil with "fanning up publicity" for the oil industry. "We're not going to get into a publicity contest with them," the source said. "We won't release our response to the press, as they did. It will only be addressed to Mobil." The ABC source criticized the National News Council's involvement in the matter. "Who's going to decide about this? The program was not 'shoddily researched,' it was damn carefully researched, and if a few noses got broken, that's what programming is all about."

Two oil companies that criticized ABC's "Close-Up" sent unsolicited telegrams to NBC News in praise of its two-part White Paper on the energy crisis (March 21 and 28). Mobil was one. Sun Oil told NBC that "in contrast with ABC's offering, your White Paper was constructive, balanced and helpful to the American people in understanding the issues and the decisions the country faces.

A Shell source tended to agree with such distinctions, telling Broadcasting last week that NBC's March 21 episode of the energy special "was presented in better balance than ABC's "Close-Up on Oil." None of the oil companies polled by Broadcasting commented on CBS News's eight-week Sunday evening energy series anchored by correspondent John Hart, whom Mobil called "the only energy expert on television."

SDX honors radio-TV in six categories

Broadcasters will take home six bronze medals for outstanding journalistic efforts during 1973 at the 42d annual Sigma Delta Chi and Mortar Board Awards banquet May 4. Watergate-related efforts netted two prizes; coverage of the criminal court system, religious "deprogramming," unsolved crimes and highway dangers were other stories or editorial subjects chosen for top honors from among 1,122 entries.


TV awards went to CBS News correspondent Steve Young and producer Roger Sims for their three-part series, Deprogramming: The Clash Between Religion, & Family, a WSOQ-TV Charlotte, N.C., series about unsolved crimes picked up the public service award, and a series of editorials about dangers of a portion of highway near the Golden Gate bridge won the TV editorializing award for KRON-TV San Francisco.

4 in radio, 6 in TV get Headliner awards

Presentation ceremonies on April 20 to have Buchanan as speaker

Ten in television and radio were named last week to receive 1974 National Headliner Club Awards, given annually for outstanding reporting and for documentary and public service coverage.

Cited for "outstanding reporting" were WON-AM (Chicago) and KGAK-AM Gal- lup, N.M. "Kake's" coverage of crimes against the deaf was cited for outstanding public service in its efforts to open up sessions of the Missouri Senate to broadcast coverage.

Radio was chosen for its public service programming dealing with the energy crisis, and ABC Radio for outstanding documentary programs, Echoes from Vietnam and Why Did Pati Have to Die?

Television, the winners named were WTV(TV) Tampa, Fla., for "outstanding reporting"; WCK(TV) Miami for "outstanding public service"; NBC-TV for "outstanding reporting" by a network; Westinghouse Broadcasting Co. for "outstanding public service" (Commute Computer); NBC-TV News for "outstanding documentary" by a network (Sinai) and ABC-TV News for "outstanding public service" by a network (Green Grow the Profits, and Fire). The awards will be presented at the National Headliners Club's 40th annual banquet in Atlantic City on April 20. The principal speaker will be presidential assistant Pat Buchanan.

Testing. CBS's five owned TV stations will subscribe "for a trial period" to syndicated news services of both UPITN and Television News Inc. (TVN). Material will be available to supplement, in their local newscasts, local coverage, and international coverage syndicated to them and other CBS-TV affiliates by CBS News. CBS sources would not speculate on likelihood that some or all O&O's might become regular subscribers to one or both outside services, but stations' entry into trial use seemed to suggest that they did not consider CBS News's syndicated feeds adequate for their purposes.

News plus. Television News Inc., New York, electronic news service, added Sunday feed to clients, effective March 31, from 4:30-5 p.m. with repeats from 5-30 p.m. TVN now has feeds Monday through Friday, 4:30-5:30 p.m.

Back to work. Members of Wire Service Guild employed by UPITN ended 23-day strike by returning to work Wednesday. Strikers voted to accept wage increases of 5.67% in each of two years. Pay scale prior to strike ranged from $174 to $300 weekly for writers, reporters, editors and photographers, including staffers at UPITN Audio. Operations continued throughout walkout through use of supervisory personnel.

Windy City's best. Four Chicago broadcasters have been named recipients of Jacob Scher Investigative Reporting Awards, given annually by Chicago Chapter of Women in Communications Inc. Frank Beaman, news anchorman, WGN(AM) was honored for Private Lives/Public Faces series about illegal surveillance of area citizens. Noncommercial WTTN(TV) reporting team of Michael Hirsh, Bill Smith and Constance Tegge were recognized for 80-minute Restaurant Inspection in Illinois: An Investigating/Report, broadcast on lastl llinois restaurant inspection laws with footages of restaurant kitchen procedures. Jacob Scher awards are in memory of Northwestern University professor and press law attorney.
AMPEX
AVR-2:
ALL THINGS
TO ALL PEOPLE
...but most will buy it for what it isn't
It's small—it isn't big.
Yet it will give big performance, flexibility, economy. It is a VTR that can be anything or everything you want it to be: bare bones, fully equipped, studio, portable, or mobile recorder. And more. It's easy to operate and so small you can take it anywhere. It's a modular system that you can tailor to any configuration to answer your particular needs and save you money.

It's quad—it isn't a whole new standard.
That means excellence: superb picture quality and high performance.
AVR-2 is a single standard (more if you wish), high band recorder that delivers broadcast performance that will exceed your most critical expectations.
At 7½ ips or 15 ips, picture quality is matched only by the very finest quad recorders. A new extended-range digital time base corrector means better performance and faster lockup. The picture endures through successive dub-downs.
An integral sync generator is a standard feature and permits “stand-alone” machine operation.
Everything you expect from quadruplex, AVR-2 delivers.

It's low cost; isn't expensive.
AVR-2 is the first quad to break the barrier of budget for true quad performance. It produces a broadcast signal comparable to any recorder, but the machine comes to you in many cost-saving configurations.
Initially, you will save many thousands of dollars by selecting only the features that fit your particular needs and objectives.
Downstream, the low cost of operation, in maintenance and man-hours, will save you much, much more.

It's modular and portable—it isn't immobile.
Put it together any way you like.
The two lightweight modules (transport and electronics) let you assemble any configuration to fit your space, preference, or budget.
In the studio, you can mount the modules in a lowboy console, with an optional monitor bridge, if you like.
On location, you can place the modules side by side, or on top of each other, with or without the monitor bridge—any way that fits into a station wagon or van or even a boat or aircraft.
All components are light enough so two men can disassemble and move AVR-2 in minutes. You can even roll the entire studio console through a standard 36” doorway. By yourself.

It's “human engineered”—isn't hard to operate.
It's a joy to operate, in fact—in the studio or on location. Because it is a single standard machine, fewer controls are needed, and these few are logically grouped and well lighted so operators can work even under extreme conditions.
Lockup time is 1 second in NTSC, or 2 seconds in PAL/SECAM. Record and play on 90 minute reels (3 hours at 7.5 ips) for greater program flexibility.

**It saves money—isn't expensive to operate.** AVR-2 operates off any standard AC outlet, generates less heat. That's a serious consideration in these days of the energy crisis.

The unique new video head assembly lets AVR-2 run cooler, too, with less noise. It is the smoothest, quietest, coolest VTR ever designed.

**It's expandable—isn't limited to any configuration, big or small.** That's how you save money. But you can add accessories as you need them for super performance.

You'll want to consider refinements like our Dropout Compensator to eliminate effects of dropouts in color or monochrome playback.

Or a Velocity Compensator for better dubs, And Auto-Chroma, for high-speed, automatic equalization of color saturation.

Other options include Automatic Tracking Control which lets you play back every tape precisely.

Or Editec® for faultless editing—it lets you make single-frame inserts, move cue tones, and verify placement.

And ask about our Compatible Dual Track Audio System that gives you greater audio mixing and editing flexibility without sacrificing the cue track. You can even record in a second language or add voice-overs.

Options are simply too numerous to list. Tell us your needs, and AVR-2 can be tailored to them—even if you call for stereo.

**It's a new breed of recorder—not a cut-down version of something else.** Any Ampex video recorder bearing the "AVR" designation has a big reputation to live up to. And AVR-2 is no exception.

But since every user has different needs, objectives, and budgets, we designed AVR-2 to meet these needs. To provide unmatched flexibility and economy consistent with quadruplex quality.

**There is nothing in the world like AVR-2.** It is the most versatile, economical recorder ever built. No matter how or where you use it, it will save you money and man-hours, in both initial cost and daily operation.

For full details, contact your local Ampex Broadcast Video Sales Engineer or write for full information.

![AMPEX](image-url)
Cablecasting

More problems than paeans as NCTA heads for Chicago

Reality to be the keynote for association's 23d annual meeting

Last June, the National Cable Television Association played host to 6,000 delegates at Anaheim, Calif., in a convention that, at the time, seemed to indicate the emergence of a golden age for the cable industry. Now, a scant 10 months later, that prospect has been postponed, if not canceled. And cable operators, reeling from a year of dashed expectations, withered economic stability and attacks upon what many consider the main promise of the industry's future—pay cablecasting—concede privately that the elaborate visions seen at Anaheim can be attributed to the proximity of Disneyland.

Cablemen, nonetheless, remain a feisty breed, as evidenced by the theme of NCTA's 1974 convention, which begins at Chicago's Conrad Hilton hotel this Sunday (April 21). The setbacks of the past year notwithstanding, cable operators still envision themselves as "the choice medium," and have so dubbed their convention ("The Choice Medium '74"). The theme, itself, is a literal rerun of that of the 1973 gathering. Chances are it will be the only thing so repeated in Chicago. For while its implications are more ominous this year's convention is more appropriately illustrative of "the real world of cable," which NCTA briefly considered as a theme but dismissed for just that reason.

Some 5,000 persons, 20% under last year's delegate roster, are expected to show up in Chicago. Primarily, they'll be there to talk about problems.

Number one on the list is the pay cable controversy—both in terms of industry priorities and the convention agenda. That is the topic of Sunday's initial management session, for which there will be no shortage of mentors.

The copyright issue, which reoccurred last week in congressional legislation far from the industry'sliking (see page 17), will be ventilated early the following day. The panel addressing the subject at a Monday eye-opener session clearly represents a cross-section of ideologies. Moderated by Gary Christensen, partner in the Washington law firm of Hogan and Harrison and immediate past NCTA general counsel, it also includes National Association of Broadcasters General Counsel John Summers, Edward Cramer of Broadcast Music Inc., CBS's Harry Olsen and Warner's Mr. Stern.

Much has been said of the downbeat financial status of cable during the past year, and more will be at the convention—enough to fill two separate sessions on financial matters staffed by representatives of several leading cable lending institutions.

The future relationship between cable and other telecommunications media is scheduled as the subject of Monday's main management session, at which no intra-industry official will speak. Instead, there will be such notables as the Rand Corp.'s (and former FCC general counsel) Henry Geller, the Office of Telecommunications Policy's Henry Goldberg and the Cable TV Information Center's W. Bowman Cutter.

Nonduplication and exclusivity, words that have been sore points with cable operators since first incorporated into the FCC's rules, will also be explored in two separate sessions, both on Tuesday. The commission's Cable Bureau will be amply represented on a Tuesday panel dealing with the industry's relationship with the commission.

On Wednesday, the agenda will take a more philosophical turn, with panels scheduled to include such questions as how to stimulate interest in public access cablecasting, the necessity for consumer rate increases and the future course of cable franchising. The most provocative dissertation that day—and perhaps of the entire convention—will come during Wednesday's closing management session: how the industry's future is seen through the eyes of prominent communications specialists.

Whatever the outcome of the proceedings, there will be no shortage of influential Washingtonians on hand as witnesses. At least half of the currently abbreviated FCC—Chairman Richard Wiley and Commissioner Benjamin Hooks—will be there. Commissioner Robert E. Lee will be abroad. Mr. Wiley will be the Monday luncheon speaker.

Several emissaries from Capitol Hill also will be in attendance. Senator Adlai Stevenson (D-Ill.) will address the opening session Sunday. That day's agenda also includes Representative Torbert Macdonald (D-Mass.), who will assist in the presentation of NCTA's annual cablecasting awards (BROADCASTING, April 8). The association's political cablecasting activities will be handed out on Wednesday by Representative Robert McClory (R-III.), who will be preceded on the podium by Senator Edward Brooke (R-Mass.), the Wednesday luncheon speaker. NCTA President David Foster will deliver the Tuesday luncheon address.

Despite economic downturns that have also caused some multiple system operators to trim the roster of their attending personnel, equipment manufacturers will be strongly represented. Their delegations, however, will not be extensive as last year and few hardware surprises are anticipated. Some 137 firms will be represented in the four exhibit areas: details of their displays begin on page 51.

The official NCTA agenda

All activities will take place in the Conrad Hilton.

Saturday, April 20

Registration. Lower lobby, 2:00-5:00 p.m.
President's Reception. Willford room, 7:30-8:30 p.m.

Sunday, April 21

Registration. Lower lobby, 7:30 a.m.-5:00 p.m.
Brunch. Grand ballroom. Noon-1:30 p.m.
Opening Session. Grand ballroom. 1:45-2:30 p.m. Welcome: James B. Goetz, NCTA convention chairman. Chairman's address: Amos B. Hostetter, NCTA chairman. Speaker: Senator Adlai E. Stevenson (D-Ill.).
Joint Management/Technical Session. Grand ballroom. 2:30-4:30 p.m. Subscription cablecasting: A major area of controversy. Opponents have used this potential cable service as a springboard to re-launch old attacks on CATV. What are we doing? What should we be doing? Where does subscription cablecasting stand today? Moderator: Burt I. Harris, Harris Cable, Los Angeles. Panelists: Geoffrey Nathanson, Optical Systems, Los Angeles; Gerald M. Levin, Home Box Office, New York; Jack Valenti, Motion Picture Association, Washington; Ralph Baruch, Viacom International, New York; Alfred R. Stern, Warner Cable, New York.
Cablecasting Awards Presentation. Grand ballroom. 4:30-5:00 p.m. Moderator: Amos Hostetter, NCTA chairman. Speaker: Representative Torbert Macdonald (D-Mass.).
Meet Your Board of Directors. Grand ballroom. 5:00-7:00 p.m.
Exhibits Open. International ballroom, Normandie lounge, Continental ballroom west, East and North halls. 5:00-8:00 p.m.
Exhibitor's Cocktail Reception. Exhibit halls. 6:30-7:30 p.m.

Monday, April 22

Registration. Lower lobby. 7:30 a.m.-5:00 p.m.
Exhibits Open. 9:00 a.m.-6:00 p.m.
Eye-opener sessions
Financial. Waldorf room. 8:00 a.m.-9:30 a.m. This panel will deal with financing of cable television construction and operation—a how-to-do-it session with participants from Wall Street, institution-

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Education by Cable. Bel Air room. 8:00-9:30 a.m. What cable has done and what it can do without major construction or technological breakthroughs—elementary through collegiate, vocational, handicapped, special education needs. Morning session will focus on grass roots involvement. Afternoon session to cover programming and distribution. Moderator: Joe Romasco, Jerrold Corp., Horsham, Pa. Panellists: M. Ted Dixon, superintendent of San Diego county schools, San Diego; Joe Price, Jefferson Cable, Charlottesville, Va.; Curd Melcher, First Illinois Cable TV, Springfield, Ill.; Dr. James Ludwig, Flathead Valley Community College, Kalispell, Mont.

Urban Markets. PDR #2. 8:00-9:30 p.m. Financing and franchising are not central to this panel. Differing requirements and problems are. How to deal with interconnection, studio, program, microwave, converter, employment and other city problems. Moderator: Frank Drendel, Comm/Scope, Hickory, N.C. Panellists: Ed Drake, LVO Cable, Buckeye Cable Bureau, Washington; Ed Shaker, Foster Associates, Washington; Robert Gruno, Burnup & Sims, West Palm Beach, Fla.; W. Theodore Pierson Jr., Pierson, Ball & Dowd, Washington; Charles Tate, Cablecommunications Resource Center, Washington.

FCC Cable Bureau and the small system. Astoria room. 8:00-9:30 a.m. Meet key men on the Cable Bureau and discuss problems and concerns of the small market. Moderator: Polly Dunn, Columbus TV Cable. Panellists: Ralph Hoarty, FCC Cable Bureau, Washington; Allan Gordon, FCC Cable Bureau, Washington; Tony Cavender, FCC able Bureau, Washington; Steve Effros, FCC Cable Bureau, Washington.


Urban markets. PDR #2. 2:15-3:45 p.m. Financing and franchising are not central to this panel. Differing requirements and problems are. How to deal with interconnection, studio, program, microwave, converter, employment and other city problems. Moderator: Henry Harris, Cox Cable Communications, Atlanta. Panellists: Doug Ditrick, Viacom, New York; Mort Aronson, Massachusetts Cable Commission, Boston; Edwin A. Deagle Jr., Cable Television Information Center, Washington; Robert Kelly, Ed Burnup & Sims, Albany, N.Y.; Morris Tarshis, Bureau of Franchises, New York.

FCC Cable Bureau and the small system. Astoria room. 2:15-3:45 p.m. Moderator: McLean Clark, Big Timber Cable TV, Big Timber Mont. Panellists: Polly Dunn, Columbus TV Cable Corp., Columbus, Miss.; David Kinley, FCC Cable Bureau, Washington; Allan Gordon, FCC Cable Bureau, Washington; Tony Cavender, FCC Cable Bureau, Washington; Steve Effros, FCC Cable Bureau, Washington.

Engineers Reception. Waldorf room. 6:00-8:00 p.m.

Tuesday, April 23

Registration. Lower lobby. 7:30 a.m.-5:00 p.m.
Exhibits open. 9:00 a.m.-6:00 p.m.

Eye-openers session

Nonduplication and exclusivity. Astoria room. 8:00-9:30 a.m. This panel will deal with the differences between nonduplication as we have known it and syndicated exclusivity—how to deal with them and how to work toward relief. Moderator: John Dool, Col, Zylstra & Raywid, Washington. Panellists: Tacy Cavender, FCC Cable Bureau, Washington; Charles S. Walsh, NCTA, Washington; James E. Davidson, Newport TV Cable Co., Newport, Ark.; Mort Berfield, Cohen & Berfield, Washington; Bill Brazeal, Telecommunications Inc., Denver.

Working with the FCC. Waldorf room. 8:00-9:30 a.m. An opportunity to meet and discuss problems with the people directly responsible for implementation of FCC regulations. One session will involve the three major bureaus of FCC. Moderator: John Kenny, NCTA, Washington. Panelists: David Kinley, FCC Cable Bureau, Washington; Barbara Leventhal, FCC Cable Bureau, Washington; Jerry Jacobs, FCC Cable Bureau, Washington; Thomas G. Shack Jr., Shack & Mendenhall, Washington; George Shapiro, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Sheila Maton, Cable TV Information Center, Washington.

Marketing. Beverly room. 8:00-9:30 a.m. "Nothing happens until somebody sells something." How to sell effectively in different types of markets; aids available; case histories, successes and semi-successes. Moderator: Bill Plimley, Cox Cable Communications, Atlanta. Panelists: Greg Uplak, LVO Cable, Tulsa; Leo Handley, Buckeye Cable, Indianapolis; Ross Lynam & Associates, Houston; Jeff Marcus, Teleprompter Corp., New York; Gordon Herring, Telecorp., Sandusky, Ohio.

OSHA. Bel Air room. 8:00-9:30 a.m. The Occupational Safety and Health Act and what it means to you. Check lists, audiovisual training aids and what you can expect in addition to current regulations. Moderator: Ralph Steffan, Centre Video, Carnegie, Pa. Panellists: Robert Turkisher, Colorado Electronics Technical College, Longmont; Marcoiu Spring, David H. Lehnardt Jr., The First National Bank of Chicago, Chicago; David F. Harrill, the Bank of New York, New York; Gary Weinberg, Cable TV Information Center, Washington; Joan Reppa, Warner Cable, New York; Richard Jackson, Jackson Communications, Clayton, Ohio.

Local origination: the programming side. PDR #2. 8:00-9:15 a.m. What, how, how much, at what cost? Today's practical experiences with one eye on cost effectiveness. Moderator: Jeff Jones, Big Valley Cablevision, Stockton, Calif. Panellists: John Long, Mission Cable TV, San Diego; Phil Wilcox, Junction City TV, Junction City, Kan.; Ted Carpenter, Broadside TV, Johnson City, Tenn.; Joe Gans, Cable TV Inc., Hazelton, Pa.; Alan Kraus, Suffolk Cablevision, Central Islip, N.Y.

Main management session. International ballroom. 9:45-10:30 a.m. Independence of television stations and cable. What is happening to independents as a result of cable carriage? New concepts are ready to further cement the relationships that have evolved. Moderator: Graham Moore, Tele-Communications Inc., Denver.

Another look at the morning topics


Exhibits open. 2:30-6:00 p.m.

Annual NCTA business meeting. Waldorf room. 2:45-5:00 p.m. (Members only) Presiding: Amos B. Hostetter, NCTA chairman. Note: Ballots may be picked up 9:00 a.m.-2:45 p.m. in PDR #3. Reports of standing and special committees. Other business.


Wednesday, April 24

Registration. Lower lobby. 7:30 a.m.-3:00 p.m.

Exhibits open. 9:00 a.m.-noon.

Eye-opener sessions

Public access—the do-ers. PDR #2. 8:00-9:30 a.m. How to stimulate development of responsive and responsible sources of access channel programing. A realistic approach—asking questions about funds for programming, operator responsibility, community involvement. Moderator: Pat Scott, Cable Television Information Center, Washington. The access centers at Warner Cable TV in DeKalb, Ill., and Cox Cablevision at Columbus, Ind., will make a joint presentation on issues they have observed in their activities.

New services. Beverly room. 8:00-9:30 a.m. Satellites, two-way computer, etc. Where do they stand? What can we expect? When? Moderator: Nathan A. Levine, Sammons Communications, Dallas.


Rate increases. Waldorf room. 8:00-9:30 a.m. Rate increases. Waldorf room. 8:00-9:30 a.m. It is necessary for cable to have more freedom in pricing its services. This session is not a "how I got mine" presentation; rather it deals with cost comparisons—today with five and ten years ago—and guidelines on how to set rates. Moderator: Ed Allen, Western Communications, Walnut Creek, Calif. Panelists: Morris Tarshis, Bureau of Franchises, New York; Jeff Forbes, Massachusetts Cable Commission, Boston; Richard Young, Peninsula Cable Communications, Palos Verdes, Calif.; Martin F. Maloney, Maloney, Taylor & Associates, Washington; Leslie H. Read, HLC Associates, New York.


Main management session. International ballroom. 9:45-11:45 a.m. Cable TV today and tomorrow—as viewed by significant outside interests. People who have observed cable's growth. They have spoken glowingly about its potential. Today they re-examine their views in light of current industry conditions. What do others believe is in store for us? Moderator: James Goetz, General Tele- vision Inc., Minneapolis. Panelists: Winston E. Himsworth Jr., Salmon Brothers, New York; Newlon N. Minow, Sidney & Austin, Chicago; Doug Cater, Aspen Institute, Palo Alto, Calif.; Joseph L. Stern, Goldmark Communications, Stamford, Conn.; Charles Tate, Cablecommunications Resource Center, Washington.


Another look at the morning topics:


Adjourn. 4:00 p.m.

Engineers' agenda and capsule listings for equipment exhibitors begin on the next page.
The engineers' agenda

Monday, April 22

Eye-opener sessions

Coping With 1977 Technical Standards. 8:00-9:30 a.m. Williford room, parlor A. The deadline to update systems is fast approaching. A panel of experienced engineers will discuss the pros and cons of realistic approaches on how to exceed the minimum FCC Performance Standards by 1977. Sponsor: Society of Television Engineers.


Manpower Development Panel. 8:00-9:30 a.m. Williford room, parlor C. Presentations related to the critical resource of skilled technical manpower. Discussions will include manpower development, on-the-job training, certification of technicians, etc. Chairman: Jake Landrum, Comco Inc., Austin, Tex. Panelists: William R. Dabney, Peralta Colleges, Oakland, Calif.; Albert K. Fine, San Mateo College, San Mateo, Calif.; Frank Gribbin, International Correspondence Schools, Scranton, Pa.; Stanley M. Searle, National Cable Television Institute, Englewood, Colo.; Tom Straw, Texas A & M, College Station.

Main technical sessions


Engineers reception. Waldorf room. 6:00-8:00 p.m.

Tuesday, April 23

Eye-opener sessions


Main technical sessions


Wednesday, April 24

Eye-opener sessions


Main technical sessions


Who's exhibiting what equipment at the NCTA
(*) indicates new product.

Aberdeen Cable TV Supply Co. 313 105 West Jefferson Boulevard, Culver City, Calif. 90230 Product: Tools, connectors, hook-up hardware, construction materials, shrink tube, pedestals, waterproofing items, safety equipment. Personnel: George M. Acker, Larry Borson, George Lagenza, Paul Puckett.


Ameco Inc. 229 2980 Grand Avenue, P.O. Box 13731, Phoeni x 85002 Product: Channeleer Mark II signal processor, Metro-Com Sub-Nova 4 amplifier, block converter, Nova 300 two-way trunk, and line extenders, Nova Pli push-pull 50-252 mhz trunk amp and Nova-tap and weather monitor/message monitor. Personnel: Robert Wilson, Paul Askos, Don Morton, Ray Perez, Gene Wampler, Ken Jones, Lee Prins.


Angenieux Corp. of America 102 440 Merrick Road, Oceanside, N.Y. 11572 Product: Full line of TV zoom lenses, including 10X, 15X. Personnel: John Wallace, Wait David, Sylvia Rozane.


Broadcast Electronics Inc. 312 8810 Brookville Road, Silver Spring, Md. 20910 Product: Tape cartridge machines; Sound Britener compressor, limiter, expander; modular audio package, audio consoles. Personnel: Andrew Szegda, Michael Aronoff, Melton Black, Randy McCallister.


Cable Network TV 324 12636 Beatrice Street, Los Angeles 90066 Product: Motion pictures, cartoons, sports specials, musical instrument series, half-hour syndicated shows, Glenn Derringer In Concert music special. Personnel: Ar den D. Moser, Paul Berkowitz, Ray Oliver.

Cablevision Construction Corp. 114 910 Bay Area Boulevard, Houston 77058 Product: Construction, mapping design and marketing services. Personnel: Cliff Gardi-
R. C. CRISLER & CO., INC.

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36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—
Edwin G. Richter Jr., Frank Kalil
POB 4008, 85717, phone (602) 795-1050

Communications Marketing Inc. 501
8690 Center Drive, La Mesa, Calif. 92401

Communications Publishing Corp. 311
1900 East Yale, Englewood, Colo. 80110
Product: CATV magazine, TV Communications magazine, Cable Tech. Personnel: Stanley Same, Robert Searie, Paul Maxwell, Robert Ilsch, Pat Gushman, John Burke, Jack Ektstrom, Carol Shelley, George Greter, Sheryl Chicora, Frank Bergner, Barb Reger.

Coral Inc. 12
7700 Marine Plaza, River Road, North Bergen, N.J. 07047

Daniels & Associates 203
2390 East Third Avenue, Denver 80206

Davis Manufacturing
Division of J. J. Case Co. 325, 335
P.O. Box 1901, 1500 South McLean Boulevard, Wichita, Kan. 67201

Delta-Benco-Cascade Ltd. 139
124 Bellfield Road, Rextadale, Ont. M5W1G1

Digital Communications Inc. 302
310 14th Avenue South, St. Petersburg, Fla. 33701

Dix Hils Electronics Inc. 566
25 North Mall, Plainview, N.Y. 11803

Dolphin Communications Corp. 222
181 Church Street, Poughkeepsie, N.Y. 12601
Product: Directional taps, trunk line coup-

Downe Computer Services 520
112 10th Street, Des Moines, Iowa 50303

Durnell Engineering 212
Highway Four South, Emmetsburg, Iowa 50536

Eastman Kodak Co. 328-32
343 State Street, Rochester, N.Y. 14650

Essex International Inc. 264
6235 South Harlem Avenue, Chicago 60638

Fanon Electric 317A
1691 Bayport Avenue, San Carlos, Calif. 94070

Firstmark Financial Corp. 236
110 East Washington Street, Indianapolis 46204

Fort Worth Tower Co. 230
P.O. Box 8597, Fort Worth, Tex. 76112

Fribley Enterprises 306
P.O. Box 389, Canada Road, Painted Post, N.Y. 14870

Gamco Industries Inc. 518-9
317 Cox St., Roselle, N.J. 07203
Product: Directional couplers, connectors, pole line, hardware, passive devices, converters. Personnel: Gary Balsam, Martin

The new AEL FM-25/25KD was designed to provide exceptionally high power FM broadcasting service with a high degree of redundancy and reliability to meet power level requirements of up to 50KW TPO.

To get it, we combined two AEL FM-25KD 25KW FM transmitters, whose combined outputs are connected to the antenna through a true 90° hybrid combiner.

If you’re impressed so far, just wait until you see the specs and hear the whole story.

THE NEW AEL FM-25/25KD BROADCAST TRANSMITTER Packs a 50KW TPO Wallop!
Horak, Nod Partipilo, Mark Dzuban.

General Cable Apparatus Division
P.O. Box 666, Westminster, Col. 80030

Gates Division, Harris-Intertype Corp.
123 Hampshire Street, Quincy, Ill. 62301

General Cable Corp.
500 West Putnam Avenue, Greenwich, Conn. 06830

General Radio Co.
307 300 Baker Avenue, Concord, Mass. 01742

Gilbert Engineering Co.
317 3700 North 38th Avenue, Phoenix 85019

Globe Battery Division of Globe-Union Inc.
5757 North Green Bay Avenue, Milwaukee 53201
Product: Tel/Cell rechargeable batteries for communications, microwave and CATV applications. Personnel: Jeff Christierson, Bob Scrima, Richard Dance, Harley Reed, Tom Ruhmann, Nick Sikich.

GTE Lenkurt
1105 County Road, San Carlos, Calif. 94070

GTE Sylvania Inc.
114 South Oregon, El Paso 79901

Hilitch Shibaden
1725 North 33rd Avenue, Melrose Park, Ill. 60180

Home Box Office Inc.
140 A Time-Life Building, Rockefeller Center, New York 10020

International Video Corp.
217 990 Almanor Avenue, Sunnyvale, Calif. 94086

Interstate Telephone & Electronics
547 1681 South Broadway, Dallas 75234

ITT Canon Electric
234 666 East Dyer Road, Santa Ana, Calif. 92702
Product: Complete line of CATV coaxial connectors, including feedthrough, seized-center, inline splice, right-angle and pedestal-splice types, and "F" series fittings. Personnel: Judd Clark, Bob Meade, George Stanfield, Rod Cruse.

Jackson Communications Corp.
510 Box 6, Clayton, Ohio 45315

Jerrold Electronics Corp.
200 Wilmer Road, Harshaam, Pa. 19044

JVC Industries Inc.
536-537 58-75 Queens Midtown Expressway, Maspeth, N.Y. 11378

Kay Elemetrics Corp.
207 12 Maple Avenue, Pine Brook, N.J. 07058

Kansas State Network Inc.
517 833 North Main, Wichita, Kan. 67203

Kliegel Brothers Lighting Co.
201 3232 48th Avenue, Long Island City, N.Y. 11101

K’Son Corp.
562-5 250 East Emerson Avenue, Orange, Calif. 92665

LRC Electronics
115 901 South Avenue, Horseheads, N.Y. 14845

Broadcasting Apr 15 1974
McCauley, John Morrisey, South Avenue, Microwave Associates


Martin Marietta Corp. 507 P.O. Box 5827, Orlando, Fla. 32805


3M Co., Magnetic Audio/Video Products Division 218 3M Center Building 224-61, St. Paul 55101


Microwave Associates Inc. 104 South Avenue, Burlington, Mass. 01803


Mid State Communications Inc. 305 40 North 7th Avenue, Beech Grove, Ind. 46107


Laird Telemadia Inc. 508-509 2125 South West Temple, Salt Lake City 84115


Lindsay Specialty Products Ltd. 205 50 Mary Street West, Lindsay, Ont.


MSI Television 303-304 4788 South State Street, Salt Lake City 84107

Product: MSI for small systems, UPI page print, variable length memory, fail safe supply. Personnel: Jerry Van, Bob Hall, Joe Burdett, Tony Ragozine, Carl Rosekrans, Ivan Curtis, Mary Douglass, Kent Wright, Bruce Robertson, Ken Wootton, Dennis Gourley.

Multiplier Industries Corp. 126 224 North Fifth Avenue, Mt. Vernon, N.Y.


Network Analysis Corp. 511-2 Beechwood, Old Tappan Road, Glen Cove, N.Y. 11542


Oak Industries Inc., Communications Group 134 Crystal Lake, Ill. 60014


Panasonic Video Systems/ Matsushita Electric Corp. of America 224 200 Park Avenue, New York 10017

Product: Full line of video equipment, including cartridge, cassette and open reel; range of cameras, monitors and accessories. Personnel: Irwin Tarr, Alvin Barshop, Richard Quaid, Robert Keck, Ted Kasuga, Lewis Amborse, Virgil Davis, Ray Sudlow, Joseph Goetz, Max Kent, Tony Fujikawa, Yogi

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Higshimura, Paul Kercklingh, John Weeks, Yoshil Nakano, I. Iizuka.

Panduit Corp.  322
17301 Ridgeland Avenue, Tinley Park, Ill. 60477

Product: Complete line of wiring components, plastic wiring duct, terminals and accessories. Personnel: Bob Sambor, Gene Diclianni, Greg Hobbs, Pat Harvey, Bob Sklenicka, Bob Van Narden, John Barr, Don Shofield, Bernie Westphal, Jim Cunningham.

Pheips Dodge Communications  527-8
441 Saw Mill River Road, Yonkers, N.Y. 10702


Plastold Corp.  316
42-61 24th Street, Long Island City, N.Y. 11101


Preformed Line Products Co.  235
5349 St. Clair Avenue, Cleveland 44103

Product: Guy-Grip dead end, false dead end, splices, lashing rods, guy guards, tree guards, other hook-up accessories. Personnel: Robert D. Shilton, Max A. Leskon, Jerry C. Hoban, Jon R. Ruhlman.

Pyramid Industries Inc.  232
2612 West En Cato Boulevard, Phoenix 85009


QE Manufacturing Co.  215
Box 227, New Berlin, Pa. 17837

Product: Aerial line of construction tools and equipment. Personnel: Glenn G. Miller, Max Bossert.

Quick-Set Inc.  206
3650 Woodhead Drive, Northbrook, Ill. 60062


Raychem Corp.  221
300 Constitution Drive, Menlo Park, Calif. 94025


RCA Community Television Systems, Electronic Industrial Engineering Division  141-142

7355 Fulton Avenue, North Hollywood, Calif. 91605


Repcpo Products Corp.  103
7400 State Road, Philadelphia 19136


Reuters BO
1700 Broadway, New York 10019


RMS Electronics Inc.  207A
50 Antin Place, New York 10462


Sadelco Inc.  100
299 Park Avenue, Weehawken, N.J. 07087


Scientific-Atlanta Inc.  219-220
3845 Piedmont Road, Doraville, Ga. 30324


Sigmasform Corp.  550
2401 Walsh Avenue, Santa Clara, Calif. 95050


Soladyne International  398
7455 Convoy Court, San Diego 92111

Product: Model 1501 portable microwave system. Personnel: David Miller, Elena Smith, Clarence Omiya.

Sola Electric  504-6
1717asse Road, Elk Grove Village, Ill. 60007

Product: CATV power supply featuring constant voltage transformer design. Personnel: James Kimbali, Ruy Tucker, Fred Lempke.
Sony Corp. of America
9 West 57th Street, New York 10019

Strand Century Inc.
540-1
20 Buhshes Lane, Elmwood Park, N.J. 07407
Product: Ianriro line—650 w, 1 kw and 2 kw inbeams, 1 kw six inch fresnel; dimmy control system. Personnel: Jeff Sekster, Ed Gallagher, Jon Clayton, Larry Kellermann.

Systa-Matics Inc.
124
510 North Sheridan, Tulsa 74115

Tektronix Inc.
125
P.O. Box 500, Beaverton, Ore. 97005
Product: Picture and waveform monitors, generators, vectorscopes, time-domain reflectometers, spectrum analyzers, oscilloscopes, proof-of-performance package, VIRS signal testing equipment. Personnel: Marty Jackson, Lyn Garrett, Cliff Sehrock, Austin Basso, Dave Comstock, Frank Shufelt, Steve Kerman, Linn Gunn, Ron Marquez, Stu Rasmussen, Ralph Show, John Ogders, Ralph Ebert.

Telelam
135
P.O. Box 15068 Salt Lake City 84115

Telemet Division of Geotek Inc.
333
185 Dixon Avenue, Amityville, N.Y. 11701

Television Micromatic Inc.
548
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

Terra Equipment Co.
101
1270 Townline Road, Mundelein, Ill. 60060
Product: Equipment leasing, featuring spe-
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- Audio mixer consoles
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- Audio Processing
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- Audio cartridge machine synchronized with slide projector

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LaRue Media Brokers Inc.
RADIO-TV-CATV
116 CENTRAL PARK SOUTH
NEW YORK, NEW YORK 10019
212-266-3430

- clial leasing program for trenchers and cable plows. Personnel: Bob Strauss, Carl Lawrenz, Frank Marlo, Peter Dufcuy, Mark Kastel, Susan Fiorentino.

Theta-Com of California
Normandie Lounge
P.O. Box 9728, Phoenix 85068
Product: Active and passive CATV equipment, coaxial and drop cable, nonduplication switches, information display systems, AML single and multichannel microwave, subscriber response system. Personnel: Full engineering and sales staffs.

Tidal Communications Corp.
121 Washington Street, Poughkeepsie, N.Y. 12602

Times Wire & Cable Co.
558 Hall Avenue, Wallingford, Conn. 06492

Tocorn Inc.
3601 Royalty Row, Dallas 75247
Product: Headend, line amplifiers, "blue chip" system. Tocorn computer-controlled interactive system. Personnel: Jim Smith, Charles Low, Bill Barnes, John Campbell, Mike Corby.

Tomco Communications Inc.
2399 Charleston Road, Mountain View, Calif. 94043

Trans-America Video
1541 North Vine Street, Hollywood 90028
Product: Film-to-tape transfer system, video-cassette services. Personnel: Terry Behn, Ken Stevens, Jack Mauch.

Trompeter Electronics
8936 Comanche Avenue, Chatsworth, Calif. 91311

Twentieth Century-Fox Film Corp.
P.O. Box 900, Beverly Hills, Calif. 90213

Underwriters Service Inc. and
James W. Baret Co. Inc.
1140 Connecticut Avenue, N.W., Washington 20036
Product: Cable-Pak insurance program for cable television systems. Personnel: Jerry Dwight, Don Muller, Bob McDaniel, Gary Lee, Frances Gorman.

United Data Centers
2228 Young Drive, Lexington, Ky. 40505

United Press International
220 East 42nd Street, New York 10017

Utility Products Co.
3111 W. Mill Road, Milwaukee, Wis. 53209

Utility Tool Corp.
327 Town Street, East Haddam, Conn. 06423

Thomas J. Valentino Inc.
151 West 46th Street, New York 10036

Van Ladder Inc.
P.O. Box 709, Spencer, Iowa 51301
Product: Ladder, origination platform. Personnel: Mr. and Mrs. Eugene Faulstick, Mr. and Mrs. H. C. Taylor, William Snodgrass.

Video Aids Corp. of Colorado
561 112 West Fourth Street, Loveland, Colo. 80537

Wavetek Indiana Inc.
211 66 North First Avenue, Beech Grove, Ind. 46107

ZEI-MARK Corp.
Brookfield Center, Conn. 06805
Product: ZEI-MARK model 3200-4P television film chain, automatic neutral density wheel model ND-1*, FCA series Super 8 and 16mm film chain adapters*, Super 8 and 16mm color unipluxers*, Eastman Super 8mm and 16mm Videofilm projectors. Personnel: Richard Zeiller, Ken Mandelbaum, Carl Rosecrans, Oscar Kraut.

Broadcasting Apr 15 1974
The movies come home on pay TV

Teleprompter-Hughes Theta Cable to begin films-for-a-fee over its Los Angeles cable system

Pay TV is coming to a major metropolitan city under solid backing. The city is Los Angeles and the backing is by the financially strong Hughes Aircraft Co. and the CATV-savvy Teleprompter Corp. Both companies jointly own Theta Cable of California, a CATV system that serves 63,000 subscribers in the greater Los Angeles area and that last week announced its intention to inaugurate a pay TV feature movie channel on April 26.

The cable firm said it will charge $6 extra per month for its “Z” channel, plus 95 cents for a special fee each time it shows a movie.

John Atwood, president of Theta Cable, said the plans to invest $2-$3 million in the pay TV move. George B. Storer Jr., manager of Theta’s pay-TV division — and son of the broadcaster of the same name — said he hopes to have 30,000 pay subscribers by this time next year. Mr. Storer has been a consultant on cable to Hughes Aircraft since 1971.

Theta’s Z channel will provide two movies a week to subscribers. One will be transmitted at 7 p.m.; the second at 9 p.m. First due will be “Save the Tiger,” for which Jack Lemmon won a best actor Oscar two weeks ago. The second will be Woody Allen’s “Play It Again, Sam.” Others scheduled for the first month: “Jeremiah Johnson,” “Sleuth,” “The New Centurions,” and “Lady Sings the Blues.” Theta is using Television Program Services, New York, to book its films. There will be no X-rated films shown on the Theta channel, Mr. Storer said.

Initially the new pay TV channel will be available only to the higher-income sections of Theta’s service area. These are principally Beverly Hills, Pacific Palisades, Santa Monica, Marina del Rey and the like. Later, Mr. Atwood said, other areas of the Theta franchise area will be plugged in, with expansions to follow outside the Los Angeles area (San Bernardino, for example).

Mr. Atwood noted that the success of the pay-TV project in Los Angeles, by far the largest franchise area in which pay cable has been tried, could lead quickly to country-wide expansion. He also stressed the economic benefits that could accrue to the film industry that is centered in Los Angeles. “Much has been written and spoken about the future of pay TV,” he said. “All of us at Theta feel the introduction of the Z channel in the entertainment capital of the world is the end of blue-skies promises. It is the beginning of a new era in home entertainment.”

Theta Cable was established in 1967 and at present provides 14 off-the-air TV channels to its subscribers, who pay $6 to $8.45 monthly depending on the franchise area. For an additional $1 a month, subscribers receive a converter that provides 14 more channels. The extra channels offer such special programs as news and weather, financial and business, sports, shopping guide, a call-in psychologist, Spanish lessons, an auction. The extra $6 plus 95 cents for the pay channel would be on top of these charges.

Something to celebrate. It’s now estimated that 8 million American homes subscribe to cable television, and one out of every eight of those is signed up with Teleprompter Corp., nation’s largest multiple system operator. Teleprompter took time out for jubilation March 29 when the company officially signed on its 1,000,000th cable subscriber (Broadcasting, April 8). The honor fell on the Howard Denny family of New York, which was chosen at random from a list of new Teleprompter subscribers. They also became the 55,196th subscriber of Teleprompter Manhattan CATV. Above, Teleprompter Chairman Jack Kent Cooke (l) shared the traditional cake with Morris Tarsis, director of New York’s Bureau of Franchises.

Corporate Briefs

Over. FCC has terminated inquiries into cable ownership patterns, carriage of TV signals, exclusivity and syndicated programming protection. Commission said rules it adopted on Feb. 2, 1972, rendered those proceedings moot.

Changeover. LVO Cable, Tulsa, Okla., said it has completed sale of voice and data transmission facilities of its wholly owned subsidiary, United Video Corp., to Southern Pacific Communications Co. Price, which company said exceeds $7.5 million, includes telecommunications link between Oklahoma City, Kansas City, Mo., Tulsa and St. Louis, with applications pending before FCC for additional 3,800 route miles. United Video microwave facilities serving CATV operators remain under LVO ownership.

Unstricken. Outgoing National Cable Television Association Chairman Amos (Bud) Hostetter, who suffered reoccurrence of old back injury during NCTA board meeting in San Diego three weeks ago (Broadcasting, April 1), was re-appointed to the AT&T board of directors by order of the court.

Grassroots activity. Gurdon, Ark.: Great Southwest Media Group was awarded franchise by city council. Mont Alto, Pa.: town council granted 10-year franchise to Telecable Communications Corp., Baltimore. Combined Locks, Wis.: village board awarded franchise to Fox Cities Communications Inc., Appleton, Wis. Avonmore, Pa.: Kiski Video Corp., Pittsburgh, Pa., was granted franchise by borough council. U.S. Army Arsenal, Redstone, Ala.: Missile Command and Satellite System Corp., Marquette, Mich., was authorized to take over and immediately existing military-owned cable system serving base. Wayne township, Ohio: Continental Cablevision was granted nonexclusive franchise to augment cable system already authorized UltraCom Inc., Lansdale, Pa. Leesville, La.: Vernon parish authorized Leesville Cable Television Inc. to provide cable service within parish jurisdiction. Campbell county, Va.: County board authorized Campbell County Cablevision Inc. to serve northern portion of county. El Paso, Tex.: County commissioners sought city council approval of request to raise monthly rates from $4.50 to $5.95. Sunnyvale, Calif.: Peninsula TV Power Inc. seeks rate increase from $5.50 to $6.50 monthly, and decrease of gross receipts tax from 14% to 3%. Modesto, Calif.: City council approved Cablecom-General Inc. request to boost basic monthly subscriber rate from $3.95 to $4.75. Beaumont, Tex.: Beaumont Cablevision seeks $2 rate increase to $6.50, and to $7.50 by September 7. Parsons, Kan.: American Video Corp., Alexandria, Minn., agreed not to oppose city’s order that monthly fees be reduced 30% to $3.47.

Vandergrift, Pa.: borough council denied lease from Newton Wellesley hospital, Newton, Mass., last week after week of convalescence. His condition was said to have improved markedly. Mr. Hostetter suffered initial injury several years ago when he stepped into chuk hole during golf game.

Expanding. Heritage Communications Inc., Des Moines, Iowa, says it has agreed in principle to acquire cable interests of Leacom Inc., Colorado cable firm. Deal would be made through merger of Leacom with new Heritage subsidiary, in which existing Leacom shares would be converted into Heritage common at $10 per share. Leacom operates cable systems in Dillon, Frisco, Silverthorne, Keystone, Summit county, Granby, Kremmling, Hot Sulphur Springs, Hideaway Park, Fraser, Grand county and Buena Vista, all Colorado, Andrews, Tex., and Truth or Consequences, and Playas, both New Mexico. Total subscribers are estimated to be 6,000. Leacom also holds franchises for Breckenridge, La Junta and Florence, all Colorado.

Advance. Tocom Inc., Dallas, introduces new “Blue Chip” signal handling system including integrated-circuit amplifiers and push-pull output for harmonic suppression. Hardware will be on display at Tocom’s booth at National Cable Television Association convention in Chicago April 21-24.
Liberty Cable TV Co.'s request for $1.54 rate increase—to $5.95—because request exceeded rate of increase provided for in franchise. Salina, N.Y.: Newchannels Corp. has been granted $1 monthly increase, to $6.

Sold. Estes Park CATV Inc., Estes Park, Colo., was sold by Alan Harmon to Liberty Communications Co., Kansas City, Mo. System, with 30 miles of plant, passes 1,500 homes and has 550 subscribers. Terms weren't disclosed. Broker: Daniels & Associates.

Done. Stanley J. Solson (l), Vice President for administration of Trans World Communications, firm the deal with Viacom President Douglas Dittrick which brought to the latter firm 100% control of the Viacode pay system. Viacom Vice President David A. Neuman looks on. The service is currently being offered to Smithtown, N.Y. subscribers of Viacom's Suffolk Cablevision.

Music

Billy, Don't Be a Hero—Bob Donaldson & the Heywoods (ABC) * This song was released last month in two almost identical versions, one by the Heywoods, and one by a British group, Paper Lace (on Mercury), whose version was running as England's number-one requested song before it came to the U.S. ABC President Jay Lasker heard it in England and liked it so well he found an ABC group to record it. Now there's a cover battle between the two labels for the most airplay, and it looks as if ABC is winning, by about "10 to 20 points," according to an ABC source.

Billy, Don't Be a Hero is a very traditional rock ballad about a young man who leaves his sweetheart to enter combat and gets killed because he didn't heed her last words to him, namely, the song's title. Both versions are exceedingly simple arrangements of a simple song.

It's the Heywoods' second record for ABC, with which they signed last year after leaving MGM. The relatively obscure Cincinnati group has yet to hit it big in the charts, however, they've received exposure this year traveling with the Osmonds.

The Heywoods' version of Billy, Don't Be a Hero is a number-one request item at wfil(AM) Philadelphia and is also being played on wcfl(AM) Chicago, wsgn(AM) Birmingham, Ala., waky(AM) Louisville, Ky., and kism(AM) Portland, Ore. wxyy(AM) Cleveland is playing both versions, and the Paper Lace version is being heard on woky(AM) Milwaukee and wpcc(AM) Morningside, Md. (Washington).

After Midnight—Maggie Bell (Atlantic) * There has been such a promotion barrage accompanying Maggie Bell's first solo album that it is doubtful that there are any programers who haven't heard of her. If there are any out there left un-blessed, the vital statistics run like this: Glasgow, Scotland-born, lead singer with Stone the Crows (until the lead guitarist, also her fiancé, was killed in freak electrical accident on stage, two years ago), twice winner of leading British pop journal Melody Maker's best female singer poll, back-up work on a slew of "superstar sessions" and first solo album produced by Aretha Franklin's producer, Jerry Wexler.

For her first single, a remake of J. J. Cale's After Midnight, she turns the song into a spunky, flirtation number. The Janis Joplin comparisons come so easy after hearing her. The back-up of a strong promotion force at Atlantic (a force that middle-sized Polydor could never muster for her while she was part of Stone the Crows) and a familiar song (Mr. Cale's version was top 10 two years ago) help to build a great potential for Maggie Bell and After Midnight.

Last week, the following stations, among others, were playlisting After Midnight: wlcv(AM) Tampa-St. Petersburg, Fla.; joyy(AM) Stockton, Calif.; wtry(AM) Troy, N.Y.; wjqc(AM) Worcester, Mass., and wpop(AM) Hartford, Conn.

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

• the air that I breathe, Hollies (Epic).
• another park, another sunday, Doo- bio Brothers (Warner Brothers).
• billy don't be a hero, Bo Donaldson & the Heywoods (ABC/Dunhill).• billy don't be a hero, Paper Lace (Mercury).
• 48 crash, Suzi Quatro (Bell).
• if it feels good do it, Jan Lloyd and the Stories (Kama Sutra).
• if you love me (let me know), Olivia Newton-John (MCA).
• if you want to get to heaven, Ozark Mountain Daredevils (A & M).
• jolene, Dolly Parton (RCA).
• keep on smiling, Wet Willie (Capri- com).
• la grange, ZZ Top (London).
• let's get married, Al Green (London).
• loving you, Johnny Nash (Epic).
• might just take your life, Deep Purple (Warner Brothers).
• mighty mighty, Earth Wind & Fire (Columbia).
• my girl bill, Jim Stafford (MCA).
• never be lonely, New Colony Six (MCA).
• skybird, Neil Diamond (Columbia).
• traveling boy, Art Garfunkel (Columbia).
• unborn child, Seats & Crofts (War- ner Brothers).
• you won't see me, Anne Murray (Capitol).
• (i'm a) yoyo man, Rick Cunha (GRC).

Tracking the 'Playlist.' While Paul McCartney & Wings still have their hit, Jet, barely out of the top 10, the title cut from their album, Band on the Run, jumps on the 'Playlist' at 35. Also coming on the chart, but not quite so high, are Leon Haywood's Keep It in the Family (56), Ray Stev- ens's The Streak (57), the O'Jays' For the Love of Money (58) and Mac Davis's One Hell of a Woman (60). Another record making a large move up the chart, after lingering in the lower regions, is Marvin Gaye's and Diana Ross's My Mistake Was to Love You (36). Breaking top 10 for the first time are Gladys Knight and the Pips' The Best Thing That Ever Happened to Me (5) and Grand Funk's remake of Little Eva's early sixties dance classic, Loco-Motion (10).
<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist (label)</th>
<th>Rank by day parts</th>
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<tbody>
<tr>
<td>37</td>
<td>42</td>
<td>Love’s Theme (3:30)</td>
<td>Love Unlimited Orchestra—20th Century</td>
<td>36 49 38 54</td>
<td></td>
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<tr>
<td>33</td>
<td>43</td>
<td>The Way We Were (3:29)</td>
<td>Barbra Streisand—Columbia</td>
<td>38 53 41 59</td>
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<tr>
<td>51</td>
<td>44</td>
<td>You Make Me Feel Brand New (4:45)</td>
<td>Barbra Streisand—Columbia</td>
<td>44 42 48 41</td>
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<tr>
<td>25</td>
<td>45</td>
<td>Touch a Hand, Make a Friend (3:26)</td>
<td>Staples Singers—Stax</td>
<td>48 43 46 45</td>
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<tr>
<td>56</td>
<td>46</td>
<td>Payback (3:30)</td>
<td>James Brown—Polydor</td>
<td>52 38 47 43</td>
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<tr>
<td>56</td>
<td>47</td>
<td>Dance with the Devil (3:32)</td>
<td>Cozy Powell—Chrysalis</td>
<td>53 55 45 37</td>
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<td>28</td>
<td>48</td>
<td>Jungle Boogie (3:08)</td>
<td>Kool and the Gang—Delite</td>
<td>47 48 46 44</td>
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<td>49</td>
<td>49</td>
<td>Help Me (3:22)</td>
<td>Don’t Want to Be Lonely (3:31)</td>
<td>49 44 49 50</td>
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<tr>
<td>39</td>
<td>50</td>
<td>My Sweet Lady (2:40)</td>
<td>Cliff De Young—MCA</td>
<td>54 52 52 55</td>
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<tr>
<td>50</td>
<td>51</td>
<td>Oh Very Young (2:33)</td>
<td>Cat Stevens—A&amp;M</td>
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<td>48</td>
<td>52</td>
<td>Happiness Is Me and You (3:06)</td>
<td>Gilbert O’Sullivan—MAM</td>
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<td>46</td>
<td>53</td>
<td>Outside Woman (3:35)</td>
<td>Bloodstone—London</td>
<td>60 46 56 47</td>
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<td>53</td>
<td>54</td>
<td>Until You Come Back to Me (3:25)</td>
<td>Arthap Friedman—Atlantic</td>
<td>51 57 53 63</td>
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<td>62</td>
<td>55</td>
<td>Daybreak (3:03)</td>
<td>Nilsson—RCA</td>
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<td>56</td>
<td>56</td>
<td>Keep It In the Family (2:47)</td>
<td>Leon Haywood—20th Century</td>
<td>63 47 62 51</td>
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<td>57</td>
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<td>The Street (3:15)</td>
<td>Ray Stevens—Barnaby</td>
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<td>58</td>
<td>For the Love of Money (3:45)</td>
<td>O’Jays—Phil. Int’l.</td>
<td>73 50 61 53</td>
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<td>59</td>
<td>59</td>
<td>I Am What I Am (3:32)</td>
<td>Lois Fletcher—Playboy</td>
<td>61 62 58 49</td>
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<tr>
<td>60</td>
<td>60</td>
<td>One Hell of a Woman</td>
<td>Mac Davis—Columbia</td>
<td>58 56 60 64</td>
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<td>49</td>
<td>61</td>
<td>Last Time I Saw Him (2:45)</td>
<td>Diana Ross—Motown</td>
<td>57 59 59 65</td>
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<tr>
<td>70</td>
<td>62</td>
<td>A Dream Goes On Forever (3:21)</td>
<td>Todd Rundgren—Bearsville</td>
<td>64 66 63 62</td>
<td></td>
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<tr>
<td>72</td>
<td>63</td>
<td>Standing at the End of the Line (2:45)</td>
<td>59 63 66 67</td>
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<td>64</td>
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<td>Once You Understand (3:55)</td>
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<td>65</td>
<td>You Ain’t Nothing but Trash (3:10)</td>
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<td>Daybreak (3:03)</td>
<td>74 73 54 61</td>
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<td>86</td>
<td>67</td>
<td>Five Man Electrical Band—Polydor</td>
<td>56 68 67 71</td>
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<td>68</td>
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<td>Rock Around the Clock (2:08)</td>
<td>Bill Haley—MCA</td>
<td>65 67 67 72</td>
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<td>69</td>
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<td>Honey Please Can’t Ya See (2:54)</td>
<td>Barry White—20th Century</td>
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<td>69</td>
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<td>Virginia (2:30)</td>
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<td>70</td>
<td>71</td>
<td>Bill Amesbury—Casablanca</td>
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<td>71</td>
<td>72</td>
<td>I Won’t Last a Day Without You (3:47)</td>
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<td>Mighty Love (3:14)</td>
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<td>Love Is a Battlefield (3:50)</td>
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<td>75</td>
<td>75</td>
<td>Gordon Lightfoot—Reprise</td>
<td>68 75 * 65</td>
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<td>78</td>
<td>76</td>
<td>Your Cash Ain’t Nothing but Trash (3:10)</td>
<td>71 * 75 78</td>
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<td>79</td>
<td>77</td>
<td>Steve Miller Band—Capitol</td>
<td>73 73 73 73</td>
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Alphabetical list (with this week’s over-all rank: All in Love Is Fair (71), Band on the Run (69), Bennie and the Jets (2), The Best Thing That Ever Happened to Me (55), Boogie Down (31), Come and Get Your Love (22), Dance with the Devil (47), Dancing Machine (16), Dark Lady (68), Daybreak (55), Don’t You Worry ’Bout a Thing (32), A Dream Goes On Forever (69), The Entertainer (55), Evers Touch (The Wind) (15), For the Love of Money (58), Happiness Is Me and You (52), Help Me (49), Honey Please Can’t Ya See (67), Hooked on a Feeling (1), I Am What I Am (59), I Won’t Last a Day Without You (29), I’ll Have to Say I Love You in a Song (15), I’m A Train (33), I’m in Love (72), I’ve Been Searching So Long (24), Jet (13), Jungle Boogie (49), Just Don’t Want to Be Lonely (31), Main Ingredient—RCA |
Worldvision makes its objections known on KTTV blacklist agreement

Program producer urges FCC to void renewal deal station made with NABB and resolve whether licensee had abandoned programming responsibility

Metromedia Inc.'s independent KTTV(TV) Los Angeles last October reached an agreement with citizen groups that was designed to grease the way to license renewal. But the agreement—providing for what broadcasters are referring to as the "blacklisting" and "graylisting" of specific programs—is still under review by the FCC. And last week, the commission was given something else to ponder in connection with the case—a complaint by a syndicator with eight programs cited in the agreement.

Worldvision Enterprises Inc. said it has no objection to KTTV's renewal of license "absent the agreement." But it does object to the manner in which the agreement was executed. And it urged the commission "to nullify it and to prevent similar action by other broadcast licensees.

Worldvision also said KTTV's acceptance of the agreement raises a number of questions that should be resolved before the station's license is renewed. One is whether the station "unlawfully relinquished" to the local groups "its sole responsibility, as a licensee, for program selection, timing and content—in violation of applicable commission rules and policies."

The petition was signed by Worldvision's president and chief executive officer, Kevin O'Sullivan, who has on previous occasions publicly criticized the agreement. Last October he presided over a meeting of major syndicators on the matter. And as a panelist at the National Association of Television Program Executives (NABBE) meeting in Los Angeles, in February, he urged broadcasters to resist the efforts of outsiders to impose their program views on the stations (BROADCASTING, Feb. 25).

And in a statement last week, he said "Worldvision's purpose in filing the petition was not to damage KTTV's position, but to stop pressure-group "censorship." "If the television medium is to be a constructive, positive force in this country then it must continue to thrive in a free climate," he declared. "It's not in the public interest for censorship of any kind to exist, particularly censorship imposed by outside pressure groups such as the National Association for Better Broadcasting."

KTTV negotiated the agreement with the National Association for Better Broadcasting, Action for Children's Television, the Mexican-American Political Association and the San Fernando Valley Fair Housing Council (BROADCASTING, Oct. 8, 1973).

And its purpose was said to be to protect children from unsuitable programming. It calls for KTTV's promise not to broadcast 42 programs the station says contain "excessive violence and/or possible harmful program content" (the allegedly blacklisted programs) and to broadcast a "caution to parents" warning prior to the showing of any episodes of 81 specified live-action syndicated series if they are shown before 10 p.m. (the allegedly "graylisted" programs). In return, the groups withdrew their petition to deny the station's renewal application.

But Worldvision says that commission approval of the agreement will result in the establishment of a dangerous precedent. "The resultant pressures upon all U.S. television stations to accede to the demands of the NABB and other groups, rather than risk a hearing on their license renewal application would...adversely affect the public interest," it said.

Worldvision would also suffer. The signing of similar agreements by other stations will diminish or destroy the value of Worldvision's programs "blacklisted or graylisted," it said.

Worldvision is not licensed any program on either list to KTTV. However, it has licensed three programs on the so-called blacklist—Fantastic Four, Milton the Monster, and The Reluctant Dragon and Mr. Toad—to eight stations, and five on the so-called graylist—Garrison's Go-Bots, The Range Rider, The Rebel, and Twenty-Six Men—to 71 stations.

Worldvision said it was not objecting to KTTV making its own decision on programming, but it said that the station, in drawing up the two lists, had capitulated to "outside pressure groups for license renewal."

Worldvision noted that many of the programs involved "are the same programs of which NABB has, over the years, been most critical." Indeed, Worldvision added, the phrases used to express criticism in the petition to deny "are precisely the same as have been used by the NABB in other circumstances."

"It is wholly improper for Metromedia, rather than undergo the expense and effort of meeting this [license-renewal] challenge head-on, to allow NABB to go on the blacklist and programs in which Metromedia had substantial investments been also considered in connection with the agreement but had not been included on the blacklist."

Most Metromedia officials had not seen the petition by midweek and so were unable to comment on it. But Metromedia counsel Thomas Doughtery reacted with some heat. "They have no place in this proceeding," he said. Besides, he said, "They have known about this for some time, and now they are filing at the 11th hour." He also said the document was internally inconsistent. "They talk about licensee discretion, and then list all of those things KTTV did that should be considered."

Program Briefs

Let it be. NBC last week urged FCC to oppose petitions for reconsideration of commission's proposed prime-time access rule modifications, scheduled to go into effect at beginning of 1974-75 season. It pointed out that broadcasting and programming industries have already made programming commitments for new season and "they would suffer substantial injury" if commission changes rules or postpones effective date of modifications.

Separate ways. CBS-TV has canceled The Sonny and Cher Comedy Hour (Wednesday, 8-9 p.m., NYT), reflecting dissolution of that couple's marriage. Cancellation was reluctant because show consistently averaged top-10 Nielsen ratings and frequently scored among top-10 rated programs in Nielsen's weekly averages. Replacement show is still to be determined.

Substitute. Dean Martin's Comedyworld (NBC-TV, Thursday, 10-11 p.m., NYT, beginning June 6) is new title for weekly summer show replacing canceled Music Country USA. Comedyworld stars Jackie Cooper, Barbara Feldon and Nipsy Russell. Greg Garrison (The Dean Martin

Kit proclaims CCA "Super" in Yakima

"I would be remiss if I didn't take time to write and tell you how super we feel CCA is for our market," said Jack Goetz, president, KIT, Yakima, Washington, in a letter to John Gilmore, CCA's founder and president.

"The very fact that we were able to sell over $71,000 for the first quarter '74 indicates the strength of Community Club Awards. Of the 65 accounts sold, 47 were advertisers who had not used the stations for at least one year and 13 were accounts that had never advertised on KIT in my 22 years in Yakima."

Mr. Goetz concluded, "We look forward to 1975 with a great deal of enthusiasm and we definitely are pointing toward a $100,000 sales goal for next year's campaign. Congratulations on your splendid company and the job it does."

Community Club Awards

20th Anniversary Call Collect: (203) 226-3377
P.O. Box 151, Westport, CT 06880

Broadcasting Apr 15 1974

52
said KODA'S to personal attack. Mr. Griffin, vice to Mr. pealed, Mr. Three stations, including -in that carried program -cast personal-ication projects for TV, and -in-hour network tion series, hour -long western comedy pilot TV, and theatrical producer, of -week Factor Tv WTEN by than Show 100 stations and renewed Producers Corp., Mery on Sept. 4-4:30 p.m.), picking up game new producers. Metromedia Pro- on Los Angeles, reports that has strong. Metromedia Pro- New York, reports that bought Mery in 1960. Same day, NBC thepyramid. Hollywood, will be site of Emmy entertainment awards ceremonies May 20 (9- 11 p.m. NYT) that will be televised by NBC. Theater was home of movies' Oscar ceremony shows from 1949 to 1960. Same day, NBC will televise daytime Emmy awards from Rockefeller Plaza, New York, (noon-1:30). ABC is covering news-documentary ceremonies on Sept. 4 from New York Hilton.

Merv going strong. Metromedia Producers Corp., New York, reports that 12 new stations have bought Merv Griffin Show and another 43 have renewed daily. 90-minute TV variety series. Sold in more than 100 markets, series has been bought by stations including KOMO-TV Seattle, WTN Albany, N.Y., and KOB-TV Albuquerque, N.M., and renewed by WNEW-TV New York, WNAC-TV Boston and WJW-TV Cleveland, among others.

Factor in. Alan Jay Factor, TV movie-of-week producer as well as movie theatrical producer, has joined Four Star International, Los Angeles, in co-production ventures, including The Trailspers, hour-long western comedy pilot for ABC-TV, and hour-long network science fiction series, network game show, two 90-minute work specials, two movies of week for 1974-75 season and two syndication projects for Four Star.

Personal attacks. Paul Kurtz, editor of the Humanist magazine, has filed personal-attack complaint with FCC against KODA-AM-FM Houston as result of broadcast of Life Line program containing what he says was personal attack on him. Mr. Kurtz says that 61 other stations that carried program—commentary on humanism movement by Melvin Munn—in February, agreed to make time available for reply after he requested it. Three stations, including KODA, refused; and all three refusals are being "appealed," Mr. Kurtz says. KODA, in letter to Mr. Kurtz that was signed by Martin Griffin, vice president and general manager, contended that station's lawyers do not regard program as constituting personal attack. Mr. Kurtz asked station to reconsider at same time he sent file of his correspondence to commission with letter expressing dissatisfaction with KODA's response. Mr. Griffin last week said request for reconsideration is in hands of his lawyers in Washington.

Clio on the air? Bill Evans, director of Clio awards, reports he is negotiating with television station in New York and with network with view toward presenting awards ceremonies on TV. Presentation of awards for outstanding television and radio commercials will be made on June 14.

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All the way home. NBC-TV estimates that 35 million people saw Henry Aaron break Babe Ruth's home-run record Monday (April 8) at 9:07 p.m. NYT. The special Los Angeles at Atlanta edition of NBC's Monday-night baseball telecasts harvested a better rating than any other regular-season baseball games on the network to date, averaging a 22.3 national Nielsen rating and 36 share from 8 to 11 p.m. Fram oil filters, Providence, R.I. (SFM Media), sponsored a special recap of the record-breaking homer and the ceremonies that followed—a seven-minute segment inserted into Monday-night's game in the sixth inning. The Fram Corp. also sponsored a four-minute replay of Aaron's 714th homer on April 4, which went out over the full network (NBC wasn't covering the game live) at 3:08 p.m.

In addition to the TV coverage, Westinghouse Broadcasting's seven AM stations broke into their regular schedules with taped voice-overs (by Atlanta announcers Milo Hamilton and Ernie Johnson) of the actual play-by-play accounts of the 714th and 715th home runs.

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With a Gates digital program automation system you can expand your operating capabilities, or the number of events in your format. Quickly. Easily. Economically.

For example, the Gates RA-10 provides your system with 1,000 random access events. Add it to your system now. Or at some future date, as you grow.

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HARRIS
GATES DIVISION
Quincy, Illinois 62201, U.S.A.
SAG warming up for upcoming contract talks

Actors union sends members 'fact file' which doesn't mention Weaver's equal-pay slogan

Screen Actors Guild, whose contract with the principal Hollywood TV and motion picture studios expires in June, has begun gearing its membership for the potentially long and arduous negotiations that begin May 15. Its first move was a "fact file" sent to its 29,000 members last week. In it, SAG makes a number of points, all apparently expected to be key topics in negotiations.

Right off, SAG states that it "neither expects nor wants a strike," It says there have been only three strikes in its 41-year history and that the last took place 14 years ago. Concern that a SAG strike might impinge seriously on TV programs for the 1974-75 season have been voiced by numbers of TV and motion picture spokesmen, who have also warned that higher costs in Hollywood will have adverse effects on the quality of TV programs.

Principally, SAG notes that 85% of its members are unemployed; that 5.2% of them earn less than $1,000 annually at their profession; that more than 75% of the membership earns less than $3,500 annually, and that only 3% earn $25,000 or more a year.

The prime-time access rule, SAG says, has cost 16,000 jobs in the TV industry, a payroll loss of $53 million yearly. It also says that the current rerun policy of the networks has impinged on employment of its members; reruns on the TV networks, SAG says, now account for more than 50% of time. SAG and other unions have asked the FCC to impose a 25% limit on reruns in prime time and hope for an FCC ruling later this year.

And, SAG reports that it found other unions are opposed to non-union film making by the federal government, says, to amount to $375 million yearly on audio-visual activities by 15 federal agencies, with $150 million annually spent on film making. SAG and the other unions have asked that this work be stopped and placed with union professionals. SAG also notes that it and other unions are conducting a study to determine how the TV networks use the TVQ ratings of performers.

Nothing in the SAG packet refers to what many broadcasters consider the touchiest subject: this is SAG President Dennis Weaver's campaign pledge that would boost residual rates, under the slogan "Equal pay for equal play." More recently it has been explained that the equal play section meant same time, period, same season, and other factors.

SAG's present contract with the studios expires June 30.

WAVA slapped with fairness complaint for gas co. ads

De-regulation endorsements by Washington Gas press one side of issue, Consumers Union says in a filing that backs Stevenson's request for reply time

One of the volume of commercials sponsored by the energy crisis has resulted in a fairness-doctrine complaint against a station in the Washington area with an audience that includes a senator who has strong views on regulation of energy companies.

The station involved is WAVA(AM) Arlington, Va., an all-news outlet in the Washington suburbs which, like a number of other stations in the area, has run commercials in behalf of the Washington Gas Light Co. endorsing de-regulation of natural gas wellhead prices.

Senator Adlai Stevenson (D-lll.), the sponsor of legislation that would provide for de-regulation only of small gas companies and would maintain regulation of the large ones, wrote to the station asking for time, for himself or some other spokesman, to respond. The station rejected the request in December, stating that as an all-news outlet, it carries "many opposing views and opinions," and said it was the senator's responsibility to show that it has not aired contrasting views on the natural gas issue.

Senator Stevenson replied that he and his staff have listened to WAVA "over a lengthy period of time" and had not heard "an instance in which WAVA has commented on natural gas wellhead regulatory and price reform scheme or otherwise presented alternative viewpoints to the Washington Gas Light ads." He asked if the station had information to the contrary.

That was three months ago. And last week, the Consumers Union, which supports the senator's bill, filed a complaint with the FCC saying the station had not received the information he requested and asserting that the station, in airing the ads, presented only one side of a controversial issue.

The Consumers Union also noted that it has broadcaster support for its position. It said that WTOP(AM) Washington, another all-news station, refused to carry the ads on the ground that they "reflected a position on a controversial issue of public importance." Four other Washington-area stations that carried the ads —WGMS(AM) Bethesda, Md., WPGK(AM) Alexandria, WXR(AM) Woodbridge, Va., and WJMD(AM) Bethesda—agreed to carry spot announcements recorded by Senator Stevenson in reply.

Wynn Hott, general manager of WAVA, said he had never received a request for time from Consumers Union, and that, since the station does not tape everything it broadcasts, it would be difficult to
respond to Senator Stevenson's request for documentation of the contention that all sides of the natural-gas issue had been aired.

However, he said he had written the Senator in January, directing him to contact the station's new director if he wants his views aired. The offer still stands, Mr. Hott said last week. "All he has to do is pick up the phone, and he'll get time," he said.

Counsel for Consumers Union, Harvey I. Shulman, said he was aware of a letter inviting the senator to contact the station's new director. But even if there were such an offer, he said, it would not be sufficient. He said the senator wants "spot time."

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**Cloture clears way for campaign reform bill in Senate, but House fight looms**

The Senate last week voted to gag Senator James Allen (D-Ala.) and end a three-week filibuster of campaign reform legislation. The cloture vote on the bill—which provides for public financing of campaigns for federal-level office—was 64-30, one more than needed. A similar effort two weeks ago failed by three votes. With debate on the bill now shut off, passage of the controversial measure is virtually assured.

The Senate version of the campaign reform bill includes a provision embargoing election tallies until midnight of election day, but also provides for a uniform poll closing time. Both measures are aimed at preventing the networks from broadcasting early results from East Coast districts and projecting the outcome of races before polls on the West Coast have closed.

When the reform measure is passed by the Senate, it will be on a direct collision course with one of the most powerful men in the House, Representative Wayne Hays (D-Ohio). Mr. Hays chairs the House Operations Committee, which must pass on such legislation before it can go to the floor. Mr. Hays's position directly opposes the public funding of congressional campaigns and the establishment of an elections commission, which is included in the Senate bill. Campaign reform legislation has been stalled in the Hays committee since last year.

(Representative Hays also heads the House Democrats fund-raising arm and directly controls the disbursement of party money to House incumbents. Also, under present law, the Clerk of the House oversees campaign reporting and practices—a function that will be taken over by an elections commission, if established—and the Clerk reports to Mr. Hays's House Operations Committee. Asked if he thought he might be involved in a conflict of interest in this issue, Mr. Hays said, "Every member of Congress is engaged in running a fund-raising committee—and they're all going to vote on this bill. It's just as much in my interest to

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**Digital deal. Three-way computer tie-in linking stations, ad agencies and rep firms was announced by Norfleet R. Turner (l), president of Data Communications Corp. and Michael Donovan (r), president of Donovan Data systems—a step designed to reduce the "paperwork jungle" resulting from three separate versions of order and invoice forms. ("Closed Circuit," Feb. 26). Data Communications, which operates an on-line computerized information system for 67 radio and TV stations, and Donovan Data, which performs a similar service for 14 of the top 20 U.S. ad agencies, have added New York rep firms John Blair, Petry and PGW as the first step in an "industry-wide common use of computers" to handle national-and local-spot accounting "from the point of buy right through to the final payment of the invoice," according to the companies' Joint statement. Service is expected to begin next year.

The House committee began marking up a campaign reform bill last week. The House draft is completely in line with Mr. Hays's stated positions and does not include provisions for public financing of any race except for the President or an elections commission. It also provides for spending limits in House races that reform supporters are calling "unrealistic." A candidate for the House may spend only $60,000 in a campaign. Such a low limit gives a decided edge to incumbents, Senate reformers say, because they have greater visibility.
Network TV billings pass $2 billion mark

It’s an 11% gain by big spenders

Solid increases by major advertisers and a gradually widening circle of network TV users helped push network television billings past the $2 billion mark in 1973 for the first time, up about 11% from 1972’s $1.8 billion, according to a Television Bureau of Advertising report being released today (April 15). The report is based on estimates compiled for TV by Broadcast Advertisers Reports.

Nine of the top 10 network users boosted their outlays by increments ranging from 11% to 26.4% above their 1972 marks. Procter & Gamble, easily number one with almost $129.3 million in network, was up 11.4%. Only Ford Motor among the top 10 tapered off, down 13.2% to $43.6 million. Sears, Roebuck dropped out of the top 10, placing 12th, despite a modest increase in spending, while Colgate-Palmolive moved into the top 10, from 11th to ninth, on a 20.2% increase.

While Ford was cutting back, General Motors was adding 22.4% and improved its rank from seventh (just behind Ford) to sixth (just ahead of Ford). Chrysler tanked on almost $2 million in moving from 17th to 16th. American Motors added $2 million and went from 74th to 62d. Toyo Tokyo Co. Ltd.’s Mazda was one of the year’s most impressive additions to network TV, placing second in the newcomer category on an outlay of almost $1.8 million.

In all, 487 advertisers used network TV in 1973, spending $2,043,634,300. The smallest expenditure was $1,500 by Crowell, Collier & MacMillan. The 487 represented a net gain of eight and included 64 companies that had not used network before. Top newcomers in addition to Mazda were Cosmair Inc. (L’Oreal hair color), which led that list with $3.2 million, and the American Bankers Association, whose $1.2 million ranked third, after Mazda.

The New York Stock Exchange and Suzuki Motor Co. also broke into network with outlays of more than $1 million each, and Renfield Importers’ Martini & Rossi wines came close with $909,600. Others in the top 10 of newcomers were Blue Cross and Rust-Oulem Corp. with more than $720,000 each, and Great Western United (Shakey’s pizza parlors) and Filter Dynamics International (Lee oil filters), over $650,000 each.

It took $4,659,100 to make the top 100 in 1973. That expenditure gave Zenith Radio Corp. the 100th ranking—a drop of four positions despite a $418,000 increase in spending. Metropolitan Life Insurance, which ranked 100th in 1972 on $3,960,600, dropped nine places in rank in 1973 on a $65,000 cutback in spending.

Network TV's top 100 for 1973:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>1973 Investments</th>
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<tr>
<td>1.</td>
<td>Procter &amp; Gamble</td>
<td>$126,292,700</td>
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<td>2.</td>
<td>American Home Products</td>
<td>70,562,200</td>
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<td>3.</td>
<td>Bristol-Myers</td>
<td>70,462,500</td>
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<td>4.</td>
<td>General Foods Corp.</td>
<td>63,555,900</td>
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<td>5.</td>
<td>Sterling Drug</td>
<td>62,825,100</td>
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<td>6.</td>
<td>General Motors</td>
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<td>7.</td>
<td>Ford Motor</td>
<td>43,577,500</td>
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<td>8.</td>
<td>Gillette</td>
<td>43,359,500</td>
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<td>9.</td>
<td>Colgate-Palmolive</td>
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<td>10.</td>
<td>Warner-Lambert Pharmaceutical</td>
<td>40,999,100</td>
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<td>11.</td>
<td>S. C. Johnson &amp; Son</td>
<td>37,278,300</td>
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<td>12.</td>
<td>Sears, Roebuck</td>
<td>35,749,100</td>
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<td>13.</td>
<td>Lever Brothers</td>
<td>35,479,200</td>
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<td>14.</td>
<td>Nabisco</td>
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<td>15.</td>
<td>General Mills</td>
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<td>16.</td>
<td>Chrysler</td>
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<td>17.</td>
<td>Nestle</td>
<td>24,300,600</td>
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<td>18.</td>
<td>Kellogg</td>
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<td>Ralston Purina</td>
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<td>Schering-Plough</td>
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<td>Clorox Co.</td>
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<td>Johnson &amp; Johnson</td>
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<td>Kraftco Corp.</td>
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<td>Volkswagen</td>
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<td>PepsiCo</td>
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<td>M. McDonald’s</td>
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<td>American Cyanamid</td>
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<td>General Electric</td>
<td>13,991,800</td>
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<td>36.</td>
<td>Morton-Norwich Products</td>
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<td>37.</td>
<td>Alberto Culver</td>
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<td>38.</td>
<td>Norton Simon</td>
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<td>39.</td>
<td>Eastman Kodak</td>
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<td>Greyhound</td>
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<td>41.</td>
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<td>42.</td>
<td>Smithkline</td>
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<td>Heublein</td>
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<td>Pfizer</td>
<td>11,304,000</td>
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<td>46.</td>
<td>Quaker Oats</td>
<td>11,094,400</td>
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<td>47.</td>
<td>Chesbrough-Ponds</td>
<td>10,723,300</td>
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<td>48.</td>
<td>Pillsbury</td>
<td>10,710,800</td>
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<td>49.</td>
<td>Squibb Corp.</td>
<td>10,454,800</td>
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<td>50.</td>
<td>Carman Co.</td>
<td>10,141,100</td>
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<td>51.</td>
<td>ITT</td>
<td>10,092,400</td>
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<td>52.</td>
<td>J. C. Penney</td>
<td>9,549,700</td>
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<tr>
<td>53.</td>
<td>E. I. du Pont de Nemours</td>
<td>9,548,700</td>
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<tr>
<td>54.</td>
<td>Mattel</td>
<td>9,466,700</td>
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<td>55.</td>
<td>Exxon</td>
<td>9,254,700</td>
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<td>56.</td>
<td>Revlon</td>
<td>9,086,100</td>
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<td>57.</td>
<td>Goodyear Tire &amp; Rubber</td>
<td>9,084,300</td>
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<td>58.</td>
<td>Polaroid</td>
<td>8,773,500</td>
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<tr>
<td>59.</td>
<td>Merck &amp; Co.</td>
<td>8,531,000</td>
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<tr>
<td>60.</td>
<td>Mobil Oil</td>
<td>8,320,500</td>
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<tr>
<td>61.</td>
<td>AMC</td>
<td>7,995,500</td>
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<td>62.</td>
<td>American Motors</td>
<td>7,990,200</td>
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<tr>
<td>63.</td>
<td>Firestone Tire &amp; Rubber</td>
<td>7,865,400</td>
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<td>64.</td>
<td>IBM</td>
<td>7,808,600</td>
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<td>65.</td>
<td>Philip Morris</td>
<td>7,786,300</td>
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<td>66.</td>
<td>Union Carbide</td>
<td>7,690,600</td>
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<tr>
<td>67.</td>
<td>R. J. Reynolds</td>
<td>7,664,700</td>
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<tr>
<td>68.</td>
<td>Avon Products</td>
<td>7,307,900</td>
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<tr>
<td>69.</td>
<td>State Farm</td>
<td>7,244,500</td>
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<tr>
<td>70.</td>
<td>Mars</td>
<td>7,211,600</td>
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<tr>
<td>71.</td>
<td>Nennen</td>
<td>7,173,400</td>
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<tr>
<td>72.</td>
<td>Florida Citrus Commission</td>
<td>6,995,700</td>
</tr>
<tr>
<td>73.</td>
<td>Prudential Insurance</td>
<td>6,794,700</td>
</tr>
</tbody>
</table>
Milk products ads under fire from FTC

Mark Spitz, Vida Blue, Ray Bolger and "Dear" Abby Van Buren may be out of work endorsing California milk products if the Federal Trade Commission has its way.

The agency last week filed a complaint against the California Milk Producers Advisory Board and its agency, Cunningham and Walsh, alleging that such claims as "Everybody needs milk" and "Milk has something for everybody" featured in radio, TV and print ads for the product are misleading. The complaint states the ads falsely indicated that consumption of milk is essential and beneficial to everyone, that large quantities can be consumed without adverse side effects and that milk consumption reduces probabilities of contracting colds or arthritis.

CMPAB replied that its ads were not fraudulent and challenged the FTC's jurisdiction in moving against a state agency (CMPAB is a division of the state's Dept. of Food and Agriculture).

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All around the small markets with the RAB

Three months of one-day sessions to build sales begin May 7

A schedule of 64 one-day seminars or "idearamas" to help small-market radio stations sharpen their selling to local advertisers was announced last week by the Radio Advertising Bureau. The annual series will start this year on May 7 at Madison, Wis., and continue through Aug. 6 at Anchorage.

"Idearama is a barrage of sales ideas — contests, promotions, salable copy — all selected for their adaptability to small-market selling," said Carleton F. Loucks, RAB senior vice president, who will head the bureau executives conducting the sessions. "The idea came out of a massive idea search. We surveyed virtually every station in the country, and the ideas we're presenting can generate millions of dollars in new business for local radio."

Mr. Loucks said that "idearamas are primarily for small-market stations, salespeople, copywriters, anyone involved with selling radio."

The schedule follows:

May 7, Madison, Wis.; May 9, Eau Claire, Wis.; May 14, Albany, N.Y.; May 15, Binghamton, N.Y.; May 16, Buffalo, N.Y.; May 21, Des Moines, Iowa; May 21, Phoenix; May 21, Birmingham, Ala.; May 21, Albuquerque, N.M.; May 22, Jackson, Miss.; May 23, Lincoln, Neb.; May 23, Mobile, Ala.; May 23, Lubbock, Tex.; May 25, Charleston, W. Va.; May 28, Kansas City, Mo.; May 28, Evansville, Ind.; May 30, Louisville, Ky.; May 30, Springfield, Mo.; May 30, Indianapolis, Ind.;

June 4, Fargo, N.D.; June 4, Sacramento, Calif.;
June 4, Tallahassee, Fla.; June 4, Akron, Ohio;
June 6, St. Cloud, Minn.; June 6, San Jose, Calif.;
June 6, Cincinnati; June 6, Orlando, Fla.; June 11, Corpus Christi, Tex.; June 13, Lake Charles, La.;

July 9, Rapid City, S.D.; July 9, Spokane, Wash.;
July 9, Nashville; July 9, Wichita, Kan.; July 11, Seattle;
July 11, Bismarck, N.D.; July 11, Memphis;
July 11, Oklahoma City; July 16, Hammond, Ind.;
July 16, Richmond, Va.; July 16, Fort Worth; July

---

DIAL US!

FM 88 92 96 100 104 108
AM 55 60 70 80 90 100 102 104

FOR MONEY

(Music to your ears)

Searching for radio facility financing? Stop here. You'll like our format.

It's a pleasant combination of expertise, an easy-to-live-with extended payment plan ... and our ever-popular "No Equity Kicker" feature.

We're professionals in broadcast financing. We've been financing broadcasting facilities since 1959. Accordingly, with all due modesty, we've become quite good at it. If you need $100,000 or more to finance a radio facility, phone us collect at (317) 638-1331 and ask Alan Jones to explain our individualized flexible financing, new competitive rates and confidential analysis of your financing needs.
Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. April 10</th>
<th>Closing Wed. April 3</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1973-1974 Low</th>
<th>P/E ratio</th>
<th>Approx. shares cot. (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**BROADCASTING**

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
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<td>ABC</td>
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<tr>
<td>AVCO</td>
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<td>BARTLETT MEDIA</td>
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<td>JOHN BLAIR</td>
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<tr>
<td>CAMPBELL INDUSTRIES</td>
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<td>CHRYSTAL</td>
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<td>CONEX</td>
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<td>DOW</td>
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<td>FAIRCHILD INDUSTRIES</td>
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<td>FAIRGROUND</td>
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<td>GRAY COMMUN</td>
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<td>HARCOT-WANKS</td>
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<td>JEFFERSON-PILOT</td>
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<td>KAISER INDUSTRIES</td>
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<tr>
<td>MCGRAW-HILL</td>
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<tr>
<td>MEDIA GENERAL</td>
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<td>METROMEDIA</td>
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<td>TIMES MIRRRO CO</td>
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<tr>
<td>TURNER COMM.</td>
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**YEAR EARLIER**

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<th>Revenues</th>
<th>Net Income</th>
<th>Per Share</th>
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</table>

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

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**Broadcasting's index of 138 stocks allied with broadcasting media**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. April 10</th>
<th>Closing Wed. April 3</th>
<th>Net change in week</th>
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<th>Approx. shares cot. (000)</th>
<th>Total market capitalization (000)</th>
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**CURRENT AND CHANGE**

<table>
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<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avco Corp.</td>
<td>3 mo. 2/28</td>
<td>148,080,000</td>
<td>-1.3%</td>
<td>9,895,000</td>
<td>-2.4%</td>
</tr>
<tr>
<td>CBS Inc.</td>
<td>3 mo. 3/31</td>
<td>415,500,000</td>
<td>+14.2%</td>
<td>20,900,000</td>
<td>+22.2%</td>
</tr>
<tr>
<td>Conrac Corp.</td>
<td>3 mo. 3/31</td>
<td>26,290,000</td>
<td>+27.7%</td>
<td>766,000</td>
<td>+26.0%</td>
</tr>
<tr>
<td>Creative Management Associates</td>
<td>year 12/31</td>
<td>10,329,800</td>
<td>+3.0%</td>
<td>822,900</td>
<td>-0.2%</td>
</tr>
<tr>
<td>General Instrument Corp.</td>
<td>year 2/28</td>
<td>425,697,674</td>
<td>+33.6%</td>
<td>12,362,696</td>
<td>+63.1%</td>
</tr>
<tr>
<td>Reeves Telecom Corp.</td>
<td>year 12/31</td>
<td>9,271,614</td>
<td>+3.4%</td>
<td>793,629</td>
<td>-36.2%</td>
</tr>
<tr>
<td>Scripps-Howard Broadcasting Co.</td>
<td>3 mo. 3/31</td>
<td>6,727,691</td>
<td>+2.2%</td>
<td>1,123,000</td>
<td>-3.5%</td>
</tr>
<tr>
<td>Telemation Inc.</td>
<td>year 12/31</td>
<td>19,697,053</td>
<td>+25.8%</td>
<td>466,734</td>
<td>*</td>
</tr>
<tr>
<td>Telepro Industries Inc.</td>
<td>year 12/31</td>
<td>11,104,005</td>
<td>+51.0%</td>
<td>1,003,329</td>
<td>+265.3%</td>
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</tbody>
</table>

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

- **Broadcasting**
  - ABC
  - CAPITAL CITIES COMM.
  - CBS
  - CONCERT NETWORK
  - COX
  - FEDERATED MEDIA+++ GROSS TELECASTING
  - LIN
  - MOONEY
  - PACIFIC & SOUTHERN
  - RAHALL
  - SCRIPPS-HORDON
  - STARR
  - STOKES
  - TAFT
  - WOODS COMM.

- **Broadcasting with other major interests**
  - ADAMS-RUSSELL
  - AVCO
  - BARTLETT MEDIA
  - BION
  - CAMPTOWN INDUSTRIES
  - CHRYSTCRAFT
  - COMBINED COMM.
  - CONWAY
  - DUN & BROADSTREET
  - FAIRCHILD INDUSTRIES
  - FUQUA
  - GENERAL TIRE
  - GLORETTO DIVER GLBTA
  - GRAY COMMUN.
  - HARRI-WANKS
  - JEFFERSON-PILOT
  - KAISER INDUSTRIES
  - KANSAS STATE NET.
  - KINGSTING
  - LAMB COMMUN.+++ LEE ENTERPRISES
  - LIBERTY
  - MCGRAW-HILL
  - MEDIA GENERAL
  - MEREDITH
  - METROMEDIA
  - MULTIMEDIA
  - OUTLET CO
  - POST CORP.
  - PSA
  - REEVES TELECOM
  - RIDDER PUBLICATIONS
  - ROLLINS
  - RUST CRAFT
  - SAN JUAN RACING
  - SCHERING-PLough
  - SCHERING-PLough
  - SCHOENING
  - TECHNICAL OPERATIONS
  - TIMES MIRRRO CO
  - TURNER COMM.+++
It's time for the telling

The story of UHF, that is—as it stands in 1974, ten years after the Congress passed a law directing that all television sets be equipped to receive the ultra high frequencies. That’s the task we’ll take on in the May 27 issue. Our object: to cram the story of one medium’s lifetime into one issue’s special report. It will be a story of success and failure, of hopes high and hopes dashed, and—most of all—the story of those hardy survivors who damned the odds to make a medium.

It’s time to tell your story, too.

You belong in Broadcasting, May 27
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. April 10</th>
<th>Closing Wed. April 3</th>
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<th>% change in week</th>
<th>1973-1974 High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Appro. shares (000)</th>
<th>Total market capitalization (000)</th>
</tr>
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<tbody>
<tr>
<td>WDMETCO</td>
<td>WDM</td>
<td>N</td>
<td>8 5/8</td>
<td>9 1/4</td>
<td>- 5/8</td>
<td>-.675</td>
<td>19 3/8</td>
<td>7 7/8</td>
<td>6</td>
<td>6,295</td>
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**Cablecasting**

<table>
<thead>
<tr>
<th>Company</th>
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<tr>
<td>AEMCO**</td>
<td>ACO</td>
<td>O 3/4</td>
</tr>
<tr>
<td>AMER. ELECT. LABS**</td>
<td>AELBA</td>
<td>D 1/2</td>
</tr>
<tr>
<td>AMERICAN TV &amp; COMM.</td>
<td>AMTV</td>
<td>D 1/2</td>
</tr>
<tr>
<td>ATHENA COMM.**</td>
<td>ACO</td>
<td>O 1/2</td>
</tr>
<tr>
<td>BURNUP &amp; SIMS</td>
<td>BSIM</td>
<td>B 3/4 &amp; S 5/8</td>
</tr>
<tr>
<td>CABLECOM-GENERAL</td>
<td>CCG</td>
<td>A 2/3</td>
</tr>
<tr>
<td>CABLE FUNDING CORP.</td>
<td>CFUN</td>
<td>A 5/8</td>
</tr>
<tr>
<td>CABLE INPD.***</td>
<td>PINP</td>
<td>O 5/8</td>
</tr>
<tr>
<td>CITIES FINANCIAL</td>
<td>CIPN</td>
<td>A 3/4</td>
</tr>
<tr>
<td>CONCAST***</td>
<td>CONA</td>
<td>A 2</td>
</tr>
<tr>
<td>COMMUNICATIONS PROP.</td>
<td>COMU</td>
<td>A 2 3/4</td>
</tr>
<tr>
<td>COX CARLE</td>
<td>CXC</td>
<td>A 7 7/8</td>
</tr>
<tr>
<td>GENERAL INSTRUMENT</td>
<td>GRL</td>
<td>N 1 3/8</td>
</tr>
<tr>
<td>GENERAL TELEVISION*</td>
<td>GTEL</td>
<td>D 1 1/2</td>
</tr>
<tr>
<td>GYRO CABLE</td>
<td>LVOC</td>
<td>O 3/8</td>
</tr>
<tr>
<td>SCIENTIFIC-ATLANTA</td>
<td>SPA</td>
<td>A 8 1/2</td>
</tr>
<tr>
<td>TELE-COMMUNICATIONS</td>
<td>TCOM</td>
<td>A 3 3/8</td>
</tr>
<tr>
<td>TELE-COMM.**</td>
<td>TELC</td>
<td>N 3 3/8</td>
</tr>
<tr>
<td>TIME INC.</td>
<td>TLN</td>
<td>N 3 1/8</td>
</tr>
<tr>
<td>TOCOM</td>
<td>TOCH</td>
<td>N 5 3/8</td>
</tr>
<tr>
<td>US-COLUMBIA CARLE</td>
<td>UACC</td>
<td>N 5 3/8</td>
</tr>
<tr>
<td>VIKA</td>
<td>VIA</td>
<td>N 5 7/8</td>
</tr>
<tr>
<td>WILT J. K.</td>
<td>WJ</td>
<td>N 5 3/8</td>
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**Programming**

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock</th>
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<tr>
<td>COLUMBIA PICTURES**</td>
<td>CPS</td>
<td>N 3</td>
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<tr>
<td>DISNEY</td>
<td>DIS</td>
<td>D 4 1/2</td>
</tr>
<tr>
<td>FILMWAYS</td>
<td>FAY</td>
<td>A 3 7/8</td>
</tr>
<tr>
<td>GUILD + WESTERN</td>
<td>GW</td>
<td>N 2 1/2</td>
</tr>
<tr>
<td>MCA</td>
<td>MCA</td>
<td>N 2 3/4</td>
</tr>
<tr>
<td>MGM</td>
<td>MGM</td>
<td>N 1 3/8</td>
</tr>
<tr>
<td>TELE-TAPE***</td>
<td>TELE</td>
<td>D 1 1/2</td>
</tr>
<tr>
<td>TELETRONICS INTL.*</td>
<td>TELT</td>
<td>O 3 3/4</td>
</tr>
<tr>
<td>TRANSAMERICA</td>
<td>TAN</td>
<td>T 8 7/8</td>
</tr>
<tr>
<td>20TH CENTURY-FOX</td>
<td>TF</td>
<td>T 7 7/8</td>
</tr>
<tr>
<td>WALTER READE***</td>
<td>WALT</td>
<td>O 3/8</td>
</tr>
<tr>
<td>WARNER</td>
<td>WCI</td>
<td>N 12 3/4</td>
</tr>
<tr>
<td>WRATHER***</td>
<td>WCD</td>
<td>A 7 5/8</td>
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**Service**

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>BIBO INC.</td>
<td>BIBO</td>
<td>D 1 1/2</td>
</tr>
<tr>
<td>CONSANT</td>
<td>CN</td>
<td>C 3 1/4</td>
</tr>
<tr>
<td>CREATIVE MANAGEMENT</td>
<td>CM</td>
<td>A 4 3/4</td>
</tr>
<tr>
<td>DDYLE DANE BERNBAUM</td>
<td>DDYD</td>
<td>D 9 9/16</td>
</tr>
<tr>
<td>ELKINS INSTITUTE***</td>
<td>ELKN</td>
<td>1/8</td>
</tr>
<tr>
<td>FOOTE CONE &amp; BOLDING</td>
<td>FCB</td>
<td>O 6 10 1/2</td>
</tr>
<tr>
<td>GREY ADVERTISING</td>
<td>GREY</td>
<td>O 5 8 3/8</td>
</tr>
<tr>
<td>INTEREMPIRE GROUP</td>
<td>IPG</td>
<td>N 11 3/4</td>
</tr>
<tr>
<td>MARVIN JOSEPHSON</td>
<td>MARV</td>
<td>O 6 9/12</td>
</tr>
<tr>
<td>MCCAFFREY-MCCALL***</td>
<td>MCC</td>
<td>O 9 1/8</td>
</tr>
<tr>
<td>MCI COMMUNICATIONS**</td>
<td>MCI</td>
<td>O 1 1/4</td>
</tr>
<tr>
<td>MOVEILAN**</td>
<td>MOV</td>
<td>O 1 1/8</td>
</tr>
<tr>
<td>MPO VIDEOTRONICS**</td>
<td>MPD</td>
<td>A 2 1/2</td>
</tr>
<tr>
<td>NEEDHAM, HARPER</td>
<td>NDHA</td>
<td>D 1/8</td>
</tr>
<tr>
<td>A. C. NIELSEN</td>
<td>NIEL</td>
<td>O 18 1/4</td>
</tr>
<tr>
<td>DGILLY &amp; MATHER</td>
<td>DGI</td>
<td>D 14 1/4</td>
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<tr>
<td>PKL</td>
<td>PKL</td>
<td>A 1 1/2</td>
</tr>
<tr>
<td>J. WALTER THOMPSON</td>
<td>JT</td>
<td>O 10 1/8</td>
</tr>
<tr>
<td>UNIVERSAL COMM.*</td>
<td>UNIV</td>
<td>O 5/8</td>
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<tr>
<td>WELLS + RICH, GREENE</td>
<td>WRG</td>
<td>N 8 9/8</td>
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**Electronics**

<table>
<thead>
<tr>
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<tr>
<td>ADL</td>
<td>ADL</td>
<td>N 13</td>
</tr>
<tr>
<td>AMPLEX</td>
<td>APX</td>
<td>N 3 3/4</td>
</tr>
<tr>
<td>CCA ELECTRONICS*</td>
<td>CCAE</td>
<td>N 5/8</td>
</tr>
<tr>
<td>COMU, INC.</td>
<td>COMU</td>
<td>A 3 1/8</td>
</tr>
<tr>
<td>COMPUTER EQUIPMENT</td>
<td>CEC</td>
<td>A 1/2</td>
</tr>
<tr>
<td>CONRAD COMM.*</td>
<td>CCON</td>
<td>N 1 1/8</td>
</tr>
<tr>
<td>GENERAL ELECTRIC</td>
<td>GE</td>
<td>N 53 3/4</td>
</tr>
<tr>
<td>HARRIS-INTERTYPE</td>
<td>HIT</td>
<td>N 28</td>
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<tr>
<td>INTERNATIONAL T VIDEOPAC</td>
<td>INV</td>
<td>O 5 3/4</td>
</tr>
<tr>
<td>MAGNAVOX</td>
<td>MAG</td>
<td>N 7</td>
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<tr>
<td>MHI</td>
<td>MMM</td>
<td>N 73 7/8</td>
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<tr>
<td>MOTOROLA</td>
<td>MDT</td>
<td>N 54 5/8</td>
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Broadcasting Apr 15 1974
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<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed, April 10</th>
<th>Closing Wed, April 13</th>
<th>Net change In week</th>
<th>% change In week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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<tr>
<td>OAK INDUSTRIES</td>
<td>DEN</td>
<td>N</td>
<td>11 1/4</td>
<td>11 7/8</td>
<td>- 5/8</td>
<td>- 5.26</td>
<td>20 1/2</td>
<td>9 1/2</td>
<td>5</td>
<td>1,639</td>
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<td>RCA</td>
<td>RCA</td>
<td>N</td>
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<td>19 1/2</td>
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<td>- 6.41</td>
<td>39 1/8</td>
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<td>27</td>
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<td>+ 3/4</td>
<td>+ 2.85</td>
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<td>23 1/8</td>
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<td>RSC INDUSTRIES</td>
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<td>N</td>
<td>1 5/8</td>
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<td>0.00</td>
<td>2 1/2</td>
<td>1 1/8</td>
<td>1/8</td>
<td>10</td>
<td>5,619</td>
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<td>SONY CORP</td>
<td>SNE</td>
<td>N</td>
<td>27 7/8</td>
<td>28</td>
<td>- 1/8</td>
<td>- 0.44</td>
<td>57 1/4</td>
<td>21 1/4</td>
<td>22</td>
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<td>TELTRONIX</td>
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<td>41</td>
<td>42</td>
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<td>- 2.38</td>
<td>54 5/8</td>
<td>29 7/8</td>
<td>17</td>
<td>8,846</td>
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<td>2</td>
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<td>0</td>
<td>0</td>
<td>7/8</td>
<td>1/2</td>
<td>1/2</td>
<td>1,050</td>
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<td>5</td>
<td>6</td>
<td>- 1</td>
<td>- 16.66</td>
<td>4</td>
<td>1/4</td>
<td>31</td>
<td>475</td>
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<td>VARIAN ASSOCIATES</td>
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<td>N</td>
<td>10</td>
<td>10 1/2</td>
<td>- 1/2</td>
<td>- 4.76</td>
<td>19 1/2</td>
<td>9 5/8</td>
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<td>8,517</td>
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<tr>
<td>WESTINGHOUSE</td>
<td>WX</td>
<td>N</td>
<td>18 7/8</td>
<td>19 1/4</td>
<td>- 3/8</td>
<td>- 1.26</td>
<td>47 3/8</td>
<td>18 7/8</td>
<td>10</td>
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<tr>
<td>ZENITH</td>
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<td>27</td>
<td>- 1</td>
<td>- 3.70</td>
<td>56</td>
<td>25</td>
<td>8</td>
<td>18,888</td>
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Reported Percent Change is for the closing price on the last published day, Wednesday, April 14, 1976. The closing price is the last reported traded price and is used in the calculation of changes. Over-the-counter bid prices are the closing bid on the Pacific Coast Stock Exchange, and are computed by Hohbom & Weeks, hemphill-Noyes Inc., and G. K. Warren & Co., Inc., New York, New York. These bid prices are supplied through the efforts of Broadcasting's own research. Actual figures and their sources may vary slightly.

Over-the-counter bid prices are the closing bid on the Pacific Coast Stock Exchange, and are computed by Hohbom & Weeks, hemphill-Noyes Inc., and G. K. Warren & Co., Inc., New York, New York. These bid prices are supplied through the efforts of Broadcasting's own research. Actual figures and their sources may vary slightly.

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

* P/E ratio computed with earnings figures of company's last published fiscal year. ** No annual earnings figures are available. *** No P/E ratio is computed; company registered net losses.

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**Media**

**Jerrold Levine, VP-finance, Sonnderling Broadcasting Corp., New York, elected executive VP.**

Joseph W. Killeen, station manager, WTMJ-AM-FM Milwaukee, announces his retirement effective July 18. Mr. Killeen will become executive director of Wisconsin Broadcasters Association.

Stan Weisberger, general sales manager, KCTC(FM) Sacramento, Calif., appointed general manager. He is succeeded by Dick Burgess, local sales manager.

Eugene J. Murarity, VP-promotion and research, WTIC-TV Hartford, Conn. (now WFST-TV), named VP-general executive, WFST-TV.

William P. Hinds, sales manager, WWS(FM) Hartford-Meriden, Conn., named station manager.

**Patricia Cady, assistant director, promotion department, KING-TV Seattle joins KGW-TV Portland as promotion director. Both are King Broadcasting stations.**

Janice Gray, media-production manager, Mount & Swearingen Advertising, Portland, Ore., named promotion manager, KIGN-AM-FM-Portland.

Sharonlee Johnson, corporate assistant, advertising promotion, RKO General Radio, New York, named director, advertising-promotion, RKO's KFRC-AM-FM San Francisco.

**Broadcast Advertising**

Jerry Zucker, director of sales development, ABC-TV, New York, named VP, promotion and sales development.


Dan DiLoreto, national sales manager, WOD(AM) Miami, named general sales manager. Bill Izzard, local sales manager, named sales manager.

Charles R. Hitchins, account executive, John Blair, Chicago, named general sales manager, WTVN(TV) Columbus, Ga.


Ronnie Neal, with sales staff, KILT(AM) Houston, named general sales manager. KLYX(FM) Clear Lake City, Tex.

Robert A. Burke, manager, Avco radio stations, San Francisco, named national sales manager, KMST(TV) Monterey, Calif.

Patrick R. Fallon, with media department, Leo Burnett, Chicago, named VP-director marketing services, Stevenson & Associates Inc., Minneapolis agency.


Lloyd Highbloom and Robert Rees, management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.


Mike Keen, VP-creative director, Gordon Associates, West Palm Beach, Fla. agency, named executive VP.

Ernest Eversz, VP-creative director, Kenyon & Eckhardt, San Francisco, named VP-creative director, Draper Daniels, Chicago.

Paul Kelley, general manager, WDHD-AM-FM Boston, named local sales manager, WZTV-Boston.

Charles D. Schwartz, with sales staff, CBS Radio Spot Sales, New York, named retail sales manager, WBCS(AM) New York.

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Fates & Fortunes®
Earl E. Murton, marketing services coordinator, WMAL(AM) Washington, named marketing services manager.

William Watts, regional sales manager, WSAZ-TV Huntington, W.Va., named marketing manager.

Peter R. Goulazian, association sales development director, Katz Television, New York, station representatives, named assistant to President Michael T. Membrado.

John Novinsky, with sales staff, WREB-(AM) Holyoke, Mass., appointed sales supervisor.

Norman J. Kerr, creative group head, Campbell-Mithun, Minneapolis, joins Norman J. Kerr, VP-trans-audio, and Richmond bureau manager.

Broadcasting

Bonny Dore, associate producer, WXZY-TV Detroit, named producer, children's programming.

Bob Lockwood, announcer, WTMX(AM) Camden, N.J., named program director.


Harvey Mednick, assistant to VP-programming, RKO General Radio, New York, named VP-program promotion.

Broadcast Journalism


Lou Waters, reporter, KCST(AM) San Diego, named news director.

Chuck Dent, assistant news director, WWDJ(AM) Miami, named acting news director.

Phil Cogan, reporter, KSDO(AM) San Diego, named news director, KTWW(AM) Seattle.

Mike Hamilton, Armed Forces Radio; Kevin Kelly, KBES(AM) Bellvue, Wash.; Linda Sullivan, Seattle Post Intelligence, Linda Gist, KXW-TV Portland, Ore., new reporters at KXTW.

Dominique Anne Avery, assistant news director, WAVE(AM) New Haven, Conn., named news director.

Michael D. Waite, news director, WLTW(AM) Gary, Ind., joins WMBF(AM)-WMBF(FM) Fort Wayne, Ind., in same position.

David Fowler, news director, KULF(AM) Houston, joins KLKY(FM) Clear Lake City, Tex., in same position.

Michael Morgan, anchorman, WNYX-TV Syracuse, N.Y., joins when-TV Syracuse as news assignment editor.

Larry Woods, freelance writer, and Jacqueline Maddox, reporter, WNGE(AM) Nashville, join WAGA-TV Atlanta, as reporters.

Douglas C. Monroe, with Nashville bureau, UPI, appointed UPI's Virginia news editor, and Richmond bureau manager.

Equipment & Engineering


John M. McLane, sales manager, Computer Communications Inc., Annandale, Va., named Eastern regional dealer/distributor sales manager, Telecast Inc. in company's Beltsville, Md., office.

Stephen Gordon, with engineering department, WEAW(AM)-WOJO(FM) Evansville, Ind., named chief engineer.

Cablecasting

Graham Stubbs, manager, CATV engineering, Jerrold Electronics Corp., Horsham, Pa., appointed director of engineering.


James L. Reisch Jr., manager, Highlands Cable TV system, Ocala, Fla., division of Cox Cable Communications Inc., Atlanta, named regional manager of company's Southeast operating region.

F. F. (Bud) Desmond, national CATV products sales manager, Times Wire & Cable Co., cable equipment manufacturing firm in Wallingford, Conn., named director of marketing for CATV products.


Donald J. Schiller, president of own firm, Videopiad Productions, Simi Valley, Calif., appointed general manager, Mohave Cable Co., Lake Havasu City, Ariz.

Jere J. Sullivan, program director, WERA(AM) Plainfield, N.J., joins Plainfield Cablevision in same position.

James L. Wheelan, chief technician, Western CATV, Saugus, Calif., joins Madison County Cablevision, Alton, Ill., in same position.

Allied Fields

Jack Towers, for 32 years with Department of Agriculture and head of USDA's radio services for last 22 years, retires at end of May.

Deaths


Robert Brown, 62, editor of Columbus (Ga.) Ledger when won Pulitzer Prize in 1955 for meritorious public service, died April 8 at his home in Augusta, Ga. Mr. Brown was with WBC as news supervisor from 1942 to 1945, and news editor for ABC from 1947 to 1948. He is survived by his wife, Sarah, and daughter.

Jose M. Kohn, 36, southern European general manager, International Video Corp., Sunnyvale, Calif., was killed March 27 in automobile accident outside Paris. He is survived by his wife and two children.

Robert L. Kaufman, 54, general manager of WISR(AM) Butler, Pa., since 1949,
died March 21 while on vacation in Virgin Islands. He is survived by his father, four sisters and one brother.

Beecher Hayford, 71, president of South- east Electronics Inc., Jacksonville, Fla., distributor of broadcast equipment, died March 31 in Jacksonville, following long illness. His survivors include his wife, daughter and son.

Gordon L. Fullerton, 53, senior VP, electronic components, GTE Sylvania Inc., Wayland, Mass., died from apparent heart attack April 2 at his home in Way- land. His survivors include his wife, Catherine, and two sons.

Clyde Carlson, 63, transmitter engineer for KSAC (AM) Manhattan, Kan., for more than 20 years, died of a stroke April 5, in Manhattan. Mr. Carlson is survived by his wife Alta, daughter and son.

Douglas Dunbrille, 84, veteran movie and TV character actor, died April 2 in Woodland Hills, Calif. Mr. Dunbrille made stage debut in Eunder the Great, with Joe E. Brown in 1933. He was also TV regular on Phil Silvers Show and China Smith series. Surviving are his wife, Patricia, and two sons.

David Bohm, 55, president of Carolyn Sholdar Associates, New York, broadcast programming and sales, died April 6 in Honolulu. He is survived by his wife, Carolyn, and daughter.

ther action on his complaint against station was untimely.

* WFEM Madisonville, Ky.—Broadcast Bureau granted license covering use of former main trans., for aux. purposes only (BL-15377). Action March 27.

* Carbondale, Ill.—Chief, Complaints and Compli-

ance, before the Federal Communications Commission, further action was warranted on his complaint that WVIQ Broadcasting, through remarks and editorializing during political campaign, had sought to influence the election of the Illinois General Assembly. Action March 27.

* WQLW Flora, Ill.—Appeal to Broadcasting Bureau from decision of Illinois Bureau refusing to release full license for renewal of operations.

* KCFN Fargo, N.D.— FCC granted application for

briefing in case of WCCS and WMIN (Mobile, Ala.), for issuance of construction permit in lieu of license.

* WVCM Crossville, Tenn.— FCC denied petition by WCSV, Inc., for reconsideration of order of September 19, 1973, suspending construction permit for station.

* WQWM Memphis, Tenn.— FCC granted license con-

cerning amendment to construction permit for new main trans., which was subject to Commission's finality order of December 1, 1973.

* WJ9H Bremerton, Wash.—Broadcast Bureau granted license covering use of former main trans., for auxiliary purposes only (BL-13519). Action March 27.

* WVAB Virginia Beach, Va.—Broadcast Bureau granted license covering use of main trans., which was subject to Commission's finality order of December 1, 1973.

* WBYJ Savannah, Ga.— FCC, in reconsideration of order of December 27, 1973, requiring application for new LICENSE, and disposition of petition for rehearing by licensee, action.

Action on motion

* Chief Office of Opinions and Review, Inland

Communications District, by order of General Counsel, in telegraph appeals, denied in part.

* KEDJ Manitou Springs, Colo.— FCC denied ap-

plication by Garden of the Gods Broadcasting Co. for construction permit, on the ground that it had not satisfied requirements of the Act as to the Commission's action on the application.

* WSYL Sylvania, Ga.— FCC approved, in part, in

condition of receiving new assignment, of construction permit for station, for purpose of revision of license to serve as a basis for consideration of proposed request for construction permit.

* KZFE Farmington, N.M.— FCC denied applica-

tion by E. Boyd Whitney, licensee of KZFE Farm-

ington, for construction permit for new matter of response of Commission to request for a finding of fact that the licensee had failed to respond to request for additional information.
Summary of broadcasting
According to the FCC, as of Feb. 28, 1974

<table>
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<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA*</th>
<th>CP's</th>
<th>On air</th>
<th>Total on</th>
<th>Not on</th>
<th>Not authorized</th>
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<tr>
<td>Commercial AM</td>
<td>4,374</td>
<td>23</td>
<td>2</td>
<td>4,400</td>
<td>52</td>
<td>4,452</td>
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<td>Commercial FM</td>
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<td>Commercial TV-UXH</td>
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<td>25</td>
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<td>595</td>
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<td>Total commercial TV</td>
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<td>701</td>
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<td>721</td>
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<td>Educational FM</td>
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<td>227</td>
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<tr>
<td>Educational TV-UXH</td>
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<td>5</td>
<td>0</td>
<td>136</td>
<td>10</td>
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<tr>
<td>Total educational TV</td>
<td>250</td>
<td>13</td>
<td>0</td>
<td>263</td>
<td>20</td>
<td>283</td>
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</table>

* Special temporary authorization

- WCLR Sokie, III, Broadcast Bureau granted license covering new station (BLH-3822). Action March 27.
- KTV Milwaukee, Iowa, Broadcast Bureau granted license covering new station (BLH-2495). Action March 27.
- LMKR Rolla, Mo., Broadcast Bureau granted license covering new station (BLH-1201). Action March 27.
- WCUE-FM Chandler, Ohio, Broadcast Bureau granted license covering new station (BLH-1201). Action March 27.
- WBRO Clyde, Puerto Rico, Broadcast Bureau granted license covering new station (BLH-1201). Action March 27.
- WSHC Shepherdstown, W.Va., Broadcast Bureau granted license covering new station (BLH-1201). Action March 27.

Renewal of licenses, all stations
- Broadcast Bureau granted renewal of licenses for following stations and co-sending aux, when appropriate: on March 20, KFBI-FM Aurora, Colorado; KQAO-FM Denver, Colorado; KQCO-FM Denver, Colorado; KQMD-FM Denver, Colorado; KQYI-FM Denver, Colorado; KSUR(AM) Raton, New Mexico; KXBS-AM Burbank, Montana; KZTV-FM Denver, Colorado; KZTV-FM Pueblo, Colorado.
Modification of CPs, all stations

Broadcast Bureau granted following CP modifications on the following stations:

KLAK-FM Lakewood, Colo.—Extend completion date to May 7 (BMPH-14,008). Action March 28.

K2ZFM-FM Emelious Park, Minn.—Extend completion date to Aug. 21 (BMPH-13,745). Action March 25.

KWFM-FM Elmwood Park, Ill.—Change: change ERP to 150 kW (BMPH-14,045). Action March 27.

WQFL-FM Rockford, Ill.—Extend completion date to Sept. 10 (BMPH-14,055). Action March 25.

WPHM-FM Vevay, Ind.—Change: change ERP to 260 kW (BMPH-14,045). Action March 27.


KEZB-FM El Paso, Tex.—Change: change ERP to 270 kW (BMPH-14,045). Action March 27.

WDFM-FM Durand, Wis.—Change: change ERP to 140 kW (BMPH-14,039). Action March 27.

Transmitter actions

Lake Havasu City, Topock, Mohave Valley, Rivera, Fort Mohave Indian Reservation and Navajo Indian Reservation, Calif.—At request of the permitting authority, Mohave County Board of Supervisors, the commission is amending the license of station K2ZKE-FM (ch-27) in Boulder City, Nev., to change its operation on channel 9 by rebroadcasting programs of KKOV-FM, Colorado Springs (BPTV-4635). Action March 15.

KO9HJ Leadville, Colo.—Broadcast Bureau granted CP for new VHF TV translator to serve Leadville, Colo., operating on channel 9 by rebroadcasting programs of KKMO-FM, Louisville, Colo. (BPTV-4635). Action March 15.

K301HY and K121JH Capitol Reef National Park, Utah.—Broadcast Bureau granted CPs for three new VHF TV translators to serve Capitol Reef National Park, Utah, operating on channels (i) 10, (ii) 33, and (iii) 27, by rebroadcasting programs of KCXP-TV Salt Lake City, and (iv) 34, by rebroadcasting program of K301HY (ch-31), and (v) 35, by rebroadcasting programs of K301HY to Salt Lake City, and (vi) 32, by rebroadcasting programs of KCXP-TV Salt Lake City, and (vii) 36, by rebroadcasting programs of K301HY to Salt Lake City. Action March 26.
## Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation 5290 Cherokee Ave. Alexandria, Va. 22314 (703) 654-5960</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>ANTON F. GODLEY CO. CONSULTING ENGINEERS</td>
<td>Box 796, Upper Montclair, N.J. 07043 Phone: (201) 746-3000</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>EDWARD F. LORENZ &amp; ASSOCIATES</td>
<td>Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 20005 Washington, D.C.</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS</td>
<td>537 Monsey Blvd. (202) 782-9111 Washington, D.C. 20004</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS 1771 N St., N.W. 20036 Washington, D.C.</td>
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<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 524-0000 Falls Church, Va. 22042</td>
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<td>Member AFCCE</td>
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<tr>
<td>LOMAR &amp; CULVER</td>
<td>Consulting Engineers 1158 13th St., N.W., Suite 410 Washington, D.C. 20055</td>
<td></td>
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<tr>
<td>KEAR &amp; KENNEDY ASSOCIATES</td>
<td>1302 18th St., N.W., WASHINGTON, D.C. 20036 (202) 785-2200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS 3WOO POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>1141 14th St., N.W., Republic 1-6646 Washington, D.C. 20005</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2020 K Street, N.W. Washington, D.C. 20006 (202) 877-3723 (202) 377-5326</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 942-2508 DENVER, COLORADO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 716, Associations Bldg. 1145 19th St., N.W., 659-4207 Washington, D.C. 20036</td>
<td></td>
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</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44111 Phone: 216-526-4266</td>
<td></td>
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</tr>
<tr>
<td>VIR JAMES</td>
<td>CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-6562 DENVER, COLORADO</td>
<td></td>
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<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>CONSULTING &amp; ENGINEERING 230 West 57th Street New York, New York 10019 (212) 246-3967</td>
<td></td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 201-299-3900</td>
<td></td>
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<tr>
<td>TERRELL W. KIRKSEY</td>
<td>Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</td>
<td></td>
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</tr>
<tr>
<td>DAWKINS ESPY</td>
<td>Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</td>
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## Service Directory

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Phone</th>
<th>Notes</th>
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<tbody>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market Lee's Summit, Mo. 64063 Phone (816) 214-2717</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2816</td>
<td></td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2816</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Spot Your Firm's Name Here**

To be seen by 120,000* readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM TV and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.
from Holland Insns Inc. (80% before, none after) to Ben M. Gaines, Edgar R. Perkins, et al. (100% after).
Consideration: 76,800 common shares of Holland Insns stock. Principals: Messrs. Gaines, Perkins, et al. (80% each) also own 12,480 AM-FM Brownsville, Tenn. Mr. Perkins is manager.

- WUCR(AM) Sparta, Tenn.—Seeks transfer of control of WUCR Inc. from C. A. Cameron (51% before, 100% after). Consideration: $42,024. Principal: WUCR Inc. Mr. Galtier is general manager of station. Ann. April 1.

**Actions**

- WLPF(AM) Mobile, Ala.—Broadcast Bureau grants transfer of control of WLPF Inc. to Point TV, Inc. (100% after) to purchase all stock of the station from Mr. E. H. Huntley (100% before) for $6,000. Mr. Huntley employed with television interconnection supplier in Shawnee, Miss. (BAL-148). Action March 27.

- WRRS(AM) Fort Thomas, Ky.—Broadcast Bureau grants assignment of license from FRK Corporation to Douglas Broadcasting Corp. (for $345,000). Morgan, S. and al. (100%). Action April 1. Action March 28.

- WNN(AM) Flint, Mich.—Broadcast Bureau grants assignment of license to WNN Inc. from Towne Broadcasting Co. (for $270,000). Mr. Towne is president and chairman of Towne Broadcasting Co. Mr. Towne is president of WNN Inc. (100%). Action March 24.

- WJAI(AM) Woodstock, III.—Broadcast Bureau grants assignment of license from WJAI Inc. to Focus Broadcasting Inc. (for $555,000). Mr. Alpert is chairman of Focus Broadcasting Inc. Mr. Alpert is vice president of WJAI Inc. Mr. Alpert is president of Focus Broadcasting Inc. Mr. Alpert is vice president of WJAI Inc. Action March 23.

- WRR(AM) East St. Louis, Ill.—Broadcast Bureau grants assignment of license from WRR Inc. to John F. Herrington (100% after). (BAL-145). Action April 1.

- WJAI(AM) Woodstock, Ill.—Broadcast Bureau grants assignment of license from WJAI Inc. to Focus Broadcasting Inc. (for $555,000). Mr. Alpert is chairman of Focus Broadcasting Inc. Mr. Alpert is vice president of WJAI Inc. Mr. Alpert is president of Focus Broadcasting Inc. Mr. Alpert is vice president of WJAI Inc. Action March 23.

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Help Wanted Manager

Director of Marketing. Major group. College graduate with radio sales experience and strong management orientation desired. Masters Degree helpful. $35,000 plus commensurate to President. Box D-25, BROADCASTING.

General Sales Manager. Top-rated Texas station. Excellent opportunity for sales manager with experience. $75,000 plus commensurate. First year. Rush resume to Box D-29, BROADCASTING.

Sales Manager. Top-rated M.O.R. station in large Ohio market. $32,000 salary, automobile, $100,000 life insurance, plus percentage of net. Increase. Send resume to Box D-33, BROADCASTING.

Chicagoland FM Station needs experienced account executive for local sales management. $25,000 base salary plus financial advancement. Box D-35, BROADCASTING.

Vice President/General Manager. Exceptional opportunity for dynamic radio executive interested in top ten market. Helping to build full time new expanding group. Base salary of $40,000 plus negotiable. Send resume to Box D-38, BROADCASTING.

General Manager position and ownership available with major market station. Salary range, $30,000 to $35,000 per year. Immediate move out of profits. We will not contact previous employers without your prior consent. Also, we will screen directors and sales managers rush complete resume to President, Box D-39, BROADCASTING.

Versatile Executive Needed. Experienced executive needed to take charge of campus in NYC specializing in purchasing and shipment of broadcast equipment and sales promotion materials. A fluent Portuguese & have strong financial background. 12 person staff. Send resume, Box D-79, BROADCASTING.

Western PA AM Radio Station, seeking experienced take charge manager, potential ownership in two station market. Size, market, salary, expense, plus percentage of profit. Send resume to Box D-136, BROADCASTING.

Expanding group broadcaster needs retail sales manager for black format station medium southern market. Three to five years experience required. Must have proven, stable background and be a hard driver. $9,000 & override, opportunity for station management within 18 months. Equal Opportunity Employer. Box D-141, BROADCASTING.

Sales Manager—medium market, top rated station salary & override to $20,000 first year. Require 3 to 5 years advertising sales experience, stable & RAl trained. Must sell, carry, substantial list and lead 5 man sales staff. Opportunity Employers, Resume with photo to Box D-150, BROADCASTING.

Station manager for southeast 50,000 watt stereo University FM, Masseys degree or new and experience required. Equal Opportunity Employer. Send resume to Box D-157, BROADCASTING.

Personnel/operations management. Part-time employment for graduate student university-owned public radio station. Responsibilities scheduling, training, and supervising student air personnel; supervising log/continuity operations. Prefer P.B. sports person capable of training students in sportscasting. Ability to stimulate generation among student necessary, 30 hour work week; $400.00/week. Contact: Manhattan College, 1 College, University/College, Warrensburg, MO 64093, CMSU is an affirmative action equal opportunity employer.

Help Wanted Sales

Account Executive. Network owned and operated station. Opportunity to advance into national sales in 18 to 24 months. Excellent salary plus commission. Mail resume to Box D-27, BROADCASTING.

Leading National Representative expanding sales staff in New York, Atlanta, Nashville, Denvll, Dallas, San Francisco and Los Angeles. Two to five years station sales experience preferred. 30 to 35K depending on performance. Submit resume to Box D-31, BROADCASTING.

Top-rated St. Louis radio station has immediate opening for District Sales Manager. Excellent sales plus commission. Mail resume to Box D-34, BROADCASTING.

Help Wanted Sales Continued

National Sales Manager positions have been created at our seven radio stations due to change in management structure. Immediate action on account execs to move up. Confidential. Send resume and some information to Box D-36, BROADCASTING.

Recent college graduate with Radio/Television Degree and sales experience can move quickly into top management position at radio station. All replies answered. Send resume to Box D-41, BROADCASTING.

On a sales staff but have knowledge, imagination, drive for sales manager? Sign on new AM in sparring, new, rapidly growing, affluent Southeast market. Send resume and requirements, Box D-106, BROADCASTING.

Good Guarantee Plus commission and continuous job titles for salesmen or programmer wanting sales. Interview required, No phone calls. Dale Low, KLS & KSMN. Mason City, IA.

Sales Manager, WRAE/WWRK Racine, WI seeks experienced and ambitious self starter, able to handle some fresh ideas and like community involvement you’re the one. Call or write Mr. O’Connor, 2200 N. Greenfield, 414-622-1627.

Need Salesperson, F.M. station, Midwest, send resume to Box 205, Savannah, IL 61074.

Grow along with us. Aggressive, growing company looking for a self-starter. Must have outgoing personality, ability to stimulate cooperation among students, ability to move quickly into management at this or second station. Hard work, long hours, bonus payable if you produce. Send resume to Box 1233, Rockingham, N.C. 28379.

Male or female, experienced and able to travel. Sell our present sales promotion to AM’s and sell new products, assist local sales manager. Send resume, Box 1200, Springfield, IL.

Tired? See my “Tired” ad in display section under Radio Help Wanted.

Help Wanted Announcers

Opening for full time air and news position with medium market Massachusetts radio station. Send detailed replies to Box D-43, BROADCASTING.

Mid-east AM-FM-TV needs afternoon Drive-Time Jock. Must be experienced, versatile & dependable. MOR format. Good production & must. We are an equal opportunity employer. Send resume, pic and salary requirements to: Judd Enterprises, 200 W. 73rd, N.Y. 10023.

Announces with First Phone and some technical ability. Send resume and wages required. Box D-132, BROADCASTING.

Contemporary MOR, mid-East. PM drive with enough experience to move to a market with opportunity for immediate opening. Send resume, Box D-160, BROADCASTING.

Radio as a career? Willing to learn? First ticket required. If interested contact Program Director, Steve Campbell, KPOW, Box 969, Powell, Wy 82435.

MOR ANNO-good production, sober, stable, experienced only. Lovely Rocky Mountain city—90 miles from Denver. Call Mike Fisher, 208-752-3381, no collect calls. KTFI, Box 65, Twin Falls, ID.

News/Product Announcer. Will train bright college grad. WATS, Box 189, Sayre, PA 18484.

Adult MOR Station seeks experienced, dependable, versatile announcer. Good salary for good work. Send tape and resume to CDC, Box 87, Nashville, TN 37245.

WOBM, Toms River, New Jersey, is always looking for capable tri-state announcers. Please send us and what we do. Call Paul Mosi, 201-269-0977, E.O.D.


All night announcer heavy on personality needed immediately for a top rated M.O.R. station. Experience of the nation’s fastest growing markets. New studios, exciting area, opportunity for advancement. Send resume to Mike Mats, at KISS 1457, Colorado Springs, CO 80901.

Gospel DJ’s and Sales help Big Gospel Station in Texas. Write Box 52, Greenville, S.C.

Help Wanted Announcers Continued

Charlevoix, Michigan’s new 5,000 watt AM will be on the air this summer in the midst of Michigan’s Vacation Country. We are in search of a DJ and overnight drive. Position will offer a nice base salary, plus over-ride to raise a family and the challenge and excitement of working for a highly respected company. Send resume and opportunity desired. Contact: Mike, KISS 1457, Charlevoi, MI 49720.

Announcer-Strength personality to handle afternoon drive position at AM station serving a rapidly growing community. Provides opportunity to eventually do some work on the air. Send resume and photo—Kamloops, B.C. Send resume and photo—Kamloops, B.C. Send resume to Box D-98, BROADCASTING.

See our last page of Classified Section for rates, closing dates, box numbers and other details.
Help Wanted Newscast, Continued

Wanted, A dynamic morning newscast. We want an individual to be a part of our top 10 market in a year. You give us market quality, we’ll give you a 10 market. Excellent benefits. Call Bob Paiva, WILE Radio, P.O. Box 8477, Richmond, Virginia, 23226.

WILE wants you if you’re a dynamic A.M. drive newscaster. You must be one step away from the top 10. We offer a great package. Such things as TV and more. Call Bob Paiva, WILE Radio, P.O. Box 8477, Richmond, VA.

WOSM, Toms River, New Jersey, is always looking for capable tri-state area newscasters who know us and what we stand for. Salaries up to $1,001-0977. E.O.B.

Florida-Metro Market top news operation needs a strong, authoritative newscaster. Must have good news sense and obvious writing ability. Salary open. Excellent benefits including paid insurance and hospitalization, vacation etc. Send air check, resume and salary requirements to Al Morgan, News Director, WVOJ, Box 37150, Jacksonville, FL 32205.

Help Wanted Programing, Production, Others

Full time Major Market Black Contemporary Station seeking resident P.D., w/Major Market Experience. Mail resume to Box D-71, BROADCASTING.

Medium market, modern country, 24 hrs., need Pro- gram Director. Young, experienced, hard-driver starts at $10,000. Our current programmer is moving to rival. Equal Opportunity Employer. Return & photo. Box D-151, BROADCASTING.


Situations Wanted Management

Strong sales and programing, group experience, major - market, all three networks, $40,000.00 plus to start. Write Box C-238, BROADCASTING.

Programing, production, traffic, promotion, license renewal. Young, take-charge operator of full time small market AM/ FM, now in various city, is ready for move. Turned this one around, now seek new challenge. Interested in participation. Box D-3, BROADCASTING.

Sales Manager ready to be General Manager in top 25 market. Proven performance with major group. 33, married, degree, outstanding references. Box D-50, BROADCASTING.

Large market General Manager needs greater challenge and financial opportunity. Top dollars in top market. Young, experienced, hard-driver starts at $10,000. Our current programmer is moving to rival. Equal Opportunity Employer. Return & photo. Box D-55, BROADCASTING.

Ambitious young market manager. Sales Manager interested in long term growth with expansion minded group. Considered over 25K. Box D-56, BROADCASTING.

Money Selling Team. Presently General Manager. Sales Manager, Competitive medium-small market. Complete knowledge of how to make money. Can substantiate sales and personal records. Would like to take charge and produce. Only professional broadcasters considered. Want to remain team. Will consider all three selling. Sales Manager 3 years successful. Selling General Manager 14 years successful. Box D-91, BROADCASTING.

“Too succeed in this business, prepare yourself.” My 13 years preparation in top 50’s markets has included announcing, production, talk, news, sports, numerous network credits, 1st phone, and top sales training. 32, family, and ready to put it all together as manager of small to medium market operation. Box D-122, BROADCASTING.

Aggressive young Sales Manager at small market AM station ready for a fast paced spot. This job is available. Box D-157, BROADCASTING.

Generals, wide experience in air work, programing country music, music management and sales. Call Jerry Akles, 7800 Grant Line Ave., #417, Overland Park, KS. 66204, 913-649-4750.

Experienced personality in top 40 and rock, with production and air starting money. First class engineer, seeking stable position. Salary open, will relocate. Air check and resume available on request. All offers to Joe Wunke, IL 60455.

Looking for that greater opportunity! Experience all phases radio—playing include-play-by-play. Married. Phone 307-929-4495.

Worked for #1 FM in Detroit. Wanna get back into Top 40. Call Steve 313-478-0089.

Enthusiastic, soon to be ex-student ready for the “real world.” Air work and/or production. Dave Ziegler, P.O. Box 723, Junction City, IL 60455.


Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow down anywhere. . . . NOW. Box A-134, BROADCASTING.

Personality Jock with first phone: 27, seeking medium market station with Top 40/Contemporary format. I’m energetic, well-received. Want stable organization with room to grow. Water to see. Have good sense of humor. Top references. Well liked by all groups. Try me on your staff. Box D-147, BROADCASTING.

Creative young DJ, looking for 1st break. Can listen, can produce, tight board, imaginative show, now for news. Ready, willing, able. Box D-74, BROADCASTING.

Attention Rock or up tempo Country: Talented, Professional, Renowness Man. B.S. Broadcasting. Currently with group, seeks challenge, Southern coast or West. Exceptional. Box D-77, BROADCASTING.

11 years experience, major markets, program director, music director, voice, sales. Top 40, Q, top references. Want position with security. Money & Programming? Box D-76, BROADCASTING.

Number one rated major market personality with good track record to relocate where the weather is warm. Prefer contemporary MOR. Top industry references. Talented, creative and stable. Ten years in major market radio. Box D-89, BROADCASTING.

Two 27 year old professionals with varied experience want chance to direct programing and news for medium size market station. Box D-192, BROADCASTING.

Stable broadcasting veteran with good producing and programing experience. Seeking position with professional medium or major market M.O.R., or Modern Country station in the Southeast. Box D-109, BROADCASTING.

First Phone Communicator, 6 yrs, experience medium markets. Highly motivated. Reasonable salary. Box D-120, BROADCASTING.

Versatile and Professional, production, news, interviews, tight board. Experienced with all formats. Vast knowledge of music. 203-767-0402 or Box D-123, BROADCASTING.

3rd, announcer, professionally trained, third endorsed, all formats considered, low key FM preferred. Southern or NE. area, will relocate. Box D-125, BROADCASTING.


Experienced, all formats, three years. Some college, endorsed this growth back ground. Good, deep voice. Box D-144, BROADCASTING.

Evening Rock Jock in 55th market looking for same in top 25 or high energy or personality. Box D-145, BROADCASTING.

Wanted, Commercial experience! Looking for move to creative, professional station. Top 50. Also sports. Reply Box D-163, BROADCASTING.


Morning personality: put-on commercials, phone bits, etc. 3/5 yrs. exp., 3rd market medium contemporary, competitive. Jerry Allens, 7800 Grant Line Ave., #417, Overland Park, KS. 66204, 913-649-4750.

Experienced personality in top 40 and rock, with production and air starting money. First class engineer, seeking stable position. Salary open, will relocate. Air check and resume available on request. All offers to Joe Wunke, IL 60455.

Looking for that greater opportunity! Experience all phases radio—including play-by-play. Married. Phone 307-929-4495.

Situations Wanted News

Four year experience: Music director, Newman at 5,000 watt Midwest station. BA degree, 3rd endorsed. Prefer West. MOR-Contemporary station. 313-982-1203.

Troublemaker! Looking for investigator-editorial newscaster, iconoclast! Former head of broadcast news chair, current engineer with group. 18 years experience, references. Will relocate. Phone: 503-792, 60455.

May Female Graduate of Big Ten University desires position in news-reporting or air work. Three years experience, excellent references. Enthusiastic, willing to learn. Midwest preferred. Box D-143, BROADCASTING.

News Director. Midwest background, currently in 100,000 Southeastern market, seeking advancement. Familiarity with major market reference, professional service, awards. Jack Marlowe, PO Box 79, Anmore, B.C. V4X 1K5.


News Director-Operations Mgr.-Talkshow host, 15 years broadcast professional seeking position in major-medium market, Ted Lahn, 5003 Arlington St., Rockford, IL 61111. 815-877-4957 Eve.


Situations Wanted Programing, Production, Others

Major market program manager with proven track record available for right opportunity. Creative and good judgment. 26, married. requires minimum 24K. Box D-54, BROADCASTING.

Wanted: Fresh Challenge as Ops Manager or PD in medium/major market. Currently P/D stereo FM 106.9. Top 25 market experience. 12 years experience. 25. Excellent references. Box D-80, BROADCASTING.

Radio Twins Mx Os. Produced/directed, engineered for local stations, syndication, ABC network. Admininistrative experience. 29, MA. Want creative position in public broadcasting or Box D-135, BROADCASTING.

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**Help Wanted Technical Continued**

Wanted: TV technician with 5-10 years current experience. Full salary plus percentage of gross profit. Must have local cable experience and knowledge of CATV Color Equipment. FCC 1st Class license required. Kaiser is an equal opportunity employer. M/F. Call 617-288-3200.

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**Help Wanted News**

Young, aggressive personality with news production background, ready to move up to News Director in top Midwestern market. Send resume and salary expectation. Box D-99, BROADCASTING.

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**Help Wanted News**

TV News Reporter, experienced, with knowledge of film production technique, college preferred, must be creative and willing to work all hours for top-10 East Coast major market TV station. Equal Opportunity Employer. Box 137, BROADCASTING.

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**Help Wanted Management**

Target: TV equipment manufacturer. Central NJ community college is seeking individual experienced in automated audio and visual distribution systems with background in electronic manufacturing and production and management experience in video, graphics, photography, and visual recording. Equal opportunity/affirmative action employer. Response to appropriate qualifications.

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**Help Wanted Technical**


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**Help Wanted Sales**


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**Help Wanted Management**

Artist--Director--with great visuals to make you look good. Please send resume, samples, if available. We are looking for creative, imaginative people to write, produce, direct, and edit. Call 617-543-3548.

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**Help Wanted News**

Radio News Director with TV background seeks general assignment position. Solid investigative experience desired. Prefer market managers and community leaders. Box D-133, BROADCASTING.
WANTED TO BUY EQUIPMENT

Need to purchase 3 RCA MA-11965-A Tape Decks. New or used in excellent mechanical condition only. Garland Brantley, KENDAL ROSS, Lubbock, TX 79406.


MICHELANGELO

Free! A great 14:00 Religious Public Affairs interview show daily or weekly. Taped outdoors. Ex- citing, entertaining. On 50 stations already, including 50 KW telephone-talk format KBG, Las Angeles; 50 KW rocker KORD, Oklahoma City; WHEN Syracuse, N.Y. Write Vann Grimes, c/o "On Campus," Box 347, Berkeley, CA 94701.

Prizes Prizes! Prizes! National brands for promotions, contests, giveaways. No barter or trade . . . better for fantastic deals on Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect for terms on tape collection.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more: Write: Corrections, Box 26348, San Francisco, CA 94126.


RADIO

Help Wanted Sales

I'M TIRED of running kids through my programing and sales department. I want a real communi- cator who can sell, Salary for air, and commission for sales. Established sales territory. If you, the person, may be able to get a piece of the action. Want mature, heavy weight who will stay in this small Northeastern market. Now doing $250,000 yearly with this daytimer. Competitively priced. Great potential? I am majority owner, and do air shift and sales. Looking for same kind of person. Interested? Call me: Write.

Box D-146, BROADCASTING

COMEDY

Deejays: New, sure-fire comedy 11,000 classified ads. Mr. and Mrs. Ernest Ornstein, 2786-B West Roberts, Fresno, CA 93705.

Laugh all the way to higher billings. Book of 101 Humorous Commercials in 32 categories, usable for many more. Chuck Brann, P.O. Box 625, Lub- bock, TX 79408.

One-inliner! Joke! Topical humor exclusive for jocks. Free sample—"Funnies" Box 11-311, Newington, CT.

INSTRUCTIONS


In Chicago, OMEGA Services has the best price for the First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario, 312-649-3922.

Job opportunities and announced-adding 1st class FCC license training at Announcer Training Studios, 25W 43rd St., N.Y.C., L.I.C., and V.A. approved.


REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class begins April 29, June 10, July 15, August 26. REI, 52 South Main Ave., Sarasota, Fla. 34239. Phone: 813-955-8261, REI, 2409 Tide- water Trl, Fredericksburg, Va 22401; phone 703-373-1361.

Bryan Institute in St. Louis, 1st class FCC license, approved for Veterans. 314-725-4271. (Formerly Elkins Inst.)

You belong in

Broadcasting Apr 15 1974

82
Help Wanted Sales Continued

Broadcast Sales Specialist

TeleMotion, Inc. has an opening for a broadcast sales specialist for the Eastern Region of the U.S. Excellent opportunity for a broadcaster with a good knowledge of studio systems. We’re looking for a rare individual who has high initiative, excellent communications skills, can train, can sell and understands the broadcast market. If this description fits you, and you’d like the challenge of a fast-growing company, get in touch with Vern Pearson, Manager Broadcast Sales (801) 487-5399 or send a letter with your qualifications to F.O. Box 15068, Salt Lake City, Utah 84115. We are an equal opportunity employer.

TeleMotion, Inc.

Help Wanted Programming Production, Others

WKBW Radio, Buffalo, New York needs a full-time production director now. Applicants must have a strong background in audio production with emphasis on development of creative commercial concepts. If you’re good, send resume and production samples (real-to-reel; 7½ ips) to: Bob Harper, Program Director, WKBW Radio, 1450 Main Street, Buffalo, N.Y. 14210. An equal opportunity employer.

Situations Wanted News

A 10-YEAR NEWS PRO

Award-winning traffic and field reporter for 50,000-watt Midwest No. 1 station seeks similar position on West Coast. A 10-year pro, stable, good at interviewing, no prima donna. Radio-TV journalism degree with schooling at Northwestern and University of Oklahoma. TV talk show experience. Former newspaper, number one rocker, no. 5 market. Have done traffic by helicopter, plane and car. Excellent references in L.A., San Francisco, and Detroit. Phone 918-743-5787 or write:

Box D-126, BROADCASTING

Help Wanted Sales

Midwestern Sales & Service Manager

Join a rapidly growing company in television signal processing. Our current line includes stand alone time base and velocity corrector for Quad and helical VTR's. Development is underway on other advanced video time control products for commercial and military markets.

We need a Midwestern Sales and Service Manager to cover the central region from Oklahoma to Winnipeg. You will appoint, train and support dealers and distributors throughout this territory. Home office location is optional. We will relocate you to the Chicago area if you are not already living in the territory.

Candidates should have hands-on experience with Quad and Helical VTR's and some sales experience. This is a career opportunity for a qualified and aggressive individual with a lot of independent initiative. Position reports to Vice President of Marketing.

Contact us at our NCTA Booth or Suite or forward your resume to J. Jutther.

TELEVISION MICROTIME, INC.

a subsidiary of Anderson Laboratories, Inc.

1250 Blue Hills Avenue

Bloomfield, CT 06002

Help Wanted Technical

WHP-TV, Harrisburg, Pa., needs experienced engineer to assume a supervisory position. Plans are now underway for major studio equipment installation at new location. Send complete resume and salary requirements to Director of Engineering, Box 1207, Harrisburg, Pa.

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,

GRAYCO SALES INC.

Station Plaza East

Great Neck, N.Y. 11021

Help Wanted News

NEWS PHOTOGRAPHER

needed by major market VHFs network affiliate. Does your sample reel show you are ready for bigger things? Send resume only to:

Box D-127, BROADCASTING

An equal opportunity employer M/F

Employment Service

IF YOU MISSED US AT THE NAB CONVENTION and you want your next employee to be a QUALIFIED COLLEGE GRADUATE with a major in BROADCASTING, use our FREE resume service and tell us what you need. Write to:

A.E.D. Placement Service

Dept. of Broadcasting

University of Tennessee

Knoxville, Tenn.

BROADCASTING'S CLASSIFIEDS...

offers an extensive variety of opportunities and services.

If you need help, the right job... or for any need related to Broadcasting:

YOU BELONG IN

BROADCASTING!

1735 DeSales St., N.W.

Washington, D.C. 20036

Situations Wanted News

Figures Never Lie. Or Do They? Demanding young news pro seeks public opinion research with investigative, editorial outlook. Will consider news leaders only in major and medium markets. Currently top cat in small market combo. Master’s degree, plans to begin doctoral work.

Box D-118, BROADCASTING

Books for Broadcasters


202. 1972-73 Broadcast Cable Sourcebook, the most complete and comprehensive listing for every operating system in the U.S. and Canada. $7.50

203. The Lighter Side of Broadcasting, a selection of 124 Sid His cartoons reprinted from Broadcasting Magazine. An excellent gift item. $5.50

205. Broadcast Journalism, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques— for student and practicing professional. 160 pages, 6½ x 9½". $6.95

206. Broadcast Management, Radio and Television by Ward L. Quaal and Lep Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6½ x 9½", charts, index. $8.95

207. Classroom Television: New Frontiers in TV by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages, 6¼ x 9¼", 123 ill. $8.95

211. Documentary in American Television: Form—Function—Method by A. William Blume. A critical examination of the documentary movement in American television. 312 pages, 6½ x 9¼", illustrated, appendices, notes. $8.95

213. The Surgical Encyclopedia of Film and Television: Techniques edited by Raymond Spotswood. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6½ x 9½"., 3,000 diagrams, index. $79.50

219. Television commercials: How to Create Successful TV Advertising by Charles Anthony Weinwright. The first comprehensive, down-to-earth book to give insight into the creative aspects of creating commercials. 300 pages, 6½ x 9¼", 100 illustrations, index. $8.95

ORDER FORM

Broadcasting Book Division

1735 DeSales St., N.W.

Washington, D.C. 20036

Name

Address

City Zip

BOOK NO. $ PRICE

TOTAL $
For Sale Stations Continued

**FAR NORTHWEST:** 1000 watt day-timer with 500 watt PSA in one roof operation. $150,000 with $40,000 down and 10 years on balance is less than 1% times gross plus real estate. Positive cash flow. Great living for owner operator.

Bill Exline
WILLIAM A. EXLINE, INC.
31 Carroll Court
San Rafael, California 94903
(415) 479-0717

**CHAPMAN ASSOCIATES* business brokerage service**

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

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

**Paxable in advance. Check or money order only.**

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

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

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

No telephone copy accepted.

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

Since January 1, 1974, BROADCASTING no longer forwards 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.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—$5.00 weekly minimum.
- (Billing charge in stations and firms: $1.00)
- Situations Wanted, 30¢ per word—$5.00 weekly minimum.
- All other classifications, 50¢ 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 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, PP, QM, etc. count as one word. Hyphenated words count as two words.

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
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<tr>
<td>City</td>
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</table>

Insert time(s). Starting date Box No.

Display (number of inches).

Indicate desired category:

Copy:

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**For Sale Stations**

**Gulf small** Profitable $165M terms

**N.E. metro** Profitable $350M 29%

**Coastal metro** Profitable $1,975M cash

**IL. small** Profitable $260M terms

**N.E. metro** Profitable $825M cash

**S.W. major** Profitable $1,200M 29%

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**Employment Service Continued**

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

BROADCAST PERSONNEL AGENCY
Sherie Barish, Director

Weekly, Nationwide Employment Listings for Radio & TV including PD's, Dj's, News, Sales & Engineers.

$1.50 per issue

$5.00 per month

$12.00 3 months

Cash with order, please.

LINCINDALE, N.Y. 10646

Miscellaneous

An NRR radio audience survey can help you:

- _INCREASE SALES REVENUE_
- _ACHIEVE GREATER RECOGNITION AT THE AGENCY LEVEL_
- _GAIN KNOWLEDGE OF PROGRAMMING ACCOMPLISHMENTS_
- _INCREASE STATION PRESTIGE AMONG EMPLOYEES_

**National Radio Research**

1525 N. STEMMENS FREeway - SUITE 922
DALLAS, TEXAS 75204
(214) 522-2311 (Chicago)

WANTED: M.O.R. RECORD LIBRARY
Stereo FM station contemplating format change needs mint condition M.O.R. records. Prefer title/artist popular late 50's thru present. Will purchase partial or entire library. If you can fill the bill send catalog listings and other descriptive/price information. Box D-179, BROADCASTING

For Sale Stations

STATION OWNERS

We could easily print 1000 flyers to advertise your station. Some firms do. And then you may see one in the hands of your competitor or most valued employee. We don't use flyers. Or mass mailing lists. But we do sell properties—a lot of them. And we profit a lot of sellers as a result. We can profit you—and we won't tell the world your business. (This is where the action is)

Brokers & Consultants

to the

Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmhurst, New York 14192
P.O. Box 908 • (607) 733-7138

Television $3.2 million

Television $3.5 million

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

CLASS C FM—NEW ORLEANS

Exceptionally attractive price and terms to qualified buyer who can act quickly.

WIXO
e/o Advance Communications, Inc.,
2622 Peterson Avenue
Chicago, Illinois 60659
(312) 761-1800
Bob Sherman: a bull in broadcasting's china shop

Some early-sixties rock-and-roll freak might have among his collected 45's a half-dozen records by an obscure Long Island duo going by the two-thirds patriotic name, Red & Blue. "Red" was a flame-haired, leather-jacketed ruffian who sang songs such as A Tear For a Tear, Dear, and who also was known as Bobby Love.

Followers of Bobby Love's short-lived recording career might be intrigued to learn that six months ago he became vice president and general manager of CBS Radio Spot Sales and that he is really Bob Sherman, son of the New York radio newsman, Paul Sherman, of WINS (AM).

The young (31) Mr. Sherman occupies one of the sunny corner offices at CBS Inc. headquarters, where he is known as a rising star in radio. The flaming red hair once worn in a ducktail is now thin and sandy and the clothes are strictly uptown, Sixth Avenue. And although he no longer frequents recording studios, his office singing (now mostly country ballads) can be heard clear down the hall at almost any time of day. "He comes in singing, and he goes out singing," a 15th-floor secretary reports.

Mr. Sherman's good spirits are being shared by everyone at CBS Radio Spot Sales, whose revenues in developmental business for the first quarter of this year are approximately 80% of 1973's total development figure, and 60% of that, about $370,000—has never used radio. Furthermore, the encouraging return follows a period of transition for the rep firm, which lost four Cox Broadcasting stations late last year to the Cox-owned Christal Co. and which gained two new stations just as Bob Sherman was made general manager.

The developmental business explosion is largely attributable to Mr. Sherman's having the "keen managerial insight"—according to one of his bosses—to boldly hire three (soon to be four) noncommissioned, salaried sales managers whose sole job is to drum up advertising new to the medium of radio, as well as new to CBS Spot Sales' 13 stations.

The development and special projects managers—four in New York, one in Chicago, and one to be hired in Los Angeles—"by at least four people" the managerial staffs at CBS Spot Sales' nearest competitors among the limited-list national radio rep firms. "The old idea that development is a long-term, long-investment area need not be so," Mr. Sherman says. "The fact is that radio was not holding hands with advertising very well, and that the preponderance of business was coming from established advertisers, with the result that salesmen in radio were letting sales slide. You can have new advertising on a new medium as well as old advertising on an old medium."

Broadcasting was not Mr. Sherman's first love, although working the four-to-midnight shift in his father's WINS newsroom was his first job. During his last two years in college, he was a WINS "producer," who "produced coffee and weather reports." "We're not a broadcast family," he demurs. "The last time my father's position in broadcasting was an important factor in my life was when I was five foot three and 163 pounds and used his name to impress girls I wanted to date."

By that time, the younger Sherman had abandoned "Bobby Love," played baseball at Florida State University, and adjusted to "the hardest decision of my life"—that he "wasn't good enough" to be a major league catcher.

A degree in psychology from Adelphi University and exposure to the early civil rights movement led him into a year's stint as a social worker in Harlem. Frustration with that job coincided with his pleasant impression of "the standard of living" of the WINS salesmen. Mr. Sherman then whizzed through posts at half a dozen product companies, selling everything from typewriters to life insurance before resolving that he "wasn't doing very well. People never had any problems listening to me. But they wouldn't buy anything."

A natural talent for sales is "colossal bull," Mr. Sherman says. "Every good salesman always has someone to show him the techniques." Although fortunate to have found such a mentor just before he entered broadcast sales in 1968 back at WINS, Mr. Sherman retains a personal touch in selling which a close friend describes as a "bully style."

High school friends affectionately remember Mr. Sherman as "an absolute monster" and "a rampaging bull elephant." When Bob Sherman looks up from his office desk he sees a large drawing of Muhammed Ali, one of his favorite people. (When he looks back down at his desk, he sees one of the cups of coffee he has been chain-drinking all day.) "There have been times," he says, "when I've had to break down the door to make a sale."

Nonetheless, not only WINS, but Radio Advertising Repr., WWIN (AM), WNBC (AM) and finally CBS wanted him in their sales departments. "Bob can overwhelm people because he is so strong," says Bob Derrough, vice president of CBS-owned radio stations. "But I'll always accept 100% from someone whom I have to pull back, rather than take what I can get from someone I have to urge on. I never have to worry about Bob's trying hard. He's competent, he's positive and he's honest."

Bob Sherman has what sounds like an explanation for his formidable approach to business, especially the broadcast business. "There is no dearth of very mediocre people selling in broadcasting," he maintains. "One reason is that the salesmen tend to stay in one area because broadcasting is a narcotic. Once you're in it, it's very difficult to get out. Glamour is the least of it—and I'm not even so sure it's there at all."

"I am convinced that if this country ever needs salvation, our industry has the best chance at it. I think we perform our responsibilities magnificently. The respect, the influence, is worldwide. And it's that power that is so compelling to people."

He says "the jury is still out" on the success of his development projects, but insists that he isn't "terribly concerned about the outcome. I don't think I take business as seriously as some others."

"I would never take a job in this industry with hours going against a normal family life," he says, "and I don't demand any more than reasonable commitments from my associates. This industry has a ton of anxiety-ridden people working hard for diminishing returns. I derive my greatest satisfaction from my personal life, my wife and my kids. When I leave the office, I don't even think about business. I go home and put on my Bronx T-shirt and play."
**Editorials**

**Sour note**

After more years of germination than anybody but cable operators had wanted, a copyright bill has at last emerged from the Senate subcommittee headed by the cables' friend, John McClellan (D-Ark.). Broadcasters will wish it were back in the pod.

The broadcasters' objections will be directed not as much to the cable provisions in the bill, although there are serious questions to be raised about them, as to the inclusion of a new performers' and manufacturers' right in sound recordings for which broadcasters would have to pay royalties. Apart from the introduction of a whole new scale of expense for the use of recorded music, this section of the subcommittee bill creates a precedent that could hugely raise the price of other forms of programing.

The bill provides that radio and television stations will pay royalties of 2% of their total revenue to a new sound recording pool. Stations that program little music would be assessed somewhat less, according to a formula to be devised by the register of copyrights. By conservative estimate the broadcasters' total bill would run more than $50 million a year.

Half of that heavy windfall would be disbursed to the record companies and half to the record performers and divided among participants of each class according to another formula to be devised by the register of copyrights. This distribution would be an addition to the money that record companies and performers are already taking in. It goes without saying that recording stars are handsomely paid and that ordinary musicians have achieved high union scales for recording sessions.

A $50-million-plus annual bonus for a recording industry that is already a big business is unreasonable enough -- especially when extracted from the media that create musical popularity and therefore record sales. But there would be no way to stop the principle at the recording studio door. If the drummer for Gladys Knight & the Pips is entitled to share in royalties from broadcasting -- in addition to whatever he is paid for his original work -- why deny equal participation in royalties to the hit player in a movie broadcast on television or, for that matter, Lucille Ball? Put the sound recording royalties into the copyright law, and amendments to include the makers and performers of films and video recordings would be inevitable.

No matter what the defects of other provisions, this part of the bill must be marked as target number one.

**Age of reason**

The National Cable Television Association will hold its annual convention next week in Chicago. It met a year ago in Anaheim, Calif. The change in sites reflects the change in the prospects and the moods of cable ventures: from Disneyland to the gray brick of the Conrad Hilton.

Last year the talk was of a wired nation, plugged into a universal satellite system that would supersede all earlier communications forms. Teleprompter hauled in an earth station to demonstrate the wild blue yonder. FCC Chairman Dean Burch saw the television networks facing "a competitive challenge the likes of which [they] have never really had to contemplate." NCTA President David Foster was ready to "get it out in the open": Pay cable would go after "first-class entertainment and, yes, ultimately, sports programing." Satellite connection would create not a fourth network but "a fourth through 20th network."

Things have simmered down since then. Teleprompter stock was trading during last year's convention at around 17. It was trading last week between 5 and 6. Mr. Burch has moved to the White House without achieving his aim of relaxation of the cable antisiphoning rules. Mr. Foster still sits firmly in his boat, but it has rocked more in the past year than other boats he said would be set rocking by the waves of the cable industry. This year's NCTA has been liberated from its adolescent fantasies.

For the sake of the industry, it is well that the age of overexpectation and overpromising has passed. A Teleprompter that fell into fiscal disarray while management concentrated on promotion to the exclusion of administration is now recovering under firmer hands. Other major companies that a year ago were still grappling for franchises in big markets as though they were tickets to the mint are now making careful market surveys. Businessmen are running the business, and the results are bound to be salutary.

This is not to suggest, however, that the visionaries have all been left with Mickey Mouse or that system operators have abandoned the ultimate dream of a wired U.S. Pay cable is still seen as the inducement it will take to open major markets, and the efforts go on with greater intensity than ever to lift government restrictions on the programing pay systems may acquire.

But, meanwhile, cable television in its present form is finding its new markets and refining those it has had. Whatever the future brings, the cable industry in its present composition is growing up to meet it.

**Aftermath**

Now that the dead have been counted and the work of cleaning up the frightful wreckage has begun, broadcasters in the Southern and Midwestern regions where tornadoes struck two weeks ago have begun to hear from grateful survivors. The testimony of those who have volunteered their thanks suggests the casualties would have been grossly larger than they were without broadcast warnings.

In this age of instant communications, radio and television are accepted as ordinary features of everyday life. It is when disaster strikes that their absolute essentiality is re-emphasized.
Mention Public Affairs and most Radio Managers change the subject!

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