ENJOYS THE HIGHEST INCIDENT OF LISTENER LOYALTY OF ANY STATION IN THE SYRACUSE MARKET. THE MEASUREMENT OF LOYALTY IS THE EXCLUSIVE CUME WHICH MEASURES THOSE PEOPLE WHO LISTEN TO A PARTICULAR RADIO STATION AND ONLY TO THAT RADIO STATION.

IN MORNING DRIVE  6 AM – 10 AM
25,900 men 18+ listen exclusively to WSYR. This translates to 12.9% of all men living in the Syracuse market.

36,500 women 18+ who represents 16.3% of all Syracuse's women, listen to WSYR and only WSYR.

IN HOUSEWIFE TIME  10 AM – 3 PM
10.2% of Syracuse's women 18+ representing 22,900 women, listen to WSYR and WSYR only.

IN PM DRIVE  3 PM – 7 PM
30,400 women 18+, or 13.6%, listen only to WSYR.

23,900 men 18+, equalling 11.9% of the market's population, listen to WSYR to the exclusion of all other stations.

SYRACUSE 570

Syracuse, N.Y. Oct./Nov. 1973 ARB. Metro Area. All measurement data are estimates only-Subject to defects and limitations of source materials and methods

Represented nationally by The Christal Company
Avco's nationally syndicated Phil Donahue Show now originates from the fabulous television studios of WGN. For information contact Don Dahlman or Gene Graham / AVCO PROGRAM SALES A DIVISION OF AVCO BROADCASTING CORPORATION 1000 Provident Tower • Cincinnati, Ohio 45202 • 513-241-1822

a NEW look... NEW audiences... NEW showmanship...
TOP selection of intriguing guests...
and one of television's most provocative and entertaining hosts...

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

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

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area
Closed Circuit®

FCC trade-off. Power politics may decide how vacancies on FCC will be filled, with erstwhile Chairman Dean Burch in driver's seat. Even before he left commission last February to become counselor to President, Mr. Burch had pitched for appointment of Minnesota professor Glenn O. Robinson for Democratic vacancy subsequently given Luther Holcomb, who withdrew in face of consumer criticism (Broadcasting, April 29). Now Professor Robinson is back in contention and Burch-endorsed Lynn Wickwire, New York State Cable Commission executive director, is said to be leading contender for remainder of Burch term.

If these appointments eventuate, prospect is that non-Burch-favorite Robert E. Lee will be reappointed for fourth term (from June 30) as quid pro quo. Both Robinson and Wickwire nominations might arouse opposition -- first for espousing breakup of multimedia ownerships (Broadcasting, Feb. 25), second for identity with cable regulation. In current climate all controversial nominations are in jeopardy where Senate confirmation is involved.

Flexible deadline. Unless FCC has full complement of seven commissioners there's no assurance that closing oral arguments on cross-ownership (including newspaper-TV and TV-cable) will be heard as scheduled June 18-19 (see story, page 22). Four are now in residence and fifth is abroad. If two others aren't on hand prior to scheduled argument, assumption is postponement will be sought or even ordered on FCC's own motion because of sensitivity of long-pending problem and desirability of having conclusive vote.

Affirmative action. FCC is expected in next several weeks to fill two deputy chiefs jobs, one with first black to hold that rank. He is Clay Smith, graduate of Howard Law School and associate of Arent, Fox, Kintner, Plotkin & Kahn, who is slated to be number two man in Cable Television Bureau. Other new deputy -- for Broadcast Bureau -- is expected to be Paul Putney, Harvard Law graduate now with Philadelphia law firm of Dechert, Price & Rhoads. Neither has communications background -- Mr. Smith has specialized in antitrust law, Mr. Putney in estate and business planning -- but both have solid academic as well as professional backgrounds. Mr. Smith was on Law Journal at Howard; Mr. Putney graduated law school cum laude. Each is said to have been recruited by Chairman Dick Wiley.

Interested party. Senate Judiciary Committee is not at all that anxious to take up copyright legislation anyway (see story, page 39), may not mind if Communications Subcommittee asks for referral before it goes to Senate floor. It's known that committee Republicans, at least, want look at sections covering cable copyright and broadcaster exclusivity.

Fairness alternative. Committee for Open Media (COM), San Jose, Calif.-based group that invented free speech messages and persuaded number of stations to offer public time for them, is now working on plan (in concert with Citizens Communications Center) to institutionalize access concept as alternative to fairness doctrine. Essentially, it would work this way: Station would provide certain amount of time each week for access, enough and at right times to assure substantial audience -- say, 50% net weekly circulation. Time would be made available to representatives of various classes of people; any individual who did not fit into particular category could obtain time by demonstrating, through petitions, he represented group.

Under COM plan, broadcaster could use either access or fairness doctrine to discharge fairness obligation. COM may either file its proposal as comment in FCC's pending fairness inquiry or seek out station willing to ask commission for declaratory ruling that access equals fairness.

Fair warning. Next target of National Cable Television Association's fairness doctrine attack against broadcasters mentioning antipay-cable philosophies on air will be KOOL-TV, CBS Phoenix affiliate. NCTA will ask for time to respond to Sept. 8, 1973, news account of CBS President Arthur Taylor's antipay speech in Phoenix; news coverage of that address was catalyst of fairness complaint against WCBS-TV New York last week (see page 40). KOOL-TV is only third broadcast organization NCTA has discovered mentioning pay-cable controversy on air.

Double trouble. Luther Holcomb, who lost out on FCC commissionership, may be in jeopardy on reappointment to Equal Employment Opportunity Commission vice chairmanship. Current term expires July 1, and whereas reappointment as Democrat might have been automatic, FCC fiasco is deterrent. Dr. Holcomb asked that his FCC nomination be withdrawn after letter-writing spree which belied his credentials as loyal Democrat (Broadcasting, April 29). Disclosure of letters might not have blocked his confirmation, according to some political observers, if he had chosen to tough it out. White House staffers who felt he could have weathered storm now turn thumbs down on him.

Retreats. Speculation is beginning to brew over successor to Clay Whitehead as director of Office of Telecommunications Policy. First three names being floated are all ex-candidates for FCC vacancies: Donald E. Santarelli, administrator of Justice Department's Law Enforcement Assistance Administration; Dr. John McLaughlin, Jesuit priest on White House staff as speechwriter and presidential spokesman, and George Mansur, OTP's first deputy director, now director of engineering for Martin Marietta.

Marks time. Leonard Marks, Washington attorney (Cohn & Marks) active in Democratic politics for dozen years and closely identified with late President Johnson, has decided to "sit this one out," alluding to next presidential election. Former director of United States Information Agency, Ambassador Marks had joined former Texas Governor John Connally in "Democrats for Nixon" in 1972.

Eye for an eye. During series of meetings held in Cannes, France, coincident with film festival there, TV program officials of Arab nations were put on notice that prices they pay for TV series and feature films from U.S. companies will go up considerably over next few months. Representatives of U.S. distributors were careful to say projected hikes are not related to drastic increase in oil prices from Arab block; point was made that prices paid by these nations are inordinately low and jump of 100% is reasonable. Kuwait, for example, now pays from $80-$90 for average half-hour series.
Second lap. Now that renewal legislation has cleared House hurdle, attention turns to Senate, and specifically to Mr. Pastore's Communications Subcommittee. Pastore unit, expected to take up matter next month, will have no shortage of raw data from which to proceed, as witness the compilation of 13 pending bills contained herein. But as this juncture, outcome is still anybody's guess. Page 19.

Metamorphosis. Its initial structure and achievements nothing more than memories, National Citizens Committee for Broadcasting has taken new form, new direction, new Washington residence and new hierarchy. Page 21.

Common end. Coming from different places and utilizing different approaches, Metromedia and American Newspaper Publishers Association land on common ground in opposing FCC crossownership proposal. Page 22.

Indictment. Greenwood, Miss., citizen group finds persistence is payoff as FCC, at group's urging, sets hearing on renewal of WSGW-AM-FM there - two years after its bid for revocation of same failed. It's second time this month that commission has so proceeded in response to third-party presence. Page 27.

Screen pass. Indication from FTC strategy session on children's advertising is that major responsibility for overseeing commercials will be intra-industry affair - with National Advertising Review Board holding reins. Page 32.

Storm warning. Networks' program producing activities are only small cut in large pie, but if Justice Department suit succeeds in removing that prerogative, results could be unnerving. So says ABC's Elton Rule. Page 36.

Not so. National Association for Better Broadcasting tells FCC programming concessions it facilitated at KTTV(TV) Los Angeles are - Worldvision complaint notwithstanding - in accordance with agency rules. Page 37.

Plugging holes. CBS emerges from third and final round of seasonal schedule jockeying with summer roster highlighted by mini-variety series, reprise for Hit Parade. Page 38.

Call to arms. Cable industry continues to mount all-out offensive against provisions of copyright bill it considers catastrophic. But word from Hill now places legislation in holding pattern as senators shy away from complexities. Page 39.

Actions speak louder. NCTA puts its legal resources where its rhetoric had been, files fairness complaint against WCBS-TV New York over pay cable controversy. Page 40.

For the record. Watergate transcripts paint ironic picture of administration-press relationship. Private record shows less White House concern over reporting than public anti-media outbursts might indicate. Page 42.

Progress report. National News Council tells world what it's been up to: 14 complaints processed, seven dropped. Page 42.

Bigger than life. Advent Corp.'s Henry Kloss turns his inventive genius from small FM's to big TV's. A status report on wall-screen TV. Page 47.

Coming out. As AWRT's new president, WGN's Pat Nealin moves from backstage to onstage role. A Broadcasting "Profile." Page 65.

ABC-TV President James E. Duffy (I) and George Lyons, VP-general manager of WZZM-TV Grand Rapids, Mich., and chairman of board of governors of ABC-TV Affiliates Association, met for discussion at opening reception of Los Angeles convention last week. Event began two-week run of affiliates meetings in Century Plaza hotel: CBS-TV takes over tomorrow and Wednesday (see story page 38), NBC-TV moves in Sunday through following Tuesday.

Major renovations in network schedules will call for massive support this fall, ABC-TV affiliates hear; morning show unveiled

Annual round of television network conventions for affiliates started last week in Los Angeles with ABC-TV'Ss. All three face what Martin Starger, president of ABC Entertainment, described as "uniquely fluid situation" - 1974-75 prime-time schedules containing most radical changes of recent years, 31 new series, 14 time-period shifts for returning shows (Broadcasting, April 29). Networks will need all help they can get in station clearances and supporting promotion, as ABC stations were told.

Mood among ABC affiliates was conditioned by uncertainties of schedule upheavals and selling season off to slower start than last year's. Previews of few of new shows and samplers of others drew reserved response last Friday morning from affiliates that day before had been asked to clear for new two-hour morning show and to improve clearances on late-night Wide World of Entertainment. In general, however, ABC was credited with solid job of building ratings and sales. Only widespread objection cited by affiliates was to problems created by runovers of network sports shows and special movies, such as recent "QB VII."

Despite peculiarities of this year's economy and slower start of selling (caused by late schedule rework and volume of new shows for buyers to study), James T. Shaw, sales vice president, predicted fourth-quarter ABC-TV sales would add $40 million by today (May 13) and $150 million by end of this week. He said that budgets of regular "up-front, long-term" advertisers are at least as big as they were at this time last year. He said 1974-75 sales would represent "reasonable increase" over 1973-74.

Major effort was made during convention to persuade more affiliates to clear Wide World of Entertainment, which Frederick S. Pierce, senior vice president, ABC Television, said was being shortchanged by diary surveys - to its disadvantage in station carriage. In 46 markets where Nielsen meters measure all three network late-night programs, it's close race: ABC 7.6, CBS 7.8 and NBC 8.4 in average audience ratings. But local reports in Arbitron sweeps understate audience by million homes or 28% for ABC's late show and even more for CBS's late movies, Mr. Pierce said.

Network's new early-morning show, A.M. America, two-
Almost. FCC approval is expected this week of renewal and sale of Carter Publications' WBAF(AM), KSCL(FM), and WBAF-TV, all Fort Worth. AM and FM, along with Carter's Fort Worth Star Telegram and two suburban newspapers, are going to Capital Cities Communications Corp. for $80 million; TV station, to LIN Broadcasting for $35 million. Approval is also expected of renewals of A.H. Belo Corp.'s KFDM-TV Beaumont and Times Herald's WFAA-AM-FM Dallas. Items were being circulated among commissioners for their approval last week.

Reeves-Gateway on again. Reeves Telecom Corp. announced last week completion of deal to sell WHTN-TV Huntington, W.Va., to Gateway Communications Inc. for $7.4 million. Two firms agreed in March on $8 million figure (Broadcasting, April 1), but negotiations broke off after several weeks. It's understood Reeves got better terms in second deal, though sale price is less. If FCC approves sale, Reeves is left with WKEE-AM-FM Huntington and WTH-AM-FM Baltimore. Reeves principals are Hazard E. Reeves and J. Drayton Hastie. Gateway owns three TV stations, all acquired from Triangle Publications Inc. last year: WTAJ-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pa., and WBNG-TV Binghamton, N.Y. Gateway is controlled by Malcolm Borg family, publisher of Daily News (N.J.) Evening Record. WHTN-TV (ch. 13), an ABC affiliate, operates with 316 kw visual, 20 kw aural and antenna 1,000 feet above average terrain.

From Gardens to Gowdy. Curt Gowdy Enterprises Inc. last week agreed to buy WEAT-AM-FM West Palm Beach, Fla., from Gardens Broadcasting Co. for $1.5 million, subject to FCC approval. Sportscaster Gowdy is 100% owner of buying firm which also owns KOWB(AM) Laramie, Wyo., and of Curtis Gowdy Broadcasting Corp., owner of WCCM-AM-FM Lawrence, Mass., and WBBX(AM) Portsmouth, N.H. Gardens is owned by Royal American Industries Inc., controlled by Bankers Life & Casualty Co., West Palm Beach. John D. MacArthur, president of WEAT-AM-FM, owns 60% of Bankers Life. WEAT is daytimer on 850 kHz with 1 kw. WEAT-FM is on 104.5 mhz with 100 kw and antenna 520 feet above average terrain.

They got him to talk. FCC Commissioner James Quello will do first official speaking stint as commissioner this Thursday (May 16) at Oregon Broadcasters spring conference. Pending commissioner had self-imposed 60-day embargo on speaking engagements so he could settle into Washington environs, but Chairman Richard Wiley, originally scheduled for Oregon broadcasters, had to cancel and asked Mr. Quello to step in. Now Mr. Quello also has accepted invitation to talk at Missouri broadcasters spring meeting on June 7 in Springfield.

News Council action. National News Council last Friday (May 10) dismissed Mobil Oil complaint against ABC-TV Close-Up oil documentary, saying program was within bounds of robust journalism. Council also upheld viewer complaint that NBC Nightly News erred in saying people of Huntsville, Ala., were given day off to see President Nixon there. Council members expressed hope NBC would report its ruling as means of correcting "error." Council dismissed complaint against Nightly News involving alleged quotation by Henry Kissinger. It also dismissed complaint of one-sidedness in PBS's Black Journal report on housing, and authorized public hearing on former Mutual newsman's complaint that Mutual newscast had been ordered to cover All America black football team affair co-sponsored by Mutual (for earlier story, see page 42).

Fusion. Two of Washington's pioneer consulting engineer-
Dogwood (Cornus Florida)
The state floral emblem common to both North Carolina and Virginia.
The Jefferson-Pilot Stations are now represented by PETRY TELEVISION

WBTV          WWBT
Charlotte      Richmond
William Harris, operations manager of WJR-AM-FM Detroit, named engineering-administrative assistant to FCC Commissioner James Quello, who retired as manager of those stations in September 1972. Stephen F. Sewell named chief of complaints branch of FCC Broadcast Bureau’s Complaints and Compliance Division. He succeeds Arthur Ginsburg, named assistant chief of division. For earlier reports, see “Fates & Fortunes,” page 51.

Headliners

Howard Perris Watters

Wallis Schruth

Jack R. Howard, president of Scripps-Howard Broadcasting Co., since 1937, elected board chairman. (He also is president and general editorial manager of Scripps-Howard Newspapers.) Donald L. Perris, general manager of group’s WENS(AM-FM) Cleveland, elected president. Mortimer C. Watters, executive vice president, named chairman of executive committee.

B. Blair Vedder Jr., executive VP and senior managing partner of Needham, Harper & Steers Advertising Inc., Chicago (domestic agency), named board chairman; Frederick D. Sulcer, executive VP, division director of NH&JS, New York, named president, and Bradley H. Roberts, executive VP, division director, NH&JS/West, Los Angeles, appointed vice chairman of board.

Edward G. Wallis named regional VP/central, and Peter E. Schruth regional VP/western, for Westinghouse Broadcasting Co. in restructuring that creates three new regional vice presidencies with responsibilities for entire regions. Mr. Wallis was area VP, will continue to operate from Pittsburgh base. Mr. Schruth, who has been executive VP, leisure industries, in Westinghouse Electric Co.’s Broadcasting, Learning and Leisure Time Co., will be based in San Francisco. Third regional VP, eastern, is to be named when “consistent with station needs and appropriate personnel assignment.” Posts of area VP, currently local in scope, will be phased out.

Index to Departments

<table>
<thead>
<tr>
<th>Department</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast Advertising</td>
<td>32</td>
</tr>
<tr>
<td>Broadcast Journalism</td>
<td>42</td>
</tr>
<tr>
<td>Cablecasting</td>
<td>39</td>
</tr>
<tr>
<td>Changing Hands</td>
<td>29</td>
</tr>
<tr>
<td>Closed Circuit</td>
<td>5</td>
</tr>
<tr>
<td>Datebook</td>
<td>14</td>
</tr>
<tr>
<td>Editorials</td>
<td>66</td>
</tr>
<tr>
<td>Equip. &amp; Engineering</td>
<td>47</td>
</tr>
<tr>
<td>Fates &amp; Fortunes</td>
<td>51</td>
</tr>
<tr>
<td>For The Record</td>
<td>48</td>
</tr>
<tr>
<td>Lead Story</td>
<td>54</td>
</tr>
<tr>
<td>Media</td>
<td>66</td>
</tr>
<tr>
<td>Monday Memo</td>
<td>19</td>
</tr>
<tr>
<td>Music</td>
<td>65</td>
</tr>
<tr>
<td>Opening Mike</td>
<td>13</td>
</tr>
<tr>
<td>Playlist</td>
<td>36</td>
</tr>
<tr>
<td>Profile</td>
<td>65</td>
</tr>
<tr>
<td>Programming</td>
<td>36</td>
</tr>
</tbody>
</table>

Broadcasting May 13, 1974
THE TRUTH ABOUT ANNOUNCERS

"This couldn't apply to me"

What is the "Truth"?

It's an audio cassette that we've produced. We call it "The Truth About Announcers or How Conceited They Are." You guessed it, it's a fiery satire on announcers and the broadcasting industry.

It was taped before a live audience and quite bluntly makes a fool out of announcers (Of a certain type). I hope you're not that type. Heaven help you if you are!

If you're a real "Pro" and have been in the game for quite some time, you'll probably understand what's being said. Otherwise you'll find this the most disgusting and insulting presentation you've ever heard.

Even if you're going to one of those famous so called "Broadcasting Schools", or if you're planning on getting into the act . . . better send for this cassette right away. If you don't smash the cassette first, you'll probably change your mind about that prestigious industry. Remember it's all the "Truth".

Let's face it. Announcers are a funny animal. They have a mannerism and attitude all of their own . . . very strange. And to say the least, they're totally unpredictable.

We've dropped that prestigious veil announcers have draping so nicely and we've rolled up that red carpet. We tell it like it is!

You'll hear commercials and testimonials that will literally send shivers up and down your spine. We've gone so far as to let you hear actual negotiations and phone calls that will embarrass you into thinking that you are in the same business.

They say that the truth hurts. Well, if that's the case . . . better prepare yourself for a real injury.

But remember, after the truth comes out, so does the relief of mind and a much, much better person, more professional announcers and a man that is well liked.

We personally guarantee that this cassette will influence you for the better and that it will be one of the best investments you have ever made.

To back up that guarantee, we're going to make you an offer you can't refuse.

If for any reason you are not satisfied with the "Truth" just return it within seven days and we will return your original $10. check uncashed . . . plus your 10¢ postage!

We couldn't possibly make an offer like that unless we absolutely know without a doubt that it will be of significant benefit to you.

It has influenced other announcers and it will influence you if you'll just fill in the coupon below and mail it to us today. Or for extra fast service call our special nationwide toll-free number.

If we're wrong about what this cassette will do to you, you'll get your money back. But what if we're right!

NATIONWIDE TOLL-FREE/24 HOURS—7 DAYS PER WEEK
ask for operator 7

800-621-7725

In Illinois Call 800-972-5014
e tc advertising, 980 main st., waltham, ma. 02154

ETC ADVERTISING
National Headquarters
Dept. B1
980 Main Street
Waltham, MA. 02154

Please send me "The Truth About Announcers or How Conceited They Are." But don't deposit my check or money order for seven days after it's in the mail.

If I return "The Truth"—for any reason—within that time by registered mail, return my uncashed check or money order to me. On that basis, here's my ten dollars.

( ) Cash ( ) Check ( ) Money Order

Name

Address

City State Zip
FC&B moves those prunes, laughing all the way

Some creative ideas are hatched in the strangest ways—ways which, in hindsight, turn out to be the most logical. Such was the case with our campaign for California prunes.

After competition with five other advertising agencies, Harold Brogger, director of marketing and assistant manager for the California Prune Advisory Board, called to tell us we had been awarded the account. This was around 2 p.m., March 15, 1991. I'm sure most readers of this magazine can appreciate the joy and good feeling that flowed through an agency when it has been awarded a new account. It was true in this instance as well.

That afternoon there were a lot of high spirits, some champagne bottles were uncorked, someone ran out and bought a half-dozen boxes of prunes and we were all in a happy mood. One thing seemed strange, though. There was a tremendous amount of laughter that kept up throughout the office the rest of that day—more than you would normally expect.

As you listened closely to some of the conversation, it was obvious everyone was telling his favorite prune story. Most people were reflecting on their childhood when their mothers foisted prunes on them—for the obvious reasons. Smiles, snickers and huge bursts of laughter were common throughout the rest of the day.

The next day we began to dig into available information about our new client. The prune board had a wealth of research and data to draw on. After we had thoroughly studied this information, we found that prunes offered a great deal more than the laxation benefits everyone associated with them. None of us realized it before, but the shriveled-up little erst-while plum—now a prune—seemed to fit perfectly into the nutritional revolution that started in the early 70's. Prunes turned out to be a great source of vitamin A, iron, vitamin B, niacin, etc. It became apparent to us that prune sales could react best to a whole new positioning. Hence, the “funny fruit” idea was born to meet the laxation image of prunes head-on, using laughter as an attention device and then proceeding to present the listener with the heart of our nutrition story.

We examined every media and creative approach available to us, but radio came obviously to the forefront and its selection was largely because of the creative consideration. Radio allowed the individual listener to visualize each of the scenarios we set up. It allowed us, at relatively low cost, to present a lot of different scenarios. And using a full 60 seconds of time, it allowed us to present our story in full.

The California Prune Advisory Board is a group of about 30 people who represent the industry. While some of the members come from the processing side, the board is made up largely of growers who represent over 2,000 other growers in the California prune industry. To many of them, the prune crop provides their main source of livelihood. We were confident in our recommendation the day we presented the “funny fruit” idea to the board—but, I must admit, more than a little nervous. After the idea was exposed, using about six different demo radio versions recorded by our own FCB players, we noticed a lot of gasps, nervous coughs, rolling eyes and deep sighs. Here we were asking a roomful of growers to accept a creative plan that laughed at their product, Dangerous stuff. But after some discussion, that same room of growers decided to go with us in a spirit of trust which has consequently made ourselves and the prune industry most grateful.

Another dangerous step in our recommendation was to concentrate on light users—women 35-49. As you would expect, because of the laxation benefits that go along with prunes, the heavy users are in the 65-plus category. Because prunes had been thought of as a laxative for probably the entire lifetime of this light-user group, it was important we stress frequency. We felt we had to talk a lot to this younger user to be certain we were breaking through with a brand-new benefit about prunes.

The advertising budget for that first year was not enough to go national. Therefore, we recommended eight metropolitan markets in which to start our campaign, covering 25% of the U.S. By monitoring sales results through A. C. Nielsen on a bimonthly basis, these markets provided us with a perfect research lab.

The campaign will be entering its fourth year this fall. Since our initial start-up, we have not altered our strategy or execution. We freshen up the campaign each year with new commercials but stress the same points. The reason we haven’t tampered with our recipe is simple: It has been a smashing success at the checkout stand.

In advertised markets at the end of the first year, sales were 18% ahead of the previous year. This came in the face of a long-range historical decline of from 1% to 2% per year, each year. What happened in the nonadvertised markets that year? The usual 1% decline.

The following year, the prune yield was a disaster. A bitter frost in March 1972 literally nipped the bud of the crop, reducing the normal and annual volume by more than half. Still, the prune board saw fit to maintain pressure in the original east markets throughout this period.

Last year’s crop came back strong and we expanded the campaign to another 15% of the country for spot radio while laying a national stage using three major network hookups. Now we’re regaining momentum. Hopes for a healthy crop this coming year are high and we’re looking for a further enlargement of efforts and an even bigger success.

The case history behind the California Prune Advisory Board campaign is an excellent example of melding the right story, in the right way, through the right medium, during a time when interest in better nutrition and good health is gaining all across the country. To us at FCB-San Francisco, repositioning and revitalizing a product like prunes and watching the new approach work successfully year after year is one of the most rewarding experiences people within an advertising agency can have.

Tom Randolph's advertising career began in 1955 when he joined the Los Angeles office of Foote, Cone & Belding. There he served as account executive on both the Purex and Sinkist accounts. After transferring to San Francisco in 1961, he has moved up from an account executive, through account and management supervision, to become general manager in 1968. In 1971, he was named a senior vice president and is also a member of the board of directors of FCB.

Monday Memo.®

A broadcast advertising commentary from Thomas Randolph, senior VP and general manager, Foote, Cone & Belding, San Francisco

Broadcasting May 13, 1974 12
This week

May 13-14—Washington State Association of Broadcasters spring meeting, Ridpath hotel, Spokane.

May 14—National Religious Broadcasters chapter convention, First Baptist Church, Dallas.


May 14—Communications Satellite Corp. annual meeting. Century Plaza hotel, Los Angeles.

May 14—Metromedics Inc. annual stockholders meeting, 205 East 67th Street, New York.

May 14-15—CBS-TV affiliates' annual meeting, Century Plaza hotel, Los Angeles.

May 14-15—Central Educational Network workshop on ITV utilization, Remada Inn, Des Moines, Iowa.

May 15—Deadline for supplemental and updated filings in license applications before FCC for newspaper-cable television cross-ownership rulemaking proceeding (Doc. 19891).

May 15—Outlet Co. annual stockholders meeting, 176 West 57th Street, Providence, R.I.

May 15-17—Oregon Association of Broadcasters annual spring conference, Dunes resort hotel, Lincoln City.


May 17—Sixth World Telecommunications Day. Theme: "Telecommunications and Transport." Day was declared by Plenipotentiary Conference of International Telecommunication Union.

May 17—Television Industry Inc. annual stockholders meeting, 3 Onsey Avenue, Cherry Hill, N.J.

May 18—Radio Television News Directors Association regional seminar, University of Michigan, Ann Arbor.

May 18-19—Acorn Community Television dedication and conference on urban CATV and community programing. Speaker: David Kinley, FCC, Laney College and Acorn studios, Oakland, Calif.

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

Also in May

May 19-21—Illinois-Indiana CATV Association annual convention, Springfield Holiday Inn, Springfield, Ill.

May 20-21—20th Century-Fox Film Corp. annual stockholders meeting, Scottish Rite Temple, Los Angeles.


May 21—Cable Television Inc. annual stockholders meeting, 377 Third Avenue, New York.

May 22—Foote, Cone & Belding Communications Inc. annual stockholders meeting, Hotel Commodore, New York.

May 23-27—Association of Federal Communications Consulting Engineers annual meeting, Landmark Motor Inn, Myrtle Beach, S.C.

May 24-26—Prix Jeunesse International competition for children's and youth programing awards. Bayerischer Rundfunk, Munich, Germany.

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


May 26-28—Pennsylvania Cable Television Association spring meeting. Penn Harris Motor Inn, Harrisburg.

May 28-30—UNDA-USA (national Catholic broadcasters association) seminar and workshop for religious broadcasters and allied communicators. Franciscan Renewal Center, Scottsdale, Ariz., and Arizona State University, Tempe.

May 28-31—Canadian Cable Television Association annual convention. Queen Elizabeth hotel, Montreal.


May 30-June 1—Associated Press Broadcasters Association national convention. Featured Speakers: Julian Goodman, chairman, NBC, Senator John Pastore (D-R.I.), and Grover Cobb, senior executive vice president, National Association of Broadcasters. Alameda Plaza hotel, Kansas City, Mo.

June 1—Closing date for entries in Atlantic International Film Festival competition. Contact: Entry director, AIF, Drawer 12525, Atlanta, Ga.

June 1—Syracuse University S. I. Newhouse School of Public Communications dedication of Newhouse II, broadcasting center, featuring Speaker: William S. Paley, chairman, CBS, Syracuse, N.Y.

Broadcasting May 13 1974

Kaplan Says "CCA Best Promotion Available"

In an article for CCA-NEWS, Sid Radio's president, Stanley N. Kaplan, stated, "CCA is the best, most productive, profitable, broadcast promotion available."

"I've personally worked with CCA almost since its inception; conducting 55 campaigns in all, St. Louis, Cincinnati, Milwaukee, Dallas and CCA's a feature promotion on my stations in Charlotte (WAYS) and Jacksonville (WAPE)." Kaplan related.

"I've operated CCA at every station I've been associated with since 1957 with enormous success and profits. I signed for CCA in both my markets even before we had (but conditioned on) FCC approval," Kaplan added.

"If I were buying a new station tomorrow, I'd sign for CCA today! I wouldn't care a particle whether or not it had been tried in the market. CCA is a gem," Kaplan concluded, "if it's run right; sold at a sufficient premium to liquidate expenses and provide the funds necessary to insure club and sponsor results."
**THE ENERGY CRUNCH**

*The Bottom of the Oil Barrel*  
*The Nuclear Dilemma*  
*The Sunbeam Solution*

A penetrating three-part study, hard-hitting and factual, examining the complete problem: looking at both past and future, offering solutions up-beat, positive.

Answering important questions, timely and timeless, not changing with the moods and rhythms of the political spectrum, more urgent than ever now that the oil embargo is over.

Television owes viewers these timely reports!

Sold in over 40 markets and earning excellent press response.

Call us while "The Energy Crunch" is still available in your market.

Produced by BBC-TV

Time & Life Building/New York, N.Y. 10020 (212) 356-7783

**THREE ONE-HOUR COLOR SPECIALS**

<table>
<thead>
<tr>
<th>Month</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July</strong></td>
<td>Women in Communications Inc. 1974 Clarion Awards entry deadline. Awards will be offered for broadcast and print submissions in areas of women's rights, environment and community service. Contact: WIC, 8305 A Shoal Creek Boulevard, Austin, Tex. 78758.</td>
</tr>
</tbody>
</table>

**Broadcasting May 13 1974**
September
Sept. 7-9—Southern Cable Television Association annual convention. Disney World, Orlando, Fla.
Sept. 15—Nebraska Broadcasters Association annual convention. Holiday Inn, Columbus.
Sept. 20-27—Fifth International Broadcast Convention, Grosvenor House, London.
Sept. 28-Oct. 2—American Association of Advertising Agencies Western regional meeting. Vancouver, B.C.

October
Oct. 5-11—Western Educational Society for Telecommunications annual convention, Golden Gateway Holiday Inn, San Francisco.
Oct. 10-12—Missouri Broadcasters Association fall meeting. Crown Center, Kansas City.

Other side
Editor: In the statements and sentiments attributed to the leaders of the cable industry in your recent issues what emerges is a picture of an industry beset by an FCC determined "to protect the broadcasters to the bitter end" (Bruce Lovett quoted in the April 22 BROADCASTING), facing copyright legislation which is viewed by the industry "as downright repressive" (BROADCASTING, April 15) and which mandates to cable operators "copyright payments twice as large as the industry feels equitable" (BROADCASTING, April 22). Finally, the cable industry is alleged to be the victim of networks characterized as "able to use their power to prevent another industry from coming into existence" (Bruce Lovett quoted in the April 22 BROADCASTING).

This picture, sedulously created by the cable industry, is nonsense.
The cable copyright provisions have been reported out by a subcommittee chaired by Senator McClellan, an extremely able and powerful legislator known to be friendly to cable television and determined to protect its legitimate interests. The sports provisions of the copyright bill were in existence in sub-

stance identical form in S. 644 introduced in February 1971 and were well known to those who negotiated the cable compromise agreement in November of that same year. The cable compromise agreement reflects no objection on the part of cable interests to these sports provisions.

As to the proposition that copyright payments in the bill are "twice as large as the industry feels equitable" it should be noted that subpart D of the cable compromise agreement obligated the cable industry to accept a provision in the bill for "compulsory arbitration failing private agreement on copyright fees." If the NCTA really believes that the fee schedule in the bill is "repressive" why do they not believe that they can persuade an arbitrator of their position?
The fee schedule provided in the bill provides for a royalty upon cable revenues amounting to an effective rate of approximately 2%. Thus, an industry now annually grossing in excess of $525 million dollars would pay barely more than $10 million dollars annually for its retransmission of over-the-air broadcast signals. This makes an instructive comparison with the $15.8 million dollars a week which the April 29 issue of BROADCASTING reports is being paid by the three networks for their prime time entertainment schedules alone.

As to the charge that networks are "able to use their power to prevent another industry from coming into existence," one hardly knows whether to laugh or weep. The networks have no such objective, but if they did have, they have failed abysmally, for the cable industry is growing mightily. A recent report by the Stanford Research Institute (BROADCASTING, April 22), hardly a network dominated organization, forecasts an even rosier future, especially for pay cable.

In sum, the cable industry does itself a disservice to pretend that its problems are the result of unfriendly regulators or legislators or baleful networks. A cable industry that had conformed to the commitments made in the cable compromise agreement of 1971 would have far better standing to complain of its treatment in Washington—but far less to complain of.—Richard W. Jencks, vice president, CBS, Washington.

Pen pals
Editor: As you know, on March 28, I wrote to Dick Salant [president of CBS News], and copied your fine magazine, and on April 3, Dick responded and copied you as well. The April 8, issue of BROADCASTING reprinted our letters. I was both surprised and pleased that BROADCASTING carried our exchange, and wanted you to know that this generated a file of letters to me and to Dick. My mail was heavily in favor of my position.—Ray Johnson, executive vice president and general manager, KMED-AM-FM-TV Medford, Ore.

Open Mike®

Doubleday Media Offers
ARIZONA
FULLTIME AM

Exclusive!
$400,000 cash.
Beautiful, booming market with lots of growth potential.
Act fast!
Call Neil Sargent at 602-264-7459 collect.

Doubleday Media
Brokers of Radio, TV, CATV, and Newspaper Properties.
Regional Managers
SUCCESS? Ask WGFM. The Schafer NTI 740 computer is made for it.

A NUMBER ONE AUTOMATED ROCKER!

WJFM The power to persuade

With 500,000 watts, WJFM covers 720,000 households and 2,400,000 people. And they are listening. Calls have come in from 100 miles away and mail from 41 counties. Who are these listeners? Men and women from 18 to 49 who appreciate “music just for the two of us,” who enjoy the very best — and often buy the very best.

The nation's most powerful FM station.
You've read the headlines about oil company profits. Now read what they mean to you.

Are improved profits for oil companies good or bad for you as a consumer?
Most people would say "bad" without thinking even once about it. And some might add a few other words.
But it really isn't that simple.
The "good" part is that profits are the key to opening up more energy sources.
For years, Americans have been using petroleum fuels faster than the industry has been able to find and produce oil and gas in this country. And despite on-going conservation efforts—which are essential—energy demand in the U.S. continues to grow.

Needed for Energy

$500,000,000,000

To catch up and keep up, U.S. oil companies will have to find and produce twice as much oil and gas in the next 15 years as they did in the past 15.

Needed: half a trillion.
To do this, the petroleum companies' financial needs in the United States alone will top half a trillion dollars—that's $500,000,000,000,000!

Profits are the key to raising this capital. All through the 1960s and up until 1973, oil company earnings were far below the level required to finance needed exploration, drilling and refinery construction. In 1973, oil company earnings improved.
And, as you doubtless have heard, the improvement has continued in the early months of 1974. A large part of this improvement has been because of earnings outside the United States.

Profits—about 2¢ per gallon.
Oil company profits on gasoline in the U.S. in 1973 averaged about 2¢ per gallon—a fact which surprises most people. By contrast, state and federal taxes on gasoline range from 9¢ to 14¢ per gallon.

Now, where do the oil company profits go?
A portion must be paid to shareholders as dividends, in return for the use of their money. The rest—usually more than half—goes right back into the business. It's used to find new oil and gas and to help finance refineries and other facilities to get energy to you.

Petroleum industry expansion needs are far too great, however, to be met solely from profits—even when they're good.

For example, over the past 5 years, oil companies have spent $5 for expansion for every $3 earned in profits.

This means that companies must attract vast sums of money from outside the industry. And lenders and investors understandably demand the prospect of good earnings—particularly in high-risk ventures such as oil and natural gas exploration.

Profit: key to more energy.
When profits decline, less money is available for exploration and expansion of energy facilities. When profits increase, capital spending also increases. New investment rises and falls with the industry's financial performance.

Why is all this important to you as a consumer of energy?
Because the security of your future supply of gasoline, heating oil, natural gas and other forms of energy quite literally hangs in the balance.

There's a lot more to oil company profits than catchphrases and headlines—much more than we've been able to present here.

Full profit story: write for it.

If you'd like to know more about petroleum profits, we'll send you a copy of a recent study analyzing oil company profits, "The Profit Situation: A Special Petroleum Report," published by The Chase Manhattan Bank.


American Petroleum Institute
AVAILABLE FOR THE FALL OF 1974
...BOTH THE PROGRAM AND THE TITLE

WARNER BROS. TELEVISION DISTRIBUTION
A WARNER COMMUNICATIONS COMPANY
Senate seems pre-primed for renewal; House bill makes it baker's dozen

All it takes is one, but there are already 13 choices facing Pastore subcommittee on license relief; half his colleagues have introduced own versions of broadcasters' goal

When the Senate Communications Subcommittee takes up the question of license renewal revision—probably about mid-June—it will have 13 proposals to pick from. At that, the committee's task will be far less difficult than that before its House counterpart, which had to consider at least 112 bills with almost 200 sponsors.

The House-passed version of renewal relief (H.R. 12993, sponsored by Representative Torbert Macdonald [D-Mass.] and the other members of the Communications Subcommittee along with Representative James T. Broyhill [R-N.C.]) will likely be ground zero. But with half the members of the Senate committee having their names on one bill or another, a scenario of what could possibly happen in the Senate mark-up begins to emerge.

Of the 12 Senate bills introduced so far this term, most break down into one of two categories: (1) a simple license term extension from three to five years and (2) a two-step renewal process in which the incumbent licensee would have to be judged as not being responsive to the "needs and interests" of its community or "in callous disregard" of FCC rules before the commission could hear competing applications. Several of the two-step bills also include license-term extensions to five years.

Senator Frank Moss (D-Utah), a member of the Communications Subcommittee, proposes the idea of a "broadcasters' bill of rights." Such a document would be drawn up by the FCC and would outline "standards, criteria, guidelines and performance indices which would enable a broadcaster, the commission and the public to measure the performance of a licensee." The FCC would have one year of rulemaking time to write the bill of rights, which would then be submitted to both houses of Congress for approval. If Congress decided not to modify, it would go into effect 60 days later. The Moss bill (S. 247) also includes a five-year term and a two-step renewal process.

Senator John Tower's (R-Tex.) bill sounds similar to the so-called Van Deerlin amendment that caused much controversy in the House Communications Subcommittee last winter. That amendment, introduced by Representative Lionel Van Deerlin (D-Calif.), called on the FCC to hold a hearing for any competing applicant that could offer a program service "clearly superior" to the incumbent. The Van Deerlin amendment was dropped after a compromise between broadcasters and Mr. Van Deerlin which also killed the two-step provisions in the House bill.

Senator Tower's proposal, which was introduced almost one year before Mr. Van Deerlin's, would strip an incumbent of its license if a competing applicant could prove, "supported by the weight of the record evidence, that the new applicant will provide a substantially superior program service." Any license designated for hearing, the bills says, would be heard "on the single comparative issue of which will provide the best program service."

And then there is the bill drawn up by Office of Telecommunications Policy Director Clay T. Whitehead, introduced as a courtesy by Commerce Committee Chairman Warren Magnuson (D-Wash.) and ranking Republican Norris Cotton (N.H.). Mr. Whitehead first broke the news of the administration's renewal plan in his now-famous Indianapolis speech.

In that talk, Mr. Whitehead attacked what he called "ideological plugola" in network newscasts and stirred outrage in the industry by linking his attack on the media with a discussion of his renewal proposal. In most ways, the bill could have been considered a broadcaster's dream. It provides for a five-year licensing term; a strong two-step renewal process in which a challenger would have to prove his sworn affidavits that an incumbent is guilty of some violation of the letter or spirit of commission rules; prevents the ad hoc restructuring of the industry through the renewal process, and prohibits the commission from setting program-percentage standards.

But Mr. Whitehead has so little sway on Capitol Hill these days—due, at least in part, to his remarks in Indianapolis—that the Whitehead bill is not likely to be
a serious factor in the deliberations.

There are three, almost identical, bills in the Senate hopper that would simply extend the licensing term to five years from three. They are sponsored by Senators Carl Curtis (R-Neb.), Clifford Hansen (R-Wyo.), Gale McGee (D-Wyo.), Charles Mathias (R-Md.) and Glenn Beatty (R-Ohio).

And there are six more bills that provide for a two-step renewal process, some with an extension to five years as well. Senator Robert Griffin (R-Mich.) is sponsoring a bill for the Republican side of the Communications Subcommittee. Senators Marlow Cook (R-Ky.) and Norris Cotton, subcommittee members, are co-sponsors along with James Allen (D-Ala.) and John Sparkman (D-Ala.). The Griffin bill (S. 1311) directs the FCC to renew a license if the applicant has "reflected a good faith effort to serve, and demonstrated a responsiveness to the needs and interests of its area." It puts the burden of proof on the challenging licensee and calls for the commission's "proper" consideration of both renewal and comparative hearings.

Senator Howard Cannon's (D-Nev.) bill, S. 272, introduced last January, gives the incumbent two-step protection and also places the burden on the challenger. It contains no license term extension.

S. 844 is a "super" two-step bill sponsored by Senator William Scott (R-Va.). It would eliminate two-step renewals altogether. If the FCC found, after a hearing, that renewing a license would not be in the "public interest, need and necessity," it would revoke the license and open the frequency for new applicants. With that kind of protection-plus, there is no license term extension in the bill.

Senator Lloyd Bentsen's (D-Tex.) bill, S. 646, provides for a five-year term and two-step renewal, as does Senator Richard Schweiker's (R-Pa.). Senator Schweiker's bill (S. 16) was the first renewal bill introduced in the Senate this session.

Senator Ernest Hollings (D-S.C.) proposes a restriction on the U.S. Court of Appeals in dealing with reviews of FCC renewal decisions. In what appears to be a section aimed at preventing a recurrence of the WHDH case, the courts must find "a preponderance of the evidence in the record" favoring the FCC's decision not to grant a renewal, before it could uphold the commission's ruling. The Hollings bill, S. 849, includes a five-year term, a two-step renewal process and a directive to the FCC calling for expeditious treatment of renewal proceedings.

So, present positions on the Communications Committee, as represented by these bills, break down this way:

* Seven of the 14 members of the committee are sponsoring or co-sponsoring bills—three Democrats and four Republicans.
* All but one of the committee-member-sponsored bills provide for the extension of licensing terms to five years.
* All but one of those bills provide for a two-step renewal process.

Still, it must be kept in mind that the House bill does not provide for the two-step process. That provision was dropped in trade for dropping the Van Deerlin amendment in Representative MacDonald's subcommittee. It is the product of a compromise—a compromise whose weight in the Senate is unknown. Chairman John O. Pastore (D-R.I.) may decide to base his entire mark-up on the House bill. If the testimony he receives at the hearing points another way, he says, the committee may have to start from scratch.

The National Association of Broadcasters was saying last week that it plans to take a lower profile in the Senate than it did in the House. It believes it has provided an adequate record on renewal in House hearings. Last summer and fall, the House Communications Committee heard 126 witnesses or statements in 17 days of hearings that produced 1,200 pages of text. This time, the NAB plans
to send only two or three witnesses before the Post subcommittee.

Also, the advocates of renewal relief got some breathing room two weeks ago from an unexpected place, the House Judiciary Committee. The renewal bill is in a foot race with the possibility of impeachment proceedings reaching the Senate. If the bill is not passed in this election year, the NAB believes its chances are "greatly diminished" in succeeding sessions. But the House Judiciary Committee's decision to allow presidential counsel James St. Clair to cross-examine and call his own witnesses during hearings is expected to protract the House's consideration of a bill of impeachment. And the longer it takes for the impeachment matter to reach the Senate, if it ever does, the better the chances for ratification of the renewal bill in the 93d Congress.

The NCCB: resurrected, reconstructed and ready to get involved

A low-key Fifth Avenue organization reappears in Washington as a low-budget catalyst and point man for broadcast-oriented citizen groups

Back in the late 1960's, the National Citizens Committee for Broadcasting seemed to be the establishment's answer to what some in the establishment thought was wrong with television. Its chairman was the elegant if controversial Thomas P. F. Hoving, director, then, as now, of New York's Metropolitan Museum of Art. Its board of directors contained distinguished members of various disciplines. Its small staff of professionals and administrative aides was housed in offices on Fifth Avenue, New York. From time to time NCCB would participate in FCC proceedings, urging a hard-line approach, or file complaints against stations whose service it considered deficient.

But in time, members who had joined NCCB when its purpose was to further the development of public broadcasting found its role as a kind of all-purpose critic of commercial television disturbing. Public statements by Mr. Hoving seemed to rile committee members as much as they did broadcast-establishment members, if not more. Foundation money and the funds provided by subscribers (who at one time numbered 16,000) began to dry up. A move to Washington to place the organization closer to the heart of regulatory action failed to revitalize it. And after a while, NCCB, though it still was represented occasionally in commission proceedings, became largely a part-time aide who picked up its mail.

Now, however, in two small rooms on the third floor of an old townhouse in Washington—the Citizens Communications Center occupies the first two floors—NCCB is in the process of being rebuilt, a process that includes an effort to define its function. The Hoving style is gone, but not the feeling that broadcasting is important to be left to the broadcasters—or the FCC, for that matter. The thrust that is developing is one aimed at involving the public in the regulatory process, even at giving the public a voice in broadcast-program decision making. And indications are that the new NCCB will be more effective than the old one (which, though it still exists on paper, is to be formally dissolved soon).

For the new organization is being molded from the experience of the citizen movement in broadcasting in the 1960's, and those in charge had a hand in shaping that experience. Former FCC Commissioner Nicholas Johnson, who for more than seven years he was on the commission sought to encourage citizen participation in the commission's processes, is chairman, and Albert H. Kramer, founder in 1969 and director until last year of the Citizens Communications Center, the first public interest law firm to specialize in communications matters, is president (Broadcasting, Dec. 31, 1973.) They serve on a board of directors that includes Everett Parker, director of the office of communication of the United Church of Christ, who played a leading role in gaining for the public a right to participate in the commission's license-renewal proceedings; Earl K. Moore, the lawyer normally used by the United Church of Christ in aiding citizens groups; Philip Watson, former manager of Howard University's WHUR(FM) Washington, and Charles Benton, head of Public Media Inc., a Chicago-based educational film distribution company, who has been a prominent figure in a number of citizen group activities.

Mr. Benton, son of the late Senator William Benton, has the most prominent link between the old and the new NCCB's. Indeed, he is largely responsible for revival, such as it is; by dangling the prospect of Mr. Johnson signing on as chairman—this while Mr. Johnson was still with the commission and uncertain of where he would move next—Mr. Benton was able to exact pledges of support for NCCB. The pledges, conditioned on Mr. Johnson's fulfilling Mr. Benton's hopes, were made, good, by the Stern Fund, J. L. and L. A. Stern, and the William Benton Foundation, plus other contributors from the original list of NCCB subscribers for a total of $72,000. It's not much but it pays the rent and telephone bills, covers some mailings and provides for a modest payroll. Mr. Kramer and Mr. Johnson draw part-time salaries (Mr. Kramer fills out his time, and supplements his income, with writing assignments, including some ghost-writing assignments for clients he declines to identify, while Mr. Johnson spends most of his time running for the Democratic nomination for Congress from Iowa's third district). A third part-time aide is Warren Graves, a former consultant to Cable-communications Resource Center in Washington, who serves as liaison with citizen groups. The only full-time staffers are a former aide to Mr. Johnson when he was on the commission, Chuck Shephard, who handles NCCB's day-to-day operations, and an administrative assistant, Esther Kane.

Besides the out-at-the-elbows look of the new NCCB, the main difference between it and the one that operated on Fifth Avenue is that the Johnson-Kramer version sees itself as an integral part of a movement that includes citizen groups all over the country that have demonstrated an interest in the regulation of broadcasting—a part whose function it is to serve those groups. But the question is how. And answering that question is what is now occupying most of the time and energy of NCCB. Mr. Kramer says NCCB has established the existence of more than 500 citizen groups with some kind of media reform program (and last anyone get the notion all of the groups are located in the ghettos and barrios of the nation's cities, it should be noted that the Campfire Girls is on NCCB's list), and has established contact with virtually all of them by telephone or mail in the effort to define its function.

"We don't regard ourselves in the advocacy business," Mr. Kramer says. "We want to find out what the groups need." Based on his experience as a public-interest lawyer, he assumes there is a need for more public-interest lawyers to help serve citizen groups concerned about broadcasting. But he is looking for other needs. "The groups might well be suffering from a dearth of information,"
Mr. Kramer says, "Three quarters of the proceedings at the commission are difficult for them to understand. And individual groups don't know what other groups are doing."

One of the philosophical as well as practical questions NCCB will have to resolve is whether the focus of activity in the NCCB should be whether it should be at the local scene or on Washington. "There is a need for a lot more dialogue at the local level between broadcasters and groups, and if it turns out that the groups feel they want to deal more at the local level that means a different role for the FCC than if the groups want to deal with the FCC."

Mr. Kramer's assertion that NCCB is not in the advocacy business should not be taken to mean it is not likely to be controversial or, in the eyes of broadcasters, become an advocate. (Apart from everything else, it is hard for those familiar with Mr. Johnson to imagine him presiding over an agency that has no appetite for controversy—or advocacy, for that matter.) That is to become apparent as NCCB pursues a second program—one designed to complement the first—one of dealing with what Mr. Kramer refers to as "ad hoc projects." These are issues on which the NCCB is likely to attempt to engage the attention of citizen groups, and in making the attempt, NCCB gauges the interest of the groups in the projects, and factors that into the decision it is making on the kind of role it is to play.

One such project was opposition to the nomination of James H. Quello as a member of the FCC. Not only did Mr. Johnson appear at the Senate hearing on the nomination to urge the rejection of Mr. Quello, but NCCB wrote a letter to some 150 groups concerning the nomination, summarizing the criticism that had been leveled against the ex-broadcaster.

About a dozen groups responded with requests to the committee for permission to testify or with letters urging the committee to vote down the nomination. Since the mailing went out only shortly before the Senate hearing in January—long after citizen groups alerted by the trade press to the nomination had already bombarded the committee with such requests and pleas—NCCB considers the response a respectable one.

But FCC nominations do not normally come around very often (the present situation in which the White House has been concerned about three FCC vacancies is without recent precedent). The ad hoc projects that will generally concern NCCB are matters before the commission that offer an avenue to public participation in the regulatory process. A recent example was the petition for rulemaking filed by a public interest group seeking to limit the number of commercials television stations can broadcast. NCCB sent out a mailing on it, summarizing the issues involved, taking no side on the issue but urging the groups to file comments with the commission.

Mr. Kramer says this is not a question—"no more so than messages informing poor people of their right to food stamps. "To the extent we're doing anything, we're trying to get people to participate in the regulatory process," he says. "We're not trying to tell them or supply anything. But broadcasting occupies a vital part of people's lives, and they ought to participate."

Mr. Johnson's former aide, Chuck Shepherd, seems to put NCCB's goal in a son, "To imagine what NCCB in its ad hoc projects will not take one side or the other of an issue. But "the selection of the issue is the farthest we go in the direction of advocacy. When you get citizens involved, you're channeling program decision-making power away from private interests and corporate board rooms and into the hands of citizens. That's an issue for us."

Mr. Kramer and Mr. Shepherd say NCCB by the end of the month should have preliminary ideas on the direction in which it will head. "We'll decide what we want to be—whether information disseminating, or an organizing or coordinating agency." When it has that image firmly in mind—perhaps by early fall—NCCB will begin in a position to approach the foundations for additional funds. And with a fatter budget to implement the planning it is now doing, NCCB will become a presence on the regulatory landscape with which broadcasters and the FCC will have to contend. "Our program then," Mr. Shepherd says, "will be more ambitious than it has been."

**Metromedia, ANPA oppose FCC rule on crossownership**

Filings take different roads, come to same finding: that there's no need for FCC intervention in marketplace

Metromedia Inc. and the American Newspaper Publishers Association were as one last week in urging the FCC to abandon its proposed rule to require the break-up of multimedia holdings in the marketplace. But whereas Metromedia, which owns no newspapers, said that if there is a crossownership problem, it involves newspapers and television, the ANPA restated its position that the commission lacks the authority to ban newspaper ownership of broadcast properties.

The Metromedia and ANPA comments constitute an updating of pleadings they had filed three years ago in the rulemaking that had been suggested by the Department of Justice. ANPA also filed in a related proceeding—one involving a proposed ban on newspaper ownership of co-located cable television systems—and made a similar argument regarding the commission's lack of authority to prohibit such crossownerships.

The commission, which appeared to have lost interest in the proceedings, revived it after the Department of Justice in December began filing petitions to deny the NCCB the necessary funds for newspaper-owned broadcast properties. Deadline for updated comments is Wednesday (May 15); an oral argument on the proposal dealing with broadcast and newspaper holdings is scheduled for June 18-19.

Mr. Kramer, who had sought a rule requiring divestiture in cases of radio-televison crossownership, and cited the Department of Justice and former FCC Chairman Dean Burch to make its point. Both have focused their concern on newspaper-televison combinations.

Furthermore, Metromedia said, there are enough media in the major markets to provide assurance that the marketplace for the dissemination of information and ideas in those areas "is extremely healthy." It cited studies by its research department that show, for instance, that Chicago is "penetrated" by more than 700 different media (602 print and 99 broadcast), and the grade B signal contour of Metromedia's WTCN-TV Minneapolis by 579 media (487 print and 92 broadcast).

But apart from those arguments and the contention that any problems of media concentration should be handled through the courts and in accordance with the antitrust laws, ANPA cited "steady rising interest rates" and "adverse economic conditions," together with "the commission's "deteriorated" financial position" by shutting off from that industry "financial support to all-ionized operators," such as newspaper publishers.

But ANPA continues to make as its lead argument the contention that the commission lacks the authority to ban newspapers from the ownership of broadcast properties and cable systems in their communities. In the three years that have passed since it first advanced that view, ANPA said in its pleadings, several court opinions have been issued that support that view to the extent they indicate limits on the commission's statutory authority. (A Supreme Court opinion cited in both pleadings was the one in which the court narrowly upheld the commission's authority to require a cable system to originate programming; ANPA quoted the commission of Chief Justice Warren E. Burger, whose concurrence tipped the balance, that "the commission's position strains the outer limits of even the open-ended and pervasive jurisdiction that has evolved by decisions of the commission and the courts.

The ANPA, which also argued that no public interest justification had been advanced for either proposal, presented evidence to support its claim that newspaper owner-
There’s an RCA Video Tape Recorder: For what you have to do. For when you have to do it. For what you have to spend.

To calculate what’s right for you, read on.
Your choice of a full line of quad VTRs for what you have to do now...

Planning your broadcast equipment needs entails maintaining an often delicate balance between the urgencies of production, the realities of finance, and pressures of time.

The RCA video tape recorders on these two pages were designed with these factors in mind. They perform the full gamut of video tape functions for whatever job you need to do. They represent the ultimate in cost effectiveness. And they are all available right now.

We present them here for your assistance in planning...and as an aid in making equipment decisions based on your needs in terms of time, money and production.

The unsurpassed TR-70C is a bigger value than ever before...just check the price:

Let's start this survey of RCA Video Tape Recorders right at the top of the line with the incomparable TR-70C. It's everything you want in a reel-to-reel VTR.

"You won't find better performance specs anywhere than the TR-70C's."

The big news is the list price of $103,500, which includes those two features on broad-casters' "Most Wanted" list: CAVEC for automatic correction of color errors. And a Color Dropout Compensator (DOC) for increased immunity from dropouts due to tape defects.

Unsurpassed in its video and audio specifications, the TR-70C is for the broadcast station or other television facility that's into teleproduction and demands the very best in quality reproduction.

TR-70C quality pays off in day-in, day-out performance with minimum maintenance and in the extra dividend you can count on with quadruplex-quality equipment.

We've made the automatic station break machine even more automatic...it's an even greater value.

A hundred eighty-four RCA Cart Machines are busily demonstrating their effectiveness in daily use around the world.

And we're pleased to announce that our new model, the TCR-100A, will be even more help to broadcasters. Already, we have a tradition to live up to.

This new Cart Machine includes a function called "Random Home", which enhances the machine's teleproduction capabilities by making it easier to go from playback to dub and back to playback again. If your station does a lot of commercial dubbing, you'll find "Random Home" a time and money saver.

Also standard on the new Cart Machine is a built-in computer interface, which allows a computer to sequence entire station breaks with real-time commands.

A third new asset: built-in prewiring for such important accessories as electronic insert and assemble editing and the Electronic Program Identifica-
tion System (EPIS), which displays an alphanumeric identification of cued and on-air cartridges.

Visitors at this year's NAB Convention saw another aspect of the TCR-100A automation potential. It was combined with a TCP-1624 Cartridge Film Projector and the new TAC-1 Programmer for the world’s first all-cartridge film and tape station break.

“Already we have a TCR-100 tradition to live up to.”

TAC-1 permits 15 program sequences (each of which may include as many as seven events) to be programmed automatically. Events can originate from any tape, film or slide source to provide station break automation that is not limited to a single type of machine.

The new TR-61. No other machine in its price range has so much going for it.

Exhibited for the first time in the U.S. at the recent NAB Convention, the TR-61 has no equal in workhorse applications. And at $75,900 list, including CAVEC and DO, there’s no better buy.

The new TR-61 unit has a digital servo system controlling the headwheel and capstan motors that is identical to that in the deluxe TR-70C. Result: reliable servo operation with one-second lockup time.

Besides retaining the compact size of earlier economy VTRs, the money-saving TR-61 includes many features found on more expensive machines, such as rear-side erase heads, extensive picture and waveform monitor switching facilities, and long-life “Alfecon II” headwheels.

The TR-61 can ideally serve as the master recorder for the TCR-100A Cart Machine, resulting in substantial savings in signal-processing equipment. And it provides another recording and playback source as well.

“...so much machine for the money...”

Versatile, economical, a real workhorse...the TR-61 is so much machine for the money, you owe it to yourself to consider it for any expansion plans you may have.

The portable TPR-10. For the production team on the go.

The trend in RCA broadcast equipment is toward easier portability combined with higher quality, and there’s no better example than the TPR-10 Portable Video Recorder.

Only two modules—one the tape transport, the other the electronics—fit together into a space only about 11” high by 24” wide by 13” deep. This fits into the smallest of mobile units and makes an ideal package for all your on-location requirements.

Yet it records full studio-quality color on two-inch tape in quad format. And plays back its 20-minute tapes for immediate verification. Retakes are possible when necessary because full erase facilities are included.

Back at the studio, the tapes can be played back on your regular quad recorders. In fact, a TPR-10 in the field and a new TR-61 in the studio make an unbeatable combination for flexibility and value.

The TPR-10. It’s one more useful tool from RCA for the up-to-date broadcaster.
The TR-600.
The next step in video tape technology.

It won't be available until mid-1975, but we're including it here so you can keep it in mind for your future plans. It's a whole new approach to cost-to-performance technology.

It employs built-in automatic features most broadcasters want. It takes full advantage of latest technology. It is lightweight and compact. It promises simplified operation with minimum maintenance. And it will be available at a list price of $79,500—resulting in a price/performance ratio that will please the most hard-nosed businessman.

"...keep it in mind for your future plans."

With RCA...the choice is yours. You select from a complete and comprehensive line of video tape equipment. You make the "money", "time", and "use" decisions. And no matter what your choice, we have the recorder for you.

<table>
<thead>
<tr>
<th>The Quad Recorder</th>
<th>What it has and what it does</th>
<th>Availability</th>
<th>What it costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>The TR-70C</td>
<td>The all-round premium VTR, for wherever utmost quality is demanded. Complete with CAVEC and DOC.</td>
<td>Now</td>
<td>$103,500</td>
</tr>
<tr>
<td>The TCR-100A</td>
<td>The automatic station-break machine that has production uses, too.</td>
<td>Now</td>
<td>$165,500</td>
</tr>
<tr>
<td>The TR-61</td>
<td>The value machine...complete with CAVEC and DOC, fast lockup time.</td>
<td>Now</td>
<td>$ 75,900</td>
</tr>
<tr>
<td>The TPR-10</td>
<td>Portability and performance, mobility and modularity.</td>
<td>Now</td>
<td>$ 65,000</td>
</tr>
<tr>
<td>The TR-600</td>
<td>Quality and compactness, automation and economy.</td>
<td>Mid-1975</td>
<td>$ 79,500</td>
</tr>
</tbody>
</table>
ship of co-located broadcast properties or cable systems did not pose an economic threat in either industry. One study showed that in the four years since the commission issued the proposals, the percentage of local newspaper-owned television stations has declined by 13% to less than 12%, and the combined percentage of AM and FM radio stations owned by newspapers is down to 4% of all such stations. On the other hand, ANPA noted, the number of broadcast stations has increased in the same period by some 15% to more than 7,600 stations, including more than 700 television outlets.

Another ANPA study shows that daily newspapers have ownership interests in 64 co-located systems with an estimated 290,000 subscribers. This amounts to about 2% and 3% respectively, of the total estimated cable systems and subscribers in the country, ANPA noted, "and clearly establishes that there is no threat, either present or prospective, of undue concentration in the industry resulting from newspaper ownership of co-located systems."

**1970 questions return to haunt WSWG in 1974**

**FCC orders renewal hearings on issues of programing, employment**

For the second time in a month, the FCC has ordered a renewal hearing on the basis of a petition filed by citizen groups. The latest order involves WSWG-AM-FM Greenwood, Miss., which faces a number of programing issues growing out of the station's 1970 license-renewal applications, as well as an allegation of discrimination in employment. The petitions were filed by the Greenwood Communications Committee, which two years ago had urged the commission to revoke WSWG's license.

The order follows by several weeks the commission decision to set aside its action renewing the license of WCFL(AM) Chicago and to designate the renewal application for hearing to determine if the station misrepresented its public affairs programing through improper program classifications (BROADCASTING, April 8). That action resulted from pleadings filed by a Chicago group, which has appealed the renewal of WCFL. In Greenwood, the stations face a persistent citizen group. The commission did not revoke the licenses as requested by the group, in part because the station in 1972 was in the final year of its license period, but did call for an early filing of the AM's renewal application by Nov. 1, 1972, instead of March 1, 1973. After it was filed, the group petitioned the commission to deny it. Five months later, it petitioned the commission to deny the renewal of the FM as well. When the commission disposed of the earlier pleadings, it said several questions remained unresolved—whether the AM had carried out in good faith its 1970 license-renewal proposals for entertainment-programming, particularly that related to the needs of the black community; whether the station was guilty of misrepresentations to the commission in its renewal application or written statements, and whether it had violated commission rules barring racial discrimination in employment practices. Those questions remain unresolved, the commission says.

Another issue to be resolved is one the commission had disposed of earlier in the stations' favor. That involves a change in format from rhythm and blues—which had been selected originally on the basis of an audience-preference survey—to country and western. The change was accompanied by the firing of three black announcers. And, together, the actions led to the filing of the petition to revoke the AM's license.

Originally, the commission held that, since financial hardship would warrant an entertainment-format change and the information it had indicated that the station's financial condition was poor, it would not inquire into the matter. But Greenwood, on the basis of the financial records of the AM and FM that are made available by the commission, has raised questions as to misallocation of costs between the two stations that may have distorted the losses of the AM when it was employing the rhythm-and-blues format. The question will be explored in the hearing since, the commission said, the losses were the only basis offered for the change from a format apparently preferred by a substantial portion of the area's residents."

Other issues involve questions about the effort on the part of the sponsors to keep the promise they made in 1970 regarding public affairs programing, and whether their 1973 program proposals are adequately designed to meet the community needs they have ascertained.
Shuttering of third Eaton outlet proposed

Group broadcasters get triple blow to add to earlier problems at FCC

Richard Eaton's beleaguered broadcast interests, already dealt sharp setbacks in the last three weeks, found that life got no easier last week when the FCC announced three more actions: one an initial decision to deny license renewal for WQOK(AM) Miami, another a refusal to remand a separate initial decision to deny license renewal for WOOG(AM) Washington, and the third a petition to include the convictions and indictments of former Eaton employees in license-renewal hearings for WJMO(AM) and WLTY(FM) Cleveland Heights, Ohio.

The commission had previously announced revocation of licenses for United Broadcast Co.'s WQFV-AM Washington and WMEM-TV Baltimore because both UBC stations had been dark for some time with no indication that they would resume operation in the near future (Broadcasting, April 29). That action is now under appeal in the courts.

The WQOK decision, handed down by Administrative Law Judge Byron E. Harrison, cited the station for contributing to fraudulent billing practices. Judge Harrison held the station and the company responsible for inefficient record-keeping and poor billing procedures that permitted Crown Trading Co., a Miami appliance dealer, to double- and triple-bill its suppliers for cooperative advertising reimbursements. Because WQFV had not been keeping records specifying the content of Crown spots, Judge Harrison said in his decision, Crown was able to charge two and even three manufacturers for the same advertisement. Crown was able to substantiate its claims by enclosing with their bills original performance affidavits, supplied by WQOK, then doctored by Crown, and copies of advertising scripts on WQFV letterhead, Judge Harrison said.

While taking into account that Eaton placed WQFV under new and inexperienced management in November 1970 (during the middle of the alleged fraudulent practices), the FCC said the new managers' ignorance of past practices and of possible ongoing Crown duplicity only increased the obligation of the owner to scrutinize the station's operation. At the time of the changeover, "prudence required a complete review of WQOK affairs both in United's private interests and in the public interest," Judge Harrison stated. He held Mr. Eaton personally responsible for conditions that permitted the situation to ferment. "Mr. Eaton . . . appeared more concerned with the financial aspects of his stations and made pro forma delegations to staff personnel on all other matters which were never effectively carried out." And in opting to deny renewal rather than impose a fine for the infractions, posed by the commission in its January 1973 order to investigate the station, Judge Harrison further criticized Mr. Eaton for his cavalier attitude toward FCC fines. "Mr. Eaton has shown contempt for the commission's forfeiture procedure," he said. "To him it is little more than an acceptable cost of doing business."

The initial decision will be appealed, a UBC spokesman said last week.

Meanwhile, on May 8 the commission voted not to send back for further hearing an initial decision by Administrative Law Judge Forest L. McClenning proposing denial of the WQOK renewal application and grant of a competing application by Washington Community Broadcasting Co. The commission said it found no new facts to warrant reopening the record at that level and noting that the proceeding was initiated in 1969, said the public interest required final disposition without further delay. In that same initial decision, Judge McClenning approved proposal of Eaton's renewal application for WQFV-AM, but that recommendation is apparently outweighed by the commission's revocation of the license.

And in one other initiative against an Eaton interest, Friendly Broadcasting Co., the FCC Broadcast Bureau asked the commission to enlarge petitions to include possible criminal behavior by one-time Eaton employees. The bureau cited indictments of two employees and conviction of two others, all in relation to the alleged begging of WJMO's general manager (Broadcasting, Oct. 1, 1973), in asking the commission to enlarge issues and delay hearings pending the outcome of criminal trials in the case.

Local pressure stops WCAS Cambridge sale

Kaiser drops deal with Family Media; also finds troubles on another front

In the face of stiff local opposition, Kaiser Broadcasting Corp. has announced that it is giving up efforts to complete the sale of WCAS(AM) Cambridge, Mass., to Family Stations Inc. (Broadcasting, Sept. 3, 1973).

The FCC approved the sale in February but was asked to reconsider its action by two Boston-area citizens groups, the Committee for Community Access and Citizens for Community Radio, which complained that the sale was approved without opposition. Presenting petitions with 7,500 signatures, the groups charged that Family's proposed format change from folk-rock to religious would deprive the area of a "unique" format and would therefore be counter to the public interest. A Kaiser spokesman acknowledged last week that persistent opposition killed the deal. He said the time and expense required in FCC hearings and the kinks in program continuity caused by the delay were eroding the anticipated benefits of the sale. The WCAS setback is just one of two major obstacles Kaiser has met in its efforts to divest itself of radio
holdings in order to concentrate on building a string of major-market TV independents. But more than a year's delay caused by opposition from local citizens' groups, the company finally received approval last month to sell KFOO(FM) San Francisco to General Electric Broadcasting Co., conditioned upon resolution of antitrust proceedings now pending against General Electric (BROADCASTING, April 8).

Last week at about the same time Kaiser was announcing collapse of the WCAS deal, the FCC received a petition from one of the San Francisco groups, Community Coalition for Media Change, asking the commission to reconsider its approval of the KFOO sale. The group cited an "illegal" $3,000 contribution made by General Electric to the 1972 Nixon re-election campaign and a 1973 General Electric antitrust conviction in saying the transfer would "contravene the public interest, convenience and necessity." A Kaiser spokesman said last week he hoped the sale to General Electric could be closed within a month.

Changing Hands

Announced

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

* WETO(AM) Waterloo, Iowa: Sold by Jon C. Peterson to Keith E. Walker for $230,000. Buyer also has interest in WKWL-FM Belvedere, Ill., and KLEU(AM) Waterloo, Iowa. Seller has interest in Yogi Bear Campgrounds and Peterson Outdoor Advertising Co. WETO operates on 1490 kHz with 1 kw daytime and 250 w night. Broker is Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC (for other FCC activities see page 54):

* WNIC-AM-FM Dearborn, Mich.: Sold by Johns Communications Inc. to State Mutual Life Assurance Co. of America for $3,083,750, with $52,775 grant fee. Commission also approved WNIC-AM-FM renewal applications, held up since last October because of John's equal employment problems. State Mutual owns State Mutual Broadcasting Corp., licensee of WSMW-TV Worcester, Mass., and holds warrants and notes to buy stock in Forty-Six Beacon Corp., Waterman Broadcasting Corp. and General Cinema, all with multiple broadcast interests. State Mutual promised not to exercise warrants in violation of FCC multiple ownership rules. Principals in Johns Communications are John Giannetti and John E. Palmer. WNIC operates full time on 1310 kHz with 5 kw full time. WNIC-AM-FM operates on 100.3 mhz with 50 kw and antenna 370 feet above average terrain.

* KWTO-AM-FM Springfield, Mo.: Sixty per cent sold by Ozarks Broadcasting Co. to South Central Broadcasters Inc. for $1.5 million. Principals in Ozarks are Ralph C. Foster, Lester L. Cox, et al., executors of Lester E. Cox estate. Prin-

EXCLUSIVE FIRST TIME LISTED SOUTHEAST

Find your place in the sun at this beautiful U.S. possession-located non-directional fulltime AM.

Price: $500,000

with favorable terms to qualified buyer.

Contact: Milton Q. Ford, Washington Office

Hamilton Lands & Associates Inc.
America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456
CHICAGO: 1429 Trumbull Tower 60611 (312) 337-2574
DALLAS: 1511 Penrose Tower 75201 (214) 748-0345
SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Radio, TV, Newspaper & CATV Properties

Broadcasting May 13 1974 29
circumstances, and FMI, the firm headed by FMI President Paul E. Van Hook. FMI agreed late last week to sell WBNB-TV Charlotte Amalie, Virgin Islands, to District Communications Inc. (Broadcasting, Nov. 29, 1973).

Principals in Wabash Valley are Anton Hulman Jr. (80%), J. R. Cloutier (14%) and Henry Smith (6%). They also own WPAS-TV Terre Haute. An NBC affiliate, WKJO-TV operates with 263 kw visual, 49 kw aural and antenna 770 feet above average terrain.

More want their money back
Licensees of five broadcast stations have asked for a return of fees they have paid the FCC since 1970, when the present fee schedule was adopted. They also want the government to pay interest at the rate of 6% annually.

The licensees, and the amount of fees they are seeking to have refunded, are Clay Broadcasting Corp. ($62,100); Clay Broadcasting Corp. (W0AY-TV), $105,320; Southeast Texas Television Corp. (KJAC-TV Port Arthur, Tex.), $62,100; Clay Broadcasting Corp. of Virginia (WWCV [AM] and WCWY [FM]) Charlottesville, Va.), $12,120.

These licensees are the latest in a growing list of broadcasters and cable television systems seeking fee refunds since the Supreme Court overturned the annual fees commissions imposed on cable systems and raised question about the legality of annual fees imposed on broadcasters. The five licensees, in their petition, said their request results from "invalid attempt of the commission to recoup from commission licensees and operators of cable television systems the entire cost of admission and operation of the agency."

Religious stations cannot discriminate in all hiring, appeals court rules
As it stands, Title VII of the Civil Rights Act amended in 1972 would permit a religious organization that operates a broadcast station to discriminate on religious grounds in all of its employment practices. But the antidiscrimination rules of the FCC allow such an organization to discriminate only in limited areas. And last week, the U.S. Court of Appeals in Washington, in a unanimous opinion, held that the commission could continue to enforce those rules, regardless of the federal statute.

Judge J. Skelly Wright, writing the court's opinion, said that the 1972 exemption excluding the "activities" of religious groups from the ban on religious Heavy artillery. Everything anyone might want to know about how to keep free TV free—-and is ever likely to be contests in the "Anti-siphoning Information Kit" distributed by the National Association of Broadcasters to members last week. Included in the inch-thick packet: a booklet covering questions and answers on pay TV; a statement of NAB policy on siphoning; fact sheets on free TV benefits and pay TV dangers, program diversity, sports, economics and past pay TV experience; a glossary of terms; the National Cable Television Association's latest fact sheets on pay cable; a guide to forming a local free TV coalition; a copy of the antipay TV booklet by CBS President Arthur Taylor (Broadcasting, April 8); a model speech; a model letter to station or network employees; a model letter to shareholders; a mass distribution flyer; a bumper sticker, and a lapel button. And, if all that is not enough, there's also an order form to get more copies of the kit or its components. All is free, of course, except the extra buttons ($53 per 100), bumper stickers ($45 per 250) and flyers and Q&A booklets ($20 per 500), for which free TV must pay.
discrimination in employment "is of very doubtful constitutionality, and Congress has given absolutely no indication that it wished to impose the exemption upon the FCC." Accordingly, he added, the commission is justified in finding that the exemption does not override its "public-interest" mandate under the Communications Act.

The commission's rules do not require application of the ban on discrimination to employment "connected with the espousal of the licensee's religious views." And Judge Wright said that limited exemption "adequately protects a sectarian licensee's rights under the Communications Act and the First Amendment."

The court acted in a case involving KQCN-AM and KRIQ-FM, both Edmonds, Wash., which are licensed to King's Garden Inc., a religious organization with a number of ministries whose basic goal is to "share Christ worldwide." It was seeking review of a commission order that it was guilty of discrimination in employment on religious grounds and that directed it to submit a statement of its future hiring practices and policies. The commission had acted on a complaint from a job applicant at one of the stations who said he was asked such questions as "Are you a Christian?" "Is your spouse a Christian?" King's Garden said it had the constitutional and statutory right to discriminate in employment. Judge Wright was troubled by the 1972 amendment because of the "gross distinction" he said it drew between the rules facing religious and nonreligious entrepreneurs. In creating the distinction, he said, Congress put itself "on a collision course" with the First Amendment ban on establishment of religion. He also saw the amendment raising a Fifth Amendment problem, in that, he said, the "invidious discrimination" against nonreligious groups violates the equal protection of the law that amendment guarantees.

**Role of community service directors to be assessed at D.C. meeting with eye to forming own organization**

Three days of meetings begin today (May 13) in Washington to explore the possibilities of establishing a professional association for station community service directors.

The meetings are an outgrowth of a project initiated early in the year by the Washington Star Station Group, which included a mailing to TV stations in the top 100 markets and radio stations in the top-20 markets. Workshops to be held were drawn from suggestions in the 130 returned questionnaires and will cover such topics as the establishment of a national organization of community service directors, FCC ascertainment procedures and the establishment and definition of station community service departments.

Speakers will include Richard Shiben, chief of the commission's renewal branch; George Litwin, chairman of the Broadcast Industry Workshop, Boston; Dean Fritchen, vice president of the Advertising Council, and Richard Stakes, executive vice president of the Washington Star Stations.

The meetings will be held at the National Association of Broadcasters headquarters.

**Media Briefs**

**Hooked up.** WVEE (AM) Detroit joins Mutual as its 641st affiliate.

**In CBS fold.** KWOS (AM) Jefferson City, Mo., has joined CBS Radio. Station is owned by KWOS Inc.

**Resistance to renewal.** In petition filed at FCC, 48 residents of McPherson, Kan., have asked that local KEX-AM-FM not be renewed. Observing that stations and town's only newspaper are owned primarily by one man, Kenneth Krehbiel, petitioners asked for denial "on the grounds of monopolization and therefore restriction of the local news market." They said stations have no news-gathering staff, instead rely on newspaper and AP, and only comment of local concern comes from "citizens of responsible organizations and individuals."

**Back again.** Charging that FCC staff ruling "entirely misses the point" of Fairness doctrine requirements, two public interest groups last week asked commission to

---

**Can Goldie win Walter with Ingrid in the picture?**

**COMING SOON**

_Columbia Pictures Television \* Features for the 70's Volume One_
order KTTV(TV) and KNXT(TV). Los Angeles to run spots pointing out environmental hazards of automobiles. Sierra Club and National Council of Jewish Women argued that Complaints and Compliance Division erred in rejecting their complaint on ground it did not document specific instances where auto ads invoked pollution issue. Supreme Court "has consistently held that product commercials can trigger the fairness doctrine without expressly addressing the controversial issue in question," groups said.

Bankrolled. Office of Communications of United Church of Christ has received grant of $26,000 from John and Mary R. Markle Foundation for production of three publications dealing with rights of citizens in television-radio area. One pamphlet, "A Short Course on Citizen Rights in Broadcasting," replaces earlier guide published by church agency and includes new FCC rules governing broadcasters' responsibilities to public. Another replacement book is "A Citizen's Sourcebook: Protecting Your Rights in Radio and Television," which describes how citizens can participate in negotiations with stations for improved broadcast service. Third book, "A Lawyer's Sourcebook: Representing the Audience in Broadcast Proceedings," was published last January and will be reprinted. Its purpose is to guide attorneys who have limited experience in communications law.

A look at the how-tos of children's ad regulation

FTC discussion on implementation covers composition, scope, and preventive vs. corrective role of anticipated NARB advisory body

It was a sort of cart-before-the-horse meeting at the Federal Trade Commission when consumer and industry representatives met last Monday to talk about how to implement proposals for children's advertising regulation that have yet to be finalized. But the consensus emerging from the meeting was that the National Advertising Review Board and its investigative arm, the National Advertising Division, will be the primary mechanisms for policing children's advertising.

The NARB had previously announced that it was planning to strengthen its regulation of children's advertising (Broadcasting, March 18). A detailed plan has yet to emerge, but it's expected to take the form of a special unit created within NAD.

In the meantime, representatives sitting on the FTC's implementation and mechanisms subcommittees took the chance to air their concerns. Prime among them were the make-up of the special children's advisory body, the NARB/NAD function and the role consumer groups will play in the unit's operations.

The discussion on the composition of the unit turned on whether it should be made up solely of experts in the field of children's perception—psychologists, motivational researchers, teachers and the like—or whether representatives of various consumer groups should also have a voice. While the group seemed to agree that the advice given by a body of experts would be "compelling," consumer members argued that their study of issues such as sugar and nutrition advertising qualify them for "expert" status. And, as one consumerist argued, "Where do you find the expert who has the interest of the child at heart? All the motivational researchers I know of work for advertisers."

Major areas of disagreement on the function of the children's unit were over whether it would have a preventive role (acting as a prescreening committee) or a corrective role (monitoring existing advertising and acting in a "trial court" capacity).

Consumers argued strongly for a mechanism with preclearance authority, saying that the possible harmful effects of objectionable advertising could be avoided and that problems could be corrected before the advertiser has invested large sums of money. Industry members feel that sufficient provision has already
been made to prevent objectionable ads, through both the National Association of Broadcasters code and network pre-screening mechanisms. What's more, one industry spokesman said, decisions on ad matters made by the children's advisory unit, even though they occur after the fact, would have a preventive effect on future ads of a similar nature.

The scope of the ad regulatory mechanism is another controversial point. The NAD and NARB in their review of ads aimed at adults consider questions of truth and accuracy. But "unfairness" is a concept often mentioned with increasing frequency both by consumerists and FTC officials and consumerists are urging that such standards be used in evaluating children's ads.

Consumer representatives have also sounded the fear that the NARB children's ad unit will lack sufficient funding to police the marketplace adequately. Ad industry members, however, promised at the meeting that it will be well financed.

The NARB is expected to announce specifics of its children's advertising regulation mechanism prior to a May 20 code development subcommittee meeting at the FTC.

Now oil companies are hit for deducting costs of image ads

Media Access Project charges before Senate committee that firms are illegally writing off 'political' spots

Attacks on oil company advertising increased last week—this time, in charges made before a Senate committee hearing that the oil companies are buying time for "political advertising" and, in violation of tax laws, claiming deductions for the expense. The charges were made by a tax attorney and the Media Access Project, which has been fighting a battle over the substantiation of advertising claims by oil producers in so-called image advertising. The testimony was heard by the Environment Subcommittee chaired by Senator Philip Hart (D-Mich.). Although tax laws allow the deduction of advertising costs as legitimate business expenses, oil companies and utilities have been airing spots aimed at swaying the public on such issues as the Alaskan pipeline, off-shore drilling, regulation of natural gas prices, clean air standards and rate increases, the witnesses argued. Such advertising is political, they said, and should not be classified as deductible.

Among the 100 ads there were three Exxon spots advocating the construction of the Alaskan pipeline, a Gulf spot on the desirability of nuclear reactors supplying electrical power and two spots by the Georgia Power Co. pleading its case for a rate increase.

"We have in the midst of a multimillion dollar scandal," Harvey J. Shulman of the Media Access Project said, "involving the failure of the Internal Revenue Service and the Federal Power Commission to enforce laws regarding the proper tax and accounting treatment of enormous sums of money spent for corporate advertising."

Last January, Senator Hart asked 34 oil concerns, utilities, airlines and auto manufacturers for information on their advertising, including how much they spent on product service promotion and image ads and how much, if any, they spent on political spots. All of the oil companies, with the exception of Mobil, claimed to do no political advertising, and therefore took deductions for the ads in question. All the utilities, with the exception of the Florida Power & Light Co., also took deductions for their so-called political spots. One of those utilities, Georgia Power, was the litigant in an FCC proceeding that found that two Georgia television stations were required to air spots opposing Georgia Power's ads advocating higher rates. Georgia Power said it took the cost of those controversial spots off its taxable income. It was also the only Hart respondent to take a swipe at the groups criticizing energy-related advertising.

"We are concerned that the efforts of such groups," Georgia Power said in its letter, "may impede the right and obligation of legitimate business to communicate with their public through advertising, while challengers remain free to make irresponsible and damaging charges that draw public attention to their political goals." At one point, the
utility called the aims of its critics "socialistic.

The critics had a ready answer in the form of a Supreme Court ruling that upheld the constitutionality of the non-deductibility of political advertising. Advertisers are "not being denied a tax deduction because they engage in constitutional activities." The ruling, however, doesn't simply being required to pay for it," the high court said. It was "unfair," according to the Media Access Project, for the public to subsidize advertising, through the companies failure to pay taxes on certain ads, that is aimed at increasing profits with favorable legislation or regulation.

"Business can virtually overwhelm the will of the American people," said Lester G. Fant III of the Washington tax law firm of Cohen & Uretz.

Both the Media Access Project and Mr. Fant suggested a tightening in the language of the tax laws, which both admitted were fuzzy, and greater IRS scrutiny. The Media Access Project suggested that advertisers be required to label their ads as to whether they are political, product service or image oriented.

The oil and utility companies should have their say before the Hart committee around the end of the month, but no date has been scheduled.

That seller's market in radio spot is more on Main Street than national, say the sellers; New York's a problem

Several stations and station reps provided grudging support last week for reports by radio buyers that good commercial availabilities are getting harder to find ("Clutch and Circuit," May 6). But any such difficulties, they emphasized, stem less from a big surge in national spot business —although they agreed that automotive advertisers have been especially active lately—than from continued strength of local radio.

"If [buyers] are talking about local," one rep said, "I can understand. On that basis, we sometimes have trouble with clearances ourselves. But national spot is not all that hot. And its real problem is New York." The latest business activity compilations, covering reports from 19 radio reps for January and February, show what he means. For the first two months of 1974, spot radio billings placed from New York were reported down 29.4% from the same period a year ago, whereas those placed from Detroit were up 17.8%, from Los Angeles, up 26.7% and from San Francisco, up 34.7%.

Those placed from Atlanta were down 22.2% and those from Dallas were off 5.8% while those from Chicago were down 0.3% . But New York's decline hurt worst not only because it was the largest in percentage terms but also because New York—which in these compilations includes business placed out of Boston and Philadelphia—is by far the biggest buying center, according to rep sources, but in January-February accounted for only 39%.

In total, according to these compilations, reported by Radio Expenditures Reports from confidential summaries submitted by reps—total volume for the first two months of 1974 ran 11.1% behind the comparable months of 1973. But February was definitely better than January, showing a gain of only 1.9% from February 1973 levels. It probably will be a couple of months or more before reports are available to give a clearer fix on spot business this month. Local figures are even harder to come by but the consensus appeared to be that, as one rep put it, "local is stronger than hell."

The dollars side of advertising gets going-over in Phoenix

Financial types go to ANA workshop to discuss inflation and how broadcast has an edge over it, and sole liability and pros, cons of 15% commission

Inflation may be hurting broadcasters like everyone else, but it may also be giving them a distinct advantage over other media.

That was one piece of encouragement that emerged for them last week from a three-day advertising financial management workshop conducted by the Association of National Advertisers.

Less encouraging was the word that their advertising contracts often leave a great deal to be desired in attempting to handle the controversial question of who is responsible for payment.

These were among a wide range of topics covered by more than a dozen speakers at the workshop, held May 6-8 in Phoenix.

Edward H. Sonnecken, vice president, corporate planning, Goodyear Tire & Rubber Co., Akron, Ohio, suggested that radio and television may constitute the most satisfactory media buys during this period of inflation. He reasoned that the price of paper has zoomed, the wages of printers have escalated and the price of postage is climbing.

He pointed out that radio and television have "considerable latitude" in their rate structure, in contrast to the built-in costs of direct mail and other print media that work against adjustable rates. He concluded that "the economic climate in the months ahead is likely to produce some good TV and radio buys for alert media men."

The ticklish subject of liability for payment to media was explored by John deGarmo of deGarmo Inc., advertising director of General Mills, who called it "still the most equitable", as well as "still the basic compensation tool among the great majority of large and small advertisers." He could see times when an advertiser might use in-house resources or buy outside services but said "the great bulk of the $55 million that General Mills spent in media last year was placed under the standard commission system."

Robert H. Bloom of Bloom Advertising, Dallas, was among the system's critics, calling it "an anachronism."

To John deGarmo of deGarmo Inc., it's a question of "who will pay another. He said he had various arrangements with his clients. What matters, he said, is not the system, but that the agency "make a fair profit."
AAA: Going to the Greenbrier

Advertising people head for traditional gathering place and four days of speeches, meetings

The business as well as the output of advertising agencies will come under study this week as the American Association of Advertising Agencies holds its annual meeting at the Greenbrier, White Sulphur Springs, W. Va.

The meeting opens Wednesday afternoon (May 15) and continues through Saturday noon. Some 600 AAA members and guests are expected to attend.

Agency diversification will be explored by Richard C. Christian, president of Marsteller Inc., Chicago, and Edward M. Ney, president of Young & Rubicam International, New York, in speeches at the Wednesday afternoon session, limited to AAAA members only. Louis J. Brindisi Jr. of Peat Marwick, Mitchell & Co., nationally known accounting firm, will discuss "Increasing Profits Through Executive Incentives" at the same session.

"Inside the Wide World of Interpublic" by Paul Foley, chairman and president of the Interpublic Group of Companies, New York, and "Inside Henderson Advertising" by James M. Henderson, president of Henderson Advertising Agency, Greenville, S.C., will highlight the first open session. This is scheduled at 11 a.m. Thursday, following an executive session for election of officers and directors and other business, including the report of AAAA President John Crichton.

Senator Sam Ervin Jr. (D-N.C.), chairman of the Senate Watergate committee, will address the Thursday luncheon.

The Friday morning session will open with an address by Victor Bloede of Benton & Bowles, AAA chairman. It will also include a report on "Consumerism Revisited" by Ames L. Ferguson, president of General Foods; "Originality and Aptness of Thought" by Edwin Etherington, chairman of the National Advertising Review Board, and an address by Duke Ligon, assistant administrator for policy planning and regulation, Federal Energy Office.


Army has questions

The Army, which annually spends some $35 million for its recruiting ad campaign (none in broadcasting, by direction of Congress), is turning the eyelash on its own operations to investigate allegations of misconduct in the reassignment of N. W. Ayer and Son, New York, as agency on the account. In response to the allegations—which reportedly deal with political campaign contributions and

### Network television time and program billing estimates by day parts and by network

<table>
<thead>
<tr>
<th>Dayparts</th>
<th>March</th>
<th>January-March</th>
<th>(add 000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$58,903.0</td>
<td>$63,987.6</td>
<td>+8.6</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>39,633.2</td>
<td>39,527.6</td>
<td>-0.3</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>19,269.8</td>
<td>24,460.0</td>
<td>+26.9</td>
</tr>
<tr>
<td>Nighttime</td>
<td>123,296.7</td>
<td>129,619.2</td>
<td>+5.1</td>
</tr>
<tr>
<td>Total</td>
<td>$182,199.7</td>
<td>$193,606.8</td>
<td>+6.3</td>
</tr>
</tbody>
</table>

### BAR reports television-network sales as of April 14

<table>
<thead>
<tr>
<th>Dayparts</th>
<th>Total minutes week ended April 14</th>
<th>Total dollars week ended April 14</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
<th>1973 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>73 $492,300</td>
<td>933 $6,300,000</td>
<td>$6,847,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,010 $8,847,900</td>
<td>14,806</td>
<td>131,965,600</td>
<td>125,900,300</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>305 $5,166,700</td>
<td>4,254</td>
<td>69,222,600</td>
<td>62,744,400</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>96 $2,115,500</td>
<td>1,463</td>
<td>34,023,100</td>
<td>31,260,000</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>17 $313,000</td>
<td>220</td>
<td>5,756,100</td>
<td>6,301,200</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>413 $25,058,000</td>
<td>5,823</td>
<td>355,046,900</td>
<td>337,216,200</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>182 $3,364,700</td>
<td>2,384</td>
<td>37,824,900</td>
<td>33,451,800</td>
</tr>
<tr>
<td>Total</td>
<td>2,096 $45,360,100</td>
<td>29,884 $641,039,200</td>
<td>$603,721,800</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

###BAR reports television-network sales as of April 21

<table>
<thead>
<tr>
<th>Dayparts</th>
<th>Total minutes week ended April 21</th>
<th>Total dollars week ended April 21</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
<th>1973 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>71 $454,300</td>
<td>1,005 $6,764,300</td>
<td>$7,358,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,021 $9,029,500</td>
<td>15,828</td>
<td>140,955,100</td>
<td>134,160,700</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>323 $4,421,900</td>
<td>4,578</td>
<td>73,644,500</td>
<td>67,049,600</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>105 $2,282,100</td>
<td>1,568</td>
<td>36,305,200</td>
<td>33,204,800</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>24 $509,200</td>
<td>246</td>
<td>6,265,300</td>
<td>6,649,600</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>401 $24,528,300</td>
<td>6,224</td>
<td>379,575,200</td>
<td>358,816,200</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>182 $3,129,300</td>
<td>2,567</td>
<td>41,854,200</td>
<td>35,673,100</td>
</tr>
<tr>
<td>Total</td>
<td>2,127 $44,364,600</td>
<td>32,016 $685,403,800</td>
<td>$642,912,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.*
Ayer's cost bid procedure, are the subject of an inquiry conducted by the Army's Criminal Investigation Command. Whether or not the inquiry will develop into a formal investigation depends on the outcome of the initial inquiry, an Army spokesman said. Ayer has pledged "full cooperation" with the inquiry.

Industry review board drops challenge against Easy Off

A panel of the National Advertising Review Board has dismissed a complaint against a television claim for Easy Off oven cleaner, relying on substantiation filed with the Federal Trade Commission because the manufacturer, American Home Products, refused to file it directly with the FTC.

The National Advertising Division (NAD) of the Council of Better Business Bureaus, part of the NARB self-regulatory structure, asked American Home Products in July 1973 to substantiate a TV claim that Easy Off provided "33% more power cleaner than the other popular foam oven spray." American Home refused on grounds that the FTC was expected to make public a report on Easy Off's claims. It refused again after the FTC staff held that information supplied by American Home supported the claim.

NAD then asked NARB to set up an adjudicatory panel. That panel's decision last week dismissed the challenge. But it did not let Easy Off off easy, saying that "self-regulation requires full cooperation from all advertisers. When such is not given, the purposes of self-regulation are defeated and productivity is adversely affected because of the unnecessary waste of time and effort."

ABC president warns that losing the antitrust cases would hamper trials of new types of programming

The television networks' freedom to experiment with new program content and program forms is dangerously threatened by antitrust suits filed by motion picture producers and the U.S. government, Elton Rule, ABC president, told ABC-TV affiliates last week. If either suit were to go against the networks, "it would be one of the sorriest days in the history of free broadcasting," Mr. Rule said.

The suits, one against ABC and CBS brought by the Motion Picture Association of America and others filed individually against those networks and NBC by the Justice Department, seek the disengagement of networks from entertainment-program production. If successful, they would seriously weaken the networks' ability to experiment and innovate, Mr. Rule said.

ABC, he said, buys by far the majority of its entertainment programming from outside sources—90% of the network's total, nonsports, nonnews programing. It refusal, it takes more time and energy to set up and produce everything than the network, ABC's president said. Held that no outside production firm could have put together the new ABC-TV early-morning show that affiliates were told would be introduced next year. That show, "a blend of news and sports and entertainment," is "fraught with economic risk to be played out in a fiercely competitive early-morning arena."

So it was with 90-minute made-for-television movies. "It was ABC that took the first creative step," said Mr. Rule, after outside producers had shied away. Once the form was on the air, it attracted others. In the past five years 150 of 193 90-minute films televised by ABC came from outside suppliers, Mr. Rule reported.

Now ABC "sees the need for full theater-length made-for-television movies," Mr. Rule said. Many contemporary pictures made for theatrical exhibition are unsuitable for television. ABC has made three-hour films and may "be forced" to make more, he said.

The motivations behind the antitrust actions are "readily discernible," Mr. Rule said. The MPAA case "is the simple matter of its members wanting to produce everything in television entertainment." As to the government's suits, said Mr. Rule, ABC's filing of affidavits a week earlier make clear "what we believe to be the political motivation." ABC and CBS filed affidavits by Frank Stanton, retired CBS vice chairman, and Dan Rather, CBS White House correspondent, accusing administration figures of threatening reprisals for alleged bias in network news (Broadcasting, May 6).

ABC pumps up its pigskin presentations

Network tells affiliates at convention of added number of games, including one at night

An expanded schedule of college football games will be broadcast by ABC-TV next season, including one Monday night game, on Sept. 9, between Notre Dame and Georgia Tech. All other Monday nights during the season will be occupied by professional games.

The college schedule was announced to the network's affiliates at their annual convention last week by Roone Arledge, president of ABC Sports.

Games to be telecast on Oct. 5, 12 and 26, Nov. 2, 16 and 28 (Thanksgiving) and the second games of doubleheaders on Nov. 9 and 30 will be selected after the season is under way. Here is the rest of the schedule:

Sept. 7: Tennessee at UCLA (national); Sept. 7: Notre Dame at Georgia (night); Sept. 14: Stanford at Penn State (national); Sept. 21: Nebraska at Wisconsin (regional), Miami (Fla.) at Houston, Air Force at Oregon, Ohio University at Kent State; Sept. 28: Texas at Texas Tech (regional), Washington State at Illinois, North Carolina at Maryland, Holy Cross at Harvard.

Oct. 19: Arkansas at Texas (national); Nov. 9: LSU at Alabama (national); Nov. 23: Michigan at Ohio State (national) followed by USC-UCLA (national); Nov. 29: Texas A&M at Texas (national) followed by Auburn at Alabama (national); Nov. 30: Notre Dame at USC (national).

Dec. 7: Division II championship semi-
NABB defends concessions on children's fare made by KTTV

Filing at FCC rejects Worldvision contention that station abdicated its control over programing

The National Association for Better Broadcasting says there is no basis for the contention that Metromedia Inc.'s KTTV(TV) Los Angeles gave up its programming discretion in adopting what some in broadcasting are referring to as a "blacklist" and a "graylist" of programs that were based largely on NABB evaluations. But even if the station had relied on those evaluations, NABB said, it would have been acting legally: "There would have been no violation of commission policy or precedent and no abrogation of discretion."

NABB made the comment last week in responding to the opposition Worldvision Enterprises Inc. filed on April 9 to the agreement that NABB and three other citizen groups reached with KTTV some six months earlier (Broadcasting, April 15). As part of the agreement, which was said to be designed to protect children from unsuitable programing, KTTV pledged itself not to air 42 programs it regarded as "excessive violence and/or harmful program content" and to broadcast a "caution to parents" warning before airing any episodes of 81 specified live-action series if they are shown before 8:30 p.m. For their part, the groups withdrew a petition to deny the station's renewal application.

Worldvision, a syndicator that has licensed a total of eight programs on both lists to a number of stations, said the agreement raises the question of whether KTTV has "unlawfully relinquished" to the local groups its sole responsibility . . . for program selection, timing and content—in violation of applicable commission rules and policies." Worldvision expressed concern that the agreement would set a precedent that other broadcast licensees in difficulty with citizen groups might follow.

NABB, however, said there is no basis for the assertion that KTTV has surrendered its program judgment. These are the "facts" to consider, it said: The concepts embodied in the agreement were developed by a joint effort of the licensees and the groups in a year of "arduous" negotiation; the programs appearing on the two lists were ultimately chosen by KTTV; "at no time did petitioners re-

Your Starting Point For Insurance Stories

When you're digging into an unfamiliar subject, the problem is knowing where to start. How do you go about getting a thorough backgrounding?

State Farm is offering a new service designed to solve that problem when you write about an insurance-related topic—a publication called Insurance Backgrounder.

Each Backgrounder fills you in on a newsworthy topic related to the insurance field. The first three cover "Highway Boobytraps," "Federal Flood Insurance," and "Your Car's Deadly Gas Tank." New Backgrounder subjects will be offered on a regular basis.

Backgrounder will be sent automatically to holders of State Farm's No-Fault Press Reference Manual. If you don't have the manual, but would like to see any or all of the first three Backgrounders, write to:

Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Ill. 61701
tion to the National Association of Broadcasters code authority as "another prime example of broadcaster acceptance of outside programming judgment that has been sanctioned by the commission." Citizen groups, too, have been given a role in program selection, NABB said, referring to ongoing local advisory councils that are provided for in licensee-citizen groups that the commission has "encouraged and approved."

Accordingly, NABB said, the same commission policies that permit a station to accept the advice of a local advisory council or to adhere to the program guidelines established by the NAB code authority or agree to accept programs produced by an outsider "would permit "KTV to look to the NABB evaluations as the basis for the programming choices embodied" in the October agreement.

**Networks, independents hit by AFM work action**

The American Federation of Musicians directed its members on May 4 to perform on programs of the three TV networks and some independent producers.

The 21-month contract with the network and producers expired on April 30 with no agreement on a new pact. An AFM spokesman said the networks and certain producers had refused to meet the wage, fringe benefits and conditions stipulated in an agreement accepted by certain nonnetwork producers.

The union spokesman said its action is not a strike. He pointed out that networks no longer employ staff musicians but engage them for individual programs under network ownership or control. Since the old contract has expired, he said, the union has decided to withhold the services of its members. Programs affected by the action included NBC-TV's *Tonight Show* and a number of daytime serials and game programs.

**Fire disrupts TV shooting**

Fire attributed to a short circuit in a switch on a stage housing a TV production set gutted three sound stages at the Samuel Goldwyn Studio in Hollywood last week, causing damages estimated at $2 million for the lot and possibly as much again to tenants in loss of equipment and other damages.

Conflagration erupted late in the afternoon of May 6 on the set of Sid and Marty Krofft's *Sigmund and the Sea Monster*, its first day of taping for a second season on NBC. Full complement of tape equipment, leased from Compact Video and valued at more than $800,000, was destroyed in the fire. The Kroffts were looking for new quarters at midweek. Also destroyed was a set for Quinn Martin's *Barnaby Jones*; but it and Q-M's *Cannon* were scheduled to remain at the Goldwyn lot. Only serious injury was to a Compact Video technician, who suffered second- and third-degree burns over 25% of his body.

**CBS-TV juggles its prime time for summer months**

**Musical mini-series, revival of 'Hit Parade' are highlights**

The variety series may be pricing itself out of the networks' fall schedules, but CBS-TV and NBC-TV are experimenting with a batch of entertainers as prime-time replacements this summer.

CBS, which announced its summer schedule Tuesday (May 7), is filling the canceled *Sonny and Cher Comedy Hour* (Wednesday, 8:30 p.m., NYT) with a sequence of three musical-comedy mini-series: *Bobbie Gentry's Happiness Hour*, starring the country singer of "Ode to Billy Joe" fame, will run four weeks (June 5 through June 26); *Tony Orlando and Dawn*, with the vocal group whose "Tie a Yellow Ribbon . . ." was the best-selling single of 1973, according to CBS, will take over the time period from July 5 through July 6 and *The Hudson Brothers Show*, featuring a trio of comic musicians who'll be supported each week by the writer-comedian Ronny Graham, will finish out the final five weeks of the summer season (July 31 through Aug. 28).

In addition, CBS is resuscitating *Your Hit Parade* (which went off the air in the late fifties) as a five-week replacement for the canceled *Dirty Sally* (Friday, 8-8:30 p.m.). The show will employ three regular singers (still to be named), plus guest artists who will perform a selection of hits from the past.

Paul Klein, a former programing strategist at NBC and now president of Computer Television, says that of all the summer subs *Hit Parade* in his view has the best chance of making it into next January's second-season schedule. "It's a good concept, it's cheap enough to do, and it should attract a young-adult audience," he says.

Mr. Klein is convinced that variety shows are being phased out because, in general, they "appeal to older audiences" and they're "too expensive" to be syndicated (considering the residual payments that would have to be shelled out to high-priced guest stars and to the myriad of singers, dancers and musicians that these shows traditionally utilize).

CBS will also shift its public-affairs magazine series 60 Minutes from Sunday at 6 p.m. to Sunday at 9:30 p.m. for nine weeks beginning July 5, a move that will uproot show (Thursday, 8-9 p.m.) to Saturday at 10 (replacing *The Carol Burnett Show*, which, as usual, will go off the air for the summer), beginning July 6.

NBC's summer schedule, previously announced (Broadcasting, March 11), features two new variety hours: *The Mac Davis Show* (Friday, 8-9 p.m., replacing *The Flip Wilson Show* for eight weeks beginning July 11) and *Dean Martin's Comedyworld* (Thursday, 10-11 p.m., replacing *Music Country USA* for 10 weeks starting June 6). And, among other changes, NBC will be televising 14 major-league baseball games during the course of a Monday-night series (8-11 p.m.) that kicks off May 27.

ABC sources say their network will foreshadow any experimenting this summer and instead rely on repeats of its regularly scheduled shows. The only exception to this general rule, they will be the network's telecasting (time and date to be announced) of the eight unaired episodes of *The New Temperature's Rising*, which was bumped from ABC's schedule last January because of lukewarm ratings.

**CBS-TV pow-wow set for L.A. tomorrow**

Schneider to address affiliates at opening luncheon, Taylor Wednesday

CBS-TV affiliates will hear glowing reports from network officials this week on the rating performances of prime-time evening shows this season and on the optimistic outlook for the 1974-75 year.

Affiliates convening in Los Angeles Tuesday and Wednesday (May 14-15) for their annual conference will attend screenings of new programs for next fall and will listen to presentations on the 1974-75 prime-time schedules and plans for specials; daytime and children's programming; news and sports coverage and specials.

John A. Schneider, president, CBS/Broadcast Group, will address Tuesday's luncheon and Arthur R. Taylor, president of CBS Inc., will be the speaker on Wednesday. Edwin W. Pfeiffer of WPTV Providence, R.I., chairman of the CBS-TV Network Affiliates' Association, and Robert Wood, president of the CBS Television Network, will give the opening remarks on Tuesday.

A question-and-answer session will be held on Wednesday afternoon, with Mr. Wood as moderator. Panelists will be John P. Cowden, vice president and assistant to the president of CBS-TV; Richard W. Jenckes, vice president, Washington, CBS Inc.; William C. MacPhail, CBS-TV vice president, sports; Frank Smith Jr., vice president, sales; Thomas J. Swafford, vice president, program practices; Carl S. Ward, vice president, affiliate relations; Jay Eliasberg, director, CBS Television Network Research, CBS/Broadcast Group, and Eleanor S. Applewhaite, general attorney, CBS Inc.

**Bake sale**

The Democratic National Committee, which raised more than $4 million in national telethons in 1972 and 1973, is going to spend about $1.1 million on air time for a 19-hour telethon in June that the party hopes will go a long way toward wiping out its $3 million debt.

The DNC has an agreement in principle for time on CBS-TV 10 p.m. June 29 through 7 p.m. the next day.

But it was also revealed last week that a joint money-making proposal by Demo-
cruits and Republicans—selling the broad-
cast rights to their presidential nominat-
ing conventions—has been scrapped as possibly violating the First Amendment.

Program Briefs

For cream of NAFB crop. Second an-
nual Town Crier Bell Award has been
announced by Elanco Products Co., di-
vision of Eli Lilly & Co., Indianapolis.
Honored will be farm broadcaster (mem-
ber of National Association of Farm
Broadcasters) who produces most out-
standing radio or TV agricultural pro-
gram beamed at urban audience. Dead-
line is Sept. 1. Winner and wife will be
offered choice of all-expense trip to four
most interesting agricultural areas in
world: Nile Valley, Argentine Pampas,
and farming areas of Japan. Winner and his
station will also receive engraved Town
Crier Bells. Judges' decision to be an-
ounced at NAFB's October convention
in Kansas City, Mo.

For fall guys. Stuntmen Association of
Motion Pictures and Television has ar-
ranged with the four productions, San
Francisco, to produce SAMPT's first an-
nual TV awards show for broadcast in early
September 1974. Association and Scence Four have set up joint committee to
work out specifics of awards and de-
tails of the special. Scence Four Productions, 24 California Street, San
Francisco 94111

More rights signings. Washington Capit-
als, expansion club in National Hockey
League, and WTOP-AM-TV Washington
have announced three year agreement,
starting in fall with full schedule on radio and
TV. WTOP-AM-TV Washington has signed to carry 23 games of:
new World Football League, as
covered by TVS commencing July 18 (19
games on Thursdays, three on Saturdays and
Wednesday before Thanksgiving week-
end). WTN (TV) Miami has agreed to
broadcast four pre-season games of Miami
Dolphins of National Football League
this summer. *KVT (AM) Seattle an-
nounced that it will carry all 20 regular
season games of Seattle Sounders of North
American Soccer League.

CBS O & O deal. Paramount Tele-
vision Sales, New York, has sold is Portfo-
lio VI package of 30 feature films to five CBS owned stations—WCBSTV-TV
New York, KNXT Los Angeles, KMEX-TV
St. Louis, WBBM-TV Chicago and WCAU-
TV Philadelphia. Among films in package are Love Story, "2 Barefoot in the Park,"
"Goodbye, Columbus," "No Way to Treat A Lady" and "Plaza Suite."

Cram course. KBSA (TV) Los Angeles
is broadcasting between 11 p.m. and
midnight, Monday-Wednesday-Friday TV
class—bar-review course for law school
students and graduates who are planning
to take state bar examinations. Program
is conducted by Dr. Wallace C. Frank, law
professor at University of West Los
Angeles, and is sponsored by A. B. Press,
Hollywood, Calif., publisher of law study
aid.

Cablecasting

NCTA intensifies efforts for
copyright relief

More pressure applied in Washington
and grass-roots level; however, there are
indications that legislation
may find slow going in Congress

The storm warnings raised repeatedly
over pending copyright legislation during
the National Cable Television Associa-
tion's annual convention three weeks ago
(BROADCASTING, April 29) have resulted in
an all-out effort both in Washington and
at the industry's grass roots to sub-
stantially alter the bill.

As NCTA commenced a previously re-
port campaign to solicit help from
members of Congress and in the home states of the 16 senators on the Judiciary Committee
(where the bill now pendings), most state
cable associations were embarking on
programs to solicit opposition to the leg-
islation from subscribers and local leaders.

At the same time, however, it appeared
that the need for expeditious action has
somewhat abated. Sources at both NCTA
and in the office of Senator John Mc-
Clellan (D-Ark.), chairman of the Copy-
right Subcommittee which authorized the bill
(S. 1361) as it now stands, specu-
lated that no action will be taken by the
Judiciary Committee until mid-June at
the earliest, and that it is highly doubtful
whether a floor vote on the legislation
will come during the current congres-
sional session.

The reason for the delay, most sources
agreed, is two-fold. First, many of the
senators on the Judiciary Committee
did not have time to study the relatively
complex provisions of the copyright bill.
As one source put it: "Most of them
just don't know what the hell is going on."
And since the Copyright Subcom-
mittee did not vote on all the provisions
contained in the bill during its mark-up
session, responsibility for resolving all
the issues rests with the parent commit-
tee. Second, the extraordinarily vigorous
lobbying being waged against the bill by
NCTA and the National Association of
Broadcasters has made it a particularly
sensitive issue in some Capitol Hill cir-
cles.

For NAB's part, the provision con-
tained in the bill that would institute a
new royalty payment for the broadcast of
recorded music (Section 114) is con-
sidered so completely unacceptable that
officials of that association have vowed
to "kill the bill" if the section is not
eliminated. At NCTA, the primary con-
cern is over a provision that would vir-
tually preclude the cable carriage of all
network programming picked up by imported TV
stations. But cable interests, particularly
small operators, are opposing with nearly
equal energy the provision which would
establish a basic fee schedule for cable
copyright payments (NCTA feels the
fees are twice as large as they should be)
and the absence of a clause that would
exempt systems with fewer than 3,500
subscribers from making payments.

Ironically, in the midst of all of what the
cable industry regards as a life-or-death
struggle over the copyright issue, cable
has found a rallying point around which
many of the industry's diverse constitu-
ents are coming together. Even Kyle
Moore, president of the dissident Com-
"First Amendment."

Mr. Moore said in a formal statement, "these [con-
vention] meetings were among the most
productive ever held by the industry . . ."

Mr. Moore, however, did not go so far
as to indicate that all was well be-
tween his organization and NCTA. In-
deed, in response to a directive from the
CATA board of directors, Mr. Moore
stated that CATA would not support any
test attempt to amend the legislation, as is
the current goal of NCTA. Rather, he said,
the association would oppose the pay-
ment of any copyright fees "as an un-
acceptable tax on CATV viewers."

The reason for that stance, Mr. Moore
indicated, is the absence in the bill of a
small operator exemption. And an amend-
ment to the pending bill, Mr. Moore
asserted, "would only invite spe-
cial interest groups to draw up battle
lines around some phony and arbitrary
exemption line . . ." The CATA presi-
dent indicated that he has the support
of at least two state cable associations—
Kentucky and Oregon.

But for the most part, state and re-
gional associations were adhering to the
NCTA line last week, sending out dra-
matic calls to their constituents in an
effort to enlist support against the cur-
cent bill from all available resources.
One example was a document circulated
by the California Community Television
Association which read: "Call To Arms
Disastrous Copyright Bill Reported Out
CCTA letter to subscribers in the Cali-
"first Amendment."

Mr. Moore must alert the public before it is too late. Since our individual efforts did not rid
the copyright bill of its devastating cable
provisions, we must enlist public sup-
port."

NCTA, which started sending staff
members to the Hill to confer with mem-
bers of the Judiciary Committee imme-
dately after the Chicago convention, last
week initiated the grass-roots aspect of its
lobbying effort. Delegations of cable op-
erators from two states—North Dakota
and Michigan—visited their respective
senators, Quentin Burdick (D-N.D.)
and Phillip Hart (D-Mich.), both commit-
tee members. Meetings have also been firmed
with Senator Strom Thurmond (R-S.C.)
and John Tunney (D-Calif.).
NCTA makes good on threat to wield fairness doctrine in pay cable war

Association files complaint at FCC charging that WCBS-TV New York covered Arthur Taylor antipay speech in newscast, then refused reply time

In a clear warning to the broadcast industry against using the airwaves for unbalanced presentations on the pay cable issue, the National Cable Television Association last week filed a formal fairness-doctrine complaint with the FCC against CBS's wcbs-tv New York. It is the first time the fairness doctrine has come directly into play in the ongoing pay controversy.

The NCTA complaint followed months of public warnings by that association that broadcasters who use their facilities to promote the antipay stance of the National Cable Television Association and other interests without addressing the cable-industry viewpoint as well would be opposed at the commission. It referred specifically to a Dec. 7, 1973, report on wcbs-tv's 11 p.m. newscast of a speech delivered before the Arizona Broadcasters Association in Phoenix that evening by CBS President Arthur Taylor (Broadcasting, Dec. 10, 1973). The Taylor speech, which was highly critical of paycablecasters' alleged intention to siphon popular programming away from conventional television, provided the basis for a CBS booklet entitled "Does the American Family Need Another Mouth to Feed?" (Broadcasting, April 8).

According to the NCTA complaint, wcbs-tv rejected a request by the association that either reply time be furnished to a cable spokesman or an effort be made to counterbalance the Taylor story with information concerning the cable viewpoint. The rejection, the complaint noted, was based on the station's assessment that, in accord with its licensee privilege of discretion over what constitutes a controversial issue subject to fairness review, the Taylor speech did not invoke a fairness-doctrine obligation. CBS called it a case of "news judgment.

But this was not the first time that NCTA has moved in response to such broadcasts. Several months ago, NCTA President David Foster was permitted airtime on the Kearney-based Nebraska Television Network stations to respond to an antipay editorial delivered by NTN management (Broadcasting, Oct. 29, 1973).

CBS officials had no immediate response to last week's development, but CBS sources said their recollection of the Taylor story is that it amounted to about three lines of copy.

NCTA General Counsel Stuart Feldstein, who prepared the complaint, conceded last week that the underlying nature of the filing was to "go to the FCC and try to make an example of somebody." Mr. Feldstein made it clear that NCTA would respond in a similar fashion to any subsequent broadcasts dealing only with the broadcast side of the pay issue. "We have long felt," he said, "that these people [referring to the NAB] were gearing up and trying to get stations" to use their facilities to advocate the antipay posture. (NAB officials have denied this.) Indeed, Mr. Feldstein disclosed, "we considered sending every broadcaster in the country a warning but decided against that." However, the NCTA counsel added, the association has decided its intention to invoke the fairness doctrine in the past and shall continue to do so. "We'll act against any of them," he said.

It was apparent from both Mr. Feldstein's comments last week and the NCTA pleading itself that the association has no doubts that the pay issue is a controversial, fairness-invoking topic. "We think it's a pretty clear-cut case," Mr. Feldstein said. And, according to the complaint: "The fact that the broadcast industry has formed a special antipay-cable committee, raised a $600,000 war chest of which large sums have already been spent for retention of a national publicity and lobbying organization [Hill & Knowlton], and has spent thousands of dollars in advertisements in a variety of Washington and national publications all serve to underscore the importance and controversial nature of the issue."

But the controversy of the subject, the NCTA complaint stated, is even more enhanced by the "vehemence of some broadcasters' beliefs" (making particular mention of Mr. Taylor) "that the development of all but the 'traditional' reception services of cable television should be squelched." The "almost rabid reaction" of Mr. Taylor to the pay issue, NCTA added, is a further indication that the fairness doctrine is the case.

NCTA also said that wcbs-tv did not supply a transcript of the newscast in question for nearly a month after it was requested. The request was made on NCTA's behalf by John Barrington, vice president of New York-based Home Box Office Inc., a pay cable service, who had alerted the association to the newscast the morning after it occurred.

NCTA did not dispute the facts contained in the wcbs-tv story, nor the station's justification in airing it. However, it termed the "accurate characterization" of Mr. Taylor's speech and emphasized that "NCTA hardly wishes to interfere with the ability of any organization to report the news," the association did make one skeptical observation: "To the best of NCTA's knowledge," the complaint noted, "Mr. Taylor's antipay-cable speech is the only Arthur Taylor speech in recent memory which wcbs-tv has deemed newsworthy."

Nevada PUC orders Reno cable to bring in San Francisco FM

State Commission grants rate rise to Teleprompter system, but under subscriber pressure, orders CATV to restore dropped radio signal

The Nevada Public Service Commission, in an apparently unprecedented action on a state level, has ordered Teleprompter Corp.'s Reno cable system to reinstitute its carriage of the signal of ksan(fM) San Francisco.

The action, which followed a campaign by local citizens to restore ksan to the Reno system, was taken within the framework of a proceeding in which Teleprompter had requested permission to raise its subscriber fees there. The Nevada PUC has jurisdiction over cable matters within that state.

The ksan signal was removed from the Reno system's roster of aural services last fall after the company determined that it would require a substantial expenditure to solve continuing reception problems. The technical difficulties resulted from interference from an adjacent FM frequency assigned to the Sacramento, Calif., area.

Noting in its final order (in which the rate increase request was approved), that "a good many" of the citizens testifying before it had "expressed dissatis-
faction" over the KSAN matter, the PUC ordered Teleprompter to "vigorously pursue a program to improve the quality of CATV service and FM distribution with particular emphasis on improving the reception and distribution of FM station KSAN."

Oakland feuding over program erupts anew

Turned down by city, FCC, locals try again at commission

For months, citizen groups in Oakland, Calif., have been quarreling with Teleprompter's Focus Cable, TV cable television system over the kind of service it should or must be required to provide. The Oakland City Council and the FCC have provided the forums for the quarrel, and thus far Focus has won in both. But last week the Community Coalition for Media Access, an Oakland group that favors the Open Media movement, returned to the battle at the commission, petitioning it to reverse a decision last month that declared Focus grandfathered under the rules existing before the new regulations became effective.

Meanwhile, in Oakland, the city council is expected by the end of the month to adopt modifications in the Focus franchise that Teleprompter says are essential if it is to complete the system, on which work was begun four years ago. Teleprompter has already spent $12 million on the project, expects to spend up to $4 million more.

The modifications, opposed by the citizen groups in hearings before the city council, are not all that Focus had requested. But they will permit Focus to install single rather than dual cable in all subscribers homes, and thus provide for a 30- rather than 64-channel system, as originally proposed; however, the modification provides for annual increases to a dual-cable system. Another major change is a two-year extension of the deadline for completion of the system from Dec. 28, 1973. In return, Focus will pay the city $25,000, each year, for two years, over and above what the 8% fee provides. However, the $750 penalty the original franchise would require Focus to pay each day beyond its original deadline will be reduced to $250.

Cable Briefs

Montgomery report. Second of three reports on feasibility of cable TV in Montgomery county, Md.—Washington suburb and nation's most affluent county—has been completed by Malarkey, Taylor & Associates, Washington. Report states that county should proceed with development of cable, with public and private ownership both "viable" possibilities but public ownership "considered more favorable economically." Among other recommendations: $7 monthly franchise fee; as many as three franchise districts; initial offering of 30-36 channel capacity, 15 of which would be broadcast signals; initial service level to reach 89-92% of total population. Most conspicuous finding was endorsement of Special Service Network with joint public-private ownership to encourage development of two-way cablecasting. Final report is due end of May.

Relief. Focus Cable, Teleprompter-controlled cable franchisee in Oakland, Calif., has won partial victory in dispute over tardiness in construction: Oakland city council has extended completion date by two years. It also agreed on $30,000 payment from Focus to cover $750-a-day penalty clause in effect since construction deadline expired Dec. 28 (BROADCASTING, Feb. 4). Firm reportedly might have had to pay twice that amount.

RELIABLE

You can depend on a Gates digital program automation system 24 hours a day, 7 days a week. Many stations do. Successfully.

The key is Gates' advanced engineering. We know how to make "reliability" an integral part of every system. And system component. We also know how to give you great flexibility. A really "live" sound. And operating economy.

Write for additional information.

HARRIS

GATES DIVISION
Quincy, Illinois 62301, U.S.A.
They had other game in their sights

President's Watergate conversations, revealed in tape transcripts, show news media were lesser concerns in the fight to keep the lid on

As a beleaguered President Nixon and his closest advisers contemplated the spreading revelations of Watergate horrors, the problems posed by the press—print and electronic—constituted a theme running through their conversations. Surprisingly, in view of the White House's known antagonism toward the news media even in more placid times, the complaints, in number and tone, were not what might have been expected. But there were outbursts, particularly as the scandal approached the door of the Oval Office, and an air amount of talk of how the media might be manipulated to the President's advantage.

The attitude of the President and his men—H. R. Haldeman and John Ehrlichman, among them—toward the media, was revealed, like so much else about them, in the 1,254 pages of edited transcripts of the conversations they had on Watergate, over a seven-month period beginning in September 1972, that were handed over by the White House to the House Judiciary Committee.

The transcripts show the President and his men were concerned about the manner in which the media would play stories, and time was spent preparing the kind of answers White House News Secretary Ronald Ziegler would provide in response to reporters' questions. But curiously, in view of what has seemed to be the White House's preoccupation with the television networks, it was the news magazines and the treatment they would give a story that seemed to intrigue them most.

In a meeting on April 14, 1973, for instance, Mr. Ehrlichman, at the President's prompting, ad libbed an imaginary story as it might appear in a news magazine on the hypothetical indictment and subsequent testimony of former Attorney General John Mitchell and others. In fact, he did two versions—one in which the White House's "cover" is finally blown: the second, in which the President is pictured as breaking the case after receiving a report "indicating for the first time" that John Mitchell and Jeb Magruder (who had been Mr. Mitchell's deputy at the Committee to Re-Elect the President) were the "ringleaders" of the Watergate break-in.

In one conversation with former White House Counsel John Dean, the President's aides of defending press toward the charges that his administration attempts to suppress the media is revealed. But at the same time, there is a note of cynicism.

"Well, one hell of a lot of people don't give one damn about this issue of the suppression of the press, etc," he said, in the meeting on Feb. 28, 1973. "We know that we aren't trying to do it. They all squeal about it. It is amusing to me when they say—I watched the networks and I thought they were restrained. Very (explicitly omitted) do they want them. They go through the 1968 syndrome when they were eight to one against us? They are only three to one this time. It is really sickening to see these guys. These guys have always figured we have the press on our side, defensive a modest amount of support—no more. Colson is making them move it around, saying we don't like this or that and (inaudible)." The reference to former presidential aide Charles Colson may have been explained by Mr. Dean's re- sponse, which dealt with an apparent "threat of a law suit which was printed in Evans and Novak." It had "a very sobering effect on several of the national magazines," Mr. Dean said. "They are now clear printing a lot of this Watergate junk they printed."

But the President and his men were concerned not only with stopping leaks to aggressive reporters. They were concerned also with finding ways of leaking material they did not want to put out formally through the White House. There was, for example, the information Mr. Dean said he had obtained from a former FBI official, William Sullivan, that former President Johnson allegedly had bugged Spiro T. Agnew's campaign plane and Anna Chennault.

Mr. Dean suggested going to U.S. News and World Report. The President then articulated several options, including a congressional hearing: "Rather than going to a hearing, do Meet the Press, and that will force the hearing to call him [Mr. Sullivan]. That is quite possible. We can give him an interview to U.S. News, 'Wires in the Sky. ' Another suggestion was giving the story to Clark Mollenhoff, Washington bureau chief of the Des Moines Register as a "meatball" for presidential aide early in the Nixon administration. Apparently none of the suggested ploys was tried.

There were few complaints about network news coverage. But one that had the ring of those often voiced publicly by White House officials was expressed by Mr. Dean about an NBC report. He called it "a travesty...shabby journalism. They took the worst edited clips out of context with [Gordon] Strachan [former White House aide] saying he was lying. And they let a little slip of Ron Ziegler saying, 'I deny that.' And he was denying something other than what they were talking about in their change. It was incredible."

But the New York Times and The Washington Post and their investigative reporters—Seymour Hersh and Bob Woodward—were mentioned more often and with greater anger, particularly when word reached the Oval Office that the reporters were preparing stories linking the President to Watergate. "Again make it clear that Henry's [Assistant Attorney General for the Justice Department's antitrust division] made his check," President Nixon told Mr. Ziegler, in a meeting on April 17 attended by Mr. Peterson.

Ziegler: "Just to put this into perspective. This is not, as I sense it, about to be in the papers. This is just rumor type."

President: "Well, kill it. Kill it hard."

But by that time, the transcripts indicate, even White House officials were doubting Mr. Ziegler's credibility with the press corps. In a meeting on March 27, 1973, Mr. Ehrlichman, commenting on the President's complaint that the White House is not believed when it says it will cooperate in the investigations then going on, said: "They don't believe that at all—it is not getting through. Ziegler is not sufficiently credible on this."

In one of the lighter moments revealed in the transcripts, the President and Bob Haldeman conjured up a kind of purgatory for Mr. Haldeman. Commenting on the possibility of the President appearing before a grand jury, Mr. Nixon said, "that's silly," then added, "I go before a grand jury. That's like putting Bob on national television...

"With," Mr. Ehrlichman broke in, "Dan Rather."

News Council busies itself with seven complaints against broadcast news

Report says 14 were considered in all, half of them dropped; remaining are charges against NBC-TV, Mutual, ABC

The eight-month-old National News Council has released its first public report and in it are described 14 complaints about broadcast news that the council has "specifically" referred for investigation. Seven complaints regarding network news have been dismissed; four other complaints about network news are currently being studied, along with two complaints about nonnetwork news, and a general complaint about network instant analysis (Broadcasting, May 6) has been referred to the council's Freedom of the Press Committee.

The instant analysis study was inspired by a citizen's written demand that "the power of TV should be broken... You might do away with instant analysis as a beginning." A council spokesman admitted, however, that a report on the "pros and cons" of this broadcast news technique would only be assigned "when our financial situation gets better."

The other complaints about broadcast news pending before the council:

- Mobil Oil Corp.'s charge that ABC News's March 20 documentary on the "energy crisis," Close-Up on Oil, was "biased and inaccurate."
- A challenge to syndicated columnist...
Tom Braden’s Oct. 18, 1973, statement that former Vice President Spiro Agnew “frightened the TV networks and newspapers, and people who worked for them lost jobs or were taken off camera or told they were not to be on camera whenever their reports seemed critical of the administration”;

* A charge of one-sidedness in a Black Journal program (Public Broadcasting Service) about a housing development supported by blacks in a Newark, N.J., white neighborhood.

* A protest that NBC-TV News said in its coverage of Honor America Day Feb. 18 in Huntsville, Ala., which included a visit by President Nixon, that local U.S. government employees were given the day off to see the President, when in fact Feb. 18 was a national holiday; the same letter complained that the story immediately following that item, on the NBC Nightly News, was about AFL-CIO chief George Meany’s demand for important implications, which was “obviously designed to negate the positive aspects” of Mr. Nixon’s Alabama visit.

* A letter from a former Mutual Broadcasting System newscaster charging Mutual News’ newscaster was “useless to publicize” a Dec. 19-20, 1973, gala cosponsored by MBS and Chevrolet, to select and honor the 1973 all-American Black college football team; the event “was presented as ‘news,’ but had no journalistic merit” and was “promotion for Mutual and free commercial for Chevrolet,” the complaint stated.

* A charge of nonsubstantiation in and possible damage to Mideast negotiations by an NBC Nightly News story Jan. 22 in which two Israeli cabinet officers were quoted as saying Secretary of State Henry Kissinger told them President Nixon would be out of office within six months; the council discovered the NBC News story also quoted Mr. Kissinger as saying the alleged remark about the President was “outrageous lie.” However, the council deferred its decision on the complaint “pending further study and investigation.”

The Mobil Oil complaints against ABC News were to be taken up for the first time by the council’s 15 members late last week. ABC News said it would not cooperate with the council, and declined to supply it with a copy of its May 2 response to Mobil’s April 9 22-page list of alleged “inaccuracies” in the Close-Up documentary (Broadcasting, April 15). ABC News did, however, provide the council with a tape and transcript of the documentary.

The council also had trouble gaining the cooperation of Mr. Braden, who refused to name his sources for remarks about news personnel being punished for administration criticism.

Regarding the charges concerning Mutual Broadcasting’s football luncheon, the council may be beating its head against yet another instance of noncooperation. The council is unable to engage MBS in correspondence but may call a public hearing on the complaint anyway, particularly since MBS’s letters to the original complainant, former MBS newscaster Robert Edwards, are potentially libelous,” according to a council source.

Mr. Edwards acknowledges he was fired from MBS, but claims his reporting the football luncheon incidents is not rancorous. He gave the council memos and letters from MBS executives which he says show Mutual and Mutual Black Network newscast people were commanded to cover the event. The national advertising director for Chevrolet wrote the council, in response to the inquiries about the football event, that Chevrolet’s sponsorship of the event was in no way contingent upon coverage by MBS.

The council’s investigation of NBC Nightly News coverage of the presidential visit to Huntsville, Ala., was to receive a decision from council members at the last meeting. In an April 2 letter to NBC News President Richard Wald, council executive director Bill Arthur said the council had determined the Nightly News story erred in its description of why “thousands of workers” greeted the President on Honor America Day.

The Feb. 18 newscast, by NBC News correspondent Tom Brokaw, stated that the workers “were given the day off to greet President Nixon, and schools were closed at noon for the program.” The council staff established the people were let off “because it was a federal holiday (George Washington’s birthday),” Mr. Arthur wrote. “We are interested in knowing what kind of correction, if any, NBC subsequently aired.”

A council spokesman said that NBC News privately admitted it was in error in the Feb. 18 piece, and had been looking for a space in the Nightly News to correct it.

The 14 broadcast complaints were among 28 that the council investigated.

---

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—
Richard C. Crisler, Ted Hepburn, Alex Howard
36 East Fourth Street, 45302, phone (513) 381-7775

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

Broadcasting May 13 1974 43
TAPECASTER

X-700RP

- Automatic deck
- Precision adjustable head bracket
- Heavy-duty air-damped solenoid

HOT LINE
TOLL FREE ORDER NUMBER
800 638-0977

TAPECASTER TCM, INC.
Box 662 • 12232 Wilkins Avenue, Rockville, Maryland 20851
Area Code 301 881-3888

PBS showpiece Moyers packs it in, citing personal reasons

Bill Moyers, editor-in-chief of Public Broadcasting Service's Bill Moyers Journal, resigned from PBS last Wednesday (May 8) with a letter, dictated by phone from Texas, in which he expressed his "desire for a more consistent personal life than a weekly series of reporting permits, and for time to take stock after four nomadic years on the road."

Mr. Moyers' weekly public affairs series concluded its third season last Tuesday (May 6). The highly acclaimed series had been recently renewed for another season, and Mr. Moyers apologized for his "vacillation" and "ambiguity" in "prolonging the decision until so late in the season." A source at WNET-TV, New York, where the program originates, said "we're all damn sad" and foresaw a "problem in getting someone to replace him" for the public affairs close-up/interview kind of show PBS wants to maintain.

Mr. Moyers, 39, joined PBS after spending a year to write his book of observations, Listening to America. He was publisher of the Long Island paper, Newsday, from 1967-70, and served as press secretary and special assistant to former President Lyndon Johnson from 1963-67. Prior to that, he helped to develop and organize the Peace Corps, to which President John Kennedy named him deputy director.

In his letter to "my colleagues in public broadcasting," Mr. Moyers said he had been debating his decision "for months." "Quite frankly, I have about said all I have to say for now in current affairs and do not wish to be merely carried along by the relentless momentum of the media when I no longer have anything really compelling to say."

Unconfirmed reports were that Mr. Moyers would join the staff of the Washington Star-News. Other reports, also unconfirmed, were that he was seriously considering entering politics in his home state of Texas.

With Ervin hearings under their belts, networks again opt for rotating coverage

Live television coverage of open sessions of the impeachment hearings of the House Judiciary Committee is scheduled to begin May 21 on a rotational basis by the three TV networks, with ABC-TV covering the first day, CBS-TV the second, and NBC-TV the third day.

The rotation agreement, confirmed last week (Broadcasting, May 6), also provides that any network that wishes may carry the proceedings live, regardless of which network is assigned primary coverage. The agreement also may be terminated by any network on a week-to-week basis. In this and other respects, the networks' plan conforms with the one under which they rotated coverage of last year's Watergate hearings.

The Public Broadcasting Service will broadcast tapes of the impeachment proceedings in their entirety beginning at 8 p.m. (EDT). As with its coverage last summer of the Senate Watergate Committee hearings, PBS will hook up to the network pool, at an approximate cost of $20,000 per day, through the services of its National Public Affairs Center for Television. NAP ACT also announced it may also offer a plan for "enhancing coverage of the Rodino hearings with background material and historical perspective on the congressional process and the impeachment procedures."

McCord balks after doing WRC-TV talk program

Waterbugger had said appearance on show would not violate court order, but afterward his attorneys block showing

A taped television interview with convicted Watergate burglar James W. McCord Jr. may be one more tape associated with the Watergate affair that won't be available for public perusal.

The program, scheduled for an April 29 airing on WRC-TV Washington, was withdrawn from broadcast after McCord's attorneys protested that it may violate an order by U.S. District Court Judge John J. Sirica restricting Watergate defendants' discussions of the break-in.

Sheila Weidenfeld, the producer of the program, Take It From Here, said she was "bewildered" by McCord's request that the show not be broadcast. "He had told me he'd checked [into possible violation of the Sirica order]," Ms. Weidenfeld said. "The interview had followed exactly the format that had been pre-arranged with McCord," she said, adding that "he left smiling," but five hours later called to ask that the program be canceled, citing objections by his attorneys.

Ms. Weidenfeld said that she "definitely" plans to use the program but will
wait until the court order is no longer applicable. She described the program as "a different angle on Watergate—a look at what went wrong with the burglary." It featured British intelligence expert Duško Popov and Mr. McCard in an interview-discussion conducted by Jim Peck that focused on espionage activities. As to whether the content of the program was controversial, Ms. Weidenfeld said "most of what Mr. McCard said is in the public record." She added, however, that Duško Popov was "not very generous" about McCard's espionage abilities.

APBA board contestants

Associated Press Broadcasters Association members will be asked to select five board members in a mail ballot to be distributed this Wednesday (May 15).

Nominees for the Eastern district at large seat are Roy Morgan, WILK(AM) Wilkes-Barre, Pa., and Phil Spencer, WCSS(AM) Amsterdam, N.Y.; for Central district, radio stations under 5,000 w: John Howard, KGFW(AM) Kearney, Neb., and Don Michel, WRAJ-AM-FM Anna, Ill.; Southern district, TV stations: Ralph Renick, WTVJ-TV Miami (incumbent) and Charles Whitehurst, WPMT-TV Greensboro, N.C.; Western district, radio stations 5 kw and over: John Saltbury, KXL-AM-FM Portland, Ore. (incumbent), and George Garrett, KOL-AM-FM Seattle. These four seats carry four-year terms.

A two-year unexpired term is also up for election by members of the Western district, TV stations seat. Contenders are Rick Spratling, KUTV Salt Lake City and Hal Kennedy, KXTV Colorado Springs.

Balloting is by district with radio and TV stations within each district voting for the contested seat. Ballots must be returned by July 15.

Face to face. Former astronaut John Glenn last week defeated Senator Howard Metzenbaum in the Democratic primary for incumbent Metzenbaum's Ohio Senate seat, and political observers will probably debate what effect this confrontation had on the outcome. WEWS-TV Cleveland brought the two contenders together for the first time in a combined debate-press conference held before the election. The station then sent tapes of the program to some 20 Ohio radio and TV stations which aired the program at a later time. Mr. Glenn is in the forefront, Senator Metzenbaum in the back. WEWS commentator Dorothy Fuldheim moderated the debate.

Music

Breaking In

Living in the U.S.A.—Steve Miller Band (Capitol) * Steve Miller and various versions of his band have been around since the late sixties, but it was only when he jumped on and quickly up the charts earlier this year with The Joker did he add a pop audience to his substantial cult following. Capitol tried to follow up that hit with another cut, Your Cash Ain't Nothin' But Trash, off his recent album, but it stalled in the lower regions of the charts.

Now Capitol has reached back to 1968 for Living in the U.S.A., a Miller-penned tune recorded with, among others, Boz Scaggs, who now enjoys his own cult following. But the song, which has been a staple on FM rockers since then, doesn't sound dated. It's a much faster and fuller production, grounded in R&B, than the sparse and simple Joker.


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

- All in Love is Fair, Barbra Streisand (Columbia).
- Captain Howdy, Simon Stokes (Casablanca).
- Come Monday, Jimmy Buffett (ABC/Dunhill).
- Dancin' on a Saturday Night, Flash Cadillac & the Continental Kids (Epic).
- Don't Mess up a Good Thing, Gregg Allman (Capitol).
- Everybody Wanna Get Rich Rite Away, Dr. John (Atco).
- Georgia Porcupine, George Fishoff (United Artists).
- Honeymoon Feeling, Roy Clark (Dot).
- I Believe the South Is Gonna Rise Again, Bobby Goldsboro (United Artists).
- I Hate Hate, Razzy (Aquarian).
- If I Were a Carpenter, Leon Russell (Shelter).
- If It Feels Good Do It, Jan Lloyd and the Stories (Kama Sutra).
- It Only Hurts When I Try to Smile, Dawn (Bell).
- Living in the U.S.A., Steve Miller Band (Capitol).
- Loving You, Johnny Nash (Epic).
- Mighty Mighty, Earth Wind & Fire (Columbia).
- New York City Girl, Bob Hegel (RCA).
- Nothing to Lose, Kiss (Casablanca).
- One Chain Don't Make No Prison, Four Tops (ABC/Dunhill).
- Radar Love, Golden Earrings (MCA).
- Rhapsody in White, Love Unlimited (20th Century).
- Singing in the Rain, Sammy Davis (MGM).
- Taking Care of Business, Bachman-Turner Overdrive (Mercury).

Tracking the playlist. There are 16 bolts and new records galore on this week's chart. Among the important first-time entries are Be Thankful for What You Got by William De Vaughn (46), Hollywood Swinger by Kool and the Gang (44) and Daybreaker by the Electric Light Orchestra (46). Three records make their initial appearances in the top 10 this week: Ray Stevens' The Streak (seven), Maria Muldaur's Midnight at the Oasis (eight) and Paul McCartney's Band on the Run (10). Seemingly heading for the top 10 are Gordon Lightfoot's Sundown (22), Cat Stevens' Oh Very Young (23) and Jim Stafford's My Girl Bill (24). All are bolted. Four other singles have gone into the top 40: Olivia Newton John's country cross-over If You Love Me (Let Me Know) (37), Anne Murray's You Won't See Me (38), Harry Nilsson's Daybreak (39)—the only new Nilsson song, by the way, from his film with Ringo Starr called "Son of Dracula" —and Carly Simon's Haven't Got Time for the Pain.
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting magazine. A representative sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Arbitron Radio audience ratings for the reporting station on which it is played and for the day of the week in which it appears. (5) Indicates an upward movement of 10 or more chart positions over the previous Playlist week.
A little guy gets big attention with his home large-screen sets

The advent of Henry Kloss's Advent stimulates interest of the public as well as competitors Sony, GE

For those who aren't satisfied with Archie Bunker venting his spleen on a 21-inch color-TV set, two hardware manufacturers are now marketing giant-size screens for the home that wants to turn All in the Family's lovable bigot into an even larger-than-life loudmouth.

The manufacturer getting all the publicity these days (spreads in Newsweek, Esquire, The Washington Post) is the Advent Corp., Cambridge, Mass., which is run by a buxom, rumpled, 45-year-old electronics expert named Henry Kloss, who is sometimes pictured as a sort of biblical David facing off against his Goliath-like competitor, the Sony Corp. of America.

Called the Advent VideoBeam, Mr. Kloss's system consists of a four-by-six-foot screen (about 10 times the size of the largest home TV set on the market now) that receives its images from three color-projection tubes housed in a console with built-in speaker. The console rests on the floor exactly eight feet away from the screen, and the picture it projects "is painted in continuous tones," according to one report, "and is sharper than the dotted image produced by conventional color sets."1

Mr. Kloss says he's working on a console that can be suspended from the ceiling so that the VideoBeam doesn't take up so much space. And he makes no bones about the fact that if you're getting lousy reception on one particular channel it's going to look even worse on a magnified screen.

Mr. Kloss is just about ready to go into mass production of the VideoBeam (about 20 a day), and he says he expects eventually to make and sell 10,000 of them a year, at the current retail price of $2,495 apiece. He's built 60 units in the past year or so and sold nine of them for home use. Some of the other owners: a dozen or so bars in Massachusetts and Rhode Island, a Veterans of Foreign Wars post in Boston, a Boston ad agency, and noncommercial WGBH-TV Boston. The bars have found it a good customer lure, particularly for sports events like the NFL Monday-night football games on ABC. The ad agency's sponsors fly in station managers from around the country to look at potential barter shows on the VideoBeam. And WGBH-TV has turned its board room into a VideoBeam screening room, previewing its shows for community leaders in Boston as part of its strategy to get more local financial support.

Sony's unit, called the "Color Video Projection System," features three basic components: a video tuner, a color projector and a 40-inch-by-30-inch screen. The tuner can be used to bring in the standard VHF and UHF channels a normal set receives, or it can transmit video signals from a separate camera or cassette machine. The tuner is linked up with the projector, which uses a special projection lens and the Sony-trademarked Trinitron color tube. The screen can be mounted on the wall or on a special stand supplied by the company. Retail price is $3,045 per unit.

Sony has sold "a couple of hundred" of the units in the year or so they've been on the market, according to Irwin Ungerleider, advertising and sales manager, mainly to corporations for their sales meetings or for employee training programs. The Napa Valley, Calif., police department also has one, he says, which it sometimes brings into court because that community has relaxed its standards of admissibility for video tapes used as evidence in trial proceedings.

Potential purchasers who know the field and who have studied both systems —like Hank Schwartz, executive vice president of Video Techniques, and Paul Klein, president of Computer Television—say the VideoBeam is far in advance of Sony in just about every category: brightness, definition, picture size and sound quality. Mr. Klein says VideoBeam's potential may be best realized in the closed circuiting of sports events and new movies to bars and club rooms and hotel function rooms. He and Mr. Klein say VideoBeam's potential may be best realized in the closed circuiting of sports events and new movies to bars and club rooms and hotel function rooms.
Schwartz both think the price tag will keep it from being anything more than a luxury item in most homes. And although Jerry Gunderson, manager of marketing at General Electric, also thinks Sony's "inferior," he says he would probably buy the Sony for his own home because "Sony has complete service capability throughout the country—I'd be worried about the replacement of parts on the Advent unit."

If large-screen TV for the home and for smaller public outlets like bars has a promising future, insiders are less certain about the closed-circuit to movie houses and other outlets. "The sports events like the George Foreman-Ken Norton championship fight last month. Companies like Video Techniques, TNT Communications Inc. and Management Television Systems Inc.—all based in New York—have not been successful. LA-5,000 to $5,000,000,000 a year sports market, according to Pat Gambuti, a marketing consultant with long experience in this field."

"Prizefights seem to be the only sports events that companies can make money with," says Jay Mergle, the president of Bedford Productions, who used to be involved in sports closed-circuiting. "Car racing hasn't been successful, and Italian soccer matches have only a limited audience. And, of course, all of the other sports events are amply covered by commercial television."

Another reason closed-circuit theater telecasts haven't taken off, according to Mr. Merkle, is that the "the state of the art never approached the quality of motion-picture projection picture."

"He says the quality tends to vary almost theater-by-theater because "there are a whole slew of independent audio-visual companies that lease projection equipment."

A championship fight that saturates the U.S., he continues, "as many as 60 per cent of the theaters may have black-and-white projection equipment, which could be 10 years old or more. That's why the attempts to close-circuit Broadway plays have failed—the image was just too inferior in too many theaters. And I don't think a rock concert would work on closed-circuit because the sound wouldn't be good enough. Young audiences today are sophisticated—they know bad sound when they hear it." Other people involved in this area also cited the steadily increasing rise in telephone line charges as a further squeeze on profits.

So these companies supplement their incomes by doing more specialized closed-circuit events, like annual large-corporation stockholders' meetings in a number of key cities, or industrial shows (put on by a company such as Ford, who plans to be eager to introduce a new product line to dealers around the country).

General Electric's Jerry Gunderson claims that GE has sold "several hundred" medium-sized TV-projection units to corporations, universities and the government, a figure that exceeds the total of "all of the other companies in this field combined." The GE units have screens that can be brought down to just a few feet and expanded to as many as 20 feet, and cost $43,000 apiece for color ($32,000 for black-and-white). But even with GE's relative success, potential buyers take a good deal of convincing before they'll plunk down that kind of money, according to Mr. Gunderson.

"It's a tough row to hoe," he says. Finally, everyone in the field agrees that the costliest sector around is the Eldophor system, which can fill a screen 40-feet wide and can cost as much as $225,000 per unit.

A spokesman for RCA said: "We've got nothing pinned down in the way of commercial events on large-screen television for the home because right now, it just doesn't seem very practical. It's at least five years away, as far as we're concerned."

A source at CBS Laboratories said: "We've got nothing in development right now but we're watching what's going on in the field and trying to stay abreast of new developments."

## Technical Briefs

### Buys from Gates

Group station owner Combined Communications Corp. has placed $1-million dollar order for television transmitting equipment with Gates Division of Harris-Intertype Corp., Quincy, Ill. Included is 30 kw transmitter for KRTV(TV) Denver, to be installed this summer at channel 9 outlet's transmitter site near Golden, Colo. Order also calls for new 110 kw transmitter for Ch 32 WKLY-TV Louisville, Ky.

Czerniak's back. RC Sales, new rep organization to handle electronic lines in Upper Midwest area has been established by Roger J. Czerniak, with Nortonics Co. since 1968 and who left that firm earlier this year as sales manager, 10052 County Road 130, Box 160, Maple Grove, Minn., 55369, telephone (612) 423-5343.

TRI formed. Formation of Television Research International, Mountain View, Calif., has been announced by Robert M. Cezar, president. Mr. Cezar, formerly engineering vice president of CITY(TV) Toronto, reports that TRI is manufacturing new helical scan video-tape editing systems, EA-5.

## Finance

### RCA shareholders told company will expand international operations

Although company expects that domestic profits, which dropped in first quarter, will rise again, it is looking to foreign markets for substantial growth potential.

Robert W. Sarnoff, RCA chairman and chief executive officer, told stockholders at the company's annual meeting last week in New York that "this year, our capital spending abroad will be approximately three times greater than in 1973, with expansion in both consumer and commercial areas."

Stressing "geographical diversification," Mr. Sarnoff projected an increase in RCA's foreign business at a substantially greater rate than our domestic growth over the next five years."

In a separate report, Anthony L. Conrad, RCA's president and chief operating officer, reiterated that "total earnings have been off in the first three months by 17% compared with last year's first quarter, despite a gain of 7% in sales."

Sarnoff and a stockholder

attributed part of that fall-off to the earnings decline in electronic consumer products, mainly color television sets. He said the record division was another "problem" because of "a softening of the domestic market" and "heavy start-ups costs of a direct-distribution system."

"NBC sales and earnings dipped slightly," Mr. Conrad added, "chiefly because of a moderate drop in drop sales to advertisers operating on tighter budgets."

RCA's first-quarter plusses, he continued, were its solid-state operations, its global-communications division (including International Telex and the RCA Satcom satellite system) and the Hertz Corp., among others.

Mr. Conrad concluded by saying that "the winter of 1974 is behind us, and we expect to improve our performance as the year unfolds." And Mr. Sarnoff, looking at the over-all economic picture, said, "The second half of 1974 will be substantially better than the first half."

At the meeting, which ran almost three hours, the stockholders re-elected RCA's slate of 14 directors, approved the appointment of Arthur Young & Co. as independent public accountants to certify the financial statements of RCA for the fiscal year ending Dec. 31, 1974."
Warner off to good start

Shareholders attending the annual meeting of Warner Communications Inc. in New York May 2 received heartening news: first quarter results showed record revenues and income for the period ended March 31, with revenues rising 26% to $175,417,000 and net income climbing to $16,092,000 (79 cents per share) from $14,576,000 (61 cents per share) in the 1973 quarter.

The breakdown of revenue figures reveals a decline in television rentals to $10,440,000 from $20,884,000 in the 1973 period, attributed to lower network sales of feature films in this year's first quarter. Revenues from cable communications rose in the 1974 first quarter to $7,297,000 from $6,548,000, and those from records, tape and music publishing jumped to $71,206,000 from $58,303,000 in last year's first quarter.

Financial Briefs

Holding its own. Stockholders at BBDO International Inc.'s annual meeting in New York were told that 1974 results would be about the same as in 1973, when agency's revenues reached $627.6 million and net income, $5,526,000, equal to $2.17 per share. Tom Dillon, BBDO president, reported that first quarter earnings per share were 53 cents, up from 52 cents in the comparable 1973 period. He added that profits of international subsidiaries were down slightly.

Blair's first quarter. John Blair & Co., New York, reported revenues for first quarter of 1974 rose to $20,335,000 from $16,709,000 in corresponding period of 1973, but net income fell to $332,000 (14 cents per share) from $631,000 (25 cents per share) in 1973 period. Jack W. Fritz, Blair president, attributed decline in earnings principally to loss due to acquisition of Wnwin Corp., Boston, last May, and drop in broadcast billings.

It's official. Stockholders of Harris-Intertype Corp., Cleveland, have approved name change to Harris Corp. proposed earlier this year. Company said reason for switch, effective May 15, is because its activities have broadened beyond original printing equipment area to fields of communications and information handling equipment.
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Stock</th>
<th>Opening Net change</th>
<th>% change in week</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCD</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EF</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>GHI</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

### Cablecasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Opening</th>
<th>Net change</th>
<th>% change</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCD</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EF</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>GHI</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

### Programming

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Opening</th>
<th>Net change</th>
<th>% change</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCD</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EF</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>GHI</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

### Service

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Opening</th>
<th>Net change</th>
<th>% change</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCD</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>EF</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>GHI</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>
Ray Butterfield, general manager, WLOX-

Media

Lewis H. Erlich, general sales manager of ABC-owned WABC-TV New York, named general manager of company-owned WLS-TV Chicago and will be proposed to ABC board of directors for election as VP of station. He succeeds John C. Severino, named VP and general manager, KABC-TV Los Angeles (Broadcasting, April 15).

Ray Butterfield, general manager, WLOX-TV Biloxi, Miss.; Samuel S. Carey, VP-general manager, WVOC-TV Salubury, Md., and Sheldon Storrer, VP-general manager, WTKV-TV Utica, N.Y., named to National Association of Broadcasters secondary market television committee.

K. James Yager, senior VP, television operations, Cosmos Broadcast Corp., and general manager of Cosmos’ WIS-TV Columbia, S.C., named executive VP and general manager of Cosmos-owned WDSU-TV New Orleans. A. Louis Read remains as president of Cosmos Broadcasting of Louisiana and will continue to participate in policy matters at WDSU-TV, according to Charles A. Batson, president of parent company. John A. Grimes, assistant general manager, WIS-AM (AM) Columbia, S.C., named general manager.

Daniel W. Kops, president of WAVY-AM-WCKI-FM New Haven, Conn., presented distinguished service award of Connecticut Broadcasters Association—third recipient in group’s 18-year history.

Donald F. Snyder, on closed circuit assignment with Gateway Communications Inc. in Lancaster, Pa., joins Gateway’s WING-TV Binghamton, N.Y., as operations manager.

Fates & Fortunes.
Ro Grignon, general manager, WKRC-TV Cincinnati, elected VP, Taft Broadcasting Co.


Lee Morris, assistant general manager and general sales manager, WSAB(AM) Atlanta, named general manager, WSOC-AM-FM Charlotte, N.C. (corrects May 6 item). He is succeeded as general sales manager at WSAB by Jack Lens.

Jennings Blakely, manager, WYGO-AM-FM Corbin, Ky., named general manager, WNCT(AM) Ithaca, N.Y.

Bert Brummet, national sales manager, KGRO-TV Seattle, named assistant station manager.


Darrell Cunningham, assistant professor, radio-television, Kansas State University, joins KAIT-TV Jonesboro, Ark., as assistant station manager.

Chester Maxwell, VP-general manager, KBOX(AM)-KXLC(FM) Dallas, elected president of Association of Broadcasting Executives of Texas during annual meeting. Others elected: Susan Kendall, The Stanford Agency, Dallas, VP; Ray Ward, Dallas Power & Light, secretary; Buddy Brown, KRLD(AM) Dallas, treasurer.

Margaret Johnston, director, computer communications, KCOP(TV) Los Angeles, named business manager, KPTV(TV) Portland, Ore. Both are Chris Craft Industries stations.

Broadcasting Advertising

Charles Duncan, president, Coca-Cola Co., Atlanta, resigns, citing personal reasons. Board of directors elected Lucian Smith, senior VP-head of domestic soft drink operations, to succeed Mr. Duncan.

Allan Royster, local sales manager, KHJ-TV Los Angeles, named general sales manager.

Joseph Ostrow, senior VP and director of communications services, Young & Rubicam International, New York, continues in that post but moves his base of operations to Los Angeles for personal reasons. Theresa Pellegrino, VP and manager of communications services, will function as Mr. Ostrow's aide in New York. Polly Lambert, who has been VP and group supervisor, named VP and director of communications planning, New York.

Lew Hunter, VP-sales, assistant manager, WCLC(FM) Skokie, Ill., named national and general sales manager, KXTZ(FM) Los Angeles, KBOH(AM) Avalon-Santa Catalina, Calif.


Reynard Corley, general sales manager, WDBW-TV Augusta, Ga., joins WMAR-TV Baltimore in same capacity.

First. Distinguished Service Medal, nation's second highest peace-time decoration, has been awarded by President Nixon to Colonel Robert Cranston (l), retired commander of American Forces Radio and Television Service. Presentation was made at Pentagon last Tuesday (May 7) by Major General Winant Sidle (r), who said it was first ever awarded to broadcast officer. Citation noted Colonel Cranston's direction of AFRTS from 1968 to 1973, read in part: "... his achievements, dynamic leadership and initiative greatly improved the value of electronic communication media for military personnel overseas."


John F. Carpenter, national sales manager, WBBM-TV Atlanta, Ga., named general sales manager.

Wolcott A. Ranck, general sales manager, WNUS-AM-FM, WCIU-TV Chicago, named general sales manager, KCMO(AM) and KFMY(FM) Kansas City, Mo.

Ivan Kafouy, formerly with KFAM-AM-FM Portland, Ore., named sales manager, KVEN(AM) Vancouver, Wash.

Frederick J. Staffolino, with sales staff, WLTI(AM) Steubenville, Ohio, named sales manager.


Howard Slatas, manager, network relations, Foote, Cone & Belding, Chicago, named director of network relations.

Alan Fraser, copy supervisor, and Peter Grounds, executive producer with Needham, Harper & Steers, New York, named senior creative associates.

Jack W. Rugel, president, Target Media, Chicago-based independent media buying firm, resigns to join Draper Daniels, Chicago, as VP-media, marketing services.

Frances G. Smith, retail services director, ABC-owned AM stations, New York, joins WLS(AM) Chicago as retail sales manager.

David Alcorta, with sales staff, KDEO(AM) San Diego, named local sales manager.

Dehryll Galloway, with sales staff, KAYC(AM)-KAYD(FM) Beaumont, Tex., appointed local sales manager.


Les Askelson, with sales staff, WCCI(FM) Savannah, Ill., named sales manager.

Alan R. Neneder, creative department copywriter, Dancer-Fitzgerald-Sample, New York, named creative group head.

Lucia Blinn and David Francis, copy supervisors, Needham, Harper & Steers, New York, named creative supervisors.

Darryl Bridson and Roger Levinsohn, creative supervisors, NH&S, New York, appointed creative directors.

William G. Closworth, producer, BBDO, New York, named casting director.

Ronnie Jenkins, media director, Metzendorf Advertising, Houston, joins Tracy-
Locke, Dallas, as account executive.


Programing

Dave Donnelly, VP-program development, Hughes Television Network, New York, named VP-programming and network sales. He succeeds Jack Tobin, who assumes new position of VP-acquisitions and marketing.

Zvi Shoubin, program manager, wvue-(TV) New Orleans, named program manager for WMAQ-TV Chicago.

Ron Dennington, from WQCI-(FM) Cleveland, joins WDHP-(FM) Chicago as program director.

Don Merl, executive producer, KMOX-TV St. Louis, named program director.

Tae Hammer, staff announcer, KQRZ-AM-FM Minneapolis, named program director.

Alan H. Frank, operations supervisor, WSIU-(FM) Carbondale, Ill., named program director.

Matt Connolly Jr., production, operations and promotion director, WPNR-AM Providence, R.I., joins WBZ-TV Boston as production manager.

Dave Sweet, formerly with WJAR-TV Providence, R.I., joins WTEV-(TV) New Bedford, Mass., as sportscaster.

Al Medoro, graphics manager, KKO-AM San Francisco, joins KABC-TV Los Angeles in same position. Both are ABC-owned outlets.

Nancy Shannon, creative service director, KIRO-(AM) Seattle, appointed coordinating producer, KTW-(AM) Seattle.


Broadcast Journalism

Jean Tucker, news editor, WTIC-TV Hartford, Conn., named editorial director, WFSB-TV Hartford.

Robert Gilmartin, assistant news director, WCR-TV Buffalo, N.Y., named news director, WKRC-TV Cincinnati.

Rod Gragg, news director, anchorman, WWAY-(TV) Wilmington, N.C., appointed news reporter, WBTV-(TV) Charlotte, N.C.

John D. Lofton Jr., syndicated newspaper columnist, United Features, named political commentator, WMAL-TV Washington. He was editor of Republican National Committee's Monday house organ.


Tom Silberman, news director, WCOJ-TV Cincinnati, joins WXIX-(TV) Cincinnati in same position.

Bruce Smallwood, news announcer, WAMS-(AM) Wilmington, Del., named news director.

Les Kreisman, executive producer, public affairs programming, WCVB-TV Boston, named assistant news director, WBZ-TV Boston.

Claudia Polley, formerly with WTLC-(AM) Indianapolis, joins news staff of National Black Network, New York, as correspondent.

Judith Sigler, news writer, WTOP-TV Washington, named news correspondent.

Wendy White, production assistant-weekend radio reporter named television news writer.

Carol Ann Hutchinson, field reporter, producer, news announcer, KVJOA-TV Tucson, Ariz., joins KCST-(TV) San Diego as co-anchor for evening news.

Thomas F. Hannon Jr., news announcer and reporter, WNB-(AM) Binghamton, N.Y., joins WBNG-TV Binghamton as weekend news anchorman and general assignment reporter.


William R. Powers, video tape editor, WAWY-TV Huntsville, Ala., named chief technical director.

William W. Weismann, market supervisor, retail market, 3M Co.'s magnetic audio/video products division, St. Paul, named sales supervisor.

Robert E. Leach, engineering director, KPUI-AM-TV Hilo, Hawaii, appointed director of engineering/operations for Blond-Tongue Broadcasting Co., Old Bridge, N.J., Mr. Leach will supervise construction of WBTY-TV Newark, N.J., which plans to start in September as subscription-television outlet.

L. Randall Brophy, sales engineer, GTE Sylvania Inc., Waltham, Mass., subsidiary of General Telephone & Electronics Corp., appointed market analyst for electronic components group, GTE.


Cablecasting

Donald M. Anderson, director, planning and statistical services, National Cable Television Association, Washington, named VP of that department. Beverly Murphy, NCTA's director of personnel and facilities and Independent Operator's Board liaison, named VP-operator relations, and Robert Stengel, director of public affairs, named VP of that department.

Larry P. Hutchings, formerly with Paramount Television, Chicago, named central division district manager, Via-com Enterprises, New York.

W. Otis Higgs, Shelby county, Tenn., judge, elected to board of directors, Athena Communications Corp., New York. Judge Higgs is also secretary-treasurer of Mid-South Cable Productions Inc., Memphis.

Allied Fields

John T. Lazarus, account executive, ABC Sports, New York, named director of radio and television, Office of Baseball Commissioner, New York, effective June 1, replacing Thomas Dawson. Mr. Dawson, former CBS-TV president, is relocating to La Jolla, Calif., to pursue business interests.

Warren K. Agee, dean, University of Georgia School of Journalism, elected chairman of accrediting committee of the American Council of Education for Journalism. Edward Bassett, dean, University of Kansas School of Journalism, named VP and Basket Mosse, Medill School of Journalism, Northwestern University, re-elected executive secretary.

Calif., which serves as liaison to network TV, radio and motion picture industry on location assistance.

Ray Pradines, former associate editor of Overdrive magazine, Los Angeles, named public relations director, Country Music Association, Nashville.

Deaths

Richard E. Cheverton, 58, news and editorial director for wotv(TV) Grand Rapids, Mich., died there May 8. Death was attributed to lymphoma. He had been active in number of broadcast journalism associations, was past president of Radio Television News Directors Association. He had won Peabody, du Pont and Sigma Delta Chi awards, recently received Michigan Associated Press First Amendment award. He is survived by his wife, Virginia, daughter and son.

Sir Frank Packer, 67, board chairman of Television Corp. Ltd., Sydney, Australia, which owns and operates Channel Nine Network, telecasting to six stations in major cities of Australia, died May 1 of pneumonia in Sydney. Sir Frank also was chairman of Australian Consolidated Press, which owns and operates newspapers and magazines in Sydney. He is survived by his wife, Lady Florence Packer, and two sons.

HeLEN H. Benton, 73, publisher and VP of Encyclopaedia Britannica Inc., died May 3 in Phoenix, after short illness. She was member of firm's board of directors since 1959. She was wife of late William B. Benton, co-founder of Benton & Bowles, U.S. senator from Connecticut and ultimately publisher of Encyclopaedia Britannica, who died in 1973 (BROADCASTING, March 26, 1973).

BELA T. Kardos, 72, editor, writer and economist, died April 30 at his home in Brookmont, Md. Dr. Kardos was an economic writer in the Hungarian service of the Voice of America from 1955 to 1972, and was also consultant to Library of Congress. He is survived by his wife, Edith, and two daughters.

Arthur Roberts, 53, master control engineer, Voice of America, died May 1 of heart attack near his home in Springfield, Va. Mr. Roberts had been with the VOA since 1943. Survivors include his wife, Wilhelmina, two daughters and one son.

Robert Cren, 50, television playwright, whose drama The Defenders won Emmy in 1964, died May 6 of heart attack in New York. Survivors include his wife, Catherine, five daughters and three sons.

Julius W. Dittman, 83, controller of WABE Radio Inc., Mobile, Ala., died April 20 in local hospital after long illness. Mr. Dittman was formerly 50% stockholder of WABE(AM) Mobile. He is survived by his son Bernard, present owner of station, and daughter.

For the Record

As compiled by Broadcasting, April 29 through May 3, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—altitude; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; CARS—community antenna relay station; Cl.—critical hours; CP.—construction permit; D.-day; DA.-di- rectational antenna; ERP—effective radiated power; HAAT—height of antenna above average terrain; kHz—kilohertz; kw—kilowatts; L.S.—local sunset; mty.—megalight; mod.—modifications; N.—night; PSA—presumed service authority; SCA—subsidiary communications authorization; SH—specified hours; SSA—special service authorization; STA—special temporary authorization; trans.—transmitter; TPO—transmitter power output; T.V.—unlimited hours; vis.—visual; w.—watts; *—noncommercial.

New TV stations

Application

St. Louis—Double Helix Corp. seeks UHF ch. 40 (626-632 mhz); ERP 62.1 kw vis., 10.3 kw aur. HAAT 372 ft.; ant. height above ground 328 ft. P.O. address: Box 7197, Pierre Ladee Station, St. Louis, Mo. 63156. Estimated construction cost $29,387; first-year operating cost $25,000. Geographic coordinates 38°18'20" north; 94°14'00" west.


Existing TV stations

Start authorized

Following station was authorized program operating authority for changed facilities on date shown: WYAT-TV Philadelphia (BPCT-4376), April 12.

Final action

Corona Del Mar, Calif.—Chief complaints and compliance division of Broadcast Bureau, informed Dr. Patrick Michaels of Corona Del Mar that no further action was warranted on his complaint that KGOK(AM) and KGO-TV San Francisco, broadcast personal attack on him and failed to comply with personal attack rule, since Dr. Michaels had provided no evidence supporting his contention that attack had been broadcast. Ann. April 30.


WGBY-TV Springfield, Mass.— FCC denied application by John Pierce Lynch for review of a March 13 ruling of Broadcast Bureau denying his complaint that WGBY-TV refused to accept his refusal as political candidate for U.S. Senator. Lynch has requested public hearing by commission relative to mandating free public broadcasting time to major candidates, with discretion on public funding of campaign activities. Staff ruled it difficult to determine whether WGBY-TV violated equal time provisions, since more than 16 months had passed between time he alleged station refused him access and time of filing his complaint. Action May 1.

Kirkwood, Mo.—Broadcast Bureau informed Gordon Lee Baum of Fairness in Broadcasting Committee of Citizens Council that no commission action was warranted on his complaint that CBS program The Autobiography of Miss Jane Primus was biased in content. Bureau said Baum failed to provide reasonable basis for claim that issues were controversial at time of broadcast and had not shown CBS failed to afford opportunity for presentation of contrasting viewpoints. Ann. May 1.

Other actions

WLGY-TV Largo, Fla.—Review board denied appeal by Channel Nine of Orlando from Administrative Law Judge Byron E. Harrison's order released Feb. 11 denying Channel Nine's petition to intervene in proceeding involving application of WLGY-TV for CP to modify its existing facilities (Doc. 19672). Action April 29.


Rulemaking action

East Lansing, Mich.—FCC amended TV table of assignments with designation of ch. 23 at East Lansing as educational assignment (Doc. 19739). Action May 1.

New AM stations

Application

Bayou Vista, La.—FCC waive provisions of sections 73.37 (showcard required for applications for broadcast facilities) and 1569 (applications for frequencies adjacent to class A-2 channels), and application of Teche Broadcasting Co., for new AM on 1170 kHz, 250 w. D, at Bayou Vista, accepted for filing. Action May 1.

Start authorized

WKAX Russellville, Ala.—Authorized program operation on 1500 kHz, 1 kw-D. Action April 2.
April Actions inquired public commissioner; (AM) Gilbert Action April granted statewide complaint that WNBC Woodside shown: WPBR erating authority for changed facilities on date Starts authorized April replace existing tower Ann.

Gilbert Action April granted statewide complaint that WNBC Woodside shown: WPBR erating authority for changed facilities on date Starts authorized April replace existing tower Ann.

April Actions inquired public commissioner; (AM) Gilbert Action April granted statewide complaint that WNBC Woodside shown: WPBR erating authority for changed facilities on date Starts authorized April replace existing tower Ann.

New FM stations

Applications

Chillicothe, Ill.—Chili Communications seeks 94.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 2300 Lincolnville, Ill. 61404. Estimated construction cost $64,336; first-year operating cost $30,000; revenue $89,445. Principals: William D. (512) 682-4860 and Helen J. Engelbrecht (696) and Charles D. Snyder (305) 655-4101. Estimated construction cost $12,209; first-year operating cost $9,766; revenue $10,000. Terrestrial media; Miss. Snyder is store manager. Ann. May 2.

Bristol—Southern Vermont Broadcaster seeks 96.7 mhz, 3 kw, HAAT 169 ft. P.O. address: Box 19, Bristol, 06010. Estimated construction cost $2,249; first-year operating cost $2,976; revenue $10,000. Terrestrial media; Miss. Engelbrecht is adver- tising media director; Ms. Snyder is store manager. Ann. May 2.

Vail—Southern Vermont Broadcaster seeks 95.7 mhz, ERP 34 kw, HAAT 580 ft. Action April 24.

KTCN Colby, Kan.—Authorized program opera- tion on 91.9 mhz, ERP 10 kw, Action April 24.

KCEP Las Vegas—Authorized program opera- tion on 98.1 mhz, ERP 10 kw, Action April 24.

WCVH Flemington, N.J.—Authorized program opera- tion on 90.5 mhz, ERP 68 kw, HAAT 300 ft. Action April 19.

WCBE Corning, N.Y.—Authorized program opera- tion on 91.9 mhz, ERP 10 kw, Action April 10.

WOKI-FM Oak Ridge, Tenn.—Authorized program opera- tion on 91.0 mhz, ERP 100 kw, HAAT 2,000 ft. Action April 19.

KVLU Beaumont, Tex.—Authorized program opera- tion on 91.3 mhz, ERP 68 kw, HAAT 554 ft. Action April 17.

Final actions

Dinuba, Calif.—Review board granted joint re- quest of Bufo Dinuba and Korus Corp. to ex- clusively assign exclusive applicants for new FM station in Dinuba, for approval of agreement dismissing Koros's application and granting PO Dinuba application and payment of $15,000 by Radio Dinuba as partial reimbursement of expenses incurred by Koros. Board terminated proceeding. Radio was granted 98.8 mhz, 25 kw, P.O. address: 110 North L Street, Dinuba, 93621. Estimated construction cost $77,143; first-year operating cost $21,000; revenue $48,000. Principal: David L. Hofer (100%) owns and operates KRDG-Dinuba (Dinuba) (1956). Action April 29.

Sanford, Me.—Southern Maine Broadcasting Corp. Broadcast Board granted 92.1 mhz, 3 kw, HAAT 32 ft. P.O. address: 169 Riverside Drive, Sanford, ME. Proposed construction cost $64,800; first-year operating cost $10,000; revenue $37,500. Principal: Alvin Yudoff, president, et al. (100%); Southern Maine is buying KDRA (Sanford) (BP-7000). Action April 29.

Duluth, Minn.—Minnesota Educational Radio Broadcast Board granted 92.5 mhz, 6 kw, HAAT 603 ft. P.O. address: 400 Sibley Street, St. Paul, 55101. Estimated construction cost $45,623. First-year operating cost $2,000. Principal: William H. "a complete package"

Not just another hotel on Madison Avenue. But a Knott Hotel.

Best place on or off the Avenue for communications industry to comm. For when you're got to stay in town overnight. And when you and your wife want to go to the town on a weekend. Two and three room suites for corporate use, too. With the Bar and room service that you can't

The Berkshire HOTEL

Madison Avenue at 58th Street
New York, New York

600 Sibley Street
Omaha, Nebr

1-800-327-3384

In the continental U.S.

Best place on or off the Avenue for communications industry to comm. For when you're got to stay in town overnight. And when you and your wife want to go to the town on a weekend. Two and three room suites for corporate use, too. With the Bar and room service that you can't

"a complete package"

FM Monitors

TBM-3700 Main channel frequency and modulation

TBM-2200A Stereo modulation and pilot frequency

TBM-2500B SCA frequency and modulation

for remote monitoring

MicroMonitors

Monitors for your signals before you send them to your audience, and keep an eye on your signals when you're not around.

New York City

55 West 43rd Street

(212) 761-5800

Call toll-free in the continental U.S. (except Fla.): 1-800-327-3384. In Fla. call collect: (305) 655-4101

Broadcasting May 13 1974
Summary of broadcasting
According to the FCC, as of March 31, 1974

<table>
<thead>
<tr>
<th>Licensed</th>
<th>Total on air</th>
<th>Not on air</th>
<th>CPs</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4.278</td>
<td>2</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2.485</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>0.055</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>0.182</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Educational TV</td>
<td>0.697</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Educational FM</td>
<td>0.632</td>
<td>3</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>0.063</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total commercial</td>
<td>2.687</td>
<td>10</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td>Educational TV</td>
<td>0.055</td>
<td>22</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Educational FM</td>
<td>0.063</td>
<td>22</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>0.063</td>
<td>22</td>
<td>0</td>
<td>22</td>
</tr>
</tbody>
</table>

* Special temporary authorization
* Includes off-air licensees


Call letter applications
- James M. Strain, Pismo Beach, Calif. - Seeks KPGA.

Call letter actions
- Glenn Music Broadcasters, Madera, Calif. - Granted KUUL.
- Quartz Broadcasting Co., Pueblo, Colo. - Granted KPUB-FM.
- Lewis and Clark Community College, Godfrey, Ill. - Granted WLCA.
- Lake Providence Broadcasting Service, Lake Providence, La. - Granted KBED.
- University of Maine, Fort Kent, Me. - Granted WUFH.
- Southern Electronics Co., Winona, Miss. - Granted WYAT-FM.
- Media Corp., Humbly City, N.M. - Granted KPOE.
- Central School District No. 1, towns of Rush, Henretta, Pittsford and Brighton, all New York - Granted WRHR.
- Marietta College, Marietta, Ohio - Granted WMRT.

Designated for hearing
- Avalon, N.J. - Mutually exclusive applications of WAVY Communications and Avalon Broadcasting Co. for new FM station to operate on 96.3 MHz at Avalon has been designated for hearing by Broadcast Bureau (BPI-3441, 8472). Issues to be determined include which proposal would, on a comparative basis, better serve public interest, which, if either, should be granted (Doc. 2000-3). Action April 25.

Existing FM stations

Starts authorized
- Following stations were authorized program operating authority for changed facilities on date shown: KPRI San Diego (BPI-7992), April 12; KCCR San Luis Obispo, Calif. (BPI-1636), April 12; WKIV Vincennes, Ind. (BPI-8305), April 12; WORC West Hartford, Conn. (BPI-1638), April 12; WECY Farmington, Conn. (BPI-8429), April 12; WPLK Chicago (BPI-8605), April 12; WSCN Louisville, Ky. (BPI-8811), April 12; KSMB Lafayette, La. (BPI-8753), April 12; WERS Boston (BPI-1628), April 22; WQUR Utica, N.Y. (BPI-8588), April 19; WHPE-FM High Point, N.C. (BPI-1641), April 24; WFMZ Allentown, Pa. (BPI-8068), April 24; WYQI Ebensburg, Pa. (BPI-8866), April 19; WLWX Memphis (BPI-1738), April 22; WVTV Nashville (BPI-1688), April 22; KAMC Arlington, Texas (BPI-8859), April 23.

Final actions
- WWTT-FM Bethany Beach, Del. - Broadcast Bureau granted request for license to change equipment from BSCA-137 to BSCA-138. Action April 25.
- WQSR Sarasota, Fla. - Broadcast Bureau granted request for waiver of rules to identify as Sarasota-St. Petersburg, Fla. Action April 25.
- WYSP Philadelphia - Broadcast Bureau granted request for license to change equipment from BSCA-137 to BSCA-138. Action April 25.
- WNEZ Aiken, S.C. - Broadcast Bureau granted permit to operate by remote control from 118 Newspaper Street, S.W., Aiken; install new trans. and ant.; and add circular polarization; ERP 3 kw, net height 300 ft. (BPI-8901). Action April 25.

Call letter applications
- WLMJ Gadsden, Ala. - Seeks WKNG.
- KTAO Los Gatos, Calif. - Seeks KXRE.
- WRNJ Atlantic City - Seeks WAVY.

Call letter actions
- WAFM-FM Montgomery, Ala. - Granted WMGZ.
- WERF-FM Freeport, Ill. - Granted WFRL-FM.
- WGPI Winston-Salem, N.C. - Granted WSEW.

Renewal of licenses, all stations
- Broadcast Bureau granted renewal of licenses for following stations, second-extension terms, and SCA's when appropriate: WAFM-FM Angola, Ind. - Subject to conditions that assignment of license be consummated within 45 days of date of grant and that station resume broadcasting within 60 days after grant of application; KDGO(AM) Durango, Colo.; KGHS(AM) Internationally, Internationally, KLOR-FM Loveland, Colo.; KSPF(AM) Aspen, Colo.; WELK(AM) Charlotte, N.C.; WAQO(AM) Atlanta (actions April 29); WPXY(AM) Greenville, N.C. - Subject to condition that assignment of license to be consummated within 45 days of date of grant (action April 30); and KAOA-AM FM Carrollton, Ohio (Action May 1).
- KSFQ(AM) San Francisco - FCC granted application by Golden West Broadcasters for renewal of license to operate at new location filed by Marcus Garvey Wilson, chairman of Community Coalition for Media Change was denied. Action May 1.

Modification of CP's, all stations
- Broadcast Bureau granted following CP modifications on date shown:
  - WKJK(AM) Lebanon, Md. - Make changes in terms (BMPF-14078) to permit renewal of license. Action April 24.

Translator actions
- KSLA(AM) Ada, Okla. - Seeks WAYV.
- KBRY(AM) Des Moines, Iowa. - Seeks WDEL.
- KDWA(AM) Reading, Pa. - Seeks WPXW.
- KAMC(AM) Charlottesville, Va. - Seeks WAQO.

Renewal of licenses, all stations
- Broadcast Bureau granted renewal of licenses for following stations, second-extension terms, and SCA's when appropriate: WAFM-FM Angola, Ind. - Subject to conditions that assignment of license be consummated within 45 days of date of grant and that station resume broadcasting within 60 days after grant of application; KDGO(AM) Durango, Colo.; KGHS(AM) Internationally, Internationally, KLOR-FM Loveland, Colo.; KSPF(AM) Aspen, Colo.; WELK(AM) Charlotte, N.C.; WAQO(AM) Atlanta (actions April 29); WPXY(AM) Greenville, N.C. - Subject to condition that assignment of license to be consummated within 45 days of date of grant (action April 30); and KAOA-AM FM Carrollton, Ohio (Action May 1).
- KSFQ(AM) San Francisco - FCC granted application by Golden West Broadcasters for renewal of license to operate at new location filed by Marcus Garvey Wilson, chairman of Community Coalition for Media Change was denied. Action May 1.

Modification of CP's, all stations
- Broadcast Bureau granted following CP modifications on date shown:
  - WKJK(AM) Lebanon, Md. - Make changes in terms (BMPF-14078) to permit renewal of license. Action April 24.

Translator actions
- KSLA(AM) Ada, Okla. - Seeks WAYV.
- KBRY(AM) Des Moines, Iowa. - Seeks WDEL.
- KDWA(AM) Reading, Pa. - Seeks WPXW.
- KAMC(AM) Charlottesville, Va. - Seeks WAQO.

Please send

Broadcasting
The newsweekly of broadcasting and allied arts

Name ____________ Petition ____________
Company ___________________________
[ ] Business Address
[ ] Home Address
City ____________________ State __________ Zip __________

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

Address Change: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

Broadcasting May 13 1974 56
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5390 Cherokee Ave.
Alexandria, Va. 22314
(703) 354-5400
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 79B, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

EDWARD F. LORENTZ
& ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
341-2619
Washington, D. C. 20005
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
572 Munsey Bldg.
(202) 785-0111
Washington, D. C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
296-2315
WASHINGTON, D. C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teletor Ct. (703) 599-6000
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

Kear & Kennedy
Associates
1302 18th St., N.W.,
WASHINGTON, D.C. 20036
(202) 785-2200

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 79004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET
& KOWALSKI
711 14th St., N.W.
Republic 7-6666
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(202) 377-7470
(202) 633-4604
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5280
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyomling Pl.
Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN
& ASSOCIATES
Suite 716, Association Bldg.
1145 19th St., N.W., 059-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80506
(303) 333-5542
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr.,
& Associates, Inc.
Broadcast Engineering Consultants
Box 230
Coldwater, Michigan 49036
Phone: 917-279-7399

ROSNER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

DAWKINS ESFY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3944

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE

Service Directory

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
180 S. Market St.
Lee's Summit, Mo. 64063
Phone: (816) 526-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone: (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—among them, the decision making sta-
tion owners and managers, chief engi-
ners and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

CAMBRIDGE CRYSTALS
CONSULTING ENGINEERS
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
341-2619
Washington, D. C. 20005
Member AFCCE

KLQ (FM) 91.9, WFO (1500 kHz) and WOR (1390 kHz) — Broadcast Corporation of America, Ann. April 29. 

NOA (FM) West Blvd, Both. Wisconsin. G.P.C. has filed pro forma application to assign to license to James V. Turby, contingent on grant of sale. Ann. April 30. 

**Actions**


- **WAFM (FM)** Angola, Ind. (100.1, 1 kw-AM) —Broadcast Bureau granted assignment of license from California. G.P.C. Inc., receiver for $60,450. Seller: Mr. Chase (100%). Buyer: G.P.C. Inc., receiver. License surrendered (12.77%), et al. Mr. Andrews is an announcer with WTRU (AM) Muncie, Ind., and Mr. Wyatt is program manager at the station. Gwinn, Pa. (BALT/924). Action April 25. 

- **WNCW-AM-FM** Eastpoint, Mich. (AM: 1310 kHz, 5 kw-D; FM: 100.3 MHz, 30 kw) — FCC granted license renewal and transfer of control of John Communications Inc., licensee of WNCW (FM) Eastpoint, Mich., to John Communications Inc., et al. as estate executors of Lester E. Cox (100%) before April 5, 1979. Seller: John Communications Inc. (none before, 60% after). Consideration: $1,500 (36%, 24% after). The property is owned by John B. Mahaffey and John Mahle (each 3%), et al. Mr. Mahaffey also has an interest in KYSF (FM) Waynesville, Mo. (see below.) Mr. Mahaffey also has interest in KICA (AM) Clive, Ia. (BALT/931). Action April 29. 

- **KQWP (AM)-KYSF (FM)** Waynesville, Mo. (AM: 1390 kHz, 1 kw-D, FM: 1023.1 MHz, 5 kw) — Broadcast Bureau granted assignment of license from South Central Broadcasters Inc. for $300,000. Seller: John B. Mahaffey, owner. License transferred to control of John Communications Inc. et al. as estate executors of Lester E. Cox (100%) before April 5, 1979. Seller: John Communications Inc. (none before, 60% after). Consideration: $1,500 (36%, 24% after). The property is owned by John B. Mahaffey and John Mahle (each 3%), et al. Mr. Mahaffey also has an interest in KYSF (FM) Waynesville, Mo. (see below.) (BALT/857). Action April 26. 

- **KHQL (TV) (ch. 8)** Albion, KHPL (TV) (ch. 6) Hinton, KHPL (TV) (ch. 13) Kearney, and KJHTL (TV) (ch. 4) Superior, all Nebraska—Broadcast Bureau granted a certificate of construction of signal (BALT/946). 

- **WVMB-A** Millville, N.J.—transfer application of Union Lake Broadcasters from Garden Station Broadcasting Co. to Countywide Broadcast-
Help Wanted Management

Sales manager for award-winning, exciting Eastern station. Must be good salesperson, with strong ability to motivate and direct others in selling. Good package for right individual. Box D-256, BROADCASTING.

We want successful small market manager who desires equity opportunity. Midwest-Southwest group operations. Proven management and community relations. Good people skills. Box E-16, BROADCASTING.

Sales manager needed at suburban New York radio station. Must have at least three years USA. Opportunity-establishment. Send resume, salary, and tape to. Box E-62, BROADCASTING.

General Manager--for established 100,000 Watt FM in Orlando, Florida. Florida's fastest growing market. Expanding Broadcasting Concent looking for experienced individual with proven record. Must have excellent management and community relations. Must be an active community member. Good package. Box E-113, BROADCASTING.

Sales manager needed at suburban New York radio station. Must have at least three years experience. Send resume, salary and phone number to. Box D-257, BROADCASTING.

Help Wanted Sales

Small market, North Carolina, contemporary country AM is looking for an individual with experience in local sales. Prefer person with multiple broadcast talents and a years experience. Must be able to produce on the spot. Send resume, salary history and introductory letter to Box E-2, BROADCASTING.

Opportunity-established station. Salary, commissions. Send resume, sales record. KFRO, Longview, TX 77601.

Fantastic 50,000 growth market, best climate in USA. That's right, San Diego City. Need proven sales producer for strong adult contemporary regional AM/FM. Lots of money, lots of benefits. Write Gene Alfred, KMLO, Vista, CA 92083.

Southern Calif. top-rated, medium market AM/FM looking for a topnotch salesperson. A great opportunity. In this fast paced market, we have a high demand for the right person. Send resume, salary history and introductory letter to Box W-3, BROADCASTING.

Salesperson (some announcing if desired). Send complete sales record and audition immediately. WOCR P.O. Box 152, Medina, N.Y. 14103.

Big money potential on Long Island with only AM station fully covering giant market just designated 4th in retail sales. Need New York City, Salary, Commission. Advancement. If you can bill $18 to $10 thousand a month you make $300 a week. Write Chenault Hillsperg format. WLUX, Islip, L.I., NY 11751. 516-397-1100.

Greenville, N.C. 10,000 Watt full time, An excellent opportunity. No experience necessary. Must have sales experience. Write or call Jennings Blakeley, WJAC Fm, Greenville. N.C. 27834, Phone 919-758-1070, ext. 210.

Illinois. Seeking addition to sales force. Resume, later interview. WSMM-AM-FM, Fishkill.

Young aggressive individual for sales. Immediate opening. Excellent opportunity. Send resume to WSTZ, Buffalo, N.Y. 14201.

Sales Manager. $15,000 + potential. WJSU Franklin, N.Y. 50 miles NYC in heart of Sussex County recreation area. Excellent opportunity. Rated dominant Z11. Peter Birdach 212-973-2767.

Help Wanted Announcers

PD-morning person. Award-winning Eastern regional station with strong promotion and a proven creative team with your air, copy and production talents. Plenty of opportunities for public Involvement. New, different and exciting concept. Box D-257, BROADCASTING.

Help Wanted Announcers Continued

Top 40 jack for afternoon shift, leading AM, northern. Experience, personality, good production essential. Possibility additional work on affiliated TV. Box E-68, BROADCASTING.

No. 1 rated major fulltime soul station in South has openings for afternoon drive and nighttime slots. Must have DJ and production. Send resume. Box E-72, BROADCASTING.

First Phone Announcer for small market Maryland station. Send photo and resume. Box E-62, BROADCASTING.

Major Northeast Market: Experienced combo announcer. Commercial classical experience and first phone necessary. Send resume to Box E-92, BROADCASTING.

WANTED: Someone to move from radio announcing position to sales position with radio station in beautiful, fast growing community of 14,000. Car furnished, State salary requirements, marital status and experience. Your letter will be answered. Seeking applicants from New Mexico and adjacent states. Write Box E-103, BROADCASTING.

Christian formed Florida station seeks fundamental Christian full or part time. 1st helpful. Rush resume and picture. Box E-111, BROADCASTING.


Small Market Radio Station Princeton, W. Va. has immediate opening for Chief Announcer who can assume responsibility of PD. Must have knowledge of production, music understanding. Send resume, photo and tape to: WAWE RADIO—Henry Beam, P.O. Box 1011, Princeton, WV 24740.

July 1st opening for MOR DJ. 2 to 7 P.M. Show tape, rush resume, and salary requirement to Jerry Collins, WASK, Lafayette, IN 47902.

WBBO, top rated adult contemporary station needs all night announcer. Good opportunity for reliable person in small market wishing to gain experience. Send tape, resume, references, and photo to: WQFJ, Harrisonburg, VA 22801.

Mobile, AL. Seeking new addition to on-air entertainment. Send resume to: WJPD-FM, Mobile, AL 36602.

Large market AM/FM needing an Air personality with a good production background. Send resume, references, and tape to: WQAM, Miami, FL 33015.

Immediate Opening for a Transmission Engineer. Send resume to Box J-30, BROADCASTING.

Help Wanted Technical

Chief Engineer for metropolitan university stereo FM, with automated SCA. $9,000 + benefits. Write: Journalist, KMUC-FM, 1751 N. Falmouth, Wichita, KS 67208.

Immediate Opening for a Transmission Engineer. Some board work. Station WAMD, Aberdeen, MD 21601.

If you are a smart technician who lives and breathes electronics and would like to do sophisticated maintenance, construction, and repair on a 5,000 watt full-time AM broadcast station and a growing 70-mile CATV system 35 miles west of Philadelphia, working in a pleasant, well-equipped laboratory under capable, sympathetic supervision contact Louis N. Selzer, Radio Station WCOJ, at 215-384-2100.

Chief Engineer, maintenance experience required for 980-watt FM radio station. Must know transmitter and studio and microphone equipment. Call P. Gilmore at 303-333-555 or write c/o WNBA, Broadcast Center, Bridgeport, CT 06608.

Help Wanted News

News Director wanted by major market southern station. Large adult contemporary and TV chain. Send resume Box E-73, BROADCASTING.

Professional, creative newswoman needed immediately for gathering and editing news plus production work. Must have good voice and diction, excellent opportunity, good pay and benefits, pleasant working conditions. Immediate Opening. Send resume to: KEKE/KKQL Radio, P.O. Box 1648, Jackson, Miss. 39216 or phone 214-389-7211.


Massachusetts award winning news/MOR station needs experienced local newswoman who can dig, write, edit, news. Aggressive, creative ability, must. Full local news department, AP,UPI, AUI. Fringe benefits, salary requirements, airchecks, WCAP, Lowell, MA 01852.

Seeking field reporter with hard news, investigative reporting background and film use knowledge. For Southeast/Western Swing radio station. Must have excellent production background. Send resume/tape to WKLT-AM News, Miami, FL.


Help Wanted Programing

Production, Others

Full time Major Market Black Contemporary Station seeking resident P.O. or Major Market Experience. Mail resume to Box D-71, BROADCASTING.

Program Director, medium/small market. Announcer, know MOR programming; supervise 4-man staff; report production; handle board shift. Interview show fully responsible for programming; prefer 1st phone. Must know logging rules; decent salary; lovely upper midwest town. Do not reply without heavy experience! Box D-192, BROADCASTING.

Program director/salesperson for small market Maryland. Must have full time experience and wage demands. Box D-240, BROADCASTING.

Operators Manager for major Carolina station. Describe experience in production, promotions, programing, and music. Must be able to bring in profit sharing to start. Box E-39, BROADCASTING.

Needed immediately, a full-time production director for 50,000 watt WBKX radio in Buffalo. Strong communications background is a must. Send resume to Bob Harper, program director, WBKX Radio, Buffalo, NY 14209. An Equal Opportunity Employer.
Situations Wanted Management

Medium market general manager came up through programing sales 9 years ago. Very motivator able to make it happen at your large market station. Veteran in both major and minor markets. Ready for the right move, now. Box D-265, BROADCASTING.

Small market sales and programing pro ready for the major market. 3rd endorser. Good record, looking for a major university ready for the right move, now. Box D-268, BROADCASTING.

Sales is my forte, and I’ve been the number 1 sales- man in my station for the past three years. Now I’m ready for the move to sales management. I have 7 years in radio, married, degree. Box D-270, BROADCASTING.

Small market sales manager desires move up to your medium or large market sales manager. 6 years in radio, 2 with a rep, 2 with an agency, 33, BA, professional track record. I’m man who can add to your bottom line! Box D-271, BROADCASTING.

Situations Wanted Anouncers

Believe in Professionalism? Believe sales and programing are the number one sales tool. Currently working in a top 9 market, looking for a challenge. Experienced, good, intelligent with a great family. Want something new and different. Will check me out and I’ll check you out. Box E-53, BROADCASTING.

1st Class DJ announcer, excellent voice for sports, also authoritative newscast, commercial production and transmitter operator. Age 19, Box E-55, BROADCASTING.

Disc jockey (3rd endorser)—progressive rock and top 40 formats. If you’re looking for someone who’s dependable, creative and ready to take the assertive and aggressive tack, call me, Box F-97, BROADCASTING.

Number one AM Rock top ten market past 2 1/2 years. I’m married, 26, can handle a lot more than one. Can do MOR and beautiful music. Prefer West Coast, but will consider all reasonable offers. Box E-69, BROADCASTING.

Rocker or Heavy MOR, good references, production and marketing. 18 years and 1st class experience in all phases. Box E-79, BROADCASTING.

Dile Jockey with Exceptional Programming, Sales and Production abilities. 1st Phone, 3 years experience in all phases. Box E-84, BROADCASTING.

Situations Wanted Technical

Chief engineer with heavy experience in automation, directional AM, stereo FM looking for challenge in top 50 market. 33, BSEE, 1st phone, strong maintenance. Box D-267, BROADCASTING.

Degree Multi-station Licensed. Hi power, A&M-FM-DX driven, resale, buy and sell, large station construc-
tion. 23 years electronic engineering, full time. FM stereo, SCA, automation, remote control, ampli-
ifier, design and construction, technical sales, and stereo, and my current station is by far the best sounding AM and FM stereo station with over 30 surveyed stations. Resume and excellent references sent on request. I’m looking for a nice area to set down. Box E-88, BROADCASTING.

Young, aggressive Chief Engineer looking for a home as chief of a large station or chief of a chain. Good track record includes major market chief experience with both AM and FM stereo, SCA, automation, remote control, amplifiers, design and construction, technical sales, and stereo. Resume and references, and my current station is by far the best sounding AM and FM stereo station with over 30 surveyed stations. Resume and excellent references sent on request. I’m looking for a nice area to set down. Box E-80, BROADCASTING.

Situations Wanted Producers

Young new director at 1 kw Midwest station seeks similar position. Has experience with local, national and network. BA Communications, Columbia School of Broadcasting. 3rd endorser. Dedicated, can take direction. Box E-27, BROADCASTING.

Does anyone need an experienced new director to build or rebuild a regional news operation? Box E-66, BROADCASTING.

Looking for brains plus beauty? Dynamic young woman looking for production position. 5 years stereo or produc-
tion in radio or TV. Aggressive, hard worker plus two years college and 2 years AA in Radio or Journalism. Box of School of Journalism. Will relocate. Can package a story for you in a meeting or an interviewing. Let’s talk. Box E-70, BROADCASTING.

News hawk for hire. Need change of venue. Good sound and credentials. Great investment for large market operation. Box E-110, BROADCASTING.

College Grad, 24, completed news writing course with CBS editor, seeks beginning news writing position. 212-424-6570. Peter Fogel, 39-75 55th St., Woodside NY 11377.


If you have a stagnant, do nothing, say nothing new people, you want local news that becomes a viable force in your community—we should get to-
ger together. If you are an editor, a publisher, a reporter and people will listen. Mark Wayne, 312-262-1458.

Situations Wanted Producers, Production, Others

Big-veled, 28, with the personality to make it happen. Looking for promotion. Promotion wantingeggies in medium market adult contemporary and country. Station is 4th to 6th largest in two books. Now I’m ready for the advancement I de-
serve. Box D-366, BROADCASTING.
Help Wanted Technical

Need young energetic TV engineer to grow with company. Should have strong background in equipment and maintenance. Excellent opportunity for right individual. Send resume to Box E-92, BROADCASTING.

Well established UHF station is currently looking for a television engineer capable of working into the future. Our chief engineer is promoted to director of engineering. The applicant must be strong in all production, capable of supervising and working closely with engineer personnel. Send experience and expected salary range with first correspondence. Box E-71, BROADCASTING.

Expanding Los Angeles Production/Post-Production Center is looking for an experienced engineer or VTR Maintenance Technicians. Video Control Background and tape experience. Solid State Background. Box E-80, BROADCASTING.

New York-Binghamton, dependable person with first class license, to handle TV studio operations. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, NY. 607-798-7111.

TV Maintenance Engineer: Kaiser Broadcasting in Boston requires Engineer experienced in latest RCA, Equipment. Excellent opportunity, salary & benefit package. Send resume to Vice President, General Manager, Five years experience, must have FCC, experience in studio operations. Contact: P. Gilmore at 203-333-5551 or write to WNA4, Broadcast Center, Bridgeport, CI 06608.

Video and Maintenance Engineers needed immediately - Rapidly growing Southeastern Production Company. Call Bill Schock, 214-630-1063.

Help Wanted News

News Reporter and News Photographer. Major market, group-owned, southwest station needs television field reporter experienced in covering general assignments, writing, and editing. Major accounts require excellent writer-photographer experience in all phases of 16 mm sound and silent film. Must have journalism interests. Send resumes to Box E-94, BROADCASTING.

News Director, who can: Handle administration, put together a first-rate visual product and anchor the evening newsmags. Send resume and VTR to Lyn Stoyer, General Manager, KITV, Sioux City, IA.

Television, News/Anchor Producer. Experience required; responsible for daily visual product. Must have exceptional visual talent for today's newscasts. Primary selection emphasis will be on skill in wordwriting, news reporting and producing. Send resumes to Box E-95, BROADCASTING.

Seeking field reporter with hard news, investigative background and film experience. Must know how to handle South Fla. TV news dept. Experienced or recent college grad. Send resume and VTR to WTVJ, Miami, FL.

Help Wanted Programing, Production, Others

Executive producer: Top 10 Network Affiliate. Experienced in all phases of film and tape production. Send resume to Box E-100, BROADCASTING.

Producer/director, Career opportunity at top 60 CBS network affiliate. To oversee whole syndicated regional clientele. Leading station 20 years, beautiful ABC owned and operated. Strong day-by-day leadership, follow-through. Resume: VP/Production, KSLA-TV, Box 482, Shreveport, LA 71194.

Location producer. WCVB-TV is looking for a talented and mature video pro to be part of the most dynamic morning news staff in the country. The job entails thorough background in remote production or video camera operations. You’ll be in charge of booking, scouting, filming, and editing professional video for use on tape. Send resume and VTR to WCVB-TV, 5 TV Place, Needham, MA 02292.

Help Wanted Sales

Account Executive, network station in New England- sells local FM/TV time. Must be outgoing, good listener, secure in own ability. Salary plus commission. Send resume to Box D-258, BROADCASTING.

Sales Manager for growing TV station in medium size market. Group owner with excellent benefits. Must be thoroughly experienced with proven track record of aggressive sales. Experience in local broadcast opportunity employer. Send resume to Box E-119, BROADCASTING.

Help Wanted Wanted Management

Station Manager for Gulf Coast TV station in single station market. Ownership possibilities. Send total information first letter. Box E-52, BROADCASTING.

Top-notch Business Manager: Group-owned mid-west AM/FM/TV combo needs strong financial person. Wanted to work closely with General Manager. Exceptional opportunity in one of top 25 markets. Box E-68, BROADCASTING.

Business Manager: Take charge financial manager with strong broadcast background for large mid-west group. Must be a creative person with long term opportunity employer. Box E-118, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Bottom-line oriented program director with proven medium market background. Experience levels, 30. degree, 5 years experience, require minimum 18K BROADCASTING.

Major mid-west market announces seeks production director with MOR facility, 4 years experience, last 3 years at station, long term, secure employment. Must be five figure salary. Box E-65, BROADCASTING.

First phone lick. Seven years experience. Dependable, responsible, professional. Box E-75, BROADCASTING.

Experienced producer director in medium size market, hard worker, good stuff, just listen. TV-R college grad, format radio, movie, married, salary open. Box E-78, BROADCASTING.

Programmer with exceptional Sales, Disc Jockey and Production abilities 1st Phone, 3 years experience in all phases. Box E-84, BROADCASTING.

I'm looking for a boss, who will use his intuitions and let a winner with a first, play his best game. In my case that's doing a radio show or programming a format. I have a rap that will put us in touch with the people 30 and under. In addition, I have production capabilities, plus a library better than most stations. If that's the market you want maybe it's time you give me a chance. I've made friends and left tracks all over the west. Let's talk business. I've got good music ideas, and a head full of music, with $40 shoes just to walk around selling them for you. Having a little trouble. Would like to be my Jim Hayes 303-495-5631. Box E-91, BROADCASTING.

In Trouble, Small Market Station? Can't Afford Consultation? I'm Ambitious, Ambitious Young, Creative, Audience Oriented, etc. I will do all necessary tasks: production, announcing, copy, etc., for a spot where I can earn my way up. Interested? Box E-99, BROADCASTING.

Copy or Traffic: Don't want to be star just hard work and responsibility. Write for resume and samples. Box E-102, BROADCASTING.

Outstanding broadcast team consisting of a razor sharp program director, and a chief engineer who can make any station the best sounding. In any market is ready to make your station the only one on the dial. Will consider "a piece of the action" or stock as part of our investment. Let's talk. Box E-104, BROADCASTING.

Young, Energetic, Seeking Program Director's position in small-medium market. Five years experience; 15 yrs. in radio; 5 yrs. in TV. Box E-105, BROADCASTING.

In Trouble, Small Market Station? Can't Afford Consultation? I'm Ambitious, Ambitious Young, Creative, Audience Oriented, etc. I will do all necessary tasks: production, announcing, copy, etc., for a spot where I can earn my way up. Interested? Box E-99, BROADCASTING.

In Trouble, Small Market Station? Can't Afford Consultation? I'm Ambitious, Ambitious Young, Creative, Audience Oriented, etc. I will do all necessary tasks: production, announcing, copy, etc., for a spot where I can earn my way up. Interested? Box E-99, BROADCASTING.

Copy or Traffic: Don't want to be star just hard work and responsibility. Write for resume and samples. Box E-102, BROADCASTING.

Outstanding broadcast team consisting of a razor sharp program director, and a chief engineer who can make any station the best sounding. In any market is ready to make your station the only one on the dial. Will consider "a piece of the action" or stock as part of our investment. Let's talk. Box E-104, BROADCASTING.

News Director/Operations Manager. Twenty years experience in broadcasting can't be bought at any price. Will trade for viable, effective, chair, Major-Media Market Operation. First Phone, will release. Charles Beach, 4020 Holland 2-2121, Dallas, TX 75204.

Young, Energetic, Seeking Program Director's position in small-medium market. Five years experience; 15 yrs. in radio; 5 yrs. in TV. Box E-105, BROADCASTING.

In Trouble, Small Market Station? Can't Afford Consultation? I'm Ambitious, Ambitious Young, Creative, Audience Oriented, etc. I will do all necessary tasks: production, announcing, copy, etc., for a spot where I can earn my way up. Interested? Box E-99, BROADCASTING.

Copy or Traffic: Don't want to be star just hard work and responsibility. Write for resume and samples. Box E-102, BROADCASTING.

Outstanding broadcast team consisting of a razor sharp program director, and a chief engineer who can make any station the best sounding. In any market is ready to make your station the only one on the dial. Will consider "a piece of the action" or stock as part of our investment. Let's talk. Box E-104, BROADCASTING.

News Director/Operations Manager. Twenty years experience in broadcasting can't be bought at any price. Will trade for viable, effective, chair, Major-Media Market Operation. First Phone, will release. Charles Beach, 4020 Holland 2-2121, Dallas, TX 75204.

Young, Energetic, Seeking Program Director's position in small-medium market. Five years experience; 15 yrs. in radio; 5 yrs. in TV. Box E-105, BROADCASTING.

In Trouble, Small Market Station? Can't Afford Consultation? I'm Ambitious, Ambitious Young, Creative, Audience Oriented, etc. I will do all necessary tasks: production, announcing, copy, etc., for a spot where I can earn my way up. Interested? Box E-99, BROADCASTING.

Copy or Traffic: Don't want to be star just hard work and responsibility. Write for resume and samples. Box E-102, BROADCASTING.

Outstanding broadcast team consisting of a razor sharp program director, and a chief engineer who can make any station the best sounding. In any market is ready to make your station the only one on the dial. Will consider "a piece of the action" or stock as part of our investment. Let's talk. Box E-104, BROADCASTING.

News Director/Operations Manager. Twenty years experience in broadcasting can't be bought at any price. Will trade for viable, effective, chair, Major-Media Market Operation. First Phone, will release. Charles Beach, 4020 Holland 2-2121, Dallas, TX 75204.
CABLE

Help Wanted Management

We have several CATV clients nationwide seeking highly qualified engineering management talent in the $25-$30K salary range. Confidentially call Fred Harms, Management Consultant at 312-693-6171 for discussion regarding these positions.

Help Wanted Sales

Aggressive, young sales representative needed to service five state Midwestern region for well-known supplier in the CATV industry. Good working knowledge of CATV required. Immediate opening for experienced, hard working, organized Chief Video Engineer to maintain full color Cadillac facility of the largest cable television system in the Country. Must have good color background, ability to work on a tight schedule and digitize these channels. Base salary $13,000. Plenty of opportunity for advancement. Send resume to Mission TV Co., 1483 Mankato Ave., Rochelle, Ill. 61073.

Help Wanted Technical

Immediate opening for experienced, hard working, organized Chief Video Engineer to maintain full color Cadillac facility of the largest cable television system in the Country. Must have good color background, ability to work on a tight schedule and digitize these channels. Base salary $13,000. Plenty of opportunity for advancement. Send resume to Mission TV Co., 1483 Mankato Ave., Rochelle, Ill. 61073.

Situation Wanted

Help Wanted Technical

Immediate opening for experienced, hard working, organized Chief Video Engineer to maintain full color Cadillac facility of the largest cable television system in the Country. Must have good color background, ability to work on a tight schedule and digitize these channels. Base salary $13,000. Plenty of opportunity for advancement. Send resume to Mission TV Co., 1483 Mankato Ave., Rochelle, Ill. 61073.

Help Wanted Sales

Aggressive, young sales representative needed to service five state Midwestern region for well-known supplier in the CATV industry. Good working knowledge of CATV required. Immediate opening for experienced, hard working, organized Chief Video Engineer to maintain full color Cadillac facility of the largest cable television system in the Country. Must have good color background, ability to work on a tight schedule and digitize these channels. Base salary $13,000. Plenty of opportunity for advancement. Send resume to Mission TV Co., 1483 Mankato Ave., Rochelle, Ill. 61073.

Help Wanted Technical

Immediate opening for experienced, hard working, organized Chief Video Engineer to maintain full color Cadillac facility of the largest cable television system in the Country. Must have good color background, ability to work on a tight schedule and digitize these channels. Base salary $13,000. Plenty of opportunity for advancement. Send resume to Mission TV Co., 1483 Mankato Ave., Rochelle, Ill. 61073.

Help Wanted Sales

Aggressive, young sales representative needed to service five state Midwestern region for well-known supplier in the CATV industry. Good working knowledge of CATV required. Immediate opening for experienced, hard working, organized Chief Video Engineer to maintain full color Cadillac facility of the largest cable television system in the Country. Must have good color background, ability to work on a tight schedule and digitize these channels. Base salary $13,000. Plenty of opportunity for advancement. Send resume to Mission TV Co., 1483 Mankato Ave., Rochelle, Ill. 61073.
Help Wanted Sales Continued

SALES MANAGEMENT

Salesperson wanted who can talk broadcasting to broadcasters. Ideal candidate would have some background in station operation.

You will sell a new and exciting computer product to top management of television stations. A solid sales record and heavy travel is required. Knowledge of computers not necessary.

This is a real opportunity and a real challenge. Personal selling effort will be the key to success. Sales management will be the reward for the right individual.

Salary commensurate with experience and ability. Send resume with salary information to: Allan Sanders, Cox Data Systems, Inc., 1601 W. Peachtree St., N.E., Atlanta, Ga. 30309.

COX DATA SYSTEMS, INC.
A business service of Cox Broadcasting Corporation.
An Equal Opportunity Employer.

Help Wanted Technical


ENGINEER

Television Transmission

Immediate opening for E.E. graduate with 5-10 years experience in television broadcasting or an allied communications field. Candidates should have a demonstrated knowledge of the theory and practice of analog and digital transmission techniques applicable to television signal transmission.

Send resume to:
Mr. John Ball
Public Broadcasting Service
475 L’Enfant Plaza, West, S.W.
Washington, D.C. 20024

Situated Wanted Management

ATTENTION: TELEVISION MANAGEMENT

Administrative-Executive-Operational

Television Program Manager

Available Soon!

- Twenty years of energetic, creative, and profitable TV program experience
- Exhaustive knowledge of syndicated film buying and feature film scheduling
- Exceptional management, resume, industry references, and educational vitae.

Box E-58, BROADCASTING

You belong in
BROADCASTING

The newsmen of broadcasting and sales art.

Situations Wanted Management Cont.

GENERAL MANAGER

General Sales Manager with outstanding track record, 4 years sales management in top 40 market, 32, rep experience, degree and ability to lead and motivate. Current position includes some station management duties; but I am ready to handle it all.

BOX E-124, BROADCASTING

TV SALES MANAGER

General sales manager in medium market ready for greater challenge. 3 years management experience, 30 years old, active in community. My record speaks for itself. Current income 28K.

BOX E-125, BROADCASTING

Miscellaneous Continued

National Radio Research

"The nationally recognized audience survey company built on an HONEST reputation."

(Surveys by $250)

6365 N. Stemmons Freeway - SUITE 922
DALLAS, TEXAS 75247 (214) 630-3521 (Collected)

HAVE READY BUYERS

for

TV’s—AM’s—FM’s
& CATV’s

Principals Only

Box E-96, Broadcasting

Communications at Graham Junior College

is Radio and Television

2-year Communications programs leading to an A.S. degree are offered in:

Radio Broadcasting
Television Production
Broadcast Journalism
Broadcast Management
(Media Advertising and Sales)
Communications Electronics
(Broadcast Engineering)
and Performing Arts

For further information about these programs and others in Business or Liberal Arts call or write:

Admissions Office
Communications
Graham Junior College
632 Beacon Street
Boston, Massachusetts 02215
(617) 536-2050

For Sale Stations

Profitable AM/FM
(Class C)

Good Southeastern growth market. Profit able payout to qualified buyer. Principals only—$500,000, including Studio/Tx site real estate.

BOX E-120, BROADCASTING

Situation Wanted Sales Contiued

5 KW AM and Class C FM in MAJOR S.E. MARKET

Major facility well established in growing S.E. city. Excellent studio, transmitter, real estate. Solid as package or separately. Growth potential established. Terms. c/o Joseph L. Churchill
1326 Fulton National Bank Building
Atlanta, Ga. 30303, 404-552-9200.

SOUTHWEST

Combination daytimer and Class C FM in growing market with total gross radio revenues of approximately $2,000,000 in 1972. Operation profitable. Major equipment new. Owner wishes to retire due to age and health. Price $350,000 cash, approximately two times gross. Call or write.

George Moore
6116 No. Central Expressway Suite 712
Dallas, Texas 75230 (214) 361-8770

FORMULAS

No formula known will give an owner the true market value of his property. Nor will any rule of thumb valuation make a purchase good or bad for a buyer. Good sales—good buys—defy all formula pricing. That’s why more and more buyers and sellers rely on the current and expert knowledge of America’s fastest growing media brokerage firm.

You can rely on us too. This is where the action is!

Brokers & Consultants to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmsford, New York 14040
P.O. Box 948 • (607) 733-7120

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles, California

Contact: William L. Walker
Gatlin 32, 1125 Peach Street N.W.
Washington, D.C. 20036
(202) 223-1990

For Sale Stations Continued

GULF

Small AM & FM
165M Terms

MW
Small AM & FM
165M Terms

SOUTHERN

Metro Fulltime
800M Nege

M-ATL
Metro Profitable
825M Cash

MW
Sub AM & FM
485M Terms

SW
Major FM
2.5MM Terms

You belong in
BROADCASTING

The newsmen of broadcasting and sales art.

Atlanta—Chicago—Detroit—Dallas

Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Broadcasting May 13 1974

84
Profile

WGN's and AWRT's Pat Nealin: working from the inside

She got on and off the stage all right in her first big role as the court chamberlain in Snow White. The problem, however, seemed to be getting her out of the make-up room. "That's a very bad sign," said the noted make-up artist who thought that 11-year-old Patricia Nealin's fascination with the behind-the-scenes art of playmaking portended a lifelong addiction to the "smell of greasepaint."

She still smells the greasepaint "subliminally" at WGN-TV, she says. And well she might, for as manager of films for that Chicago station, she is responsible for all the administrative and production functions associated with the station's film and video-tape entertainment programming. That keeps her in the make-up room pretty much full time these days, handling behind-the-scenes activity for an independent station that programs 144 hours a week (including some 20 feature films). But last week she was in the limelight once again as she took over the gavel at the 23d annual convention of American Women in Radio and Television.

How Miss Nealin got her start at WGN-TV has something to do with luck, and not a little to do with AWRT. After a stint working for an educational association selling audiovisual products, she worked for two years as editor of the Illinois Dental Journal—just long enough to decide that glamour and fame were to be found elsewhere. She literally had her bags packed for a move to California when WGN-TV offered her a post in its film department, so much for luck. Where AWRT comes in is that the person behind the offer was Elizabeth Bain—former WGN-TV employee and AWRT member who eventually became AWRT president.

Miss Nealin's relatively easy rise to the post of director of films may be something of an anomaly for women in the industry. Upward movement presented "no problem," she says and being a woman was neither a help nor a hindrance, she asserts. Because the TV medium was growing by leaps and bounds, skilled personnel were in short supply.

And skill is something she has in good supply. According to all accounts, Miss Nealin runs a tight ship (complete with an ex-marine as second in command). She is intelligent, highly professional and efficient, say her colleagues. Station Manager Sheldon Cooper calls her a "charming dynamo who knows her business" and "a tiger at keeping that department moving."

Keeping the department moving involves, on the administrative side, handling legal contracts, license fees, cataloguing and scheduling; on the production side it means acceptance screening, editing and commercial placement. A recent survey showed that one-third of AWRT's members have at least one male employee reporting to them. Miss Nealin has eight, as well as three women.

Many who know Miss Nealin feel that her personal qualities are as responsible for her climb up the ladder at WGN-TV as is her professional style. Born and raised in the Midwest, she's picked up a directness and honesty that may verge on the blunt, but never on the tactless—a quality that has made her a valuable addition to the WGN AM-FM editorial board (the first woman to hold that post). Elaine Pitts, past president of AWRT, describes her as a "people's person" with a special ability to establish a rapport and work closely with people under any sort of circumstances.

She'll get a chance to put those qualities to work, when, as AWRT's president, she'll become one of broadcasting's more visible outspoken women. But not only will she be involved in "external relations" for an organization that is changing its image and priorities; it will be her job, as well, to develop programs and strategies that will draw together a membership that is anything but homogeneous in its attitudes toward feminism—and the changing role of AWRT.

In the area of women's rights, Miss Nealin is herself a kind of MOR feminist, harboring a conservatism that rubbed off at least in part, from years at a small Midwestern Catholic woman's college, Mundelein. While one of the qualities she admires in other women is the ability to "stand up and be counted," she puts high on her list such things as "emotional judgment" and "being a lady." But she is also committed to aiding women to advance in their professional careers and is optimistic about increasing opportunities for women in broadcasting.

"We've done a lot of innovative things in the last year or two," she says of AWRT's increasing responsiveness to the "woman question," and the 1974-75 term should be the one in which the organization begins to see tangible results from its affirmative-action programs and national professional registry.

Among her pet projects will be "aggressive recruitment" of younger women, who, she believes, will find AWRT's new thrusts particularly attractive. "Too many of us are over 40 and too many of us are over 60," she says of AWRT's current membership rolls.

Affirmative action will be a high priority program under Miss Nealin's leadership. "There's no point in griping to male management, government agencies or the EEOC if you don't do something constructive yourself," she says. AWRT will emphasize management development workshops as well as programs designed to educate its membership in the legal responsibilities of employers and the legal rights of women employees in the area of equal employment opportunity. She also hopes to get the professional registry out of the talking and into the working stage this year in order to provide a resource bank of professional women. "We want to say to management, Don't say to us you can't have many qualified women, because we have them."

Her AWRT sword cuts both ways. She also feels the organization must put an even stronger emphasis on informing its members of the issues and problems facing the industry in such areas as license renewal and equal opportunity. "This can't help but influence their daily job activity," she says. Broadcasting, she says, "is a very serious business," and AWRT should "impress on its members that they have rights but they also have responsibilities and we have to actively pursue both of them. That should make women, I think, a very effective force in the entire industry."

Broadcasting May 13 1974
Double trouble: 315 plus 312

For all broadcasters there are signs of trouble — big trouble — when the political campaigns of 1974 heat up. The root cause of all such trouble, of course, is Section 315 of the Communications Act and the equal-time and fairness laws that it contains. But another, if little noticed, section of the act, which was amended in a campaign reform bill adopted in early 1972, is destined to claim its share of victims. It is Section 312, which now requires broadcasters to provide "reasonable access" for all political candidates.

To our knowledge Section 312 has been invoked by the FCC only twice: last October when KLAS-TV Las Vegas was told that its policy of limiting political commercials to one-minute length was illegal (Broadcasting, Oct. 15, 1973) and two weeks ago when Philadelphia stations were given similar advice (Broadcasting, May 6). Both rulings interpret "reasonable access" to mean political speeches exceeding a minute's duration and scheduled during various times of the day, including peak audience periods.

So far the FCC has not ruled on how long a political commercial must be before it qualifies as reasonable access — except to declare that a minute isn't enough — but a guide may be at hand in proposals issued two weeks ago by Senator Thomas F. Eagleton (D-Mo.) and the likely Republican opponent for his Senate seat, former Representative Thomas B. Curtis. Those two have agreed to spend no money at all on broadcast advertising and instead to appear in a series of hour-long television debates. They have also agreed that each may spend as much as $300,000 on non-broadcast campaigning.

The Eagleton-Curtis agreement is disturbing enough for its gross discrimination against radio and television as advertising media — indeed, the most persuasive media for political use. But it is even more disturbing for its airy assumption that all those television hours are there for the asking. Does this imply a general impression among politicians? Is access to the air now considered an unlimited political right?

If television broadcasters in Missouri fall for this, they will set a precedent that will open studios coast to coast for candidates for every office. They may have reasonable explanations to reject the Eagleton-Curtis demands, including the equal-time hazards that would be created.

But on a larger front there must be political action to head off this trend before it gets out of hand. Not much attention has been paid to the new legislation for campaign reform that has passed the Senate and is now before the House. One of two bills that emerged from the Senate would repeal Section 315 for presidential and vice presidential candidates. Fair enough as far as that goes. But another would eliminate the equal-time provision only if every candidate for every office were afforded a minimum of five minutes of time. That opportunity, if used to the utmost, would turn the broadcast system into a political stump.

The five-minute windfall for everybody is the invention of Senator Walter D. Huddleston (D-Ky.), a broadcaster, who has tried to convince people that this is the only practical way to repeal the equal-time burden. We persist in believing that enforced allocation of political time is a poor accommodation to political pressure and a further corruption of broadcasting's journalistic role.

Whether it is Huddleston on allocated time or Section 312 on reasonable access, the broadcaster is losing control.

Henry had a better idea

Under our laws, foundations may be established to endow or underwrite various projects as well as to donate to charity with all such contributions exempt from taxation. Often these foundations are named to perpetuate the memory of the principal or original donor.

There are hundreds of examples, but the outstanding one is the multibillion-dollar Ford Foundation established many years ago. But before we are accused of not knowing the difference between a will and a waybill, be assured that we are aware of the oft-repeated fact that the Ford Foundation has nothing whatsoever to do with the Ford Motor Co. Yet it cannot be denied that they owe their identities to the same individual — Henry Ford.

Last week we reported that the Ford Foundation had announced new grants totalling $1,326,000 to two Washington-based "public interest" law firms that had represented litigants against broadcast operations — sometimes called strike applicants. McGeorge Bundy, president of the Ford Foundation, never friendly to broadcasters, heaped encomiums on the groups in announcing the grants.

We are constrained to wonder how Henry Ford, the automotive genius, the hardnosed industrialist who was not without his hangups about minorities during his lifetime, would have welcomed the distribution of funds that sprang from his acumen to underwrite the ultraliberal, antiestablishment, socialistic concepts of pressure groups.

Officers and trustees of foundations are given carte blanche in disbursement of their funds. That is all the more reason for extreme caution in their selections. It would be an insult to the memory of Henry Ford if the instrumentality created in his name contrived to do those things that he, in his lifetime, would never have condoned.

Immovable types

The new affinity between old-line and broadcast journalism is apparent almost everywhere these days, as the invisibility of the First Amendment family becomes increasingly apparent. Yet there remains a conspicuous exception: in the lists of those accorded Pulitzer prizes for journalistic achievement. The broadcast arts and media seem still nonexistent in the minds and eyes of the Pulitzer judges. But there's hope. It may not be spot news, but the 21st Century is just ahead.
Again this year WIBC sweeps First Place in all Six Categories of Radio News.

1973 Indianapolis Press Club Journalism Awards

Spot Story
Enterprize Story
Sports Story
News Documentary
General News
Best Feature Story

First Place, WIBC News Team
First Place, Lee Daniels,* WIBC News
First Place, Sid Collins, WIBC News
First Place, Paul Page, WIBC News
First Place, Paul Page, WIBC News
First Place, WIBC News Team

*For the fourth straight year, a WIBC News Man has received the coveted Community Service Award. Congratulations to Lee Daniels for the 1974 Casper Award.
It's our revolutionary "two-way" cardioid dynamic microphone. Only AKG has it.

Before our refoow dna reteewt development, whenever one end of the frequency range was expanded, the other end lost. And there was often trouble in-between.

The solution our people came up with was so simple it was beautiful. And patentable. U.S. Patent #3,204,031 to be exact. Build two microphone elements in the same housing. One for highs. One for lows. Phase them together with an integral crossover network and you've expanded your range without any strain anywhere. Sound familiar? It's the same principle of a modern speaker system. A "tweeter and woofer"—only backwards.

In the studio, on stage or on location, you have the range you need. Plus a completely flat response over the entire audio spectrum and natural reproduction up to 90° off the microphone axis. Plus no "booming" proximity effect and virtually no feedback problems.

There are AKG "two-way" microphones available for all professional purposes. See the AKG D-224E. The studio version of the "two-way" principle that duplicates the more desirable characteristics of condenser microphones. Or the highly versatile AKG D-202E that works wonders on live and cinema sound stages. And the all-purpose AKG D-200E "two-way" microphone that adds new dimension to P.A., radio-journalism and recording.

Speak to your professional equipment supplier. Or write to us for complete details.

AKG MICROPHONES • HEADPHONES
Distributed by NORTH AMERICAN PHILIPS CORPORATION
100 East 42 St., New York, N.Y. 10017

Refoow dna reteewt.
(Our secret sound ingredient.)