The new ball game in prime-time access
The FCC in 1974, and how it got that way

The Raymond Burr Show. Right on target!
Locally this fall! Raymond Burr as
Chief Robert Ironside. MCA TV.
Closed Circuit®

Good and better. Despite unsettled economy, spot TV business appears to be holding firm. Some stations and some markets are down from year ago, which is true almost any time, but on whole business seems to be, as one leading rep described it, “not spectacular, but steady.” Another called it “much better than we have any right to expect,” considering state of economy. By some reports, several of very top markets dropped below year-ago levels in first-half dollars while middle-sized markets as group were doing better than year ago. Several reps cited strength of regional advertising. While some of big multipopulation national advertisers have been running shorter and thinner schedules, reps say, regionals are strong and in some cases are beginning to move into fourth-quarter activity.

In network business, word is still gung-ho. Indications are that most shifting-around made necessary by reversion to old prime-access rules has been completed, and network sources say they still expect fourth-quarter sales to exceed last year’s by substantial margin. As one put it, “There’s just a lot of money out there.”

Cast of thousands. List of witnesses still to appear before Senate Communications Subcommittee in its resumed hearing on license-renewal legislation has now stretched to more than 50. Subcommittee has scheduled four days to hear them — July 23, 24, 25 and July 31 — but is notifying each witness of Chairman John O. Pastore’s request that testimony be limited to 10 minutes. Whether subcommittee will attempt to accommodate any more requests for permission to testify — it has already taken testimony from 52 witnesses — remains to be decided. Most of those still to be heard are from citizen groups.

Senator Howard Baker (R-Tenn.), ranking minority member, indicated at end of earlier batch of hearings, concluding June 27, that subcommittee would attempt to speed up hearing process by asking new witnesses simply to present statements for record (Broadcasting, July 1).

Offer unrefused? Reports persist that NBC-TV has bought Paramount’s blockbuster, “The Godfather,” for record price (possibly as high as $10 million for one showing, in two parts). One top agency official even said last week that NBC has tentatively scheduled it for two nights in November of 1975. NBC spokesman continues to deny network has leased “The Godfather,” however, saying only that “we’re negotiating for it.” Agency man speculated that NBC and Paramount are keeping quiet because movie will be nationally re-released in theaters between now and late 1975. Word that picture was to be on TV could queer box office.

Dusted off. Almost forgotten report of FCC’s since-disbanded Conglomerate Study Task Force popped to surface last week. Copies of report, completed in December 1972, were distributed to commissioners, and one of its authors, Louis Stephens, provided briefing. What commission will do with report — designed as pilot project involving 31 conglomerates — remains to be seen. But Broadcast Bureau will consider some of report’s recommendations in drafting rulemaking to revise reporting requirements of multiple owners (Broadcasting, July 1).

Recommendations included requirements that conglomerate licensee report advertising placed by any of its divisions on its own stations, keep FCC informed of nonbroadcast activities and crossownership with financial institutions. Another, coolly received last week, would make each conglomerate put member of public on board.

Final stages. Hunt for new president of Television Bureau of Advertising is narrowing. Search committee, headed by William B. Faber, WFLA-TV Tampa, Fla., will meet shortly to screen eight or nine surviving candidates, may be able to settle on single choice by end of this month. Committee will make its recommendation to TVB executive commit- tee, which will pass decision on to board for final choice.

Troubled Voice. There may be eruption at U.S. Information Agency even before special 20-member panel headed by Frank Stanton completes report that may recommend reorganization ("Closed Circuit," July 1). There’s talk that internal action may come in response to reports of slanted news in foreign-language broadcasts of Voice of America. Action could be based on continuing internal studies conducted for USIA director, James Keogh.

Dr. Stanton, retired vice chairman of CBS, and others on special panel are considering proposals that include transfer of USIA to State Department and consolidation of Voice with Radio Free Europe and Radio Liberty as undisguised propaganda outlets. Kenneth R. Giddens, owner of WKRG-AM-FM-TV Mobile, Ala., directs Voice.

Dietary influence. Study of effects of television advertising on children’s eating habits, filed with Federal Trade Commission last month, has attracted little outside attention but is being read “with a good deal of interest” by commissioners and Consumer Protection Bureau staff, according to FTC source. Study, part of graduate thesis by Wharton School MA candidate, Stephen L. Disson, is believed relevant to FTC’s consideration of rule requiring nutrition information to be contained in commercials.

Among other conclusions reached by Mr. Disson from interviewing children: TV commercials have “negative” effect on eating patterns, affecting both amount and type of food children select. Commercials, he says, have “educated” youngsters to “want ‘sweet’ things and believe ‘sweet’ things are good for them.” Study also asserts children play significant role in food purchase decisions.

Still in the can. FCC’s intended issuance of notice of inquiry on network reruns has been postponed by developments in labor negotiations. FCC wants to study details of new Screen Actors Guild contract that imposes higher fees for reruns of television programs (Broadcasting, July 8). Commission also wants to avoid influencing ongoing negotiations with American Federation of Television and Radio Artists.

Meanwhile, FCC has been getting heavy mail critical of reruns. Some is traced to SAG President Dennis Weaver’s call to members to write FCC, some to similar appeal published in National Star.
**Top of the Week**

Bouncing back. With a little help from its friends (on New York Court of Appeals), syndication business has again filled its sails for third venture into prime time. Judicial stay of access rule, Broadcasting perspective notes, couldn’t have come at more opportune time. Page 21. Meanwhile, disgruntled FCC takes only course left open to it after court decision; invites comments in new prime-time inquiry by Aug. 16. Page 26.

After hours. A look at networks’ late night programing invites few surprises: Carson’s still king, with CBS’s movies remaining in front of ABC’s new program line-up. What is surprising is that neither of the also-rans seems particularly distraught. Page 29.

Bureaucracy building. With swearing in at FCC last week of Glen Robinson, Abbott Washburn and Incumbent Robert E. Lee, rebuilding of agency in Nixonian framework is finally complete. How it got that way is matter that was mystifying, frustrating and, ultimately, intriguing. Here’s how it happened. Page 32.

Celebration. On eve of its 40th anniversary, FCC receives two newcomers into its fold and welcomes back an old friend. Occasion brings together assembly of commission alumni, nostalgic recollections of days gone by and optimistic visions of what lies ahead. Page 38.

Insider’s view. As former antitrust lawyer for Justice Department, Arthur D. Austin is qualified observer of his old employer’s present policies. What Mr. Austin sees in department’s present onslaught against multimedia ownership, he doesn’t like. Page 39.

Summer home. That long-evolving copyright bill has taken up new temporary place of residence – Senate Commerce Committee. Pastore’s communications unit has it for 15 days, is expected to re-examine royalty provision, sports blackouts. Page 42.


Fairness fighter. Senator William Proxmire is taking to heart an old cliche – the fairness doctrine isn’t fair. He said it on Senate floor last week, and he promises to say it again on numerous future occasions. His stated goal: equal protection under the First Amendment for all media, broadcasting included. Page 48.

Out of a mold. FCC’s cable clarification proceeding is beginning to assume familiar pattern, with cablemen, municipalities lining up against citizen groups in comments to agency. Last week’s target: the commission’s proposals for duration of franchises. Page 54.

Repetitive. Here’s another familiar pattern: CBS completes another financial quarter and sets another financial record. This one makes it 13 in a row. Page 56.

Promotion. Once upon a time, John Severino coached a football team called the Portland Sea Hawks. Now his stewardship involves a team of broadcasters called KABC-TV Los Angeles. Page 73.

**Proposed Knight, Ridder merger would put broadcast holdings on market**

Knight Newspapers and Ridder Publications last week proposed to merge their 35 newspapers into country’s fourth largest chain – spinning their broadcast holdings out to others. Disengagement of stations from newspaper merger was reportedly intended to avoid need of FCC approval of multimedia ownership transfers and delays that might entail.

Merger, to be achieved by stock exchange valued at some $174 million, is subject to approval of companies’ boards and stockholders.

Knight owns 16 newspapers and 45% interest in Group One Broadcasting Co., which owns KLZ-AM-FM Denver, WAKR-AM-TV and WAEZ(FM) Akron and WON(EAM)-WTUE(FM) Dayton, both Ohio, and KBOX(FM)-KTL(CFM) Dallas. Other 55% is owned by Roger Berk and associates. Mr. Berk could not be reached for comment last week.

Ridder and MTC Properties Inc. own 50% each of Mid-Continent Radio-Television Inc., which owns 53% of WCCO-AM-FM-TV Minneapolis. Other 47% is owned by Minneapolis Star and Tribune Co. Justice Department has petitioned FCC to deny renewal of licenses of WCCO stations on grounds of concentration of media control. Ridder publishes St. Paul (Minn.) Pioneer-Press and Dispatch. Ridder owns 17 other newspapers and KSSS(AM) Colorado Springs, KSDF(AM) Aberdeen, S.D., WD6SM(AM) Superior, Wis. (Duluth, Minn.), and some cable properties. It has sold WDSM-TV Superior-Duluth to group headed by Robert J. Rich, station manager, for $1.5 million, subject to FCC approval (Broadcasting, June 17).

**Schildhause sees copyright bill as gift horse**

Former FCC Cable TV Bureau Chief Sol Schildhause cautioned cable industry against pledging unilateral support for pending copyright revision bill (S. 1361) (also see page 42). “If there has to be copyright,” Mr. Schildhause, now Washington attorney, told New England Cable Association convention, “this is probably not the right bill – it is full of traps.” Examination of bill, he noted, reveals that copyright tribunal is empowered to review CATV fees – and raise them if it so chooses – within six months after enactment of legislation. Further, Mr. Schildhause warned, tribunal could also alter revenue base in present bill to make other cable services – including pay billings and advertising – part of sum on which cablemen would have to pay copyright. “I’m very uneasy over the opportunities built into [the bill] for bushwhacking and if I were a system owner I’d be asking ‘who the hell got me into this,’” Mr. Schildhause said.

**Localism in broadcast ethics enforcement advocated by FCC’s General Counsel Hardy**

FCC General Counsel Ashton Hardy has suggested that broadcasters work through their state associations to establish codes of ethics or codes of conduct, as well as means for implementing them locally. Mr. Hardy, speaking at meeting of Colorado Broadcasters Association, in Steamboat Springs, on Friday, said that “local codes reflecting particular local interests, “might be desirable complement” to “national means of protecting your common business and public interests” that are provided by National Association of Broadcasters’ codes for radio and television.

Mr. Hardy, who joined commission two months ago, said suggestion results from complaint he heard last month from broadcaster at Mississippi Broadcasters Convention that one of his competitors was “violating every rule in the FCC book.” Mr. Hardy said that, as lawyer familiar with ethics and grievance committees of bar associations,
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Revenue building programs are a dime a dozen. But full-service marketing companies are not. Concerned Marketing Company is a team of broadcast specialists with vast experience and innovative plans that can position your station among the leaders.

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Campbell Centre, 8350 North Central Expressway, Dallas, Texas 75206
Programming Portfolio VI means never having to say you're sorry

About a month ago Paramount first offered its latest group of thirty outstanding theatrical feature films including such blockbusters as "Love Story," "The Out-of-Towners" and "Plaza Suite" for syndication. The five CBS owned stations grabbed them. We promised ourselves we would do better the second day.

We did!

To date 30 stations, 21 of which are in the top 25 markets, have already fallen in love with Portfolio VI, and that's just the beginning. If you think this sounds like bragging, you're right! But we're not going to say we're sorry.

he was surprised to learn that most state associations have no vehicle for local resolution of such complaints.

Mr. Hardy offered several specifics that state associations might consider in assessing merits of his proposal. He said local code might be founded on more important subject matters of commission regulation and policies embodied in NAB codes, supplemented to reflect local concerns—among them, promotional practices, commercial policies and advertising standards. And he envisions code of conduct committee "democratically selected with authority to issue advisory opinions for voluntary compliance."

Taylor elaborates CBS policy posture in refusing ads for controversial issues

Mobil Oil Co. "wants to sell its own point of view in the marketplace of its own choosing and on its own terms," CBS Inc. President Arthur R. Taylor said in answering Mobil's complaints that networks were restricting freedom of speech by rejecting its energy-crisis advertising (Broadcasting, June 10). "What is at stake," he said, is not freedom of speech but "that other cardinal provision of the First Amendment: freedom of the press." And, he noted, Supreme Court has ruled that broadcasters may not be forced to sell time for discussion of controversial public issues.

"Partisans generally feel that their particular views do not receive enough attention in normal journalistic channels, and that is the case here," Mr. Taylor wrote in "open letter to editors" distributed last week "to put the record straight" on why CBS rejected Mobil ads regarding energy crisis. He said CBS News has gone to great lengths to insure that the public hears all sides of this complex situation, has also carried two interviews with top Mobil officials—and offered to feature Mobil in 60 Minutes report on energy crisis but that Mobil rejected offer.

"Mobil has even offered to buy so-called 'equal time' for opposing views if 'the request is legitimate,'" he continued. "This would, of course, allow the company to retain veto power over not only the choice of 'opposition,' but over the determination of what issues are discussed."

Mr. Taylor said CBS adopted policy against selling time for controversial issues "many years ago" because otherwise, since broadcast time is limited, "those with the most money would get to talk the loudest." It is better, he said, "to see that all facts the public needs are reported fairly and accurately on CBS News broadcasts...Far from restricting Mobil or the advocate of any other point of view, CBS will continue to present in the free forum of information those views that merit such coverage. That is the substance of independent journalism."

Representative Mink objects to C of C program, is given response time by Mutual

Mutual Broadcasting System last Friday was scheduled to feed to affiliates 12-minute program featuring Representative Patsy T. Mink (D-Hawaii) in response to what she called "blatant propagandizing by lobbying organization like the U.S. Chamber of Commerce."

At issue was 20-minute Chamber program, What's the Issue, that featured Representative Craig Hosmer (R-Calif.) and Arch Booth, Chamber president, in discussion critical of legislation (H.R. 11500) that would impose strict controls on strip mining. Mutual feeds Chamber's Issue weekly to its affiliates as public affairs program for which Chamber does not pay.

Chamber also provides program in cassette form to more than 200 independent stations. And Representative Mink has written those stations, as well as Mutual's affiliates, asking them to air her response. She said Chamber's program raises "serious problem under the FCC's fairness doctrine."

The beginning, World Football League's national TV opener (New York Stars at Jacksonville Sharks) on Thursday (July 11, 9 p.m.-midnight, NYT, TVS Television Network) scored 10.8 rating and 21 share in Nielsen overnights for New York City, losing to regular series programing on NBC-TV and ABC-TV but beating CBS-TV's movie, "The Chairman," with Gregory Peck.

Star-crossed. Closed circuit test of Emergency Broadcast System involving radio only, on July 3, turned up several flaws, it was learned last week. Recorded five-minute countdown message, designed to alert receiving stations that alert is coming, was not broadcast because of failure of transistor in transmitting equipment in Executive Office Building, next to White House, according to Office of Telecommunications Policy, which has over-all responsibility for test. Reliability of EBS, designed for use by President in event of catastrophic emergency, was thrown into question on Feb. 19, 1971, when official warning message prepared for use in case of nuclear attack was mistakenly sent to radio and TV stations, but was largely ignored; stations were supposed to go off air.

Tax break for Disney. Federal court in Los Angeles has upheld claim by Walt Disney Productions for investment tax credits on theatrical and TV films used during company's fiscal 1963-69 years. Disney gets refunds from Internal Revenue Service of over $6.6 million plus almost $2.9 million in interest. Disney firm won same claim against IRS for its 1962 year from federal courts last year, amounting to $101,132 plus $55,000 in interest (Broadcasting, June 11, 1973). Victory is considered significant for other major film and TV producers, and is believed possibly applicable also to three TV networks.

CBS wins court-sketching case. CBS has won appeal of federal district court's ruling barring network from broadcasting sketches of courtroom scenes in case of eight Vietnam veterans accused of conspiring to disrupt 1972 Republican National Convention.

Back to the bar. Roy Gardner, former CBS News soundman based in Los Angeles, who testified in 1972 before investigations subcommittee of House Commerce Committee on news rigging, sued CBS for more than $1.5 million in California superior court. Mr. Gardner claimed he was fired from $20,000 job three years ago because he testified before committee. Suit, which asks for $1.5 million punitive damages and $50,000 in lost salary, also names Richard Salant, CBS News president, and Gordon Manning, CBS News director of news.

Opening bid. American Federation of Musicians is seeking requirement that music on all TV shows filmed by Hollywood producers be performed by live orchestra. In negotiations that begin today (July 15) with Association of Motion Picture and Television Producers, AFM says it wants musicians employed on 100% of all filmed TV shows, instead of 80% that present contract calls for. Some TV series are scored by using existing recordings from other shows. AFM contract expires end of this month.

Almost clear for KGO-TV. Dismissing discrimination charges filed by Community Coalition for Media Change, FCC last week granted license renewal for ABC's KGO-TV San Francisco, subject to outcome of federal antitrust suit against network.

Central wins renewals. FCC last week renewed licenses of Central California Communications Corp.'s KSBW-TV Sa-
3 different SOLID GOLD packages!
186 HALF-HOURS • 15 HOURS • 9 FEATURE-LENGTHS

practically all are off CBS and in COLOR

SELECT your very own LASSIE package now for a Sept/1974 or Jan/1975 start! Stations in the Westinghouse, Cap Cities, Avco, Taft groups have already bought! Others are committing! Call us for network and your individual market ratings/shares, demographics and license fee details.

TURN your competition green with envy, programming the 17-year network winner with the 1964-71 CBS-TV stanzas never before in syndication. Ask about the various license option plans for maximum flexibility.

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linas, KSBY-TV San Luis Obispo, Calif., over objection of another station but required KSBY-TV to begin non-satellite operation. Gill Industries, whose KTNTV(TV) competes with KSBW-TV, said licenses should be denied because Central had misrepresented programing on KSBY-TV so that, as satellite, its audience could be combined with KSBW-

TV's for rating purposes. Commission dismissed Gill petition as unspecific but required KSBY-TV to operate as non-
satellite with requisite programing and main studio.

Sales up, net down. RCA Corp. reported rise in second quarter and first half sales of 1974 but decline in net income for both periods, attributed to continuing cost-price squeeze in consumer-related business. RCA Chairman Robert W. Sarnoff commented it's "too early" to pinpoint results for second half, but said there will be "modest real growth, but probably not as rapid as many earlier forecasts had indicated." He noted net income for three months ended last June 30 fell by 15% to $39.4 million (51 cents per share) from $46.3 million (69 cents) in same quarter last year. Total revenues for six-month period ended June 30 was $2.2 billion compared with $1.9 billion year earlier. Net income dropped to $74.2 million from $84.5 million in 1973. Earnings per share for six months were down from $1.14 to $.96.

Carrying on. Clear Channel Broadcasting Service has elected Arch Madsen, Bonneville Broadcasting, Salt Lake City, president, succeeding Ward L. Quaal, who had resigned upon leaving presidency of WGN Continental, Chicago. Dan Calibraro, VP, WGN Continental, elected secretary of CCBS; Abe Herman, WBA(A)F Fort Worth, re-elected treasurer; R. Russell Eagan of Kirkland, Ellis & Rowe, Washington, named counsel. At meeting last Thursday in Chicago, members voted to continue pressing for power above 50kw for unduplicated AM nighttime service. Members are WGN Chicago; WSM Nashville; KFI Los Angeles; WSB Atlanta; WJR Detroit; WHAS Louisville, Ky.; WHO Des Moines, Iowa; KSL Salt Lake City; WHAM Rochester, N.Y., and WBAP.

Change of venue. William O. Bittman, former attorney for Watergate figure E. Howard Hunt, has left firm of Hogan & Hartson to join Pierson, Ball & Dowd, Washington.

Late Fates. Harvey B. Levin, regional manager, McGavren-Guild Inc., San Francisco, named VP-general manager, KNEW(A)M San Francisco, effective Aug. 5. Robert H. Biernacki, sales manager, WABC(A)M New York, appointed general sales manager, replacing Edward M. Millarsky, who resigned. Neil Atkinson, director of retail sales, appointed sales manager. Arthur Harrison, for past 10 years sales VP of Sonderling Broadcasting Corp.'s WWRL(A)M New York, named to newly created post of national radio sales VP for Sonderling's five black-oriented radio stations, which in addition to WWRL are WOL(A)M Washington, WDIA(A)M Memphis, WBMX(FM) Oak Park, Ill., and KDIA(A)M Oakland, Calif. (San Francisco). Welton C. Mansfield, VP and management supervisor, Foote, Cone & Belding, named VP and account group supervisor on American Motors Corp. account, Cunningham & Walsh, New York. Ronald E. Sappenfield, VP in charge of corporate development, ABC Inc., New York, named to new post of VP, corporate development and planning, assuming responsibilities held by Mi-


cial F. Mallardi before latter's recent promotion to presi-
dent, ABC Record and Tape Sales Corp. Albert T. Primo, VP, news, ABC Owned Television Stations, named executive producer of ABC News's The Reasoner Report (ABC-

TV, Sat., 6:30-7 p.m. NYT), succeeding Ernest Leizer, who recently was named executive producer of ABC News With Howard K. Smith And Harry Reasoner (ABC-TV, Mon.-Fri., 6:30-7:30 p.m.). Marion Baldy, director of research for Metromedia Inc., New York, named director of research for TelCom Associates, New York, program buying and consultancy firm to TV stations. James R. Van de Velde, formerly director of programing, CATV division, Triangle Publications Inc., joins Teleprompter Corp. in same capaci-

Headliners

Jack G. Thayer, 52, VP and general manager of Nationwide Communications Inc., Columbus, Ohio, named president of NBC Radio division, embracing NBC Radio network and eight NBC-owned radio stations, effective Aug. 1. He suc-
ceds Robert W. Lemon, 55, who retires Sept. 1. Mr. Thayer, who had 32 years in radio encompassing production, announcing, music, traffic and sales as well as management, has been in present post with Nationwide Radio and TV station group since November 1972, before that was VP and manager of its WGAR(AM) Cleveland. He entered radio in 1942 at KOTA(AM) Rapid City, S.D., later was in Minneapolis-St. Paul for some 16 years with WLOL(AM), WTCN-AM-TV and WDGY(AM), and after that was VP and general manag-
er of KLAC(AM) and KMET(FM) Los Angeles and operated own consulting firm, Radio Consultants Inc.

David S. Allen, sales VP, Katz Television, New York, named president, succeeding Michael T. Membrado, re-
signed. Frank J. McCann, also sales VP, named to new post of senior VP and general manager. Mr. Allen, who will report to James Greenwald, executive VP of Katz Agency, has been with Katz for 15 years, Mr. McCann for 19. Mr. Membrado's plans not immediately announced. He has been with Katz 20 years, president for four.

Michael Peacock, managing director of Warner Bros. Tele-
vision Ltd., London, named executive vice president-pro-
grams, new post in company, with headquarters in Los Angeles. Mr. Peacock, 44, was TV program chief for Brit-
ish Broadcasting Corp.'s Channel 1, then Channel 2, and

later managing director of London Weekend Television Ltd., before joining Warner Bros, TV in 1972. He will con-
tinue to supervise activities of London office.
The proven rating getter in prime access time periods!

The World at War is already sold in 48 markets and is performing extremely well. For instance, in Cleveland, on WEWS, it was #1 at 7:30 P.M. Wednesdays (ARB/May '74). It was also #1 in Washington on WTOP Fridays at 7:30 P.M. (Nielsen/Oct. '73) and continues to be outstanding in New York, Los Angeles and many other markets.

The flexibility of its 26 one hour episodes or of its 52 specially re-edited half hours makes it an ideal choice for one of your prime access time slots.

The World at War is the momentous story of World War II. It's narrated by Laurence Olivier and produced by Thames Television. Market availabilities upon request.

NEW DRAMA AND SUSPENSE FROM THAMES TELEVISION

SPECIAL BRANCH

26 NEW COLOR HOURS OF FAST MOVING ADVENTURE BASED ON SCOTLAND YARD'S MYSTERIOUS SECURITY FORCE

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SO WHAT'S NEWS?

Phrases such as "Happy Talk," "Tabloid," "Top 40 News," and "Show Biz News" are coined by people, mostly columnists or commentators, who haven't the slightest idea of what makes local television news the number one source for news in most markets in the country. Much less do they have any firsthand knowledge or understanding of what mass audience is, or why it is attracted to and believes in the credibility of television news more than any other news source. None of the "catch" phrases above relate in any way to the success of a local newscast. What makes for success is news content, delivered by competent people in a way that uses all of the techniques of TV to tell the story.

There was a time a few years ago, when network television news carried along with it, the local station's news ratings. This is no longer true. Local news has improved so significantly in the last few years, that in most cases, it now carries the network news. A study of ratings in individual markets will make this fact clear.

We do not believe that there is or ever will be a formula for a successful local newscast. Each market is different, not only socio-economically, but competitively. Our recommendations to every client are based not on personal opinion, but extensive research by social scientists done in-home in that particular market. Then, the findings are combined with the benefits of our over twelve years' experience as the first company founded, specializing in this area, to help improve the station's position.

In almost every case, we work directly with the total management, including the news director, in developing the research and the subsequent solutions to the problems the news director faces.

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Liberty and 'Liberty Lobby'

EDITOR: Broadcasting's July 8 editorial, "The right to be wrong," is an important and eloquent reminder that the First Amendment protects not only the ideas we favor but also those we may dislike. By reminding us that "freedom of the press is not divisible," Broadcasting has recognized the very subtle and real issue in the current unfortunate dispute involving the Liberty Lobby programs and the Anti-Defamation League of B'nai B'rith.

The ADL is, to be sure, a splendid organization and one should examine his position very carefully should he find himself in disagreement with its leadership. This controversy is especially unsettling for WVOX because not only do we carry Liberty Lobby but many brave and courageous officers of the ADL reside in our coverage area.

For me it is a simple issue: If you believe as we do that a radio station achieves its highest calling when it resembles a platform or a community soapbox or a forum for the expression of many different viewpoints—then as fiduciaries and trustees and permitted of the public airwaves, do we not have a clear obligation to let diverse and even outrageous viewpoints share that platform?—William F. O'Shaughnessy, president, WVOX(AM) New Rochelle, N.Y.

Wolf in sheep's clothing

EDITOR: Again I say "bravo" to your first editorial July 1. I had already written the fellows at the National Association of Broadcasters about the very same concept—that there is no difference between "self regulation" under the threat of governmental regulation and the real regulation itself. Unfortunately, I have come to believe that our industry gets what it deserves, because enough people will not stand up to the board to make feelings known and when they do, they are so divided as to be ineffective as a national force. Such differences may be our strength but they may also be our downfall.—David M. Baltimore, president, WBRE-TV Wilkes-Barre, Pa.

Different school of thought

EDITOR: Regarding your June 24 editorial entitled "Inconsistency," may I add: "So what else is new?" Most retailers and, yes, most advertising agencies are print-oriented. The problem could be the commissions involved, but I think it's more basic than that.

Our colleges and universities offer courses they label as "advertising," but they are concerned 99.9/10% with newspaper. Students are expected to learn to draw and lay out ads, etc. These same institutions of higher learning look to radio and television only as a journalistic or an educational tool. Students learning about the electronic media are taught to be announcers or "personalities."

Is it any wonder that advertisers shy away from radio? They don't understand the medium.—Stanton C. Smart, station manager, WATT(AM) Cadillac, Mich.

The Hauser 'Profile'

EDITOR: Thank you for publishing the fine July 1 "Profile" on myself and Warner Cable Corp. My thanks also to Assistant Editor Don Richard for a perceptive interview and the resultant product. Broadcasting is standard reading in virtually every executive office here at Warner Cable. We admire its thoroughness and objectivity.—Gustave M. Hauser, president, Warner Cable Corp., New York.

Rocky mountain high

EDITOR: After 27 years with one company under four different ownerships I was fired. The details don't matter, but the results do. I am reborn, emancipated and happy.

I am closer to my wife and four kids than I've been for years—maybe ever. I've been in libraries I've never been in, bookstores I've never been in. I almost enjoy shopping with my wife. I've found out that television, my former business, is not everything in life. It truly is serendipitous. Be reborn. Try it. You may like it.—Jack K. Tipton, Denver.

Do it themselves

EDITOR: Thanks for giving me credit where credit wasn't due in your June 17 article on the Broadcast Promotions Association convention. Yes, promoting radio is a challenge. But contrary to popular belief, I did not conceive nor did I claim I conceived "far out" promotions for "a comedy team" on our station. "A comedy team" is Lohman and Barkley, who I continuously stressed are their own best promoters and the source of deranged but highly promotable nonsense.—Glady's Christina, promotion manager, KFV(AM) Los Angeles.

The Jacklin plan

EDITOR: Professor Jacklin's idea for an "access center" funded by area broadcasters (June 24) does seem to be one of the better ideas for the industry to get involved in and to make broadcasting more relevant for minorities and other folk.

Here in Boston we had an example of the danger involved when broadcasters get too close to minority groups. Black workers in the media called a meeting to denounce the Boston Community Media Council and its executive director as not being relevant to black aspira-
tions and goals in the media. BCMC stands as a classic example of co-optation.

In funding a means of expression rather than the organization itself, one stands more assured of providing for group and individual freedom and independence. As to the broadcasters' objections: It would of course remain the right (duty) of the station to determine acceptability in production quality. And where free speech messages are tailored do well to examine the quality of talent to a station's format the stations would such an access center might attract in order to give them even more excitement and creativity in their production.

—Jacob Bernstein, Committee for Community Access, Boston.

The wrong years

EDITOR: I know my memory is like a leaky sieve, but I am confused by the statement in your July 1 issue [about J. Walter Thompson's "how to cope with television journalists" seminar for executives] that Sig Mickelson was president of CBS News from 1961 to 1966...

What puzzles me is what I was doing from 1961 to 1966, and what was Fred Friendly doing from 1964 to 1966?—Richard S. Salant, president, CBS News, New York.

(Mr. Mickelson was CBS News president from 1959 to 1961.)

Datebook

# Indicates new or revised listing.

This week

July 14-18—The New York State Broadcasters Association 13th annual executive conference, Otesaga hotel, Cooperstown, N.Y.


July 15—Extended deadline for comments to FCC on network program exclusivity.

July 18-19—Wisconsin Broadcasters Association summer meeting. Pioneer Inn, Dells.


July 25—Motion Picture Laboratories-SMPTE-Memphis State University 17th annual motion picture seminar. M.S.U. Center. Contact: MPL Seminar, Box 1750, Memphis, Tenn. 38101.

Also in July

July 22-Aug. 2—National Association of Regulatory Utility Commissioners annual regulatory studies program. Michigan State University, East Lansing.

July 24-28—Oral argument on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties. FCC, Washington.

July 31-Aug. 5—Rocky Mountain Broadcasters Association annual convention. Speakers: FCC Chairman Richard Wiley, Miles David, Radio Advertising Bureau, Park City, Utah.

August

Aug. 4-16—National Association of Broadcasters

Your move.

The PSI "BAT" unit. An in-house mini computer system providing profit-winning, quick information, already selected by over 70 stations.

For a free in-station demonstration anywhere, write or call collect.

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AM-FM Combination.
1/2 Million in billing, plus positive cash flow.
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Doubleday Media
Brokers of Radio, TV, CATV, and Newspaper Properties.

Regional Managers
Nell Sargent, 1202 E. Maryland Ave., Phoenix 85014, 602-264-7459.
Peter V. O'Reilly, 1730 M, St. N.W., Washington 20036, 202-872-1100.
ninth annual management development seminar, Harvard School of Business Administration, Cambridge, Mass.


Aug. 8-9—Annual meeting of the Cable Television Information Institute and annual seminar for local CATV regulators. Fairleigh Dickinson University, Teaneck, N. J.


September

Sept. 7-9—Southern Cable Television Association annual convention. Westin World, Orlando, Fla.


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


Sept. 16-21—VIDCOM, International Market for Video Communications, Palais des Festivals, Cannes, France.

Sept. 18-20—Minnesota Broadcasters Association fall conference, Hibbing, Minn.


Sept. 23-24—National Cable Television Association board meeting. Rancho La Costa, Calif.


Major meeting dates in 1974-75


Nov. 1-3—Society of Professional Journalists, Sigma Delta Chi national convention. Towne House hotel, Phoenix.


Nov. 20—National Association of Educational Broadcasters 50th annual convention. Las Vegas Hilton, Las Vegas.


April 6-9, 1975—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.


Sept. 29-Oct. 2—American Association of Advertising Agencies Western regional convention. Vancouver, B. C.


October

Oct. 2-4—Oklahoma Broadcasting Association annual convention. Great Smokies Hilton, Asheville, N. C.


Oct. 10-12—Missouri Broadcasters Association fall meeting. Crown Center, Kansas City.


Oct. 16-18—Information Film Producers of America, 1974 national conference. Vacation Village hotel, South Lake Tahoe.


Oct. 18-29—MIFED 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Lingotto Donodioso 1, 10145 Milan, Italy.


Oct. 24-25—American Association of Advertising Agencies central regional meeting, Detroit.


Oct. 30-31—NAB fall conference. Hyatt-Regency O'Hare hotel, Chicago.

November

Nov. 4-8—International F.T.F. Corp. Film and TV festival of New York. Americanica hotel, New York.

Nov. 8-19—National Federation, American Women in Radio and Television, 4th annual convention. Las Vegas.


April 6-9, 1975—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.


DEALER'S CHOICE

It's not a remake of an old network series. It's not a nighttime version of a daytime series.

It's "Dealer's Choice." And it's new and has, in just a few short months, established itself as a winner!

WNEW-TV New York 8:00 p.m., Monday, Tuesday, Thursday, Friday.
*1 Independent in rating, share, homes and women.

KTTV Los Angeles 8:00 p.m., Monday through Friday.
*1 Independent in rating, share, homes and women.

KPIX San Francisco 7:30 p.m., Mondays.
*1 in time period in rating, share, homes and women.

WRGB Albany/Schenectady/Troy 7:30 p.m., Monday through Friday.
*1 in time period in rating, share, homes and women.

WJZ-TV Baltimore 7:30 p.m., Tuesdays.
*1 in young women 18-34, women 18-49 and adults 18-49.

Fresh . . . original . . . and available as a 5-day-a-week strip.

"Dealer's Choice" is one of this year's winners from Columbia Pictures Television. Already sold to:

WNEW-TV New York  KTTV Los Angeles  WGN-TV Chicago
WLVI-TV Boston   WKES-TV Philadelphia  WTTG Washington, D.C.
WITI-TV Milwaukee WKBD-TV Detroit   WPRI-TV Providence
KPIX San Francisco WBEN-TV Buffalo   WXIA-TV Atlanta
KCST San Diego   KCMO-TV Kansas City  WIZ-TV Baltimore
WDHO-TV Toledo   WVUE New Orleans  WATE-TV Knoxville
KWGN Denver      KATU Portland, Oregon KRIS-TV Corpus Christi
KREM Spokane     KIVO-TV Fresno    WSPA-TV Spartanburg
WRGB Albany/Schenectady/Troy  WALB-TV Albany, Ga. KODE-TV Joplin

COLUMBIA PICTURES TELEVISION

TAPPED AT THE TROPICANA IN LAS VEGAS

SOURCE: NEW YORK AND LOS ANGELES: NSI REPORTS MAY 1974; ELSEWHERE, ARB REPORTS MAY 1974. BASED ON ESTIMATES BY RATINGS SERVICES INDICATED AND SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.
Banking on a multimedia approach for Manhattan Savings

Print is print and broadcast is broadcast to most advertising agencies. But not to us. Recognizing that both are channels to the market, we combined the two media in a double-barreled promotion for our client, the Manhattan Savings Bank. Our intent was to use TV to generate awareness of the bank's new branch in the Murray Hill area of midtown Manhattan as well as to introduce a direct-response print offer.

We kicked off our campaign with 30- and 60-second television spots to call attention to an upcoming newspaper preprint, a special free-standing supplement that told the story in more detail and also contained a mail-in coupon for prompt, traceable results.

The buy itself was the result of considerable research and discussion with the major stations. Because the bank wanted somewhat older and wealthier demographics than average broadcast buys deliver, we selected wcbs-fm and wcbs-tv exclusively. News programs offered the best mix of demographics and cost per thousand. The remainder of the buy was early and late fringe, which we have found through prior testing to be most efficient. After the first round, we continued with another flight, this time without reference to the preprint, on wcbs. We also continued the basic theme in heavy radio coverage on wcbs, wins-am, wor-am, and wabc-am.

The strategy of the TV-in-support-of-preprint campaign is one aspect of our basic approach to what we call "considered purchase" advertising. A considered purchase is one made after some deliberation. It is the exact opposite of packaged goods advertising which is designed to stimulate impulse buying. A considered purchase is usually a high ticket item such as a major appliance, financial services, travel, a leisure activity, sports or an automobile—in other words, the occasional purchases that cannot be sold by awareness advertising alone.

At Doubleday, we've found a way to combine the best of both of these media. The agency, a wholly owned subsidiary of Doubleday & Co., was set up five years ago as an independent full-service agency to serve not only certain Doubleday divisions but to market its direct response experience and expertise to other clients. About two years ago, the agency decided to try a completely new creative direction by combining its vast direct response skills with a creative approach based on packaged goods advertising. Our goal was to come up with new advertising viewpoints that would produce greater profits for clients.

Creative Director Bill Wolfe, who takes over the reins as president Aug. 1, brings to the mixture a strong background in packaged goods advertising that includes assignments from such companies as Best Foods, General Foods, Standard Oil, and National Distillers, together with direct response experience for Merrill, Lynch.

Mr. Wolfe uses a creative strategy hammered out over many years for effective packaged goods advertising, a strategy that consists simply of a series of questions that probe the real benefits of the product, identify the most likely prospect and refine the appeals and personality of the advertising message to achieve clarity, simplicity and impact. While easy to ask, the questions are much harder to answer.

When the answers are found and then combined with a hard-hitting direct response program in a multimedia, dual-purpose program like the one we created for Manhattan Savings Bank, measurable results give the client a clear indication of the cost effectiveness of his advertising dollar.
Sunday thru Saturday-Total Homes-Average Quarter Hour-Audience - Total Survey Area.
Syracuse Nielsen-May/1974 - 7AM to 1AM
Syracuse ARB-May/1974 - Sign-on to Sign-off

All measurement data are estimates only-subject to defects and limitations of source materials and methods. Represented nationally by Harrington, Righter & Parsons, Inc.
Meet DELMARVA — a happy combination of tourism, poultry raising, varied agricultural products, seafood processing and manufacturing — all located on a 6,000 square mile peninsula of sections of Delaware, Maryland and Virginia.

DELMARVA is one of the fastest-growing and developing areas along the eastern seaboard . . . and an important market for you! Consider DELMARVA as a market in itself — not part of Philadelphia, Wilmington, Baltimore or Washington. And for complete coverage of this important market consider WBOC-TV-AM-FM as your most effective media to cover DELMARVA in depth!

Tourism on DELMARVA centers in Ocean City, Maryland, one of the fastest-growing seashore resorts on the east coast. In the past two years over $150,000,000 in building permits have been issued for new second homes and condominums.

Ocean City, as a great tourist attraction, gives WBOC-TV-AM-FM advertisers this important plus:

100,000 WEEKLY POPULATION SWELL IN DELMARVA'S SUMMER RESORT AREA!

Facts, figures and history:
Since the first trading post sprang up in 1631, most of the peninsula residents have earned their living from the land and surrounding waters. The area is famous for its delicious oysters — Tangiers from the bay side and Chincoteague oysters — from the Atlantic Ocean side. Delmarva fish, clams and crabs stock supermarkets and restaurants from Washington, D.C. to Boston, Mass.

The poultry industry is increasing in size and importance. More than 345,000,000 broilers — 13% of the nation's supply — come from this area yearly. The value is fast approaching $500,000,000 per year!

Manufacturing and distribution services are also growing at a rapid pace. An excellent labor supply is available and the geographic location offers many advantages to all types of business.

DELMARVA has a lot going for it — and for you! Plan now to include it in your marketing and advertising plans!

The world of DELMARVA is your oyster!

wboc-tv-am-fm
Radio TV Park • Salisbury, Maryland 21801 • 301 749-1111
ADAM YOUNG INC., National Television Representatives
THE DEVNEY ORGANIZATION, National Radio Representatives
The hustle in syndication that prime-time ruling set off

Appeals court decision staying FCC's cutback of program hours has given new impetus, and hope, to syndicators, but the ball still remains in Washington's court; absent some promise of long-term stability, game shows and animals will dominate field.

Those program syndicators left in the race to the wire in station sales competition have weathered a tempestuous winter, spring and summer on their way to the fall.

The bad news began last December, when it became clear that the FCC was about to modify—in a downward direction—the prime-time access bonanza that had created a bull market in syndication. Hope of good news came in February, when the syndicators and their chief clients—at a Los Angeles conference of the National Association of Television Program Executives—talked themselves into believing that the FCC would change its mind, and would stay its modification-mindedness for at least another year. Gloom descended again, in earnest, a week later when a unanimous (five-member) FCC said it wouldn't affect all.

But there was still a chance, if a slender one. A number of syndication organizations, led by the National Association of Independent Television Producers and Distributors (NAITPD) went to federal appeals court in New York to seek a judicial stay of the FCC hand—and, moreover, petitioned for an early resolution so that program producers and station program buyers could know once and for all whether access time periods would remain wide open or be trimmed on the flanks.

Courts, however, operate on timetables of their own, and by the morning of June 18 only the most hardened syndication optimists would have bet the price of a Cisco Kid half hour in the 180th market that the court would set them free again.

By mid-afternoon that same day it was another story—and if not an entirely new ball game in prime-time access, at least an extra inning. Unconsciously, in the view of some, especially at the major TV networks and among the major production companies that are their principal suppliers), the court ruled the FCC off base, and decreed at least another full television season for full-fledged access.

That surprising court verdict had immediate and startling repercussions. The TV networks had to reduce their programming by three or four half-hour segments weekly. Stations had to scurry for additional shows to fill these vacant slots. And program syndicators of the prime-access period were the beneficiaries of an opportunity they felt they had lost. Since, buyers and sellers alike have been engaged in the business of catch-up ball.

Although many stations still have not completed all their buys, and in most instances have not fixed the time periods in which access shows will be run, the court's stay enabled many of the front-running series to garner additional markets. And it gave a needed and strong push to other properties that had been faring reasonably well to stay at the marketplace before June 18. In the latter category were such series as Fox Television’s Masquerade Party, Gottlieb/Taffner’s The World at War, Independent Television Corp.’s The Protectors, Lorne Greene’s Last of the Wild, Fox TV’s Salty the Sea Lion and Ted Bates’ Police Surgeon.

By now, the contours of prime access are substantially filled in and there is enough detail to provide an accurate picture. What emerges is no surprise: The programs chosen to adorn the prime-access landscape for next season—the third year of the commission’s rule—are, not surprisingly, those that have scored well in the marketplace in the other two. Leading the pack: animal shows and game shows.

Conversations with program directors at stations and with their station reps highlight this observation on the selections: They would like to use innovative, quality programming but it’s the game, wildlife, adventure and personality programs that attract the audiences. (There is another reason, too, of course: They are cheap. “You don’t have to pay residuals to an elephant,” as one prominent agency executive put it.)

So stations veered in many instances to the tried-and-proved prime-access shows of previous seasons (Let’s Make a Deal, Lawrence Welk, Treasure Hunt, Hollywood Squares, Hee Haw! Wild Kingdom, Survival, Wild, Wild World of Animals). High on their lists are remakes of popular network series (Candid

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<tr>
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<th>Distributor</th>
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<tr>
<td>Animal World</td>
<td>Les Wallwork Assoc.</td>
<td>33 (79)</td>
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<td><em>Bobby Goldsboro Show</em></td>
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<td><em>Hee Haw!</em></td>
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<td>Hollywood Squares</td>
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<td><em>Lawrence Welk Show</em></td>
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<td>Let’s Make a Deal</td>
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<td><em>Lorne Greene’s Last of the Wild</em></td>
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<td>Masquerade Party</td>
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<td><em>Other People, Other Places</em></td>
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<td>Ted Bates</td>
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<td>The Price is Right</td>
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<td>49 (132)</td>
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<td>The Protectors</td>
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<td>14 (32)</td>
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<tr>
<td>Salty the Sea Lion</td>
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<td>15 (15)</td>
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<td><em>Surprise</em></td>
<td>J. Walter Thompson</td>
<td>14 (83)</td>
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<td>To Tell the Truth</td>
<td>Firestone</td>
<td>22 (137)</td>
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<td>Treasure Hunt</td>
<td>Sandy Frank</td>
<td>40 (70)</td>
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<td>Truth or Consequences</td>
<td>Metromedia Producers</td>
<td>28 (157)</td>
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<td>$25,000 Pyramid</td>
<td>Viacom</td>
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<tr>
<td><em>Untamed World</em></td>
<td>Les Burnett</td>
<td>45 (167)</td>
</tr>
<tr>
<td><em>Wait 'Til Father Gets Home</em></td>
<td>Rhodes</td>
<td>28 (38)</td>
</tr>
<tr>
<td>What’s My Line</td>
<td>Viacom</td>
<td>10 (69)</td>
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<tr>
<td><em>Wild Kingdom</em></td>
<td>Bozelli &amp; Jacobs</td>
<td>48 (189)</td>
</tr>
<tr>
<td>Wild, Wild World of Animals</td>
<td>Time-Life</td>
<td>41 (101)</td>
</tr>
<tr>
<td>World At War</td>
<td>Gottlieb/Taffner</td>
<td>41 (48)</td>
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Thirteen over 40. These syndicated programs will be in 40 or more markets, in prime-access periods, during the upcoming season.

Another fix on "hot" access series was obtained by Broadcasting in an examination of prime-time purchases in 25 markets of the top 50, including the choices of the network owned-and-operated stations and of outlets ranging from market one to 50. Distributors of these widely sold programs, plus other properties, were canvassed for a final sales total in the top-50 markets on network affiliated stations. That survey produced 12 series qualifying for what might be called a "Golden Dozen" of prime access for 1974-75: Wild Kingdom, Let's Make a Deal and Hollywood Squares, all in 25 markets; The Price Is Right, 24; Name That Tune, 23; Lawrence Welk, 21; Treasure Hunt, 19; Wild, Wild World of Animals, 18; $25,000 Pyramid and Candid Camera, both 17; Police Surgeon, 16, and Survival, 15. Other series that made comfortable sales in the 25 markets were Animal World, Masquerade Party, The World at War, The Protectors, Last of the Wild, Salty the Sea Lion and Jeopardy.

The most successful prime-access series nationally tend also to be the ones that show up most frequently on stations owned by the networks. For example, of the 12 series heading Broadcasting's list, The Lawrence Welk Show is the only one that's not scheduled for telecasting on a network-owned station. It's not because network O&O's pick only
This is the number one rated radio program in Chicago.

THE MORNING SHOW
WALLY PHILLIPS
ROY LEONARD
THE NOON SHOW
CUBS BASEBALL
BOB COLLINS
BILL BERG
EDDIE HUBBARD
EXTENSION 720

And it's on WGN.

For 17 consecutive hours (5 a.m. 'til 10 p.m.) WGN has the largest adult (18+) audience in Chicago.

Source: Arbitron, Chicago, Apr/May 1974 Hour by Hour, Average Quarter Hour, Mon-Fri Metro 18+ audience estimates. Data subject to qualifications listed in report.

WGN Radio 720
THIS YEAR, OVER 800,000 AMERICANS WILL FACE THIS PROBLEM.

Storer stations are concerned and are doing something about it.

A robbery every 84 seconds. A violent crime every 38 seconds. 1972, in fact, saw 5,891,900 serious crimes committed in the United States.

Crimes of violence (which include murder, forcible rape, robbery and aggravated assault) soared 67% between 1965 and 1972. And according to latest FBI reports, they're up another 3% for the first nine months of 1973.

Besides endangering life and limb, crime is costly. Property valued at over 2 billion dollars was stolen in 1972. And 10.5 billion was spent nationwide for criminal-justice activities.

Obviously, curtailing crime is an urgent need today. To this end, Storer stations give vigorous support to crime control efforts in program specials and editorials.

For example, with the number of handgun owners in the U.S. estimated at 30 million and growing 1.8 million a year, WGBS Radio in Miami strongly backed gun control legislation for Dade County. This despite vociferous gun enthusiasts who tried to upset the vote. Result: a new law for Dade County which, among other things, bans further sale of "Saturday Night Specials" and further restricts dealers in weapons.

Last summer Toledo was torn by an epidemic of 22 rapes, all attributed to one man. Women verged on panic. Rumors were rampant. Vigilante groups were formed. To calm the city, WSPD-TV rushed into production a special 35-minute program. Its purpose: to squelch the rumors and advise people how to protect themselves. Hailed by both public and officials, the program had the desired effect. Strangely, too, the rapes suddenly ceased.

On the positive side, WAGA-TV in Atlanta supported local police recruitment efforts. They also focused attention on "Trouble in the Ghettos" and took viewers on a filmed tour of Georgia's juvenile prisons for a penetrating look at the state's juvenile justice system.

Helping fight crime and its causes is one more way Storer stations get deeply involved in the vital affairs of the communities they serve.

We believe the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBJ-TV Detroit/WITI-TV Milwaukee/WSPD-TV Toledo/WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
FCC to waste no time revisiting prime time

Court order spurs commission to ask comments by Aug. 16, replies Aug. 30; outcome of second appraisal of rule is anyone's guess, especially in view of the new line-up of commissioners

The FCC has set itself a tight schedule for what amounts to a reconsideration of its once-revised prime-time access rule ("Closed Circuit," July 1). And it is a reconsideration that could lead in a number of different directions, including outright repeal of the rule.

The commission acted last week in response to the decision of the U.S. Court of Appeals in New York. The court directed the commission to designate a new effective date for the modified rule, one at least 12 months later than the Sept. 1974 date originally set by the commission (Broadcasting, June 24).

But the court, while not reversing the commission on the merits of the rule, was critical of the commission's order, and raised questions about a number of issues. It is in response to those questions that the commission is seeking comments. And it wants them fast—by Aug. 16, with replies due by Aug. 30.

That schedule would enable the commission to act as early as September, and permit it, if it wishes, to set the new effective date no later than September 1975. The court had held that by setting September 1974 as the effective date in an order issued in January, the commission had not allowed independent producers, who had appealed the action, sufficient lead time to make changes in their plans.

Setting a new effective date is only one of the options the commission said would be considered. Others are affirming the January 1974 action, returning to the original rule, something in between those alternatives, other modifications resulting in a reduction of the time cleared for nonnetwork programs or, possibly, repeal of the rule.

The outcome of the second look is by no means certain since the line-up of the commission is substantially different from that which made the framework of the rule in December. Gone are Nicholas Johnson, H. Rex Lee and Dean Burch. In their places are James Quello, Glen O. Robinson and Abbott Washburn. Former Chairman Burch and Commissioner Nicholas Reid had favored outright repeal. So did Commissioner, now Chairman, Richard E. Wiley, but he doubted four votes could be obtained then for repeal. Former Commissioners Johnsen and Rex Lee wanted to retain the rule basically in its original form, as did Commissioner Robert E. Lee. Commissioner Benjamin L. Hooks also leaned toward retention, but wanted language in the order indicating commission interest in minority programming, which was provided.

The original rule, adopted in 1970, prohibits network affiliates in top-50 markets from taking more than three hours of network programming in prime time. As modified, the rule removes all restrictions from Sunday programming, and reduces access time on the other nights to one-half hour, specifically from 7:30 to 8 p.m. However, one of the six cleared half hours can be filled by the networks if it clearly shows an "improper" educational, documentary or public-affairs programming. Feature films are barred from the access half hours.

The comments being sought by the commission in response to the court's opinion, ask not only whether the justification for the rule in 1970-71 as a means to lessen network domination of prime time television was valid in practice, the effect of the rule on competition, and its effect on employment patterns in the nation's program-production industry (or the "impact on Hollywood").

The commission, again in response to suggestions by the court, asked for comments by the Justice Department on the effect of the rule on competition, from consumer groups on the effect of the rule on increased amounts of advertising on television during prime time, from minority groups on the effect of the rule on programming for minorities, and from writers and actors on its effect on their professions.

The commission's request for additional comments was not the only reaction to the court's decision. Four of the parties who had backed the commission in its opinion to deny the appeal, the National Association of Independent Television Producers and Distributors petitioned the appeals court for a rehearing.

The petitioners said that since the entire television industry had planned for the season beginning in September, based on the commission's amended rule and previous court refusals to stay the rule, "the present decision has produced chaos in the industry just before the advent of the new season, and is certain to cause injury to the public, producers, and broadcasters and advertisers."

The petitioners also directed their attack against the rule itself, saying it was improper for the court to continue the rule in effect without considering its constitutionality. They noted that they had claimed the rule, in its original or modified form, violated the First Amendment, "because it interferes with the freedom of producers and broadcasters." And this issue, they said, had not yet been resolved.

The petitioners are Warner Bros. Inc. and Columbia Pictures Industries Inc., backed by the National Committee of Independent Television Producers and Samuel Goldwyn Productions Inc. as intervenors.
In the wings. Weighing in as a contender for prime-time access use next January is the revival of a long-time network series, College Bowl, which ran on CBS-TV and NBC-TV for 17 years and has been off the air for three years. Now retitled the New $100,000 Invitational College Bowl, the series has its original producer, Don Reid, who will coproduce the half-hour program in association with Independent Television Network Inc., Camden, N.J. The series will pit two teams of college students against each other every week. The winning team will receive $100,000 worth of scholarships which will be parcelled out in its name to outstanding and needy students in each of the 50 states.

Squares half-hours. Each of the stations will fill up its remaining half-hours as follows:

WNBC-TV New York: Jeopardy, To Tell the Truth, a local public-affairs half-hour and one additional show to be announced.

Wrc-TV Washington: Jeopardy, Survival, The Place (a local public-affairs show) and an additional local public-affairs show.

WKyc-TV Cleveland: Jeopardy, Last of the Wild, Survival and a local public-affairs show.

Wmaq-TV Chicago: Treasure Hunt, a local public-affairs show and two additional shows to be announced.

Kmbc-TV Los Angeles: Jeopardy, Police Surgeon, Thrill Seekers and a local public-affairs show.

Sales-revenue forecasts coming on top of the court's decision have to be put in focus, according to Richard A. O'Leary, the president of ABC's owned stations, who says that the transferral of four half-hours from the networks to the stations will end up as "a wash."

Mr. O'Leary goes on to explain that three factors negate the stations' pocketing of all the sponsor remittances from these half-hours: (1) those valuable spots adjacent to the more elaborately produced network show—when the network programs the access period—go by the boards; (2) the station loses the compensation payment it gets for carrying a network show, and (3) the station has to go out and buy its own product for slotting in the access period.

Executives at all three networks are bullish about third and fourth quarter access-time-period sales, however. "Our trend analysis shows that the current summer lull will pick up in the third quarter," says John McKay, vice president, national sales for the CBS-TV stations division. "And the upswing should permit us to sell out in the fourth quarter."

One of the reasons for optimistic projections like these, in the words of George Hooper, the director of marketing services for the NBC-owned stations, is that "the tightening up of the network marketplace" may freeze out advertisers and "push them into national spot."

Although it's still early to pin down other stations on their fall access time schedules, most have made their buys even though they haven't decided exactly where and when the syndicated shows are to be broadcast. As an example, take Seattle. There the three network affiliates are set for fall something like this:

Komo-TV (ABC) — Monday, 7-10 p.m., NFL football via network (instead of 6-9 p.m.); local access show, Medicine Men, 10-10:30 p.m. Tuesday-Friday, 7-30-8 p.m., To Tell the Truth; Tuesday, 7:30-8 p.m., Exploration Northwest (regional); Wednesday, 7:30-8 p.m., Untamed World; Thursday, 7:30-8 p.m., Wild Refuge; Friday, 7:30-8 p.m., local live, Issues '74. Saturday, 7-8 p.m., Lawrence Welk. Sunday, 7-8 p.m., National Geographic Specials.

King-TV (CBS) — Monday-Friday, 6:30-7:30 p.m., Mike Douglas Show. Programs bought for 7:30-8 p.m. time period, Monday-Friday, but not yet scheduled are New Price Is Right, New Candid Camera, Jeopardy, $25,000 Pyramid and Police Surgeon. Programs for Saturdays, 7-8 p.m., and Sundays 7-7:30 p.m. not yet bought at this writing.

King-TV (NBC) — Monday-Saturday, 7-7:30 p.m., Truth or Consequences; Monday and Friday, 7:30-8 p.m., Hollywood Squares; Saturday, 7:30-8 p.m., Let's Make a Deal; Sunday, 7-7:30 p.m., Wild Kingdom. To be filled are Tuesday-Wednesday-Thursday, 7:30-8 p.m.

There has been considerable speculation over the effect of the court stay on the various segments of the television industry. The consensus is that the networks are not being hurt financially by the turn of events. They are able to drop their weakest programs, and, with a reduced inventory, have a high expectation of selling the remaining series at top prices. The prime-access producers obviously are helped with the enlargement of time periods opened to them. On the opposite side, the network producers have been set back; valued prime-time franchises have been wrenched from them—positions they thought they had when the revised rule was announced last February. The impact on TV stations can be gauged only after the selling season for spot television is over—probably not until the early part of August.

The program executives at two large representative firms reported that stations essentially are optimistic over prospects for spot TV in the fourth quarter. They felt stations generally are pleased that the court has delayed the revision of the commission's rule for a year because, in the long run, it should redound to their financial benefit. Stations, they said, realize that the economy is erratic but with the reduced network advertising inventory they are reasonably confident they can sell their prime-access programming. The next few weeks will be the concentrated selling season for stations' prime-access as well as other periods.

Jubilant as access syndicators are over the return to the status quo of the past two years, they are quick to point out
Kids say the darnedest things about TV

Study finds children love cartoons, don't like news and shows oriented to younger children, and they even like commercials—sometimes

While grown-ups wrangled about what's good or bad in TV programing and advertising for children, two researchers thought to see how they feel about it. The results, to be published shortly by the Journal of Communication of the Annenberg School of Communications, University of Pennsylvania, may contain some surprises.

For one thing, they show that the children, especially the boys, like cartoons just fine but as for regular children's programing—no way. Things like Bozo's Circus, Captain Kangaroo, Tree Top House and Romper Room, the researchers say, were written off as "babysitting" by all but a few.

The youngsters, who ranged in age from 6 to 12, also didn't like news, but were more receptive to documentaries. They were shooting on fantasy (especially boys) and situation comedy (especially girls); were fairly strong on drama (action and medical variety especially), divided a generally lackadaisical attitude toward sports about evenly between boys and girls and tended to consider game and talk shows blah or, more accurately, not to consider them at all.

Their likes and dislikes tended to vary according to both sex and age, as might be expected, altogether the programs they said they liked outnumbered the ones they disliked by more than two to one. More often than not they "liked" specific shows but "disliked" types of show.

They didn't like commercials at all—at first. They didn't like them because commercials interrupted programs they did like. But they tended to start liking and talking about specific commercials that amused them, and this, the researchers found, partially offset their general antipathy. In fact, they said, "the children could recall over three times as many commercials that they liked as they did not like." That was better than the like/dislike ratio for programing.

Moreover, the report continued, "a discriminating attitude for evaluating the veracity of particular commercials was noted among the children."

The research was conducted at a boys' day camp and a girls' day camp at Lake Forest, Ill., by Lawrence H. Streicher, a senior research scientist at the Institute for Juvenile Research, Chicago, and Norman L. Bonney, a lecturer in sociology at the University of Aberdeen, Scotland. The children's fathers were mostly professional and managerial people and their "comfortable backgrounds" were also reflected, the authors said, in their average IQ of 121.8.

For the most part the children said their parents let them watch whatever they wanted, intervening only to settle an argument, impose curfew or send them off to do chores or homework or, in a "minority" of cases, to keep them from watching something the parents considered undesirable. Parents may not be surprised to learn that, even with 3.11 sets in the house, almost two-thirds of the children said they squabbled with brothers and sisters over what they were going to watch.

More help for WNET

The Television Laboratory at WNET (TV), New York's public broadcasting station, has received a one-year grant of $340,000 from the Rockefeller Foundation—the third such grant supporting the experimental TV research. An 18-month $400,000 grant in January 1973 and an initial $150,000 grant for the laboratory's first year, from January 1972, were also received from the Rockefeller Foundation.

Dr. John H. Knowles, president of the foundation, said that the laboratory "demonstrates that artistic and scientific investigation into television broadcasting is important for all future uses of this omnipresent communications system in which the arts has been far too lightly regarded." According to John Jay Iselin, WNET president, the laboratory has been able, through the Rockefeller grants, to pursue its "pure research" into the psychological effects of television, the artistic and technical nature of television, and to conduct a few experimental television programs. Some of the experiments were last year's The Lord of the Universe, described as "the first nationally broadcast documentary recorded entirely on crawl—portable video equipment," and video artist Nam June Paik's Global Groove—an experimental use of broadcast equipment and techniques. With the coming year's support, the laboratory has scheduled another series of experimental broadcasts, it was said.

WGAW, Caucus set goals

Writers Guild of America, West, and the Caucus for Producers, Writers and Directors (BROADCASTING, July 1) have agreed on a five-point program to help increase the use of new writers, including women, on television programs. In detailing actions that would open up work to novel and "nongenre" (new to the field) writers, the group calls for such moves as screening of pilots and the publication of a guide. It also calls on the networks to relax their demands for approval of writer assignments. This, Caucus members said, hinders the employment of new talent, since the networks tend to hire "acceptable" writers.

Network sources in Hollywood were quick to point out that since it's their money and the shows are to be broadcast on their network, they need to have the final say in the hiring of writers, just as they do in hiring stars and directors, among other rights. And, they added, networks are just as sympathetic in trying to get women writers and newcomers to work on their programs as the WGAW and the Caucus are.
The TV networks in late night: all in the black but Carson still the money machine

With its wide range of shows, ABC gains in ratings and shares, but it and CBS, with movies, suffer from defections. On NBC "Tonight" remains on top no matter what "Tomorrow" brings.

An ABC-TV melange of entertainment and mystery is making some headway against the Late Night CBS Movies, but Johnny Carson still reigns supreme. That, in sum, is the three-network late-night picture as of summer 1974.

To start with the only network that's made substantial late-night changes in the past two years: ABC's slow but steady progress began when its program director, Dick Cavett, decided late in January 1973 to trim Dick Cavett's nightly talk show down to one week a month and to add on a batch of 90-minute taped mysteries and variety shows (including one week a month of Jack Paar). Because Mr. Paar never really got off the ground (he staggered through most of 1973 with low ratings before finally calling it quits) and because Mr. Cavett's Nielsen ratings were unacceptable by ABC standards, Cavett began the year 1974 by pretty much abandoning the talk-show format (Mr. Cavett was reduced to a mere two nights a month) and sticking with the mysteries and the entertainment specials (including the successful "In Cold Blood" series).

The result of this tinkering, as reported by ABC's research people, is that in a national Nielsen survey covering all five nights (11:30 p.m.-1 a.m., N.Y.T.) during the January-May period over the last three years, the network has gone from a 3.3 rating and 13 share in 1972, and a 4.9 rating and 18 share in 1973, to this year's 5.4 and 19. This is a 64% increase in rating and a 46% increase in share for those five months between 1972 and 1974, compared to a 23% increase in rating and 10% increase in share for NBC's Johnny Carson over that same period and a 6% increase in rating and 4% increase in share for the CBS movies.

Despite these gains, however, Frank Campisi, an ABC research executive, admits that his network's position vis-a-vis NBC is relatively unchanged, and fully four rating points still separate us from the "Tonight show." And Edward Warren, CBS's director of late-night programming, says that one of ABC's bigger rating leaps came in late April and early May 1974, when a number of CBS's movies were delayed by National Basketball Association playoff games.

Still, ABC's late-night growth is causing "lots of friendly smiles and faces" in the network's executive suites, according to Bob Shanks, the vice president in charge of late-night programs for ABC. By investing approximately $12 million a year in the 11:30 p.m. to 1 a.m. time period (compared to the $10.4 million a year NBC lays out for the "Tonight" show), CBS's yearly late-night budget (of about $9.5 million), "we went in anticipating that we might lose money, at least in the first year," according to Mr. Shanks. Instead, ABC ended up in the black, getting solid advertiser support for rate-card prices that are, for the most part, lower than those of NBC and CBS.

For example, the Thursday night personality shows (mostly Dick Cavett alternating with Geraldo Rivera), which cost $50,000 or so per 90 minutes, are pegged at $10,500 a minute. (In this case, as in the ones that follow, eight commercial minutes are set aside by ABC and eight are allotted to the local stations.) The Wednesday night entertainment stuff (everything from beauty contests and celebrity roasts to movie excerpts and the birth of a baby on camera), which costs about $70,000 a program, is rate-carded at $11,500 a minute. The 90-minute taped mysteries (Mondays, Tuesdays and alternate Fridays), which cost an average of $120,000 for three runs of each show, are tabbed at $12,500. The alternate Friday In Concert rock shows, which consistently drew a bigger audience than any of the other wide World of Entertainment programs (with season-to-date national Nielsen, based on 17 episodes, showing a 6.1 rating and 18 share), have a $17,000-per-minute price tag (and they cost anywhere from $50,000 to $70,000, with talent fees and location taping varying from show to show). ABC's gross revenue from the entire Wide World late-night package was $36.4 million in 1973 and $14.4 million so far this year (through June 16).

The 1973 grosses of CBS's Late Night Movie added up to $44 million and the 1974 figures (again through June 16) are $23.2 million. These revenues exceed ABC's not only because CBS charges more per minute ($17,000 as of the fourth quarter, although volume buys and scatter-plan arrangements will knock a thousand or two off the rate-card price) but also because CBS has three more network minutes to sell (the movie always spills over beyond 1 a.m., with the average running time coming in at about two hours).

CBS is coasting along on a solid 30 share, with good demographics, and Ed Warren says he's high on a batch of 30 off-network made-for-TV movies from Universal, which will begin turning up on CBS's late-night schedule in September. In addition, CBS has contracted for a number of big box-office theatrical movies that have been milked dry in prime-time but that the network thinks are ready for a new late-night lease on life. The titles include "Gunfight at the OK Corral," "The Valley of the Dolls," "South Pacific," "Oklahoma," the "Dirty Dozen," "Sweet Bird of Youth" and "Some Came Running."

It's still questionable, though, whether this string of imposing movies will im-
prove CBS's clearance record, which, as it now stands, is the worst of the three networks, the latest headcount revealing that only 179 stations carry the network movies, for a 92% coverage rate. Some of the most conspicuous absences are the CBS affiliates in Washington, Atlanta, Buffalo, N.Y., Hartford, Conn, Syracuse, N.Y., Kansas City, Mo., and Omaha. In contrast, the "Tonight" show gathers in 215 stations, for a 99% clearance, and ABC's "Wide World" averages a 96-97% clearance rate.

Delays are an affliction of both ABC and CBS. As many as 38 stations will delay ABC's Monday, Tuesday and Wednesday late shows, a figure that rises to 42 stations on Thursday (the Dick Cavett and Geraldo Rivera shows tend to get lower numbers than the other "Wide World" elements) and to 46 stations on Friday, when audience levels soar dramatically (because of Saturday's being an off-day for most people). CBS will average about 29 station delays Monday through Thursday, with that number jumping to 46 on Friday. On the other hand, only six NBC affiliates see fit to delay Johnny Carson.

Ed Warren likes to boast about the fact that CBS occasionally leans toward "cinema" as opposed to "movies" in late-night, with the scheduling of such classics as "The Cruel Sea," Carol Reed's "Odd Man Out," David Lean's "Oliver Twist" and "Great Expectations," and two Hitchcock thrillers from the late thirties, "The Lady Vanishes" and "The Thirty-Nine Steps." Mr. Warren says the network will turn down movies, even for late night, if they feature too much violence or if they go beyond the sexual pale. ("Bob & Carol & Ted & Alice," a big hit in the theaters, recently fell victim to the latter stricture, with the result that Columbia Pictures will be forced to syndicate it directly to stations.)

Mr. Warren says CBS doesn't do a Paul Newman week or a science-fiction-movie week, as many local stations do with their syndicated film package, because "the network doesn't set aside a budget to promote its late-night features, and that kind of gimmick would need a lot of publicity to get off the ground." All of CBS's on-air promotion in prime-time is devoted almost exclusively to the prime-time schedule, he says. "And who can quarrel with that decision—they've been number one in prime-time for as long as I can remember."

"Wide World" next week, which includes the Monday-through-Thursday "Tonight show" (1-2 a.m., NYT) and the Friday "Midnight Special" (1-2:30 a.m.), will be "The Cruel Sea," Carol Reed's "Odd Man Out, " in reruns Friday through Sunday. The "Tonight" show is said to be the most profitable TV program on the air (although NBC refuses to give even a ballpark figure on how profitable it is).

And, according to Larry White, NBC's vice president for programming, the show has "more pizzazz now that it's being sold out two-and-a-half-hour after the actual taping (instead of a day later, as in past years). "Carson's monologue is usually taken from the events of the day," Mr. White says, "so that the spontaneity and topicality were being hurt somewhat by the 24-hour delay."

He says he's also "encouraged" by the kind of "provocative" programs Tom Snyder has been doing on the "Tonight show." But so far the show is only clearing 149 stations, for a rate of 91%, and it only sells about four of its six nightly network minutes, on the average. (A minute on "Tonight" costs a sponsor $4,500.) Much more successful is the weekly contemporary-music series, "Midnight Special," which gets a 98% clearance (about 190 stations) despite the late hour and has a season-to-date national Nielsen rating (32 shows) of 4.4 and a 31 share. There are 14 network minutes up for sale on each show (only four minutes are turned over to local stations), at $10,000 a minute, and one network source reports that it's doing "a brisk business."

Mr. White says NBC will continue to do some late-night weekend experimentating next fall, partly as a result of the mid-30's and higher shares chalked up by Burt Reynolds during the course of four shows. Burt Reynolds has been promoted to prime time, where he'll do two specials next season, so NBC has tapped the actor George Segal to host two weekend programs (11:30 p.m.-1 a.m.) and the singer Wayne Newton to preside over one, dates to be announced. In addition, 12 90-minute news-magazine shows (roughly one a month) will be slotted in the Saturday-at-11:30 p.m. time period, beginning next fall. These programs had originally been scheduled for Saturday evenings during access time returned to the networks by the FCC, but that plan went out the window when the New York Court of Appeals stayed the access rule's revisions until September 1975.

Program Briefs

Moving out. Metromedia Producers Corp., Los Angeles, has acquired worldwide rights to "Movin' On" TV series to be seen on NBC-TV this fall, to be syndicated outside U.S. at once, and eventually nationally in U.S. Program, originally titled "In Tandem," is a D'Antoni-Weitz Productions series that is filmed at various locations throughout the country.

Good deal. Columbia Pictures Television reports it has sold half-hour "Dealer's Choice" series in 27 markets in past two months. Stations buying across-board game show include WGN-TV Chicago, WNEW-TV New York, WTTG-TV Washington, KTWW(TV) Los Angeles and WBBN-TV Buffalo, N.Y.

On her own. Lucille Rivers Enterprises, New York, has been formed as production-distribution company, handling repeats of Ms. Rivers' 10-minute, daily home sewing TV program, "Fashions in Sewing," which has been in syndication for three years, plus new version of program, "Lucille Rivers Show," slated for production in January 1975. 157 West 57th Street, New York.

Signed. John Denver, composer and top-selling recording artist, has signed with ABC-TV network for development of several special programs starting with one scheduled Dec. 1 (8-9 p.m. NFT). Other initial projects in long-range deal, ABC announced, include another musical special and made-for-TV movie starring Mr. Denver.

Drop back and punt. In our July 1 article on upcoming NBC-TV specials, it was incorrectly stated that part of Friday in BBC production of "Robinson Crusoe" would be played by Los Angeles Rams' John Holder. Mr. Holder, Guianese actor, goes by first name "Ram." He does not play professional football.
"Police Surgeon" is starting production for its third successful year!

The Record
86% coverage of U.S. TV homes
Seen on 135 stations and in prime time on 118 of these
Carried on NBC's five O & O stations
In 49 of the first 50 markets
In 80 of the first 100 markets
Outranks 63% of all nighttime network shows in women 18-49 comp**
Reaches 7,546,000 homes, up 21% from last year*
Reaches 3,444,000 women 18-49, up 15% from last year*
Averages .46 per household among women 18-49*
Beats big game-show competition in two out of three cases among women 18-49*
* Source: Nov. 1973 NSI  ** Source: NTI and NSI Nov. 1973

Newest Station Lineup
105 markets...stations North, South, East and West have renewed
"Police Surgeon" for prime access scheduling. Here is a partial list...


Support The Colgate-Palmolive Company will continue to provide heavy promotional backing such as: Paid local newspaper advertising, Personalized station slides, Videotape promos for each episode, Magazine and newspaper promotion kits, Merchandising support such as a national consumer promotion of "Police Surgeon" Home & Auto Emergency First Aid Kits.

The Future "Police Surgeon" could be a money-maker in your prime-time schedule. For further information, write or phone: Mr. Joel Segal, Senior VP, Network & Syndicated TV, Ted Bates & Company, 1515 Broadway, New York, N.Y. 10036, (212) 869-3131.

Background Sam Groom brings proven appeal with previous "Police Surgeon" success. Plus motion pictures, other nighttime TV and daytime TV.
Co-star Larry Mann appears in "The Sting," "Oklahoma Crude," "Heat of the Night" and other favorite motion pictures and television programs.
The making of the FCC-1974

Taken one at a time, and normally some time apart, appointments to the Federal Communications Commission may seem to make sense; put four back-to-back, and in the same year, and the system's eccentricities are magnified into a different perspective. This is the story of how the new, all-Nixon FCC came to be—a story more of agony than of ecstasy, a triumph more of circumstance than of policy.

When Professor Glen O. Robinson of the University of Minnesota Law School, Abbott M. Washburn, Washington consultant, and a few nongovernment jobs and upper-middle ranking in the Washington bureaucracy.

For him kept Mr. Johnson in his seat until December. What's more, with other commissions—first H. Rex Lee and then Chairman Dean Burch—departing before Mr. Johnson's replacement, James Quello, could be confirmed (on April 23) and sworn in (on April 30), the seven-seat commission operated for two months with only four members and after that, until last Wednesday, with five.

But the experience was more than just exasperating to those involved in it: it was illuminating to those who watched it at work. Because the White House was forced to make four appointments in the space of a year, the selection process itself was subject to unusually close scrutiny. And a review of that process leads through all of the conflicting forces that have constituted the political reality of Washington in 1973-74.

There was never any shortage of candidates. FCC memberships provide good pay ($38,000 a year, $40,000 for the chairman), security and retirement benefits matched by few nongovernment jobs and upper-middle ranking in the Washington bureaucracy.

Members of Congress vie with one another in proposing constituents for FCC appointment. White House aides compile lists of their own. Industry groups offer their ideas. And, more and more, individuals propose themselves.

The job of sorting out others' candidates and recruiting their own falls to the members of a small White House staff headed by a 34-year-old presidential assistant, David Wimer, who is a former scout for top-level talent for the Labor Department and who, while still a student at the University of California at Los Angeles in the 1960's, was administrative assistant to Bob Hope. Mr. Wimer will cut the list of possibles to two or three, seek the views of senior White House aides, then put his findings into a memorandum for the President's chief of staff, Alexander Haig. In some cases, at least, he will offer a bottom-line recommendation of his own. It is a time-consuming job, and one in which delay breeds delay. As long as a decision is not made, congressmen and senators feel free to send in still more suggestions that must be checked out before the final memo is written.

Mr. Wimer, who succeeded Jerry Jones as head of the personnel office but who during most of the time the search for FCC commissioners was under way was Mr. Jones's assistant in charge of that project, refers to himself as a "broker." He says efforts are made to locate individuals of "quality" and to provide an agency with "balance," in terms of its outlook. But he also talks of the "realities" that the office faces. "You see how you can improve an agency," he says, "you do it all the options. Sometimes you make progress. Sometimes you're cut off at the crossroads."

Professor Robinson's experience is a case in point. The Office of Telecommunications Policy's director, Clay T. Whitehead, had suggested Mr. Robinson's name last year, when the search for a Democrat to replace Nicholas Johnson was under way. OTP's general counsel, Henry Goldberg, had been impressed by Professor Robinson's writings on communications law and by his background—a communications lawyer with the prestigious Washington firm of Covington & Burling before joining the Minnesota law school faculty in 1967. Later Mr. Burch, then still with the commission, now counselor to the President, added his support. And that was the extent of the clout Professor Robinson enjoyed at the White House.

But it was enough, last year, for Mr. Wimer to include Mr. Robinson's name on the list submitted for the President's consideration. Indeed, Mr. Wimer, who had interviewed Professor Robinson, recommended him over the other on the list, all of whom had political backing—Mr. Quello, then manager of WJR-AM-FM Detroit, by then-House Minority Leader Gerald Ford of Michigan; Luther Holcomb, of Dallas, vice chairman of the U.S. Equal Employment Opportunity Commission, by Democratic and Republican members of the Texas congressional delegation; and Herbert Cahan, Westinghouse Broadcasting Co. area vice president in Baltimore, by Senator Howard Baker (R-Tenn.) as well as Maryland's Republican senators, Charles McC. Mathias Jr. and J. Glenn Beall Jr.

But President Nixon chose Mr. Quello. Broadcast industry representatives, particularly ABC officials, had worked hard in Mr. Quello's behalf, usually through their contacts on Capitol Hill. The presidential decision, however, was a foregone conclusion: the President had promised Mr. Ford that his constituent would get the appointment.

Nevertheless, Mr. Quello's journey to the commission was a long one; indeed, he was the first declared candidate for the Johnson seat, in January 1973. And the success of his quest surprised many in Washington who found it difficult to believe that a retired broadcast station manager could have the kind of support needed to persuade the President to nominate him.

Since joining the commission, Mr. Quello has recited the facts of the odyssey in talks to several broadcast groups—how the Michigan Association of Broadcasters adopted a resolution endorsing him for the commissionership, then sending it to the Michigan congressional delegation and the governor, among others; how everyone contacted responded favorably; how he consulted with members of the
TWICE
SINCE
TWICE
we’re both #1 in baltimore
WLPL FM 92  WSID AM 1010
#1 in teens  #1 in teens
#2 for adults  #1 for men
ages 18-34  b’more’s stereo rock
#1 for women  b’more’s #1 black station

WLPL's Cerebral Palsy Marathon raised over $6,000.00
WSID's free shopping bus transports thousands of passengers each week.

WLPL/WSID  Pierre Eaton, Vice-president  Jack Minkow, General Manager
Many came. Upwards of 100 names, aside from the four ultimately chosen, were obtained in the White House in its search for FCC nominees in a talent search. The names that follow are of individuals the White House staff says were considered with some seriousness. Most of those named were interviewed. Those who were not had indicated that they were not interested in the FCC job.

Republicans:


James Kuvelis, member, Missouri Public Utilities Commission.
Gene Maloney, University of Oklahoma's vice president for administration and finance, formerly dean of college of engineering. Bruce Owen, former chief economist, Office of Telecommunications Policy, now on faculty of Stanford University.


Democrats:
Arthur Arthur, public relations, Los Angeles. Raymond G. Beising, lawyer, Dallas. David Bradshaw, attorney, Chicago. Robert Cahill, general manager of Broadcasting Co. area vice president, Baltimore. Dr. Lee S. Dryfus, chancellor of the University of Wisconsin at Stevens Point. Robert L. Hilliard, chief of educational broadcasting branch, FCC. Luther Holcomb, vice chairman, U.S. Equal Employment Opportunity Commission. Hoover, former executive director of the National Telecommunications and Information Administration. Lynn Litch, former chief deputy director, Office of Telecommunications Policy, now director of communications and electrical engineering, Martin-Marileet, Orlando, Fla.

When Commissioner H. Rex Lee suddenly announced his resignation in December and a second Democratic seat became available, Messrs. Whitehead and Burch turned to Professor Robinson. But once political considerations dictated the appointment, this time of Mr. Holcomb. "Representations were made at a very high level, and a deal was agreed to," according to one White House source. Others say the representations were made in the Oval Office by John Connally, former Texas governor and Mr. Nixon's former secretary of the treasury.

Mr. Holcomb has an uncanny ability to win friends and avoid making enemies in high places. Besides Mr. Connally, his supporters included Texas's two senators, Republican John Tower and Democrat Lloyd Bentsen, and three powerful committee members in the Senate—George H. Mitchell of Maine, Appropriations; Harry Schwarz of California, Science and Astronautics; and W. R. Poage of Agriculture. Democratic National Committee Chairman Robert Straus was also one of Mr. Holcomb's supporters.

It turned out that Mr. Holcomb had been more circumspect in currying favor than his supporters had known. Consumer groups had been unable to block the nomination of Mr. Quello, who they felt was less than likely to carry on in the communications tradition of his predecessor. But the Consumer Federation of America had more luck with the Holcomb nomination. Looking in places overlooked by the White House and the Federal Bureau of Investigation, CFA discovered that the main whom political allies in Texas had considered a loyal Democrat had carried on extensive correspondence in which he expressed strong support for President Nixon and a desire to aid in his re-election and indicated he had contributed money for the re-election of Senator John Tower (R-Tex.). With that on the record, Mr. Holcomb asked to withdraw.

By that time, one source noted, the White House had "run out of Hill names." In addition, Mr. Burch was firmly established in his new job, and his views on communications matters were receiving considerable attention. He and Mr. Whitehead still wanted Professor Robinson (although he was not the only possibility Mr. Burch considered when the Holcomb nomination collapsed. An "attorney of great brilliance," as he was described by one source, was contacted by Mr. Burch, but indicated he was not interested).

By this time, too, Messrs. Burch and Whitehead had made a point of impressing on General Haig the importance of considering professional qualifications as well as political support in making FCC appointments. The Quello nomination had opened the administration to criticism from consumer groups; the Holcomb nomination had been a downright embarrassment. So the selection of Mr. Robinson was finally made.

Choice based on quality proved, in another case, a different kind of embarrassment to the White House. C. Lynn White, executive director of the New York State Cable Television Commission, had been discovered by the Wimer shop. He was found to be able, young and energetic. He was familiar not only with cable matters but other subjects before the FCC. Mr. Burch and others were impressed, and Mr. Wickwire, a Republican, appeared certain to get the nomination to fill the Burch vacancy.

Then, in completing a questionnaire routinely issued individuals considered for presidential appointments, Mr. Wickwire found himself asked a couple of troubling questions he felt honor bound to answer truthfully: Had he expressed orally or in writing to a government official his views on controversial issues? And did he know of anything in his background that, if it became known, would be embarrassing to him or to the President?

Mr. Wickwire picked up the telephone to inform Mr. Burch and others in the White House that, as a matter of fact, the answer to both questions was yes. Several months earlier he had written as a private citizen to Representative Peter Rodino (D-N.J.), chairman of the House Judiciary Committee, and to his two senators, Republican Jacob Javits and Conservative-Republican James Buckley, expressing the view that President Nixon should be impeached. In the "real world" that concerns Mr. Wimer, some things cannot be blinked.

The White House then turned to Mr. Washburn, a long-time friend of the President, a former deputy director of the U.S. Information Agency and head of the U.S. delegation to the 1969-71 Intelsat Conference on Definitive Arrangements, who was then serving as a consultant to Mr. Washburn had managed a long, quiet campaign for the nomination and had antagonized no one—an important consideration. The only other serious prospect at the time was Donald San- tarelli, chief of the Justice Department's Law Enforcement Assistance administra- tion. Friends in the White House considered him able, aggressive and comfortably conservative. But his manner was also regarded by some, including Mr. Burch, as "funny."
Big appetites often hide thin wallets. Market-Buy-Market\textsuperscript{®} specializes in preferred consumers: the medium/heavy users of your products. We know where they are, their household income and whether they answer to Mr., Mrs. or Ms.

Finding them is one thing. Reaching them is even better. We can evaluate any radio schedules you may plan to use on the Pacific Coast: the stations you should buy and the number of spots it will take to build effective reach and frequency in this rich market.

How can we do all of this? With the help of a great deal of data developed for Golden West Broadcasters’ Market-Buy-Market by W. R. Simmons, Inc. So why settle for crumbs on the Coast? We have enough consumer/media facts for a feast. And we’ll pick up the check.
Burch and FCC Chairman Richard E. Wiley, to be too abrasive. And there was some concern that this characteristic, plus his friendship with the White House's resident media critic, Patrick Buchanan, might cause trouble at a Senate confirmation hearing. All things considered, Mr. Washburn seemed the wiser choice. (It was only after the choice was made that Mr. Santarelli broke into print with complaints about what he said was the administration's Watergate-induced weakness and with expressions of uninterest in an FCC appointment.)

The question of quality control also came up in connection with Commissioner Lee's renomination. Mr. Burch's office denies reports that Mr. Burch attempted to block Mr. Lee's nomination to a fourth term. And Mr. Wimer, while acknowledging that there was not unanimity on the reappointment, said, "It wouldn't be fair to say Dean opposed Mr. Lee." The Office of Telecommunications Policy apparently did, however. Mr. Whitehead is said to have felt that, after three terms, it was time for Commissioner Lee to make way for a fresh face and outlook.

But that was an unlikely prospect. Commissioner Lee very much wanted reappointment. And the decision to give it to him was described by one White House aide as "a strategic" one. This could be translated as, "There's no point bringing down the wrath of Congress on the White House by denying Lee reappointment." He has a host of friends in both parties on Capitol Hill, and he had talked to them about reports that his renomination was in doubt (Broadcasting, Jan. 21). They did the rest, with calls and letters to the White House.

Moving through the selection process has not always been so controversial or so public. The three incumbent commissioners who watched developments at the White House and in the Senate with particular interest had had far less trouble.

Chairman Wiley, for instance, was given what might be considered a merit promotion from his job as general counsel to the commission principally on the basis of then-Chairman Burch's recommendation and the support of Commissioner Robert E. Lee and then-Commissioner Robert Wells. However, Chairman Wiley owes his job as general counsel to a contact he made while working in the Nixon campaign in 1968, as director of state organizations. A man he met then, George Bell, who was also involved in the campaign in Washington and who later joined the White House personnel staff, put him in touch with FCC Chairman Dean Burch and Federal Trade Commission Chairman Casper Weinberger—both of whom offered him jobs.

Commissioner Benjamin L. Hooks, the first black member of the FCC, owes his selection in large part to the demands of blacks that some color be added to the commission membership. But he owes it, too, to the fact that he knew Senator Howard Baker (R-Tenn.), who asked him if he would be interested in the FCC job. Commissioner Hooks was prominent in his home town of Memphis—among other things, he had been the first black judge in the South—but it was probably the support of Senator Baker, the ranking minority member of the Senate Communications Subcommittee, that assured him of the appointment. At least two other blacks were under consideration—Theodore S. Ledbetter Jr., a Washington communications consultant, and Revius Ortique, a New Orleans lawyer.

As for Commissioner Charlotte Reid, her appointment can probably be attributed to the women's movement as well as to a long-time friendship with the President. Mrs. Reid, who was a five-term Republican member of Congress from Illinois, said she had been talking to the President about placing women in high government posts when he said, "By the way, have you ever thought of the FCC for yourself?" Indeed, he in effect held the seat for her during the last 10 months of her fifth term in Congress. She could not be nominated to the commission during that term because of a constitutional provision barring the nomination of a member of Congress to a federal job whose pay had been increased during the Congress then in session. Thomas Houser, then deputy director of the Peace Corps, was named in December 1970 to fill a commission vacancy until Mrs. Reid's congressional term expired. (As it turned out, in the view of some observers, Mr. Houser was one of President Nixon's better FCC appointments.)

But it is the FCC nominee-selection process as practiced in the last 12 months, perhaps because so much of it was made public, that is causing concern. One critic within the administration says White House staffers, including most senior officials, lack awareness of commission problems and responsibilities and are unduly attentive to political considerations.

At times, in the view of one administration aide, appointments have been "throwaways used to score political brownie points or to seduce an industry important to the administration."

The White House is said to be fearful of antagonizing Congress, particularly now, with a battle over impeachment of the President shaping up, and of being concerned, if a candidate is a Republican, with whether he has served the party and, if a Democrat, with whether he is "the right kind." In the words of one insider: "They don't want to rock any boats."

This may be unfair. Some who have been through the recruiting process describe it as professional and thorough. It is credited with weeding out some establishment types on the ground they lacked qualifications and with finding some likeable candidates.

However, there is evidence that tends to support some of the allegations—the interest in benign or attenuated Democrats, for example. It so happens that Commissioners Hooks and Quello, who were named to Democratic seats, are not
registered Democrats: they live in states where voters do not register by party. But they never indicated the kind of interest in partisan Democratic politics that, say, Dean Burch, former chairman of the Republican National Committee, or Chairman Wiley or Commissioner Reid did in partisan Republican affairs. And if Professor Robinson was active in Democratic party activities, that fact has not yet surfaced.

The White House's interest in the "right kind" of Democrats was revealed early in the search for a successor to Nicholas Johnson when David Bradshaw, a Chicago attorney, was said to be a likely candidate. Indeed, then-White House aide Charles Colson, who suggested him, is said to have urged his appointment as chairman as well. Mr. Bradshaw was not only active in Democrats for Nixon in 1972; he was also the son-in-law of Clement Stone, the Chicago insurance executive, who contributed heavily to Mr. Nixon's 1968 and 1972 campaigns—$2 million in 1972. However, for a variety of reasons—estrangement of the Bradshaws, for one—Mr. Bradshaw's name faded from contention.

(Mr. Bradshaw is not the only person who had been reported as a possible White House choice for chairman before that job went to Mr. Wiley. Neal Free- man, a King Features editor, was the other. He knew the President and his former chief of staff, H. R. Haldeman, was friendly with Patrick Buchanan, and was closely allied with the conservative wing of the Republican party. However, he did not consider the FCC prospect for long before rejecting it. He is said to have felt that, as a man of outspoken conservative views, he might run into trouble in a confirmation hearing conducted in the climate created by Watergate. Furthermore, the job would have required a considerable financial sacrifice.)

It may not be true, as charged by critics, that the selection process is not concerned with substantive matters before the commission. Indeed, it offers an opportunity for an administration to pick individuals on the basis of their views regarding specific issues. One candidate who went through the process and who could have been expected to have knowledge of a variety of issues pending before the commission—pay cable, children's television programming, the fairness doctrine among them—was tested on his knowledge and his views by Dean Burch, Mr. Whitehead, Chairman Wiley and Mr. Wimer. "I don't think they were looking for a particular view," the ex-candidate said. "But they want to see what your views are." Another person who had been through the process said his impression was that the White House was more interested in "the manner of response rather than the details."

However, substantive matters were not all that interested Mr. Wimer, according to one ex-candidate. "The issue was raised as to your political views, the general attitude, whether you were anti or pro-establishment," he said. "They don't want anyone too wild."

Mr. Wimer himself seems to have an
affinity for conservative types. He recalls vividly the interview he had with an Oklahoma broadcaster, Bill Hoover, of kten(tv) and kten-fm, both Ada, and keor(AM) Atoka, who had been recommended by House Speaker Carl Albert (D-Okl.). “He believes in the American way of life, the American system,” Mr. Wimer said of Mr. Hoover. “He’s from a small town, he’s not a lawyer, has no preconceived views. He might have something to bring to the commission. I listen to people like that.”

Mr. Wimer himself seems to have no preconceived notion of the background from which an FCC commissioner might emerge. There was, for instance, Art Arthur, a veteran Hollywood public relations man, who had once been an assistant to Cecil B. DeMille. He had been recommended by Mr. Wimer’s old boss, Bob Hope, among others, and was remembered by Mr. Wimer from Hollywood days. “He’s a charming guy,” says Mr. Wimer of Mr. Arthur. “He’d be considered again if a Democratic vacancy opened up.”

Of all the names appearing on the list of candidates that Mr. Wimer says were given at least some consideration, the most improbable is that of Albert H. Kramer, among the Republicans. Mr. Kramer founded the Citizens Communications Center, is now president of the National Citizens Committee for Broadcasting and is probably the foremost anti-establishment litigant before the FCC. He says he is registered as an independent, which would make him eligible for any FCC seat, but he also says the White House has not got in touch with him about an appointment.

Now, the lists of FCC hopefuls may be put away. Barring unforeseen circumstances, the commission personnel seems set for at least two years. H. Rex Lee’s term, to which Commissioner Washburn was appointed, expires next June 30. But Mr. Washburn’s reappointment then seems assured.

As for the future, there seems little that can be done to build quality control into the system of selecting regulatory agency members. Mr. Burch says that each selection “is a new ball game, subject to human slippage and human failures. I don’t know how you can compensate for human failures.” He also notes that problems are created by the “political interplay” between the executive and Congress in connection with appointments.

In the last analysis, the responsibility, as with so much in government, rests with the President. Says Mr. Burch, “You have to rely on the executive, and what he passes down through the chain.”

**FCC gathers old and new family for 40th birthday**

Lee, Robinson and Washburn are sworn in at ceremonies marking four decades of commission

For the FCC, Wednesday, July 10, was a day of looking backward and, in more ways than one, of renewal for the future. For it was the FCC’s 40th anniversary, and it was the day on which two new commissioners were sworn in to bring the commission up to full strength for the first time since December and a three-term commissioner was sworn in for his fourth seven-year term.

Chairman Richard E. Wiley summed it all up in introductory remarks to an audience of some 600 that crowded the theater next door to the commission’s building: “Welcome to the FCC’s version of ‘Life Begins at 40.”

The principal occasion for the gathering was the swearing-in by Supreme Court Justice Harry Blackmun of the veteran commissioner, Robert E. Lee, and of Professor Glen O. Robinson of the University of Minnesota Law School, who will fill out the remaining two years of former Chairman Dean Burch’s term, and Abbott Washburn, consultant to the Office of Telecommunications Policy, who will complete the term of retired Commissioner H. Rex Lee, which ends June 30, 1975.

But Chairman Wiley used the coinci-


dence of dates for backward glances at the distance the commission and the communications industry have come in the last 40 years. The commission, he noted, today has more than 2,000 employees and a budget of some $40 million; in 1934, the commission had 233 employees and a budget of $1 million.

In the course of his review, the chairman touched on the problem that has been raised before in connection with the changes wrought in telecommunications technology since the commission was established—the “challenge” of developing regulatory policy within the framework of a 1934 Communications Act.

However, he said nothing more about meeting the “challenge” than that “it can be done—it is being done” but that it “continues to command all of the effort, the dedication and the ingenuity of a number of very remarkable people housed herein at 1919 M Street and elsewhere throughout the United States.”

Some names from the FCC past were among the dignitaries on hand for the ceremonies. They included three former chairmen—Paul A. Porter (December 1944-February 1946); Rosel H. Hyde (April 1953-April 1954 and June 1966-October 1969; he was a member of the commission from April 1946 to October 1969, a record which appears destined to be broken by Commissioner Lee), and Fredrick W. Ford (March 1961, and a member of the commission from 1957 to 1964). All three former chairmen are practicing law in Washington.

Other former commissioners were also on hand—Robert T. Barlow, who served from 1952 until 1972, when he retired;

The special guests were not all ex-FCC members either. Bryce Harlow, former counselor to the President, and Robert Shaw, a current member of the President's staff, were present, as were Clark MacGregor and Ander Nielsen, former and present congressmen, respectively, from Minnesota (the home state of Commissioners Robinson and Washburn). Santiago Astrain, secretary general of Intelsat, and Ambassador-at-Large Alexis Johnson.

To these and others in the audience, Chairman Wiley said Messrs. Robinson and Washburn were entering and Commissioner Lee was continuing in an exciting line of work. "Few occupations are so potentially challenging and stimulating as communications regulations in the economic and political mix we call the United States," he said.

Justice's theory on crossownership doesn't fit facts, study asserts

Using marketing theory and antitrust law precedents, former Justice lawyer argues that challenges to co-owned media are premised on false assumption

The FCC last week received a study by a former Justice Department antitrust lawyer challenging the department's base assumption that, for antitrust purposes, daily newspaper and television constitute a single "product market." That assumption has been used by the department to challenge the licenses of a number of co-owned newspapers and television stations and to urge the commission to require divestiture of such combinations.

The study, commissioned by WBEN Inc., a subsidiary of the Buffalo (N.Y.) Evening News, was conducted by Arthur D. Austin, a professor of antitrust law at Case Western Reserve University. The essence of Professor Austin's argument, which reads like a marketing textbook, is that sales strategy demands that advertisers distinguish among different kinds of media. "Media selection is made in accordance with the requirement of marketing strategy," Professor Austin says. "Market strategy does not view media as being in 'competition,' as having similar uses and characteristics, or as having the same end use. Each medium has a distinctive context that either demands its use or renders its use inappropriate."

Quoting a variety of marketing experts, he conducts a wide-ranging analysis to show that, whether an advertiser chooses a single medium or a mix, his choice is based on reaching a specific audience through a medium that best shows off his product. "Some media are especially appropriate to particular products," he quotes from one textbook, "just as for all products of the market that best off this product. "Some media are especially appropriate to particular products," he quotes from one textbook, "not just because the market for the product is effectively reached only by those media, but also because the products' appeal cannot be conveyed as effectively by other media."

Having proposed that marketers distinguish between newspapers and television, Professor Austin then tries to establish that antitrust law and legal precedent require separate treatment of the two. A basic requirement in the Clayton Antitrust Act cases, he says, is to define the "relevant product market" that may be threatened by concentration. He isolates four factors that courts have used to define such a market: "reasonable interchangeability," "the submarket principle," "the cluster principle," and of course competition principle.

The first factor, he says, was established by the Supreme Court in a 1956 case, U.S. v. duPont, in which it said that if variations in the price, use or quality of a product could send the consumer to another product, then the products are interchangeable in the same market. But Professor Austin, citing a detailed list of distinguishing factors including depth of coverage, differing needs of uses, and contrasting rates, asserts that "television and newspaper advertising—like brick and steel—are too dif-

Emeritus. Former Chairman Rosel H. Hyde takes his seat at swearing-in on Wednesday to applause of colleagues from his days at the commission. Former Chairman Frederick W. Ford and former General Counsel and Executive Director Max Paglin are in the row in front; former Commissioners James J. Wadsworth and Kenneth A. Cox turn to him as he approaches.
fere!"; "one could hardly say" that television competed with newspapers.

The other three principles, all of which have been used by the courts since the duPont decision, Professor Austin says either confirm the distinctness of the two media or subvert it. Even judged as a submarket within the greater market, using the duPont test, he says, newspapers and television can be distinguished by such indices as production facilities, distinct customers, distinct prices, sensitivity to changes in demand and supply, and specialized vendors. Further, he says, to cluster into one market the services of the two media, as courts have done with other products, would necessitate including in that cluster "every form of advertising media—all the way out to such exotics as bumper stickers, college newspapers, and matchbook covers." The Justice Department "obviously" would eschew such a broad cluster, he says, yet it insists on the "grab-bag television-newspaper cluster."

Finally, Professor Austin dismisses as counter to reality the Justice Department's assertion that because "they attract audiences and readers and sell them to advertisers, newspapers and television are the same," another court-defined standard for judging concentration. "Media do not sell— and advertisers do not buy—something so vague and nebulous as an 'audience,'" he says. "Media sell a particular audience segment that is available at certain times of the day." The Justice Department thesis, he concluded, is "an exercise of convoluted gerrymandering to create an aberration fitting the description of what Mr. Justice Alask called a 'strange red-haired, bearded, one-eyed man-with-a-limp classification.'"

CIP's renewal thinking off target—Whitehead

The proposed license-renewal bill drafted by the Citizens Information Project would not deliver on its promise of stabilizing the broadcast renewal process. More important, said Clay T. Whitehead, director of the Office of Telecommunications Policy, it is based "on erroneous premises, for it is not financial stability that is at issue, but the certainty and confidence with which a medium of expression can operate free of the intimidating threat of nonrenewal by a government agency."

Mr. Whitehead expressed his views in a letter to Senator Philip A. Hart (D.-Mich.) of the Senate Communications Subcommittee, who had asked for comments on the draft bill advanced by CIP during the hearings on license-renewal legislation. The key provisions of the proposal would require a successor to a successor's renewal proceeding to buy out the depreciated assets of the renewal applicant or reimburse the unsuccessful applicant for "unrecouped investment."

Mr. Whitehead said the proposal does nothing to alleviate the threat of nonrenewal. Instead, he said it "would continue and reinforce a broadcaster's incentives to promise conformance to administratively imposed program criteria in order to assure renewal, rather than to focus on his community's needs, as the public interest should require."

How to get involved in keeping free TV free.

Use the NAB Anti-Siphoning Information Kit. If you don't already have it, ask the NAB for one.

Start a Coalitio to Keep Free TV Free in your broadcast area. The kit's "Guide to Forming a Local Coalition" will tell you how.

Work with fellow broadcasters to extend your efforts statewide.

Build public support by advertising in local newspapers, NAB is supplying suggested copy and layouts.

Speak out to local clubs and other organizations, senior citizens, farm bureaus. You're on the side of public interest—they'll listen to you with personal concern and will take action if you tell them what to do.

Talk to your Congressmen and U.S. Senators. Congress is responsive to the voters, of whom some 95% could lose their favorite programs.

Motivate your staff. Tell them what's at stake and how to help protect their own futures. Point out that, although only about 60,000 homes now subscribe to pay-cable there are 8 million wired homes. If only one million of these generally more affluent families were willing to pay to see hit movies, major sports and series programs your audience—your livelihood—would be damaged besides.

Support the national anti-siphoning campaign. Money gets things done. Your contribution will work in your own interest.

USE YOUR ANTI-SIPHONING INFORMATION KIT

The danger is real. The threat is now. So get involved in the anti-siphoning campaign. Use your Anti-Siphoning Information Kit and send a check to:

SPECIAL COMMITTEE ON PAY TELEVISION
National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036
Don’t let the pay-cablecasters black out your programs!

Contemporary American Indian sheriff and his trek across the desert.
(9) I Spy
(11) To Tell the Truth
(13) Washington Connection: Discussion of a proposed bill allowing the Federal government to determine how states use their land

8:30 (5) Merv Griffin Show: The Hagers, Errol Garner, Pete Barbutti, Rosemary Clooney, Sammy Fain, Mark Atkinson
(11) Dragnet

9:00 (2) Cannon: Anne Baxter, Barry Sullivan, David Janssen, guests (R)
(4) Movie:

9:00 (7) Basketball: Bonanza


10:00 (5, 11) News
(13) 51st State

10:30 (13) Washington Straight Talk: David Rockefeller, chairman of the board of the Chase Manhattan Bank

11:00 (2, 4, 7) News
(3) One Step Beyond
(11) Perry Mason
(13) The Advocates: "Should There Be a Special Prosecutor?" (R)

11:15 (9) Movie:

11:30 (2) Movie:
(4) Tonight Show: Johnny Carson, host. George Segal, John Aspinall, Sid Caesar, Cloris Leachman
(5) Movie:

12:00 (11) Twilight Zone
12:30 (11) News
12:50 (11) Twilight Zone

1:00 (4) Tomorrow: Tom Snyder, host
(7) Movie:

1:30 (2) Movie:
(9) Joe Franklin Show

1:45 (9) News

2:00 (4) Movie:

2:30 (7) News
(9) News

3:25 (2) Movie:

Pay-cablecasters are working hard to get the FCC to eliminate or relax the anti-siphoning rules.

We broadcasters have got to work equally hard — maybe a little harder — to persuade the FCC to keep these rules. To keep free TV free. In the public interest as well as our own.

If we don’t, what’s likely to happen? Think of your program schedule without major sports events or feature movies (except low-rating oldies).

Lose the big audiences (and sponsors) they attract, and the quality of your whole program schedule will be in jeopardy. Don’t your news and public affairs budgets now benefit from the revenues you get from your highest-rating entertainment shows like major sports and movies?

And what about the public — especially the millions of lower-income people who depend heavily on free TV for recreation?

To help you protect your audience, the NAB has prepared the Anti-Siphoning Information Kit. Use it. Use it now. Use it continually until we, working together, have made your audience secure — by saving top programs for one of America’s greatest institutions, free TV.

The NAB respects legitimate program competition from any source. Pay-cable has a right to develop programs of its own. But pay-cable does not, we believe, have a right to siphon away and charge for programs we are providing to the American public free.
Pastore committee gets another look at copyright bill

Amid some anxieties from legislators responsible for its construction, the pending copyright revision bill (S. 1167) was referred last week to the Senate Commerce Committee for no more than 15 days of study.

The anticipated action (BROADCASTING, July 8, 1) prompted speculation that Commerce's Communications Subcommittee, headed by Senator John Pastore (D-R.I.), will attempt to reopen discussion of the two aspects of the bill of greatest concern to the electronic media—the pending performance royalty provision (Section 111) and the CATV sports blackout provision (a part of Section 111) that was removed from the bill by the Senate Judiciary Committee during its markup session last month.

That the committee is in intent on examining at least the sports blackout measure was apparent during the floor colloquy which preceded Monday's (July 8) referral of the bill. After Copyright Subcommittee Chairman John McClellan (D-Ark.) formally proposed the conditional referral, Senator Pastore took pains to emphasize the appropriateness of the move. "This is not a frivolous request at all," Senator Pastore said. "It is one of merit and substance and we hope to promote the public interest." Mr. Pastore justified the action by noting that Section 111, which includes all the cable provisions, deals with a medium under the jurisdiction of the FCC—over which the Communications Subcommittee has oversight authority. Neither Mr. Pastore nor fellow subcommittee member Howard Baker (R-Tenn.) (who noted the referral will be done "most properly and with great expedition") made any mention of Section 114.

However, a Pastore aide cautioned against an assumption that the royalty provision will not be dealt with by the subcommittee. He said the unit would consider "all communications matters contained in the copyright bill. Questioned whether a consideration of Section 114 would be within the subcommittee's jurisdiction since it is a purely copyright matter, the aide responded: "That's not necessarily so. You're talking about the viability of a broadcast licensee."

Legislative procedures prohibit the Pastore unit from making any alterations in the bill. It is within the subcommittee's power, however, to make recommendations for floor action. In addition, several senators have expressed intentions to introduce amendments to delete Section 114 from the bill; Senator Lloyd Bentsen (D-Tex.) has already done so.

While expressing willingness last week to refer the bill to Commerce "as a matter of comity," both Senators McClellan and Hugh Scott (R-Pa.), the ranking minority member of the Judiciary Committee, expressed concern that floor action not be delayed. "... This measure," noted the senator from Arkansas, "has been worked on very hard for some three or four years... and we finally have gotten out a bill that we hoped we could get action on in the Senate... during this session."

To this Senator Pastore replied that "we intend to do nothing to hinder or delay in any way the consideration of this bill... We expect to scrutinize it very carefully and do what we feel is right."

The Pastore subcommittee will meet in executive session this week to determine its course of action in considering the legislation.

Competition is name of game—Whitehead

Though testifying against bill to break up dominating corporations, Whitehead contends AT&T monopoly powers should not be shielded.

The Nixon administration has come down hard on the side of competition in the communications business, other than telephones. AT&T, said Clay T. Whitehead, director of the Office of Telecommunications Policy, should not be allowed to use monopoly power protected by the government to deny businessmen the opportunity to enter the new communications industries that technology makes possible.

Mr. Whitehead said the Bell system and government policies have provided the country with an excellent, low-cost telephone service. But he would not extend the monopoly concept that makes that service possible to other services.

Mr. Whitehead was testifying before the Senate Antitrust and Monopoly Subcommittee on legislation (S. 1167) that would provide for the breakup of corporations that dominate a market. Conceivably, the bill could apply to broadcasting, and Mr. Whitehead said his statement in favor of competition, which he said has the full backing of the administration, applies "with equal force" to broadcasting.

However, subcommittee staffers say the bill is designed primarily to deal with industrial companies such as General Motors and IBM. And, in any event, Mr. Whitehead did not support the bill. The legislation considered necessary to provide for the right degree of competition involved amendments to Title II of the Communications Act, which applies to common carriers.

The natural pressure from customers and could-be suppliers for competition with monopoly carriers is, under the existing provisions of Title II of the Communications Act, turning the government into a cartel manager, apportioning markets among the "competitors," he said.

As for AT&T, he said that "it is unbecoming for a company of that size.
Some movies stick so indelibly in the mind that the characters become an unforgettable part of our lives. This is one of those films. We're opening our second season with it in September. If you don't recognize it, call us right away for programming assistance. THE MGM FAMILY NETWORK

1350 Avenue of the Americas, New York City (212) 977-3400
and stature to use its legal, political and economic power to extend its monopoly by government fiat to areas where monop-
oloy is not called for.”

**Arbitron wins point in Tempe**

A permanent injunction barring a former owner of KUPD(AM) Tempe, Ariz., from using Arbitron radio audience esti-
mates for the Phoenix market without paying the going rate for them has been entered in the Arizona superior court for
Maricopa county, where Tempe and Phoenix are located.

The injunction terminates a suit Arbit-
tron filed in April 1973 against Tri-
State Broadcasting Co. and Ben P. Mar-
shall as receiver of Tri-State. It follows
the issuance of a court order, based on
a stipulation between Arbitron and Tri-
State, which held that use of Arbitron’s
audience data by a nonsubscriber “con-
stitutes an infringement of [Arbitron’s]
copyright as well as an unlawful usurpa-
tion of proprietary data.”

The initial order had given Tri-State
until July 1 of this year to pay Arbitron
$5,085 and become a subscriber or, al-
ternatively, consent to issuance of the
permanent injunction. The injunction it-
self forbids Tri-State to use Arbitron
radio audience data until it subscribes to
the service and “pay[s] therefor the sum
currently being charged for such sub-
scription by [Arbitron] to your competi-
tors in the metropolitan Phoenix market.”

Bob Melton, KUPD manager, told
BROADCASTING last week that such a set-
tlement had been reached some time ago.
He said Mr. Marshall, as receiver, was and still is the station’s owner and li-
ensure but that the station is not and
has not been in bankruptcy. Efforts to
reach Mr. Marshall were not immediately
successful.

Tri-State has been in receivership since
Nov. 30, 1971 as a result of a lawsuit
filed by Mr. Melton stemming from Tri-
State’s insolvency and failure to dis-
charge financial obligations. Mr. Melton
and John N. Norris III have agreed to
buy the station from the company.

The injunction terminates
permanent injunction barring
Arbitron radio audience
estimates for the Phoenix
market without paying the
going rate for them.

**About face in Brownsville**

The FCC has reversed an initial
decision and granted a construction permit
to Media Properties Inc. for a new FM
at Brownsville, Tex. The commission’s
review board said Administrative Law
Judge William Lenten had “abused his au-
plicity that Media’s application
would affect environmental quality “at
all,” the board said.

**Changing Hands**

Announced

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

* WCOA(AM)-WJLG(FM) Pensacola, Fla.: Sold by WCOA Inc. to Triangle Broadcast-
ing Corp. for approximately $2 million.

* WCOA is owned by J. McCarthy Miller, Bo Mitchell and J. Holliday Vale. Messrs.
Miller and Mitchell also have interest in WTRL(AM) Bradenton, Fla., and WIBA-
(AM) Augusta, Ga. Mr. Miller also has interest in WIBB(AM) Macon, Ga. Tri-
angle is owned by Gordon Gray family, which also owns WSJS(AM)-WTQR(FM)
Winston-Salem, N.C., and several cable TV systems and has applied to buy
WREC-AM-FM Memphis. WCOA operates full time on 1370 kHz with 5 kw. WJLG
is on 100.7 mhz with 25.5 kw and an-
tenna 155 feet above average terrain.

Broker was Chapman Associates.

* KFIC(FM) Fresno, Calif.: Sold by Uni-
versal Broadcasting Co. to Pacific West-
ern Broadcasting Corp. for $500,000.

* Universal is owned by George M. Mardi-
bian, Floyd Farr and George D. Snell, who also own KEEN(AM) and KBAY(AM)
San Jose, KCVR(AM) and KWIN(FM)
Stockton-Lodi, all Calif., and KAHU(AM) and
KULA-FM Honolulu, Hawaii. Principals
in Pacific Western are John J. Shepard,
Gilbert J. Gans and others. Mr. Shepard
and others have agreed to sell control
of Shepard Broadcasting Corp., which
owns WLVY-AM-FM Grand Rapids, Mich.,
and WLTV(AM) Fort Wayne, Ind., and
60% of KITT(FM), to Jack Nicklaus’s
Golden Bear Communications Inc. KFIC-
FM is on 101.1 mhz with 50 kw and an-
tenna 310 feet above average terrain.

Broker was Blackburn and Co.

* WIST(AM) Charlotte, N.C.: Sold by
Statesville Broadcasting Co. to Metro-
lin Broadcasting Corp. for $475,000.

* Seller also owns WSBC(AM)-WPMX(FM)
Statesville, N.C., and WQXL(AM) Colum-
bia, S.C., which has been sold to Garret
M. Allen, executive vice president of
Statesville, subject to FCC approval. Met-
rolina is owned by Albert R. Munn,
former director of sales for WOC-TV
Charlotte, and 19 other local business-
m. WIST operates on 1240 kzh with
1,000 w day and 250 w night. Broker
was Blackburn & Co.

* WOTR(AM) Corry, Pa.: Sold by Olivia
T. Rennekamp to Corry Broadcasting
Co. for $120,000. Mrs. Rennekamp is
executor of Kenneth E. Rennekamp es-
tate, which owns WKRZ(AM)-WDJR(FM)
Oil City, Pa., 50% of WWIT(AM) St.
Mary’s, Pa., and 25% of WTRA(AM)
Latrobe, Pa. She has applied to sell Oil
City stations to Progressive Publishing
Co., Clearfield, Pa. Principals in Corry
are Arthur Arkelian (70%) and Robert
J. Shupala (30%). Mr. Arkelian has in-
terest in and is general manager of
WWYN(AM)-WWVF(AM) Erie, Pa. WOTR
is operated full time on 1370 kHz with
1 kw day, 25 kw night.

* WLAB(AM) St. Pauls, N.C.: Sold by
Larry A. and Nancy C. Barker to St. Pauls

**Featured by America’s Outstanding Media Broker**

**FLORIDA**

$375,000

Powerful daytimer on good frequency in desirable coastal market with fantastic growth. Has shown pro-
gress but needs aggressive management and sales effort to realize potential. Qualified buyer can acquire with
only $75,000 down and assumption of note.

BLACKBURN & COMPANY, INC.

**WASHINGTON, D.C. (20006): 1725 K St., N.W.
James W. Blackburn, Sr., Jack V. Harvey, Joseph M.
Schild, Frank Hawver, James W. Blackmoon, Jr (202)
331-4279**

**CHICAGO, Illinoi5 (60601): 333 North Michigan
Ave., Moby Jackson, Bud Davis, Roger H. O'Sullivan,
(312) 346-6480**

**ATLANTA, Georgia (30301): 400 Colony Square,
(404) 892-6635**

**BEVERLY HILLS, California (90212): 9488 Wilshire
Bldg., Cato M. Selah, Bay Runow (213) 774-6151**

74-36
Broadcasting Co. for $100,000. Principal in buyer, Richard D. Brooks, was formerly 20% owner and manager of WYRC-(AM)-WYQ(AM)-WYQ(FM). WYRC(WYX) is daytimer on 1060 kHz with 250 w.

Approved
The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 61):

- **WSNY(AM)** Schenectady, N.Y.: Sold by Radio WSNY Inc. to Schenectady Broadcasters for $375,000. Principals in seller are Enrico F., Frank A., Anthony J. and Guy F. Bove, and Thomas Marcuccilli. They also own WGM(AM) and WXMI(FM) Marion, Ind. Principals in buyer are Frederick and Judith C. Epstein and others. They own KSST Inc., licensee of KSST(AM) Davenport, Iowa. WSNY operates full time on 1240 kHz with 1 kw day, 250 w night.

- **KCCT(AM)** Corpus Christi, Tex.: Sold by International Radio Co. to Radio KCCT Inc. for $300,000. Principals in seller are Hector De Lena, Gabriel Lozana and others. Principals in buyer are Manuel G. Davila, Manuel Davila Jr. (each 40%) and Willie G. Egerton (20%). Messrs. Davila and Egerton own KEDA(AM) San Antonio, Tex. KCCT is daytimer on 1450 kHz with 1 kw directional.

- **WFKN(AM)** Franklin, Ky.: Control of Franklin Favorite-WKIN Inc. sold by Howard H. Ogles, L. L. Valen-tine and others (together 80% before, none after) to Gleaner and Journal Publishing Co. (none before, 80% after) for $292,140. Principals in buyer are Rachel C., Walter M. and David R. Dear (each 18.44%) and others. Dear family has newspaper interests in Kentucky and elsewhere. WFKN is daytimer on 1220 kHz with 250 w.

**Four stations hit for hyponing ratings**
The FCC has issued a warning to one broadcaster and shortened the renewal period of another for hyponing audience survey reports.

The commission shortened the renewal period of WORD(AM)-FM Grand Rapids, Mich., after it found that the stations had scheduled surveys during contest periods on at least three occasions. Each of the contests had offered prizes of greater value than those offered during other contests, the commission noted, and in one instance the number of winners — when listenership would be greatest — occurred on the same day as a survey. The commission rejected WORD’s explanation that such promotions were normal policy — unrelated to surveys — and called attention to its use of Federal Trade Commission guidelines specifically barring such audience-selling devices.

Similarly, in Kentucky, two radio sta-
tions were given a slap on the wrist for hyponing.

The commission said that WKX(AM)-
WKYQ(FM), licensed to WKX Inc., Pa-
ducah, Ky., had conducted a “Secret Sound” contest featuring an “unusually large prize” — an automobile — during the period May 29-July 27, 1973. In scheduling the contest, the commission said, the stations knew that they had conducted a special ARB survey on July 17, during the middle of the contest. The hyponed survey results were widely disseminated, without qualification, the commission said. Those actions were “considerably short of the degree of responsibility” expected of a licensee, the commission said, and it warned that the action would be considered in the station’s next renewal applications.

**KKK opposes two renewals**
The Ku Klux Klan last week became a conspicuous addition to the list of otherwise minority-dominated groups opposing license renewal for a number of Texas stations (Broadcasting, July 8). In a letter dated July 1 — the day after the deadline for petitions to deny — the Original Ku Klux Klan of America Inc. of Houston asked the FCC to deny renewals for KKK(AM) Pasadena — KKK-FM Houston. The stations had refused to air notices of a Klan rally that would “contribute positively to the advancement of KKK’s white, Christian listening audience,” the Klan said.

KKK had already filed a reply to the petition last week. While noting that they had offered a KKK spokesman time to appear on an opinion program, the stations said they were not required under the Communications Act or FCC rules to run the notice; indeed, they said, to do so would not be in the public interest.

**NCCB, FOE appeal FCC fairness report**
The FCC’s new fairness doctrine report (Broadcasting, July 8) is already under challenge in court. The National Citizens Committee for Broadcasting and Friends of the Earth have filed a petition for review of the decision in the U.S. Court of Appeals in Washington.

The petition indicates that the groups will focus on the commission’s action in exempting product commercials from the application of the doctrine and in rejecting the concept of “reasonable access to the broadcast media.”

Senator Philip Hart (D-Mich.), in his role as chairman of the Senate Subcommittee on the Environment, has already expressed concern about removing commercials from the reach of the doctrine (Broadcasting, July 8).

“The problem is especially acute with regard to commercials selling products which may damage the environment or pose safety or health problems,” the senator said in a letter to FCC Chairman Richard E. Wiley. A potential consumer being presented with an invitation to purchase one of the products, he said, “is being told only one side of the controversy of its use.”
A small snag in campaign reform

Technical difficulties hold up House bill in committee; as it stands, broadcasters get a break in elimination of disclosure, spending requirements

The House version of the long-awaited campaign reform bill came close—but not close enough—to becoming a reality last week, as technical problems prevented the House Operations Committee from reporting out the legislation.

The House committee, chaired by Representative Wayne Hays (D-Ohio), held what had been anticipated to be a final mark-up session on the bill two weeks ago. However, the word from committee staffers last week was that the existence of several contradictory provisions in the bill will likely necessitate another meeting of the committee. "We have to get some technical changes in there," a committee aide said. "As it stands now, we don't have a bill; we have a mark-up." He added that if the differences are ironed out at the forthcoming meeting, a draft of the legislation, as yet unnumbered, could be reported as early as this week. A floor vote is expected during this session of Congress, although a specific timetable could not be fashioned last week.

While the House bill still requires some fine tuning, observers were not expecting major substantive changes in committee. And considering the present form of the legislation, that's good news for broadcasters.

The House bill at present contains two provisions that would make it much less restrictive to licensees than the Senate version (S. 3044) passed April 11 (BROADCASTING, April 15). First, the House version would omit a requirement that broadcasters file with a new federal elections commission a detailed report of all expenditures made for the use of their facilities by political candidates. (Not only do House committee members frown on such a requirement, but they also disapprove of the entire concept of an independent supervisory commission; the House bill would leave candidate disclosure up to a congressional board.) Second, contrary to both the Senate bill and existing election laws, the House version would place no limit on the amount of broadcast time that candidates may spend for broadcast time.

There was, however, little sympathy on the House side for the suspension of the equal time requirements of Section 315 of the Communications Act during federal elections. (Separate bills detailing that relief have previously been introduced by Senator John Pastore (D-R.I.) and Representative Harley Staggers (D-W.Va.).) Amendments introduced during the mark-up session two weeks ago by Representative Edward Koch (D-N.Y.) (who wanted to suspend Section 315 for presidential and vice presidential elections) and James F. Hastings (R-N.Y.) (who would do the same for all federal candidates) were defeated by voice vote. In addition, Mr. Koch attempted—unsuccessfully—to have injected in the bill a provision requiring that each federal candidate be allotted 30 minutes of free broadcast time before primaries and general elections—at the government's expense (lowest unit rate). "Free broadcasting doesn't get anything in our committee," an aide observed.

Finalization of the bill by the Operations Committee does not necessarily mean a quick floor vote. The bill would first have to go before the Rules Committee for debate on the type of amendments to be considered on the floor and also on a question of jurisdiction. Some sources noted that Mr. Staggers's Commerce Committee would appreciate a look at the legislation because of its broadcast ramifications.

In any event, the House and Senate versions of the legislation differ so markedly, sources noted, that concessions will doubtless be necessary on both sides. "We're going to have to do a lot in conference," an observer noted.

**Business Briefs**


Two kinds. Getty Oil Co. (Eastern), New York, is introducing its new no lead gasoline with an all-radio advertising campaign that began July 1 on 85 stations in the Northeast, Agency is DKG Inc., New York. Les Boyle, Getty advertising manager, said that although gasoline supply is limited by the allocation program, the company decided on a radio campaign to let its customers know it now offers two grades—no lead as well as premium.

For the record. June 17 story on radio Clio winners followed incorrect information in Clio news release in mentioning "Jack Byrne's Radio Band of America. Radio Band of America is independent firm, has no connection with Jack Byrne agency.

New name. Gardner-Taylor Advertising, Memphis, has changed name to Jan Gardner & Associates Inc.

**Squaring off again: Schick, Remington**

Latter refuses to give substantiation of advertising claim to NAD in view of pending law suits between firms; issue tossed in lap of NARB

The Schick/Remington electric shaver advertising battle was back in the news last week. A Remington TV commercial claiming superiority over Schick was bucked up for decision by the National Advertising Review Board—which in an earlier decision had ruled that a Schick commercial claiming superiority over Remington, among others, was "false in some details and misleading in its overall implications" (BROADCASTING, Dec. 31, 1973).

The National Advertising Division (NAD) of the Council of Better Business Bureaus, the "lower court" of advertising's self-regulatory structure, said it had referred the disputed Remington commercial to the NARB, the appeals branch of the structure, for a decision. It did so, NAD said, because Remington refused to submit substantiation on grounds that a lawsuit involving the same claims—Sperry Rand, maker of Remington, vs. Schick Inc. (BROADCASTING, Sept. 24, 1973)—is currently pending. The commercial is one that asked: "Who really takes off more beard, Schick or Remington?" and claimed Remington takes off 18% more than Schick.

NAD said it had also asked NARB to rule on a Zenith Radio Corp. commercial claiming that "every color TV Zenith makes is built right here in the U.S. by Americans like these." NAD questioned...
Calming an anxious public.

When an epidemic of Reye's Syndrome (a rare and sometimes fatal disease that can follow viral influenza) broke out in the Kalamazoo area, the Fetzer radio station wasted no time in doing something about it.

To educate the public, a doctor from a local hospital was called in for a special edition of the station's "At Your Service" program. By explaining that the disease is not fatal if caught early, describing the symptoms and answering questions from worried listeners, the physician helped calm an anxious public.

Helping people in times of concern is part of the Fetzer total community involvement.
the accuracy of the claim because, it said, "a significant percentage of the components used (14.5%) were not of domestic manufacture." NAD, reporting on its June activity, also said eight national advertisers voluntarily agreed to modify or discontinue challenged claims, and two others adequately substantiated claims that had been questioned.

In the former group, Lever Brothers agreed to drop "deep" from a TV claim that its Spray 'n Vac rug cleaner "pene- trates deep . . . loosen[s] and lifts dirt" and "cleans rugs without scrubbing," while American Family Insurance Group reported it had discontinued and would not use again a TV claim, "Enjoy the lowest possible rates for auto insurance."

American Express Co. credit-card commercials were found not guilty of "falsely implying that the card could be used to obtain cash advances" as distinguished from the purchase of goods and services.

The other advertising challenges handled by NAD in June involved print claims.

TIA goes ANA one better

Armed with its own advertising code, Truth in Advertising Inc. has entered the children's TV advertising arena to press for reform. But while other consumer groups have done battle with broadcasters and advertisers, TIA hopes to twist the arms of manufacturers in its attempt to improve advertising's messages.

The code, submitted three weeks ago to major manufacturers of products heavily advertised to children, is based largely on the two-year-old Association of National Advertisers code but with a number of major revisions. The TIA code prohibits advertising to children between two and six years old. And, unlike the ANA code, the TIA code prohibits the use of program characters or personalities under any circumstances. It further forbids advertisers to create or sustain characters "solely for product promotion and/or product identification." The TIA code also specifically bans ads for drugs, proprietary medicines and vitamins as well as the use of premiums.

One major addition to the ANA code in the TIA proposal is a section calling for the creation of a review board to be appointed by the FCC chairman, composed equally of broadcasters, educators, social, medical and mental welfare experts, and consumer groups. That board would have pre-clearance and consultative functions.

Hugh Exnicios Jr., TIA's national director, said he envisioned the code as a voluntary but binding document with subscribers bound to remove ads found objectionable by the review board.

Zale gives bigger share to broadcast

$10 million to be spent by Dallas jewelry firm which will break into network TV with Bancroft special

Zale Jewelers, Dallas-based retail chain that claims to be the world's largest merchandiser of diamonds and jewelry, will celebrate its 50th anniversary this fall by launching a $10-million advertising and promotion campaign, that, officials said last week, will put more emphasis on broadcast and less on print than in the past.

The campaign, to run 12 months, will start in September with spot TV, spot radio and newspaper advertising in 145 markets, but its showpiece will be a TV special starring Anne Bancroft, scheduled on ABC-TV Nov. 27 (10-11 p.m. NYT). The special, entitled "Zales Pre-sents Anne and the Seven Hoods," will be the firm's first network program sponsorship and will represent, according to Zale officials, $1.1 million in production and sponsorship costs.

Zale spokesmen estimated that 50%- 60% of the campaign's media budget would be spent in TV and radio. They said this represented a higher percentage than in previous campaigns but declined to say what the percentage had been in the past. Nor would they break down the broadcast budget between TV and radio.

The campaign is being handled through Bloom Agency, Dallas, agency for Zale for some 20 years.

Broadcast Journalism

Proxmire takes up the flag against fairness doctrine

Wisconsin senator argues on floor of Senate that broadcasters have same rights as print media; he vows to become standard-bearer

Senator William Proxmire (D-Wis.) last week announced on the Senate floor his intention to wage an individual campaign to extend First Amendment protection to broadcasters equal to their print counterparts.

In his remarks, Senator Proxmire made a clear a belief that the fairness doctrine is the principal obstacle to this goal. "... When the fairness doctrine is examined for what it is," Senator Proxmire said, "this collection of is not fair at all. It is a form of prior restraint which does not square with First Amendment freedoms."

Mr. Proxmire had previously stated that he intends to introduce legislation that would guarantee equal protection.

Senator Proxmire noted that he has long held the conviction that broadcasters and publishers hold the same rights under the Constitution. And while noting that such judicial pronouncements as the Supreme Court's 1969 Red Lion decision indicate he otherwise, he maintained that these judgments "seem to overlook the obvious: A license holder is not likely to argue with the government that licenses him."

However, the senator predicted, "the time will come—despite past court decisions—when the Supreme Court will have to make the same declaration for broadcasters" as it did three weeks ago in the Miami Herald case, when it ruled that print interests are not subject to a statutory obligation of reply.

Indeed, Senator Proxmire indicated, print journalists appear to share the same feeling. He noted that a poll of 515 newspaper editors, syndicated columnists and journalism professors he contacted last May showed that nearly 80% of the respondents felt that the fairness doctrine should be abolished (Broadcasting, June 24).

Senator Proxmire also disclosed that he plans to do more talking on the matter "I am planning a series of speeches," he said, "to show why [equal protection is necessary]; why the First Amendment must be made de facto as well as de jure the protector of free broadcasting."

The senator also placed in the July 9 Congressional Record a July 6 New York Times article by CBS Chairman William S. Paley. The piece, which argued for nondiscriminatory freedom of the press and the abolition of the fairness doctrine, echoed a May 31 Paley speech at Syracuse University (Broadcasting, June 3).

"I agree with Mr. Paley," Senator Proxmire exclaimed. "We cannot have a First Amendment that is qualified. By definition, freedom cannot be shackled."

EXPERIENCED SYNDICATION SALESMEN

Morgan Communications, Limited, a dynamic growth company in the advertising display business has two immediate openings for experienced syndication salesmen.

We are looking for individuals who have a background in selling syndicated programs to television and radio station owners and managers.

The company will offer the right individuals an outstanding drawing account plus expenses. The home base of operations will be Los Angeles, and each individual must be free to travel extensively.

If you are interested in finding out more about these opportunities, write or call me immediately at the following address.

Burton Morgan, President, Morgan Communications, Limited, 10889 Wilshire Boulevard, Suite 1650, Kirkeby Center, Los Angeles, Ca. 90024 (213) 478-1291 - (213) 879-4681

Broadcasting Jul 15 1974 48
Television — The Number One News Medium

Year after year, television has been regarded as the fastest, fairest and most complete of all mass media. And a recent Harris study shows 65% of those queried count TV as their main news source. This, coupled with the fact that the “confidence in television news” factor has almost doubled in seven years, strongly indicates the potency of the #1 news medium.

How does television do it? What facts work toward increasing confidence? Broadcasting—in a comprehensive Special Report scheduled for its August 19 issue—will answer these and similar questions.

Although our primary focus will be on local TV journalism, we will also highlight major national news developments of the year. Case studies of news programs and documentaries will be extensively illustrated.

Augmenting its regular circulation of 34,445—which includes the cream of broadcast-oriented marketing and advertising executives, all members and key staffers of the FCC and officials of other governmental bodies involved in broadcast regulation or legislation—Broadcasting will deliver copies of its August 19 issue to every member of the United States Senate and House of Representatives and to the governors of all states.

If you count your news department to be a factor in television journalism—or if you are a network, a wire service, a programmer or anyone else supplying to the business of television news—you’ll want to tell about it in the August 19 issue of Broadcasting. Closing date for advertising is August 12. For details and space availabilities, contact your nearest Broadcasting representative today.

You belong in Broadcasting August 19
Americans tired of Watergate coverage, but ready for impeachment television

Results of a nationwide Gallup poll, released last week, show that 53% of the American people think the news media have overdone it on Watergate coverage. Personal interviews with 1,509 adults conducted June 21-24 revealed dissatisfaction with the amount of Watergate-related material on television, radio and in publications by more than half of those polled; 30% expressed satisfaction at the degree of Watergate coverage; 13% felt there was "too little" coverage, and 4% had no opinion. At the same time, Gallup found that a majority of Americans would favor the televising of any impeachment proceedings.

The most dissatisfaction came, not surprisingly, from Republicans, 75% of whom, according to the poll, felt there is too much Watergate coverage by the media. The least dissatisfaction came from those describing themselves as Democrats, 43% of whom said there is too much Watergate coverage, and from those describing themselves as under 30 years of age, of whom 43% also said there was too much Watergate coverage.

Regionally, 56% of Southerners, 55% of Midwesterners, 53% of Westerners, 47% of Easterners characterized the Watergate coverage as too extensive.

In an earlier poll the same number of adults (1,509) was asked for views on whether the presidential impeachment proceedings should be televised. Nationwide results showed 53% thought the proceedings should be televised; 40% thought they should not be televised, and 7% expressed no opinion. That poll involving 700 interviews conducted May 31-June 3 more than 300 "scientifically selected localities."

The survey noted that the public's views on televising the proceeding depended on political affiliation and on whether the belief existed that there is sufficient evidence of wrongdoing on the part of President Nixon to bring him to trial before the Senate. Of those polled who said they do believe there is sufficient evidence, 65% said the impeachment proceedings should be televised and 31% said they shouldn't. Of those who said they felt Mr. Nixon should not be brought to trial before the Senate, 40% favored televising the impeachment proceedings and 56% were opposed to televising them. (Four percent in both categories expressed no opinion.)

The chief reasons favoring impeachment television were that "the publicate had obtained accurate first-hand information" about the impeachment going-on, and that televising the proceedings not only would increase the public's interest in and knowledge of government. Chief reasons for not televising the events were that "the defendants should have a right to privacy, in order to prevent prejudicial pretrial publicity," that "the atmosphere (of television coverage) would be too much of a 'spectacle.'"

In the political affiliation breakdown of the survey's results, the following patterns emerged: Of those claiming to be Republicans, 39% favored televising the potential impeachment procedures and 54% opposed it; of those claiming to be Democrats, 60% favored televising and 34% opposed it; among independents, 54% favored televising and 38% opposed it.

FOI Act amendments near Hill action

Conferees are expected to pass along to Congress this month bill that broadens access to federal documents and files

With little fanfare, House and Senate conferees are expected to meet this month, reconcile minor differences and endorse amendments to Title Five of the U.S. Code, the Freedom of Information Act (FOIA), enacted in 1966. The bill is expected to pass Congress and be ready for President Nixon's signature this summer.

The original bill was touted as the "darling of the press" and supported by Ralph Nader, Common Cause and others critical of executive privilege used to shroud government information in secrecy. The act provides that any person is entitled to access and can receive copies of any document, file or record belonging to the federal government, with nine exceptions.

Exempted under the act are: matters required by executive order to be kept secret in the interest of national defense or foreign policy; internal personnel rules and practices of any agency; trade secrets; inter- or intra-agency memos; personnel and medical files; investigatory files for law enforcement purposes, and two special interest exemptions related to banks and financial institutions.

The courts, in the view of Nader and Common Cause representatives, have done a fair job interpreting the exemptions and they favor leaving the amendment as is, rather than tampering with the language and perhaps weakening it.

The amendments would cut down on "bureaucratic delay" by shortening from 60 to 20 or 30 days the time agencies have to reply to a request for information. They provide for the recovery of attorney fees incurred in bringing a case to court, and require automatic federal court review of agency denials of access. The national defense and foreign policy exemption is reworded to allow court rulings, not only on whether information is "required" to be classified as secret by executive order, but also on whether such information is "authorized" to be held secret for other reasons (classified), subject to in camera review.

The bill also requires agencies to report annually to House and Senate committees, specifying denials, fees and reproduction of requested information, and it also deals with procedural inadequacies, such as poor indexing of information.

Scripps-Howard grants, scholarships announced

Twenty-two young men and women looking toward careers in TV and radio journalism were announced last week as recipients of 1974-75 scholarships awarded by the Scripps-Howard Foundation.

Five universities also received grants of $1,000 each for specific use by their TV and radio departments. The grants, like 49 others awarded, will be administered by the universities to assist students specializing in communications.

Winners of the individual scholarships, which range up to about $1,000, included the following in radio and TV:

Bruce Alan Speck, Stanford (Calif.) University; Dorothy A. King, Loretta Heights College, Denver; Todd M. Anthony, University of Miami; Heather D. M. Loyola, Northwestern, Evanston, Ill.; Sanford C. Fries, Clark University, Worcester, Mass.; Lolita A. Lawson, Emerson College, Boston; Mary Ann Lychowicz, Boston University; Josephine Lopez, University of New Mexico, Albuquerque; Barbara A. Weigel, Stephen F. Austin State College, Nacogdoches, Texas; Janis Desert, Columbia University, New York; Robert G. Kupperman, State University of New York, Albany; John A. Akers, Ohio University, Athens; Brian K. Brittain, Mount Union College, Alliance, Ohio; Virginia Friize, University of Virginia, and Lorraine R. Schorr, Point Park College, Pittsburgh; Karen L. Arrington, Texas A&M, College Station; David H. Gardner, Southern Methodist University, Dallas; A. Clay Kistler 2nd, Texas Tech, Lubbock; Deborah H. Janons, University of Vermont, Burlington; William E. Campbell, Hampton (Va.) Institute, and Judith Niesslein, West Virginia University, Morgantown.

Schools whose radio-TV departments received grants were Florida State University, Tallahassee; Fordham University, New York; Iowa State, Ames; Ohio University at Athens, and Penn State University, University Park, Pa.

The awards were announced by Matt Meyer, president of the foundation, whose objective is to encourage excellence in communications. The foundation is an independent adjunct of the Scripps-Howard broadcasting and newspaper groups.
Thirty aspiring journalists from ethnic minorities have begun an intensive 11-week professional broadcast/print journalism course with the 1974 Michele Clark Fellowship Program at the Graduate Journalism School of Columbia University. Fifteen broadcast and 15 print journalism fellows were admitted to this year’s program, renamed last year to honor the CBS News correspondent and 1970 graduate of the program who died in a December 1972 plane crash.

Grants from the Ford Foundation, the CBS Foundation and NBC have traditionally supported the broadcast unit. The Ford Foundation is contributing $235,000 this year (up $35,000 over last year), of which $100,000 goes to broadcast instruction. The combined contributions of NBC and CBS—both contributed the same sum—amount to something less than $40,000. Program administrator Bryant Rollins said ABC had continually declined to participate in the program because it has its own training and recruitment program.

Faculty salaries, teaching equipment, and students’ tuition, room and board are covered by the Ford and network grants. In addition, every student receives a weekly salary from his/her sponsoring broadcast station. All fellows are sponsored by a TV or radio station which automatically employs them upon graduation from the summer program.

A faculty of professional broadcast and print journalists and technicians, as well as Columbia instructors, guides students in practical experience—on-the-scene street reporting, writing, editing, and broadcast studio operation—and in academic study which include lectures by prominent journalists.

Since the program’s inauguration in 1968, 194 men and women—some 20% of all ethnic minority mass media journalists—have been graduated. Applicants must be members of the following minorities: Afro-American, Asian, Mexican-American, American Indian or Puerto Rican.

This year’s session runs June 3 to Aug. 17, ending with the presentation of the first annual Michele Clark Journalism Awards for “outstanding contributions in race relations reporting.”

Fred Friendly, Columbia journalism professor and former president of CBS News, is director of the Michele Clark Program. Broadcast faculty are: Sylvia Smith, co-director, broadcast section, and former NBC News; Alan Goldstein, co-director, broadcast section, and former executive producer with NBC News, Chicago; Harry Arouh, journalism instructor with Fordham University, New York; Reynelda Muse, reporter/anchorwoman for KOA-TV Denver; Dave Field, community services director, WTN-AM Albany, N.Y., and Richard Watkins, producer, WABC-TV New York.

Technical staff for the broadcast section is: Jim Malloy, staff cameraman for noncommercial WNET-TV New York; Hiroaki Tanaka, freelance documentary cameraman; Glenwood Lamarr Gorham, staff soundman, WNET-TV, and Charlie White, George Barbiero Jr. and Martin Gold, all Columbia University film school students.

Following is this year’s class:

Isabel Bahamonde, 24, assistant librarian, will work for WFSB-TV Hartford, Conn.; James Cantu, 23, production intern at KCTS-TV Seattle, will return to station as production assistant; Charlie Caridi, 24, video trainee at KPIX-TV San Francisco, will work for KOA-TV Denver; Harvey Clark, 29, student, will work for CBS News; Lovetta Clemens, 26, production assistant, WNCN-TV Boston, will return to station as production intern; Ruelle Harris, 25, trainee at WNET-TV New York, will return to station as newswoman; Charlene Harris, 24, newswoman at WMTV(TV) Madison, Wis., will return to station.

And, Esther Magaine, 23, training at WJMJ-TV Lansing, Mich., will return to station as newswoman; LeAndrew Navels, 20, counselor, Odyssey Meditation Center, Atlanta, will work for WCTV(TV) Tallahassee, Fla.; John Pesqueira, 23, newswoman at KVOA(TV) Tucson, Ariz.; Natasha Pinkard, 25, receptionist/secretary, will work for WNBC(TV) New York; Elmer Smith, 24, freelance commercial art production; will work for noncommercial KCTV(TV) Los Angeles; Quinton Tucker, 23, production assistant at KOPV-TV Dallas, will return to station as newswoman; Benjamin Wong, 27, trainee at KRON-TV San Francisco, will return to station as newswoman, and Victor Wong, 26, newswoman at noncommercial KGDB(TV) San Francisco, will return to station.

NWS official calls for improved weather warnings

The intrastate telephone system for weather alerts, operated by the Defense Civil Preparedness Agency, must be expanded in the state’s Eastern region, according to Gerald Shak, executive officer for the National Weather Service. "Tornadoes know no state boundaries," he emphasized.

Among Mr. Shak’s suggestions is the construction of nearly 200 additional FM transmitters, operating on 162.400 MHz and 160.55 MHz. Severe weather alerts would be transmitted on these frequencies to tone-activated home receivers. Broadcasters could use similar receivers to receive and rebroadcast alerts.
These are the top songs in air-play popularity on U.S. radio, as reported to
Broadcasting by a nationwide sample of stations that program contemporary,
"top-40" formats. Each song has been "weighted" in terms of Arbitron Radio
audience ratings for the reporting station on which it played for the part
of the day in which it appears. (12) indicates an upward movement of 10 or
more chart positions over the previous Playlist week.

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<th>Over-all rank</th>
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<th>Artistic (level)</th>
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Alphabetical list (with this week's over-all rank): Air: Disaster (69), The Air That I Breathe (11), All Shook Up (74), Already Gone (48), Amie's Song (5), Ballero (61), Band on the Run (7), Bee Gees (10), Beach Baby (75), Billy Don't Be a Hero (3), The Bitch Is Back (62), C...
Looking for a solid, loyal audience? Country Living has to be your choice. Great all-time favorites and today’s hits are announced by the “premier Country pair,” Bill Robinson and Bob Jackson, absolutely number one in “country knowhow.” Nobody does “Country” better. No one is more successful. It’s all yours... just one of the lively formats from BPI.

Ask about Country Living today.
man disenchanted and discouraged by that scene. The man she is singing about may be one of the popular record mag- nate's new singles coming on. It's rumored that it may even be her industry mentor, David Geffen, the president of Elektra/Asylum, who joined forces last month with Atlantic and Ahmet Ertegun. In any case, the song describes someone who used to be "a free man in Paris . . . unlettered and alive" but who now reluctantly "deals in dream- ers and telephone screamers" because of "the work [he's] taken on" namely "stokin' the star-maker machinery behind the popular song."

Station playing Free Man in Paris, released June 20, include the following: KSTP (AM) Minneapolis-St. Paul; WAKN (AM) Aiken, Ga.; WMEX (AM) Boston; KELP (AM) and KINT (AM) El Paso; KULF (AM) Dallas; KAKC (AM) Tulsa, and KGB (AM) San Diego.

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

- Captain Howdy, Simon Stokes (Casablanca).
- Get Out of Denver, Bob Seger (Republic).
- I Shot the Sheriff, Eric Clapton (Atlantic).
- If You Go Away, Terry Jacks (Bell).
- Making the Best of a Bad Situation, Dick Feller (Asylum).
- Rebel Rebel, David Bowie (RCA).
- Song for Anna, Herb Ohta (A&M).
- What's Your Name, Andy and David Williams (Barnaby).
- When the Morning Comes, Hoyt Axton (A&M).

Tracking the 'Playlist.' It's a slow chart this week, with not much activity either in the way of bolted records or new singles coming on. Five songs moved up sufficiently to merit bolts, however: the Commodores' 'Machine Gun' continues a re- lentless climb to top-10 status, rest- ing this week at 24; the Impressions' 'Finally Got Myself Together' is up to 37; Paul Anka's 'You're' Having My Baby now stands at 47; Billy Pres- ton's 'Nothing From Nothing' leaps on to the 'Playlist' at 59 (see "Breaking In," page 51), and a song that hasn't been released as a single, 'The Bitch Is Back,' from Etton John's 'Caribou' album, moves up from 75 to 62. Other songs coming on the chart are the Rubettes' 'Sugar Baby Love' (65), Grand Funk's 'Shirrin' On' (67), Albert Hammond's 'Air Disaster' (68), Lynyrd Skynyrd's 'Sweet Home Alabama' (73); (also see "Breaking In"), Suzi Quatro's 'All Shook Up' (74) and First Class' 'Beach Baby' (75). The top 10 are relatively unchanged except that George McCray's 'Rock Your Baby' has moved from six to two and the Righteous Brothers' 'Rock and Roll Heaven' breaks top 10 from 12.

Cablecasting

Where to put a ceiling on length of franchises?

Minimum and maximum proposals by FCC predictable responses

Reaction to the FCC's cable clarification process began to show a familiar pattern last week as parties filed comments on the third in a set of seven cable rulemakings. The comments on franchise duration broke down along the same lines as on other issues the week before (Broad- casting, July 8): Cities and other fran- chisers want their autonomy respected, operators want elbow room to grow and public interest groups want stronger checks on the discretion of franchisers and franchisees.

While the FCC is only in accord with a commis- sion proposal to set a maximum franchise term of 25 years, the city of New York "strongly reiterated" its opposition to any regulation from the fed- eral level that would conflict with the existing authority of local franchisers. A 25-year ceiling is set by New York on all franchisers, the city said, and it could reasonably be applied to cable because 25 years is "sufficiently long to provide incentive to the entrepreneur to make the initial investment in a cable system while at the same time sufficiently short to pro- vide incentive to continually update the system." But the city opposed a suggested five-to-seven-year minimum term on the ground that the risk to the operator is too high and such a short term would "will be reflected in the type and costs of service provided to the community."

The National League of Cities also was concerned about the prospect of federal intervention, especially regarding a pro- posal to circumvent state and local laws that enable franchisers to get grants without a local referendum. Such special problems, the league said, can best be handled on a case-by-case basis or in state legislatures. It echoed New York's opposition to a minimum term, but advoc- ated retention of the existing 15-year maximum, with provisions for additional 10-year extensions where needed.

The case for the local franchiser was typi- cally put by the city of Dallas. Guide- lines, it said, would be sufficient and very helpful to franchisers, as opposed to rigid rules "that stifle the imagination and innovation of local officials and which may unconstitutionally interfere with the state's power to regulate the use of its streets and highways."

The FCC proposal, based on the rec- ommendations of its Federal/State/Local Advisory Committee, won guarded sup- port from the National Cable Television Association. The proposal set a 25-year maximum, but urged "caution" on the FSLAC proposal for regular franchise review periods during the term.

That proposal could sidetrack the orig- inal purpose of the extended maximum, which NCTA said is to stimulate greater investor interest in cable and thereby en- courage wider service. The association flatly opposed the 15-year minimum, which it said "could backfire" and "become an officially sanc- tioned short term which franchising authori- ties can claim is long enough.

Just how such a short-term minimum could be accepted is unclear. The chairman suggested in the comments of Becker Communications Associates, a lender and financial consultant to cable companies. A "core element" in its evaluation of a loan appli- cant, Becker said, is the length of the franchise. That might just exceed the loan period by at least two years, it said, and very few loans are granted for less than 10 years. Becker called for a "very bottom-line minimum"—not maximum— of 15 years, and for larger cities, 25 years.

But other nonindustry observers urged that the financial concerns be weighed carefully against the quality of service. Five officials of the Urban Institute's Cable Television Information Center, in- cluding Executive Director W. Bowman Cutter, all speaking for themselves, stressed that the maximum should be short enough to permit scrutiny of perfor- mance, addition of provisions to satisfy emerging needs, and, if necessary, re- assignment of the contract to another operator. The proposed five-year review periods are not an adequate substitute for end-of-the-term review, they said, noting that without enforcement power, "fran- chising authorities may be left with essentially meaningless review provisions."

While opposing any maximum as "prac- tically impossible" to apply from franch- ise to franchise, they said the existing 15-year limit is preferable to 25 years, which they said, "means that all new franchises will have durations of 25 years." Further, they opposed any mini- mum as an encroachment on local au- thority. "It seems to us that the market place will want that franchise terms are long enough. The commission has no legitimate interest in protecting cable enter- prisers from their own folly" of accepting franchises too short for a profit.

The most vehement opposition to an extended maximum was voiced by the National Black Media Coalition, which argued that cable operators enjoy monopol- ogy power as it is. With a longer term, NBMC said, operators could become ever "rigid and inflexible and could foster an image of their system as an institution in the community. Beyond that, a 25-year term would "consign citi- zens to having to rear an entire new generation of public intervenors to re- view the cable system."

The National Citizens Committee for Broadcasting, which has generally placed itself at odds with the industry on the FCC cable-clarification issues, was a bit conciliatory in this case. It indicated that a 25-year maximum would be acceptable, but only with a strict periodic review. Without such a provision, NCCB said, systems could indulge in
"moderate cream-skimming" by holding off line extensions for most of the term and could use an unfinished system as a bargaining chip to get the franchise renewed. NCCB urged the commission to issue guidelines that would, among other things, tie franchise length to community-wide construction time, with opportunity during review to challenge a delinquent system, and further, to broaden clarification to require maximum local expertise before extending franchise limits.

**NCTA signs on Moynihan PR firm for pay campaign**

The National Cable Television Association has retained the New York and Washington public relations firm of Michael W. Moynihan Public Affairs Consultants to augment its pay cablecasting activities.

An NCTA statement noted that the Moynihan firm "will work with NCTA in its program to inform the public, elected officials and others about the important public policy considerations in the pay cablecasting issue."

Specifically, according to an association spokesperson, the firm will work in the area of press relations in an attempt to bolster news media coverage of the cable industry's side of the pay dispute. Such coverage favorable to broadcasters has been one of the primary pursuits of Hill & Knowlton, the New York PR firm hired by the National Association of Broadcasters several months ago to boost its antipay campaign. The NCTA spokesman declined to reveal the amount of compensation the Moynihan firm had been offered. NCTA has budgeted $269,000 for its pay campaign.

The selection follows three months of screening in which several NCTA officials—Vice President for Public Affairs Robert Stengel and Director of Subscription Cablecasting Donald Witheridge—interviewed some seven PR firms. The search began in earnest three weeks ago, after the NCTA board of directors authorized the hiring on recommendation from the subscription cablecasting committee. The board's action was not disclosed at the time of its meeting in Washington last month (Broadcasting, June 24, July 1).

**TPT's top salaries**

A prospectus issued in connection with the annual meeting of Teleprompter Corp., New York, notes that Jack Kent Cooke, the company's chairman and largest stockholder, was paid $54,337 in the last quarter of 1973 after stepping in to personally run the company last October. The prospectus also announced the termination of the company's association with Hubert J. Schlafly, vice president for technical development and one of Teleprompter's founders.

According to the financial statement, Mr. Cooke, who has since returned to the West Coast to administer his other business ventures, now draws an annual salary of $150,000. Russell Karp, who became Teleprompter's president and chief executive officer last May, now earns $125,000 and is entitled to an annual bonus of as much as $50,000. Chairman Emeritus Raymond P. Shafer earned $79,800 in 1973, much of which time he spent as chairman and chief executive officer. William Brexman, former Teleprompter president and now president of the CATV division, earned $79,800. Hugh E. Flaherty, who left the firm last December (he was then vice president-public affairs), drew $50,000.

The Teleprompter prospectus, dated June 27, noted that a contract specifying the terms of Mr. Schlafly's separation from the company is "in preparation." Under the agreement, Mr. Schlafly would elect early retirement with an annual pension benefit of $7,300.

More pay rhetoric on tap. Televi- sion viewers are going to be hearing and seeing a lot about pay cablecasting in coming months. National Association of Broadcasters officials, who have been among the cable system's الأسبوعizers to provide a forum for the broad- cast-cable industry debates on the issue, expect significantly increased activity. Since the issue heated up last November after FCC hearings, the number of such discourses before various forums, a survey reveals. Five have taken place on TV shows, three before as- sociations, one on radio and one in the trade press. Most prolific advocate has been National Cable Television Association President David Foster, with six appearances. Of 16 industry representatives who have participated, leading spokesmen in- clude NAB President Vincent Wasi- newski; three Televisio- nation Office Director Roy Danish (three), CBS's Robert Elliott and Richard Jencks (two apiece) and Time Inc.'s Barry Zorthian (two). NCTA Regional Cablecasting Committee Chairman Ralph Baruch (Viacom) enters fray Aug. 4 on WTAT-TV Altoona, Pa. His broadcast opponent hasn't yet been named. Along the same line, NCTA wants the FCC to put broadcasters on no- tice that they have a "scrupulous duty" to adhere to the fairness doctrine when addressing issues "which affect them directly"—specifically, pay cablecasting. NCTA made this request in its brief in the case. The board of directors, in turn, has requested that the commission should rule WCBS-TV New York violated the doctrine in failing to balance its news coverage of a December anti- pay speech by CBS President Ar- thur Taylor. The association main- tained that a June 10 statement on the station by NCTA President David Foster was insufficient since a broad- cast interest—Television Information Office Director Danish—was also a guest (Broadcasting, June 10).

**Target targets its audience, start-up date**

Specialized CATV program supplier will begin feeds next month aimed at college set

Target Network Television, a cable TV program service being set up as a subsidiary of *KBMA-TV* Kansas City, Mo., now has more than 100 CATV systems in its fold and expects providing them with its nine-hour daily program feed on Aug. 1, officials said last week.

"Our goal is specialized audiences," Robert Worthington, president of *KBMA- TV*, said of the new service. For support TNT is counting on advertisers with special- ized products and is going directly to them, bypassing their agencies because "there is just no way, even on the 100 cable systems we have contracted," to provide the kind of rating 1,100 that agencies tend to look for in buying. Those that have bought participations, Mr. Worthington said, include Budweiser beer, Shell Chemical Co., Colgate-Palmolive and Gillette. Ranking high among the specialized audiences TNT is seeking are students of the so-called Big Eight schools.

The program schedule, to be trans- mitted by microwave and leased lines, is expected to be heavy on sports (including Big Eight sports) in late summer, crafts and hobby programs; agri-business and other specialized shows; musical and other entertainment programs, and na- tional and regional news reports. At the outset, Mr. Worthington said, "much of our programming will be experimental," but "eventually we hope that a solid pat- tern will emerge from our experiments."

CATV system affiliates pay TNT on a sliding scale ranging from $50 a month for systems with less than 1,100 sub- scribers to $325 for those with between 18,001 and 30,000 subscribers. The program schedule is to run from 9 a.m. to 10:30 p.m. Affiliates will have 95-second break positions to sell to local advertisers.

**Cinca buys Cineamerica**

Cinca Communications Corp., Los An- geles-based pay TV firm, will acquire Cineamerica Inc., New York-based film Buying service for cable systems, it was announced last week. Exact consideration was not revealed, but it involves an ex- change of stock.

Cinca has been operating its Channel 1 pay TV service for more than a year in Long Beach, Calif., and since March this year in Escondido, Calif. It plans to open its third pay service Aug. 1 in Walnut Creek, Calif. In all instances, Cinca leases the channel from the cable operator. Also next month Cinca will act as supplier of pay TV programs to a major coun- sel to a CATV system in Hilo, Hawaii.

Cineamerica was founded last April as an independent film-buying service for cable systems initiating their own pay operations by Ken Silverman, who had
Crunch coming in New York pay case

Teleprompter Corp. is expected this week to ask the FCC to rule invalid a resolution by New York's Bureau of Franchises declaring municipal jurisdiction over pay cablecasting.

Special Teleprompter counsel (and former FCC Cable TV Bureau chief) Sol Schildhause, who is preparing Teleprompter's brief to the commission, indicated the forthcoming challenge could bring on a court proceeding involving the city and the commission. He echoed several legal observers in projecting that the New York case could shape up as the anticipated test of the commission's total pre-emption of pay cable authority.

The New York ruling (BROADCASTING, July 1), mandated that the city's lower Manhattan CATV system, Sterling Manhattan Cable TV, must pay the local government 25% of the revenues it derives from future leaseback arrangements for pay cable services. The resolution further stated that Teleprompter (which operates in northern Manhattan) cannot refuse to lease facilities to pay operations that do business with Sterling. Teleprompter immediately vowed to contest the city's position on the basis that the FCC's pre-emption prohibits municipal actions of this type.

Mr. Schildhause asserted that, were the commission to avoid a definitive ruling on the case, the agency's jurisdiction over several other areas of cable regulation could be put in question. He noted that Bureau of Franchises Director Morris Tarshis has justified the city's action on the basis that cable in New York is merely an "intra-city" service. Unless the commission specifically rejects this argument, Mr. Schildhause ventured, New York would be free to overstep the commission on issues relating to nationally mandated franchise provisions. "They've got to take a stand," Mr. Schildhause claimed. Accordingly, he said, Teleprompter will ask the agency to rule that it "cannot permit an intrusion like this any step of the way."

A National Cable Television Association official, while not precluding the possibility of NCTA intervening in the case, said the association would first have to ascertain "which direction it goes."

CBS up again for 13th straight quarter

CBS registered record sales and net income for both the first half of 1974 and the second quarter of the year.

In announcing the results last week, William S. Paley, chairman, and Arthur R. Taylor, president, said the record second quarter brings to 13 the number of consecutive quarters in which our earnings from continuing operations have improved over comparable year-earlier results.

CBS said estimated 1974 second quarter income from continuing operations rose to $29.3 million, equal to $1.03 per share, on net sales of $422 million, from income of $23.6 million, equal to 83 cents a share, on net sales of $354.2 million in the second quarter of 1973.

In the first half of 1974, estimated income from continuing operations totaled $50.3 million, equal to $1.76 per share, on net sales of $834.6 million, compared with a net income of $40.7 million, equal to $1.43 per share on net sales of $717.9 million in the corresponding period of 1973.

Commenting on the results, Mr. Paley and Mr. Taylor said that the CBS/Broadcast Group had a "marked sales increase in which the outstanding performance of the CBS Television Network was a major factor." They noted that sales of the CBS/Radio Group were "ahead of the second quarter 1973 levels": sales for the CBS/Publishing Group were "sharply higher" and those of the CBS/Publications group were "well ahead" of those for the 1973 second quarter.

Financial Briefs

Prepaying. MCA Inc., Los Angeles, announces that it has prepaid two $12 million installments due March 1, 1976 and 1977 on its $100 million unsecured term bank loan, leaving balance outstanding of $76 million. Bank loan agreement also provides for $50-million unsecured revolving credit; no borrowings on this have been made yet.

### Broadcasting

<table>
<thead>
<tr>
<th>Stock</th>
<th>Symbol</th>
<th>Closing Wed, July 10</th>
<th>Closing Tues, July 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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### Broadcasting with other major interests

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### Cablecasting

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### Cablecasting

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Electronics

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** Total:

765,693 24,127,547

Grand Total:

2,164,111 36,115,247

Standard & Poor's Industrials Average

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<th>Index</th>
<th>Value</th>
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** P/E ratios are based on earnings-per-share figures for the last 12 months published by company. ** P/E ratio computed with earnings-per-share figures for last 12 months published by company.

*P/E ratio computed with earnings-per-share figures for last 12 months.

**P/E ratio computed with earnings-per-share figures for last 12 months.

Broadcasting July 15, 1974

A-Standard & Poor's Industrial Average
M-MidWest Stock Exchange
N-New York Stock Exchange
O-Other counter bid price shown
P-Pacific Coast Stock Exchange
↑Stock did not trade on Wednesday; closing price shown is last traded price.
Media

Norman L. Posen, manager, KOXR(AM) Oxnard, Calif., named VP-general manager, KWWK(AM) Los Angeles. Everett Kunin, general sales manager, KWWK, named VP-general manager, KOXR. Both stations are owned by Lotus Communications Corp.

Donald L. Kidwell, station manager, WONE(AM)-WTHE(FM) Dayton, Ohio, elected VP of licensee, Group One Broadcasting Corp., group owner.

Jerry Hennen, general manager, KDMA-(AM) Montevideo, Minn., elected VP and member of board of directors, licensee Midwest Broadcasting and KDMA.

F. Doug Chingo, sales manager, WION-(AM) Ionia, Mich., and WYON(FM) Grand Rapids, Mich., elected VP of stations, which are owned by MacPherson Broadcasting Enterprises.

Muriel Henle Reis, assistant general counsel and assistant secretary, Metromedia Inc., named VP of its WNEW-TV New York. She will continue present legal duties and serve as special administrative assistant to general manager of WNEW-TV.

Robert C. Locke, general operations manager, Nassau Broadcasting Co., Princeton, N.J., named VP-administration of Nassau whose holdings include broadcast stations and cable interests.

Carl Como, VP and general manager, WDRQ(FM) Detroit, named to same position, WMYQ-FM Miami. Both are Bartell Broadcasting stations.

Ray J. Chumley, program manager, WJSK-TV Jacksonville, Fla., named general manager, WTVT-TV Steubenville, Ohio, another Rust Craft Broadcasting station.

Wayne O. Olson, business manager, WTVT-TV Evansville, Ind., elected assistant treasurer and controller, Evansville Television Inc., licensee.

Terry K. Shockley, executive VP and general manager, Wisconsin TV Network (WXOW-TV Madison, WAOW-TV Wausau, WXOW-TV La Crosse), elected president and member of board of directors, Horizon Communications Corp. of Wisconsin, parent company.

Evan Burian, executive with Kentucky Colonels, American Basketball Association, named station manager, WNW-(AM)-WGQA(FM) York, Pa.

Dale Fairlee, sales manager, KULR-TV Billings, Mont., named to newly created position of station manager.

O. E. Moore Jr., accounting staff member, WIFIC-TV Pittsburgh, named assistant controller.

Tom Todd, corporate research manager, Jefferson-Pilot Broadcasting Co., Charlotte, N.C., named promotion and research manager, WFBG-TV Greenville, S.C.

Harry M. Covert Jr., editor and general manager, Hampton Monitor, Hampton, Va., named director of development, WHRO-TV Norfolk, Va. Gail R. Juren, community relations assistant, WHRO-TV, appointed public relations director.


Robert B. Cochrane, assistant general manager and program director, WMAR-TV Baltimore, received distinguished service award from Maryland-D.C.-Delaware Broadcasters Association at convention last week. Mr. Cochrane retires this year after 27 years at WMAR-TV, 40 years in media.

Missouri Public Radio Association officers for coming year: Joe Embser, general manager, KSOU(FM) Point Lookout, president; Rollie Stadman, general manager, KXCV(FM) Maryville, VP; William Devine III, general manager, KUMR(FM) Rolla, secretary-treasurer.

Alexander Schure, president, New York Institute of Technology, Old Westbury, N.Y., elected president of board of trustees, Long Island Educational Television Council, which owns and operates non-commercial WLIR-TV Garden City, N.Y. He succeeds Daniel T. Sweeney, who continues as a member of the executive committee.

Broadcast Advertising

Michael W. Scheetz, senior media supervisor, Foote, Cone & Belding, joins Tinker, Dodge & Delano, New York, as assistant media director. He succeeds J. Fraser Tindall, who was named account executive. Marcia Spier, Radio Advertising Bureau, named media research director. She replaces Patricia Lavin, who is now research associate in TD&D’s marketing research department. John J. McEieli named planner-buyer on agency’s British Airways account.

Warren K. Pera, package goods accounts and client services, West Coast, Clinton E. Frank Inc., elected senior VP. Martin D. Rockey, creative director, agency’s San Francisco office, elected senior VP.

Paul R. Poravnik, in executive sales positions with RKO General stations, named national sales manager, WBBM(AM) Chicago.

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Station operators looking for a top-flight executive to fill a vital station position: start your executive search with us.

Tell us the kind of person you’re looking for and we’ll send you some of the best available professionals in broadcasting.

We represent radio and television station general managers, sales managers, program directors, production managers, promotion directors, chief engineers, producers and directors. In addition to all news personnel, from news directors to anchorman, reporters and producers.

Call us. We may have the man or woman you’re looking for.

Sherlee Barish
(212) 355-2672
Broadcast Personnel Agency, Inc. 527 Madison Avenue, N.Y.C. 10022

Broadcasting Jul 15 1974 59
Dave Murphy, account executive, RTVR reps, New York, named national sales manager, KJL-TV Los Angeles.

Jose T. Molina, national sales manager, KWWK(AM) Los Angeles, named general sales manager.

Rick Shaw, president, Miami TeleProductions and VP-sales, Video City, Miami, elected executive VP, advertising and sports network activities, Sandra C. Tinsley Inc., Miami, production firm specializing in sports.


David A. Miles, studio manager, film director, producer-director, WDFW-TV Chattanooga, Tenn., joins Lindsey, Bradley & Johnston Advertising Agency, Chattanooga, as producer-director.

Douglas Wayland, salesman, KOA(AM-KOQ(FM)) Denver, named radio sales manager.

Robert P. Eckel, film department supervisor, WNYT-TV Syracuse, N.Y., named to newly created position of manager-computer sales/traffic systems, WLWT(TV) Cincinnati.

Programming

Peter Dunne, director of program development, Spelling-Goldberg Productions, named to same post at Lorimar Productions, both Los Angeles.

Chet Actis, general manager, Dick Clark Radioshows, named director, worldwide television syndication, Dick Clark Teleshows Inc., Los Angeles.


Fred Williamson, former all-pro defensive back and currently actor, joins ABC sportscasters Howard Cosell and Frank Gifford for NFL Monday Night Football telecasts. Mr. Williamson was featured in Diahann Carroll's Julie, former TV network series.

Hugh Feltis, radio-TV management consultant and rep, named VP-station relations, Broadcast Programming International Inc., Seattle.

Dave Ulrich, news producer, KPIX(TV) San Francisco, named program director, WRET-TV Charlotte, N.C.

Donald Stilman, Don Stilman Productions, Darien, Conn., joins Worldvision Enterprises Inc., New York, as administrative assistant-domestic sales.

Philip I. Myers, VP, Harshe-Rotman & Druck, Los Angeles public relations firm, named director, corporate affairs, 20th Century-Fox Film Corp., succeeding Martin A. Grove, who is now director of advertising, promotion and publicity, Warner Bros. TV.

Norman D. Leebrohn, local sales manager, WPVI-TV Philadelphia, joins Telegroup Inc., film production company, Bala Cynwyd, Pa., as VP-sales.

Peggy Cooper, founder and director of development, Workshops for Careers in the Arts, Washington, joins WTOP-TV there in special projects programming.

Broadcast Journalism


Jules Rind, news director, WPEC(AM) Philadelphia for 25 years, joins WFLN-AM-FM there as news and public affairs director.

Dan Giddens, newswoman, WPTF(AM) Raleigh, N.C., named news director.

Rita Jo Sandy, news reporter and editor, WSPR-AM-FM Stevens Point, Wis., named news director.

Fred M. Dressler, assignment editor, KMGG-TV Denver, named executive news producer.

Jeff Grigsby, night managing editor, UPI, New York, named managing editor for news. Bill Middlebrooks, UPI day managing editor, named managing editor for enterprise.

David Waterman, bureau chief, WLOF(AM) Orlando, Fla., joins WSBR-TV Orlando as reporter-anchorman.

Delores Handy, general assignment reporter, KABC-TV Los Angeles, joins KNXT(TV) Los Angeles, in same capacity.

Jim Mueller, sportscaster, joins WJW-TV Cleveland city camera news team.

Robert Tohey, president and general manager, KOTS(AM) Deming, N.M., named chairman, newly formed audio advisory committee, AP Broadcasters Association. Other members: Frank Goerg, WABC(AM) Washington; Carl Brazell, assistant manager, WNEW-

AM-FM New York; Thomas Voinche, general manager, KEUN(AM) Eunice, La.; Wayne Sawyer, general manager, WQTN(AM) Georgetown, S.C.; and Ed Pennybacker, news director, KQEO(AM) Albuquerque, N.M.


Cable


Officers elected at Montana Cable Television Association annual meeting: Donald Johnson, Helena TV Inc., president; Roger Williams, Idaho Cable TV, VP; McLean A. Clark, Big Timber Cable TV, secretary-treasurer.

David W. Spangler, of Austin, Tex., Division of Communications Properties Inc., named manager, Greater Lafayette TV Cable, Lafayette, Ind. He replaces Sil Aston, who has retired (Broadcasting, July 8).

Equipment and Engineering

Ulrich L. Rohde, electronics engineer and co-owner of Rohde & Schwarz, Munich, Germany, electronics equipment manufacturer, assumes presidency of company's U.S. operations in Passaic, N.J.

Ralph A. Thompson, director of engineering, Donrey Media Group broadcast division, joins WJXT(TV) Jacksonville, Fla., as director of engineering.

Clinton S. Lee, marketing services director, consumer group, Electronic Industries Association, Washington, named staff VP.

Jules Kadish, marketing director, Raytheon-Europe, elected VP Scientific-Atlantic Inc. to head Europe, Africa and Middle East concerns.

Allied Fields

Pat W. Valicenti, former assistant chief, FCC Broadcast Bureau hearing division, named chief. He had been acting chief since January, when Thomas Fitzpatrick was appointed administrative law judge. Mr. Valicenti has been in commission 30 years.

Clifford M. Harrington will assist Louise
Florence Court in task force study of FCC adjudicatory regulation (Broadcasting, June 10). Mr. Harrington has been with commission for two years.

Richard D. Heffner, communications consultant and professor of communications and public policy, Rutgers University, New Brunswick, N.J., named chairman of Motion Picture Producers Association of New Jersey's board which oversees motion picture industry's voluntary film rating system. Mr. Heffner pioneered in public broadcasting, was first general manager, WNET (TV) New York.

Barbara Klein, attorney for FCC Broadcast Bureau, Washington, and Randy Gibeaut, Los Angeles lawyer, join staff of law department, NBC, Burbank, Calif.


Martin Manulis, TV-motion picture producer, named director of American Film Institute-West at Greystone, Center for Advanced Film Studies, Beverly Hills, Calif.

Howard Glassroth, director of broadcasting, WTNH-TV New Haven, Conn., joins TelCom Associates Inc., New York consultancy firm, as director of broadcasting operations.

Carol G. Emerling, director, Federal Trade Commission's Cleveland regional office, appointed to same post in Los Angeles office. Bonnie B. Wan, attorney/social worker, named acting director for regional operations, FTC.

Robert R. Bruton, general sales manager, PAMS Inc., Dallas, named marketing director, Concerned Marketing Co., Dallas, media marketing service organization.


Rick Blum, writer-producer and head of TV, filmwriting, Lee Strasberg Theater Institute, Hollywood, joins faculty at University of Texas, Austin, and will develop projects for noncommercial KLRN-TV San Antonio, Tex.

Tracy A. Westen, director, Public Communications, Los Angeles-based public adviser, law firm and one-time executive of former FCC Commissioner Nicholas Johnson, named director and adjunct professor, Communications Law Program, University of California at Los Angeles Law School. He succeeds Geoffrey Cowan, founder of program, two years ago, who is resigning to write.

Peter F. Kaye, correspondent and producer, National Public Affairs Center for Television, Washington, resigns to become press director of Houston I. Flournoy's campaign for governor of California.

Charles T. Lynch, faculty member and manager of Southern Illinois University station, WSIU-FM Carbondale, named chairman of the radio and television department. He succeeds Charles W. Shipley who requested full-time teaching assignment.

Deaths

Ronald K. Olson, 50, chairman of the board and chief executive of Cole & McVoy Advertising Agency, Minneapolis, died July 7. He is survived by his wife, Elaine, a daughter and two sons. Arthur Owens, 59, Maine broadcaster, died June 30 en route to Portland hospital. Former operations manager and program director, WMTQ-FM Poland Spring, Me., Mr. Owens earlier had been station manager, WSDO(AM) Augusta, Me. and WCHS(AM) Portland, Me.

Thomas C. Fleet Jr., 59, one-time manager of KCNY(AM) San Marcos, Tex., and former owner of KOTO(AM) Corpus Christi, Tex., died of cancer in Miami, where he had retired.

Eloise McElhone Warwick, 53, radio actress and panelist on television programs in early 1950's, died of heart attack at her home in New York July 1. She is survived by two daughters.

For the Record

As compiled by Broadcasting, July 1 through July 5 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, nu.—usual, aux.—auxiliary, CARS—community antenna relay station, CH—off-hour hours, CM—in, D.—day, DA—daily, ERC—reception antenna, ERP—effective radiating power, HAAT—height of antenna above average terrain, kbps—kilobits per second, kw—kilowatts, LS—local sunset, MEOV—maximum expected operation value, mhz—megahertz, mod.—modifications, N—night, PSA—presidential service authority, SCA—subsidary communications association, SSA—special service authorization, TPA—temporary power authorization, U—unlimited hours, vis.—visible, w.—watts. **Noncommercial.

New TV stations

Application

Ft. Dodge, Iowa—State Educational Radio and Television Facility Board, seeks UHF ch. 46 (662-668 mhz); ERP 561 kw vis. 56 kw aur. HAAT 1,024 ft.; ant. height above ground 1,206 ft.; P.O. address: Box 175B, Des Moines, Iowa 50306. Estimated construction cost $1,000,000; first-year operating cost $225,000. Principal: David J. Brugger, director of administration. Ann. June 26.

Designated for hearing

Rapid City, Lead, S.D.—Mutually exclusive applications of Western Television Co. and Dakotah Broadcasting Co., each for new TV on ch. Rapid City, S.D., and for new satellite on ch. 5 at Lead, S.D. Designated for hearing by Chief, Broadcast Bureau, Issues to be determined include whether Western can comply with personal guarantee requirements of its bank loan, and whether it is financially qualified, whether proposal of Western or Dakotah would better serve public interest, and which application should be granted (Docs. 200, 201). Action June 26.

Existing TV stations

Final action

WWNY-TV Carthage, N.Y.—FCC granted applications of The Brockway Co., (BLCT-2160 and BLCT-2161) for licenses to cover CP for increased power and aux. trans. for WWNY-TV Carthage; at same time, commission admonished licensee for engaging in advertising practices which "may be misleading as to location" of station. Grant of application for increased power from 178 kw to 302 kw extends Grade B contour of WWNY-TV three additional miles into Canada. Action July 2.

Actions on motions

Administrative Law Judge William Jensen in Lansing, Mich., renewal proceeding for WJIM-AM-FM-TV, granted motion by Gross Telecasting Inc., and ordered that letter involving blackout of Lansing City Councilman, and audio tape and transcript of Lansing City Council proceeding of Feb. 9, 1968, be made available to Gross for inspection and copying; and by separate action, granted motion by Gross to compel answer by Broadcast Bureau to interrogatories and ordered Broadcast Bureau to answer interrogatories 12-35 (Doc. 2006). Actions June 25. Also denied motion by ACLU for protective order; dismissed reply to opposition to motion by ACLU as unauthorized pleading; and denied motion by Broadcast Bureau for production of documents. Actions June 26.

Other actions

Review board in New York TV proceeding, in response to motion by RKO General, applicant for renewal of license for WOR-TV New York, added misrepresentation issue in connection with survey of community leaders made by Multi-State Communications, competing applicant for new station on same channel (Docs. 19991-2). Action June 28.

Dallas—FCC, in WFVAA-TV proceeding, granted petition by WADICO Inc. for reconsideration of

Fine

* KPLM-TV Palm Springs, Calif.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for wilful or repeated violation of rules on filing of contracts and supplemental ownership report. Typographical error and failure to state provisions of rules in operation of KPLM-TV. Licensee has 30 days to pay or contest forfeiture. Ann. June 24.

Call letter application

* WOAI-TV San Antonio, Tex.—Seeks KOMO-TV.

Designated for hearing

* KTVQTV) Kirkville, Mo.—FCC designated for hearing application of KTVQ Inc., licensees of commercial station KTVQ (ch. 3) Kirksville, Mo.-Ottumwa, Iowa, for CP to relocate trans. from point about 25 miles south of Kirkville to about 25 miles east of Kirkville; relocate main studio to U.S. Highway 36, 1/2 miles north of Kirkville; increase ant. height to 1,981 ft. above average terrain, and increase aural effective radiated power to 15 kw (Dkos. 20100). Action June 26.

New AM stations

Applications

* Berwick, La.—Phillips Radio seeks 1170 kHz, 1 kw-D.P.O.; address: c/o Houston Pearce, 400 3rd Avenue, Jasper, Mo.-Pauline, Okla. Beam direction of construction cost $28,330, first-year operating cost $58,400; revenue $90,000. Principals: William H. and Paul T. Phillips (together 50%) and Houston L. and Vonnell R. Pearce (together 50%); Mr. and Mrs. Pearce have interest in WDAI-AM-FM Meridian, Miss. Mr. Pearce is in WARF (AM) Jasper, Ala. Mr. Phillips is student and Mrs. Phillips is junior high school teacher in Tuscaloosa, Ala. Ann. July 1.


* Franklin, N.C.—Mountain Broadcasting Co. seeks 1480 kHz, 5 kw-D.P.O.; address: Route #3, Franklin 28734. Estimated construction cost $51,500, first-year operating cost $40,000; revenue $75,000. Principal: Joe M. Henry is gem and antique dealer in Franklin. Ann. July 1.


* Bowling Green, Va.—Eastern Communications Associates seeks 1470 kHz, 500 w-D.P.O.; address: 9520 Long Lane Lane, Columbus, Md. 21045. Estimated construction cost $48,421, first-year operating cost $40,378; revenue $45,000. Principals (all 133/6%): Edward H. Daugherty, William H. Hall, all engineers. Ann. July 1.

Action on motion

* Administrative Law Judge Lenore G. Ehrig in Salem seeks 51.5 miles of Broadcast Co. and Spacetown Broadcasting Corp. A.M. proceeding granted motion by Spacetown for summary decision and found FNC, N.S., is particularly similar, city, town, political subdivision or community, as defined by rules, and by separate action, granted joint request by Salem and New Hampshire Broadcasting Corp. and approved agreement of merger and granted petition by Salem to amend application in order to reflect legal, financial, and technical changes, resulting from merger; dismissed New Hampshire's application (BP-18479); and granted joint request by Salem and New Hampshire for 30 days to file reply pleading (Doks. 19434-6). Action June 26.

Call letter application

* Gulf Broadcasting Co., Gulfport, Miss.—Seeks WGGF.

Existing AM stations

Applications


* KDOM Molave, Calif.—Seeks CP to increase daytime power to 1 kw and change type trans. to Raytheon, RA-100-A. Ann. July 1.


* KHVP Honolulu—Seeks CP to change frequency from 380 kHz to 390 kHz with 5 kw and change type trans. to RCA, BTA-10H. Ann. July 1.


* WXEY Yuba City, Puerto Rico—Seeks CP to change ant.-trans. and move location to By-pass Road No. 3 and Road No. 901, Yuba City. Ann. July 1.

Start authorized

* Following station was authorized program operating authority for changed facilities on date shown: WCBK Martinsville, Ind. (BP-19494), May 23.

Final actions


* WWNY Watertown, N.Y.—Broadcast Bureau granted mod. of license to operate trans. on 1960 kW, CBA to add to be operated by remote control from 120 Arcade Street, Watertown (BRC-2864). Action June 26.

Actions on motion


Fines

* WKYX(AM)-WXYY(FM) Paducah, Ky.—FCC admonished WKYX Inc., licensee, for conducting giveaway contest featuring unusually large prize at time when program data was being taken, and for disseminating results of survey without qualification. Action June 26.

* WDWO LaGrange, N.C.—Broadcast Bureau notified Curtill and Associates of apparent liability for forfeiture of $1,220 for violation in maintenance logs, operator requirements and tests of emergency action modification system. Licensee has 30 days to pay or contest. Ann. July 1.

* WDIX Orangeburg, S.C.—FCC ordered WDIX to cease and desist for $2,000 for wilful or repeated failure to log total duration of commercial master broadcast. In separate but related action, WDIX was admonished for broadcasting program-length commercial and failing to log accurately duration of commercial announcements. WDIX has 30 days to pay or contest. Action June 25.

New FM stations

Applications

* Jacksonvile, Ala.—Board of Trustees Jacksonville State University seeks 91.9 mhz, 10 w. HAAT 98 ft. 95.5 miles of Broadcasting Co., and Spacetown Broadcasting Corp. A.M. proceeding granted motion by Spacetown for summary decision and found FNC, N.S., is particularly similar, city, town, political subdivision or community, as defined by rules, and by separate action, granted joint request by Salem and New Hampshire Broadcasting Corp. and approved agreement of merger and granted petition by Salem to amend application in order to reflect legal, financial, and technical changes, resulting from merger; dismissed New Hampshire's application (BP-18479); and granted joint request by Salem and New Hampshire for 30 days to file reply pleading (Doks. 19434-6). Action June 26.

Call letter application

* Gulf Broadcasting Co., Gulfport, Miss.—Seeks WGGF.

Existing AM stations

Applications


* KDOM Molave, Calif.—Seeks CP to increase daytime power to 1 kw and change type trans. to Raytheon, RA-100-A. Ann. July 1.


* KHVP Honolulu—Seeks CP to change frequency from 380 kHz to 390 kHz with 5 kw and change type trans. to RCA, BTA-10H. Ann. July 1.


* WXEY Yuba City, Puerto Rico—Seeks CP to change ant.-trans. and move location to By-pass Road No. 3 and Road No. 901, Yuba City. Ann. July 1.
“I’ve always been a film man. Even though I’ve done some things on tape that I’ve been proud of.

“But then, you might ask, why am I doing an endorsement ad for film? Because film is film. And there are plenty of things you can do with film that you just can’t do with tape.

“If you’ve ever heard me spout off about directing, you know how I feel. I demand a lot. After all, as a director, I’ve got the tremendous responsibility of controlling how the whole thing hangs together. I’m given an idea that’s been fought over and wounded and battered and bandaged and I help transfer it from paper to film.

“Film’s the operative word here. I get a kind of warmth from film. And feeling. And depth. From a technical standpoint, film has a wide latitude. A nuance of tone. It gives me a quality in range from high contrast to a rich pastel.

“There’ll always be an argument floating around the trade about the differences between tape and film. Sure, sometimes you should use tape. I do a lot of my film editing on tape, and it’s great when you need something six days ago. But in my own mind I’ve settled the argument. When I have to have that certain feeling... that presence, I’ll go with film any day. After all, all of my award-winning commercials have been done on film.

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* Special temporary authorization
** Includes off-air licenses


Greenbush, N.C.—North Carolina Agricultural and Technical State University seeks 90.5 mhz, 10 kw, P.O. address: 312 North Dudley Street, Greensboro 27411. Estimated construction cost $33,000; first-year operating cost $32,900; revenue $38,000. Principals: William S. McLean, managing director; John R. Beverly, chief financial officer; Dr. Lewis C. Dowdy, chancellor. Ann. June 26.

Mars Hill, N.C.—Mars Hill College seeks 90.5 mhz, 10 kw, P.O. address: 125 North Hill 28754. Estimated construction cost $2,000; first-year operating cost $1,000; revenue $2,000. Principals: John R. Beverly, chief financial officer; Dr. Tom Smith, director of public information. Ann. June 27.

Omaha, Neb.—Brewer Communications seeks 104.9 mhz, 3 kw, HAAT 101 ft. P.O. address: 410 North 24th Street, Omaha 68112. Estimated construction cost $28,518; first-year operating cost $36,000; revenue $50,000. Principals: James B. and Jack G. Brewer own several Oklahoma stations, including KZKL(AM) Oklahoma City, June 17.


Starts authorized

WWTY-FM Bethany Beach, Del.—Authorized program operation on 97.1 mhz, ERP 830 w, HAAT 2,589 ft. Action June 12.

WSWV-FM Pennington Gap, Va.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 58 ft. Action June 12.

Final actions


Franklin, La.—KFRA Inc. Broadcast Bureau granted 101.7 mhz, ERP 3 kw, HAAT 130 ft. P.O. address: Box 427, Franklin 70538. Estimated construction cost $32,878; first-year operating cost $7,000; revenue $9,000. Principals: Lionel B. DeVille, Chris Duplenteur, Paul H. and Thomas A. DeClouet (each 33.3%), et al. (100%). Action June 19.

KOGA(AM) Vero Beach, Fla.—Terminated proceeding (Doc. 2653A). Action June 12.


Lebanon, Mo.—Lebanon Broadcasting Co. Broadcast Bureau granted 96.3 mhz, 25 kw, HAAT 200 ft. P.O. address: 638 Congress Street, Portland, Me. 04101. Estimated construction cost $32,878; first-year operating cost $5,300; revenue $12,000. Bremford Broadcasting is licensee of WRUM(AM) Rumford. Principals: Melvin L. Stone, president (76%), and Charles S. Gage, executive vice president (24%). Action June 12.

WYCT(AM) Tyler, Texas, seeks to change call letters to WKLT(AM). Action June 12.

Huntsville, Ala.—Anniston-Thomas for 104.9 mhz, ERP 239', station KBHU. Proposed program operation June 12. Action June 12.


Review board in Brownsville, Texas, reversed initial decision of the Bureau for license to change call letters of Licensed Station Licensee of KOGA(AM) Ogallala, Neb., for same facilities. Action June 26.

Special temporary authorization

Includes off-air licenses

* WVFC(AM) Prattville, Ala.—Seeks to assign ch. 237A to Prattville.


KKOK(AM) Lompoc, Calif.—Seeks to assign ch. 265A to Lompoc.

Rainbow Associates, Aspen, Colo.—Seeks to assign ch. 264A to Snowmass Village, Colo.


KDEJ(AM) Center, Tex.—Seeks to assign ch. 277A to Center.

KDKR(AM) LaCross, Wis.—Seeks to assign ch. 267A to LaCross.

FCC receiving applications

* Minnesota Educational Radio, Duluth, Minn.—Seeks WSCD-FM.

* Educational Broadcasters of Mississippi, Jackson, Miss.—Seeks WVLW.

Penecostal Church of God of America, Joplin, Mo.—Seeks KPCG.

* Columbia Bible College Broadcasting Co., Columbus, S.C.—Seeks WMHK.

* Black Hills State College, Spearfish, S.D.—Seeks WBBH.

Call letter applications

* Western Apostolic Bible College of Stockton, Stockton, Calif.—Granted KCJH.

* Board of Control of Grand Valley State College, Allendale, Mich.—Granted KJGL.

* KAO Inc., Duluth, Minn.—Granted KAOH-FM.

Existing FM stations

Starts authorized

Following station permissions were authorized program operating authority for changed facilities on date shown: WDDY(AM) Helen, Wis. (Doc. 21571), May 17; WMYO Miami (BPH-9486), June 19; WXFM(AM) WMFS(AM) (BPH-8161), June 19; W2EMF Jenkintown, Pa. (BPH-8384), June 23; WZPR Meadville, Pa. (BPH-8476), June 24; KETX-FM Livingston, Tex. (BPH-8076), June 26.

Final actions


KQTY-FM Fort Lauderdale, Fla.—Broadcast Bureau granted CP to install new Ant.; ERP 640 w; ant. height 2,850 ft. (BPH-8977). Action June 27.

KETX-FM Livingston, Tex.—Bureau denied request to identify as Fort Lauderdale—Miami. Action June 21.

KSBW-FM Pebble Beach, Calif.—Broadcast Bureau granted CP to change call letters to change main studio address, cont. under current call letters, but just outside city limits at 11300 Morgan Street, St. Petersburg (BMLH-495). Action June 21.

WODI-Evaston, Ill.—Broadcast Bureau granted

Broadcasting Jul 1974
CP to install new aux. ant.; ERP 4.2 kw; ant. height, 1,150 ft; filing controlled permitted (BPMF-8992). Action June 28.

• KRVF-FM (Derby, Iowa), KGW-Broadcast Bureau granted CP to change trans. and studio location to Mid Town Plaza, 1706 Brady Street, Davenport, Iowa, 52801; ant. system (increase height); change TPO; ERP 60 kw; ant. height 210 ft. (BPF-8937). Action June 20.

• KARD, WDMY, WDMY-FM, Wichita, Kan.—Broadcast Bureau granted CP to change trans. and studio location to 383 North Main, Wichita; install new trans.; change TPO; ERP 15 kw; ant. height 860 ft. (BPF-8891). Action June 21.

• WVEZ, Louisville, Ky.—Broadcast Bureau granted extension of time to change to ERP 50 kw (BPAF-8984). Action June 28.

• WDET-FM, Detroit—Broadcast Bureau granted CP to change trans. install new ant.; change TPO; add circular polarization to ERP; ERP 79 kw; ant. height 370 ft. (BPD-8954). CBS radio system; studio-trans. site at 5037 Woodward Avenue, Detroit; application granted June 26.

• KHHS, Lincoln, Neb.—Broadcast Bureau granted CP to change trans. change to location to Vine & Grape Street Lincoln; install new trans.; make change in ant. system (increase height); change TPO; ERP 100 kw; ant. height 430 ft; remote control from studio in main building; streets, P Streets, Lincoln (BPF-8870). Action June 27.

• WRFB-FM, Reading, Pa.—Broadcast Bureau granted CP to install Ant. to identify as Reading-Pottstown, Pa. Action June 27.

• WMKY-AM, Myrtle Beach, S.C.—Broadcast Bureau granted CP to change trans. location to 200 Main St., Myrtle Beach, S.C.; 0.8 mile northwest of Oak Street & 21st Avenue; ant. system (increase height); change TPO; ERP 150 kw; ant. height 500 ft; add circular polarization to ERP; ERP 3 kw (BPF-8879). Action June 21.

Actions on motions

• Administrative Law Judge John H. Conlin in Seaton Broadcasting Corp. v. FCC seeking adjournment, granted petition by Class A Broadcasters to amend its application with respect to certain aspects of its financial proposal and coordinates of its proposed trans. site (Docs. 19865-6). Action June 26.

• Administrative Law Judge James William Emery, Ga.—Community Broadcasting Co. (WJKUN, et al.), FM proceeding, granted petition of Charles M. Wrenn, Jr., et al., to move for rehearing, to include an additional party, to amend order re petition to vacate, and to extend time for filing briefs, in order to present additional evidence in support of petitioners’ argument that the Commission acted arbitrarily and capriciously in granting the application for a new FM station near the city of Atlanta, Ga. Action June 26.

• WDJZ-FM, Green Bay, Wis.—Seeks to substitute Ch. 232 for Ch. 252 in Green Bay. Action June 27.

Renewal of licenses, all stations

Broadcast Bureau renewal of licenses for following stations listed below, which were granted renewal when appropirate on June 21: KCSM (Chadron, Nebraska) WMTC (Monticello, Iowa) WHTQ (Hatton, North Dakota) WTBQ (Welch, West Virginia) KBNF (Baldwin, Kansas) KNED-AM-FM (McAlester, Okla. KNLV) ORN, RFD (Ortonville, Minnesota) WMAJ-FM Durand, Ohio; WBSM-Benten upscale, S.C.; WOCS-AM (Owosso, Michigan); LAGrange, Ga.; WRCM (New Britain, Connecticut); WNRN-FM (Norfolk, Virginia); KTAG (Torrington, Conn.; also WIND-FM (Chicago), conditional on outcome of pending civil antitrust action in which WDRB-FM (Louisville, Kentucky) is a defendant.

In which WGRZ (Buffalo, New York) is a defendant.

Modification of CP’s, all stations

Broadcast Bureau following CP modifications on dates shown:


• KHUM (AM) Eureka, Calif.—Extend completion time to Oct. 1 for new station (BMPF-13803). Action June 25.

• WGWMS-FM, Washington—Change trans. location to 2500 Pennsylvania Ave., Washington; change trans. and ant. system (decrease height); change TPO; ERP 47 kw; ant. height 510 ft; 370 remote control Mill Road, Polomac district, Md.; conditions (BMPF-14164). Action June 24.

• WWDC-FM, Washington, D.C.—For main trans., make change in ant. system (increase height); change TPO; ERP 50 kw; ant. height 500 ft (BMPF-14106); granted CP for aux. trans.; ERP 21 kw; ant. height 500 ft (BMPF-8983). Action June 24.


• WVOY (AM) Chichester, N.H.—Change studio location to 111 Bridge Street, Chichester, and operate by remote control from main studio location; CP (BMPF-13802). Action June 26.

• KBOC (FM) Joplin, Mo.—Change trans. and modulations and frequency monitors; condition (BMPD-1124). Action June 24.


Translators

Application

• National Indian Tribe, Canada & Grossewood, Ariz.—Seeks Ch. 3, rebroadcasting KOOL-Television, Phoenix, Ariz. July 1.

Action

• Prescott, Ariz.—FCC denied request by Prescott Area Television, Inc. for license to provide local announcements on its VHF translator K70AP Prescott, soliciting or negotiating local public financial assistance. Action June 2.

Ownership changes

Applications

• KHPAM (AM) Axtell, N.M. (1340 khz, 1 kw, D) antenna height 642 ft; selling to KCUG (Fresno, Calif.) for $150,000.行动 June 20. (BTC-13700). Action June 20.

• KHPAM (WDFW) Cheyenne, Wyo.—Seeks assign new license to Gary A. F. Grover to sell to San Juan Broadcasting Co. for $1,000,000. Action June 20. (BTC-13701). Action June 20.

• KAP (AM) Munising, Mich.—Seeks assignment of control to San Juan Broadcasting Co. for $1,000,000. (BTC-13702). Action June 20.

• KAP (AM) Munising, Mich.—Seeks assignment of control to San Juan Broadcasting Co. for $1,000,000. (BTC-13701). Action June 20.

• KAP (AM) Munising, Mich.—Seeks assignment of control to San Juan Broadcasting Co. for $1,000,000. (BTC-13702). Action June 20.

• WDFW (AM) Huron, S.D.—Sells station to KAP (AM) Munising, Mich. for $1,000,000. (BTC-13703). Action June 20.

• WDFW (AM) Huron, S.D.—Sells station to KAP (AM) Munising, Mich. for $1,000,000. (BTC-13704). Action June 20.

• KAP (AM) Munising, Mich.—Pays additional $20,000 for assigned control, (BTC-13705). Action June 20.

• KAP (AM) Munising, Mich.—Pays additional $20,000 for assigned control, (BTC-13706). Action June 20.

• KKHD (AM) Cheyenne, Wyo.—Selling to San Juan Broadcasting Co., for $1,000,000. (BTC-13707). Action June 20.

• WDFW (AM) Huron, S.D.—Sells station to KAP (AM) Munising, Mich. for $1,000,000. (BTC-13708). Action June 20.

• WDFW (AM) Huron, S.D.—Sells station to KAP (AM) Munising, Mich. for $1,000,000. (BTC-13709). Action June 20.

• KKHD (AM) Cheyenne, Wyo.—Pays additional $20,000 for assigned control, (BTC-13710). Action June 20.

• WDFW (AM) Huron, S.D.—Sells station to KAP (AM) Munising, Mich. for $1,000,000. (BTC-13711). Action June 20.

• WDFW (AM) Huron, S.D.—Sells station to KAP (AM) Munising, Mich. for $1,000,000. (BTC-13712). Action June 20.

• KKHD (AM) Cheyenne, Wyo.—Pays additional $20,000 for assigned control, (BTC-13713). Action June 20.

**Cable**

**Applications**

The following operators of cable television systems have been granted cable system licenses (in accordance with the Cable Act of 1974) as announced June 26 (stations listed are TV signals proposed for carriage):

- **Boston Cable Co.,** 213 West Lawrence, Russells ville, Ala. 35053, for Mouton (CAG-3356); and Russel ville (CAG-3357), Ala.: Request of certification of existence.
- **The Times Mirror Co.,** Times Mirror Square, Los Angeles, for Ramona, Calif. (CAG-3364); KPBS-TV San Diego; KVEA-TV Eustis, Tex.; KXSI-TV Tijuana, Mex.; KXBS-KV Television San Diego; KXCT-KTVX Dubuque, Iowa; KTLA TV Los Angeles.
- **Peninsula Cable Television Corp. of San Carlos, for** Redwood City (CAG-3373), San Mateo County, Calif.; and Belmont Cable Television Corp. for, Belmont (CAG-2656), San Mateo County, Calif.: Request of certification of existence.
- **Telecom of Eden,**Box 3018,Bowdon, S.C.,29701(CAG-3374),Request of certification of existence.
- **KTRK-TV,** Fort Worth, Tex. (CAG-3375), for carriage:
- **WTTW,** Chicago, Ill.; KBKX-TV, KEMO-TV San Francisco; KGSC-TV San Jose, Calif.
- **Cablevision of Estes, Route 27, Kansas City, Mo. 64109, for** Estes Park (CAG-3376), Boulder County, Colo.: Request of certification of existing CATV systems.
- **Sunshine Communications, Box 1374, Oakland, Fla., 33301, for** Jacksonville (CAG-3377), Duval County, Fla.: Request of certification of existing CATV systems.
- **Cablevision of Fort Bragg, Box 1481, Fort Bragg, N.C., 28304, for** Fort Bragg (CAG-3379), Forsyth County, N.C.: Request of certification of existing CATV systems.
- **Cablevision of Camp Pendleton, Box 327, Camp Pendleton, Calif., 92055, for** Camp Pendleton (CAG-3365), San Diego County, Calif.: Request of certification of existing CATV systems.
- **Cablevision of Fort Bragg, Box 1481, Fort Bragg, N.C., 28304, for** Fort Bragg (CAG-3379), Forsyth County, N.C.: Request of certification of existing CATV systems.
- **Cablevision of Camp Pendleton, Box 327, Camp Pendleton, Calif., 92055, for** Camp Pendleton (CAG-3365), San Diego County, Calif.: Request of certification of existing CATV systems.

**Final actions**

- CATV Bureau granted following operators of cable TV systems certificates of compliance:
  - Sun Cable of Eaton, Pa.: (CAG-3301), Cable Co. of Huston, Ohio: (CAG-3302), January 13, 1974.
  - Blountown, Fla.: (CAG-3306), Long Island Cablevision Corp. of Southhampton Village, (CAG-3308), Southhampton, N.Y.: (CAG-3309), January 13, 1974.
  - Blountown, Fla.: (CAG-3306), Long Island Cablevision Corp. of Southhampton Village, (CAG-3308), Southhampton, N.Y.: (CAG-3309), January 13, 1974.
  - Blountown, Fla.: (CAG-3306), Long Island Cablevision Corp. of Southhampton Village, (CAG-3308), Southhampton, N.Y.: (CAG-3309), January 13, 1974.
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  - Blountown, Fla.: (CAG-3306), Long Island Cablevision Corp. of Southhampton Village, (CAG-3308), Southhampton, N.Y.: (CAG-3309), January 13, 1974.
  - Blountown, Fla.: (CAG-3306), Long Island Cablevision Corp. of Southhampton Village, (CAG-3308), Southhampton, N.Y.: (CAG-3309), January 13, 1974.
Help Wanted Management

Part ownership available in good Oklahoma small market station. Salary + profit sharing. Individual with small market experience. $7,000.00 cash required. Send resume to Box G-109, BROADCASTING.

Tired after 29 years as owner-manager, N. Central only station market. AM grossing 200W and rising yearly. Willing to let experienced/progressive manager control entire operation. Must be very good on sales. Snack or sight right person. Box G-125, BROADCASTING.

Assistant general manager, prospering station, vicinity Aurora, Illinois. Must be experienced in all phases of operations. Excellent growth opportunity. Send complete resume. Box G-139, BROADCASTING.

Southwest New Mexico—Beautiful music, FM stereo station looking for a top-notch manager/salesperson. A great opportunity in a growing market. Guarantees: commission, company insurance, etc. Do not apply unless you have a proven track record and/or at least three years experience. Equal opportunity employer. Send complete resume to Dave Button, General Manager, KSVY AM/FM, 317 West Quay, Artesia, NM 88210, 505-762-2751.

Writer/producer or PD-type—We have a Midwest AM/FM operation in need of a talented writer/producer who can turn out exciting, creative commercial spots—and PSAs for the future. Excellent growing opportunity for person with proven track record and/or exceptional potential. Rush tape, resume, salary requirements and phone number to Mel Bailey, KMSS-FM Radio, P.O. Box 23106, Portland, OR 97222. An equal opportunity employer.

Help Wanted Sales


Salesperson with one or more years experience in radio sales who wants to bring up family in beautiful vacation country where there are no big city problems. Ideal for salesperson who wants to step up to slightly larger market or to get away from big city, Contact Charles Persons, KVBR, Knaider, Minn. 56401.

Move to Spokane, Wash.—The Expo City, Beautiful Pacific NW. Proven creative salesperson with management potential, please contact—KZM-AM FM Radio, Box 1516, Spokane, WA 99201.

FM salesperson-manager, WJTN (Western New York) will have opening August 1st for salesperson for FM Stereo station. Applicants commission only $11,000 currently FM growing. One to two years radio sales experience, management potential essential. Willems, WJTN, Box 1129, Jamestown, NY 14701.

South Carolina’s top contemporary station, WTMA in Charleston is seeking a dedicated, aggressive salesperson. An established account list is waiting if you have the ability. References will be checked. WTIMA is an equal opportunity employer. Contact General Manager—John Trenton at 803-556-5660. No collect calls!

Small market station seeks experienced individual in local sales/news. Prefer person with multiple broadcast talent and desire challenge. Send resume, air check, and salary requirements to WWHF, Harrisburg City, PA 17114.

Have you some sales experience and want a bigger opportunity, come to sunshine country. I have a position with excellent future. Sale for hard working men in small market Arizona. EOE. Jim Brady, 602-289-3344.


Help Wanted Announcers

New country-western station full-time, Eastern Pennsylvania, accepting applications now. Box G-143, BROADCASTING.

Learn sales, announcing experience preferred, hard worker, small town, east, no tapes. Box G-156, BROADCASTING.

$80 per week base, sales-announcer, no tapes. Box G-157, BROADCASTING.

Morning personality with bright, family-type conversational style. Must be great home personality. Immediately, Beautiful Colorado city close to lakes and skiing. Call Don Bittie 303-243-1260 or write KFEN, P.O. Box 1446, Grand Junction, CO 81501, EOE. M/F. No collect calls please.

Experienced jock to start August 15. Network affiliations, MOR, mature sounding, Home Frings, good Aves., Ebstl, 60012.

Experienced Radio Announcer, AM-FM Stereo station. Boom to grow in sales, news or programming. Blue Cross paid. Housing good, salary $4000. Send resume, experience. EEO, M/F, no collect calls.

Beautiful music station seeks stable, young announcer with pleasant, mature sounding voice. Rush tape, recent photo, resume send today to Andy Anson, KXEN, 1502 So. Boulder, Tulsa, OK 74119.

Wake up announcer and sales services position open. Contact manager, WNEK, 217 East Washington Street, Martinsville, IN 46151.

Growing company needs key people, immediate need for experienced inside jock for adult contemporary and gold format. Must be sharp, production, and programmer for overall inside man. Extra for engineer. WSCM, Box 341, Celina, OH 43522.

Modern community FM needs volunteers. Beginners and dedicated individuals are most desired. Participate. Station will assist in procuring gainful employment. WLYT, 200 N. Parkway, Memphis, TN 38112.

Entertainer, creative male or female for midday slot. Production and good board a must. 3rd phone, Rush tape, resume, and salary to WRMR, 1892 Douglas Blvd., Apt. 2, Nashville, TN 37205.

Kentucky—Young individual with ideas and self starter MOR. Can sell what he produces. Also some play by play. Immediate opening. Call 606-248-5462.

Top rated small-medium rock station seeks personality with good pipes, production, stable, big market potential in great area. Box 309, Waynesboro, PA 17268.

Experienced rock jock w/knowledge of music, production, and promotion needed at Ephphath station and Midnight Sun Broadcasters in Anchorage, AK. Tape, recent photo, resume send today to Mr. Robert Lock, 2323-1320, Anchorage, 90022.

Help Wanted Technical

Experienced broadcast equipment & salesperson wanted for Dallas-based company. Excellent salary plus commission. Send complete information first. All replies answered. Box G-85, BROADCASTING.

Chief Engineer, New Jersey AM/FM, Strong transmitter and studio maintenance ability. Salary 18-22K, depending on experience. Box G-98, BROADCASTING.

Experienced chief engineer for leading Connecticut AM/FM, Salary $20,000. Submit resume and references to Box G-99, BROADCASTING.

First phone engineer-announcer. WAMD, Aberdeen, MD 21601.

Chief engineer, eastern Iowa, AM/FM Stereo, strong transmitter and studio maintenance ability, salary negotiable. Contact Bill Mason at 319-583-6471.

Experienced engineer for AM and automated FM stereo. Maintenance experience on transmitter and studio equipment required. Salary $25,000. Bts. Send resume to Robert Dalley, One South Parker, Jenison, MI 49428.

Help Wanted News

I want a Broadcast Journalist for my News Department who knows the business, has an authoritative voice and wants to be the News Director. Must believe in administrative abolition of medium market, South. An equal opportunity employer. Send resume to Box G-77, BROADCASTING.

Growing small market, Contemporary Top 40 Station, needs news/personnel. Opening in August. Beginners considered, equal opportunity employer. Send resume, salary and photo expected. Box G-94, BROADCASTING.

Like news and small market radio? Resume only. Box G-158, BROADCASTING.

Small market station seeks experienced NEWSCASTER Salary $26,000. BROADCASTING.

KSD-Denis Moles has an immediate opening for an experienced, dedicated newscaster. We’re looking for an individual that knows news; gathering actualities, writing, reporting with a mature voice. We offer top salary and excellent fringe benefits. Rush tape, resume and photo to Jerry St. John, KSD, Des Moines 50317.


AM-FM/News operation. Suburban NYC seeks broadcast journalist to start mid-August. Prefer experience but dedication most important. Excellent benefit list. Send resume to Box S-75, Broadcasting.

Help Wanted Programing, Production, Others

Help Wanted Programing, Production, Others.

Wanted. P.D. for NC, C&W. Only experienced need apply. Responsible for directing all staff and production, using latest jingles and production aids. Prefer stable person who’s looking for permanent position. Standing salary $7600.00. Send resume to Box G-70, BROADCASTING.

Top news and commercial voice and delivery required, plus capability of advancing to news directorship or program directorship. Excellent pay and fringe benefits, plus opportunity to train for eventual management. Midwestern, nonsuburban, but near major city. Send background info and references. Audition tape to be requested. Box G-74, BROADCASTING.

Creative commercial and program production individual with a good voice and first ticket. Will have potential for growth and fringe benefits. Young aggressive group. Send resume to Box G-151, BROADCASTING.

Immediate opening for an experienced Program Director for medium market station. Salary $15,000.00. Send resume to Box G-103, BROADCASTING.

Situation Wanted

General manager—heavy market experience—selling my medium market station and anxious to get to another area. Please contact. Prefer West Coast, but money talks. Box G-115, BROADCASTING.
Situations Wanted Management

Continued

Experienced 0M/SM, strong sales; programing knowledge; good background all phases of broadcasting. Desire opportunity with stable progressive organization. Box G-128, BROADCASTING.

Situations Wanted Sales

Salesman-announcer, first phone, single, middle age. Good radio, good voice. Sales oriented. Will move into management. No tapes. Resume only. Box G-117, BROADCASTING.

Sports/salesman—5 years experience proven sales record. College basketball, pro-football pbp. Box G-165, BROADCASTING.

14 year veteran of all formats, anxious to sell for your medium. 20 years experience. Will consider some announcing plus sales, will re-locate to broadcasting. First phone. Resume with references, available immediately, phone 717-248-3680.

Situations Wanted Announcers

DJ. Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere...NOW.

Experienced radio personality desires weekend part-time within 100 miles of Cincinnati. Write Box F-194, BROADCASTING.


MOR; top-40 rock DJ. Recent broadcasting school graduate. Wants to learn news and sales. Will relocate. Box G-123, BROADCASTING.


I love: "modern country," long air shifts, large play-lists. Experienced music director, air personality. Third: creative; co-operative. Box G-123, BROADCASTING.

Announcer, music director, BA. Four years experience. Currently on MOR station. Has best experienced PD from which to learn. Professional, creative atmosphere a must. Box G-155, BROADCASTING.

Northwest Ohio small market announcer looking for advancement. Seven years experience, live at present, small degree, family, stable. Box G-159, BROADCASTING.

PD, MD, and morning man on 50,000 watt top 40 and country giants. You need a seasoned pro, I need his money. Box G-163, BROADCASTING.

If you’re looking for a 1st phone with get up & go. Seek no further— I’m your man. Ready to go— Box G-166, BROADCASTING.


Born & raised in Calif., anxious to come home! 5 years exp. M.D. and/or P.D. in southeast, 28, married, good voice. Presently morning man/M.D. in 4-station market. Will consider swing or split night, CATV, Sport, News & MID. In San Diego, LA, or in between. Call 404-366-2425, Atlanta, for tape & resume.


Situations Wanted Technical

Engineer looking for chief position. Experience includes AM, FM, TV, STL and construction. Box G-153, BROADCASTING.

Situations Wanted News

News department plugging along? Here’s one newsmen who wants to bring a stable mid-market station, major field work, Alaska, Canada considered. Box G-101, BROADCASTING.

News and/or sports, 5 years experience. Prefer western United States. Box G-104, BROADCASTING.

Experienced, creative news director, 25. Expert in national, international politics, BA, MA. Exciting, innovative news concept, unique delivery that commands attention. Explains. Intelligent, independent. Write only if you want a reputation for professionalism, salesmanship, and $1 ratings. Box G-117, BROADCASTING.

News director, major-market medium. Highly experienced, professional, knowledgeable. Stability. Can produce award winning results. First ticket, will relocate. Box G-119, BROADCASTING.

Second best—top runner-up for recent major league pbp job. No doing more in minor league. Looking to increase sports pbp with university or pro experience. Hard worker. Box G-121, BROADCASTING.

Two years radio, three years TV news production, first phone, college degree. Seeking opportunity with radio and/or news, Box G-127, BROADCASTING.

Looking for a sportscaster? I’m doing news and sports in radio and CATV. Want full-time opportunities. Box G-138, BROADCASTING.

No nonsense, professional engineers with 12 years experience. Can write, edit, report, announce. Six years present position, AS, degree, early 30s. Want position in established TV station. All replies considered. Box G-152, BROADCASTING.

Veteran newsmen seeks change. 10 years news direction, writing and producing. Experienced in all broadcasting. Excellent voice. Box G-167, BROADCASTING.

News Director, Major-Medium Market. No gimmicks, secret source. 20 years of solid journalism/programing experience. Consider yourself an equal opportunity candidate. Box G-168, BROADCASTING.

Looking for stable station or group. I have a first phone with 5 years experience in on-air, news, sports, pbp, and one year sales management exp. 26, wants to relocate to talking job. Box G-170, BROADCASTING.

Min., $800 please. Tom Maupin, 1927 9th St., N.W., Minot, ND 58701.

Television

Help Wanted Management

Controller for group broadcasting company with medium markets, need to expand TV and significant area AM/FM stations. Prefer station business manager or assistant strong on accounting with TV experience. Excellent opportunity for innovative and talented. Prefer systems development. Send resume and salary requirements to Box G-89, BROADCASTING.

Help Wanted News

All sports, play by play. Tapes available. Contact Marty Burns, 710 9th St., S.E., Washington, DC 20003. Phone 202-543-3447.


Profitable Public Affairs Paul Young: Four years media relations/producer experience. Seeking 20-25k/year, longtime job. Box G-174, BROADCASTING.

Situations Wanted Programing, Production, Others


Producer/connector with solid record all phases including widely diversified air experience in radio and television. Box G-41, BROADCASTING.

Producer/connector: Medium market, Marker, requires experienced, experienced pbp. Most experienced contemporary formats. Salary open. If you are looking for a fresh position with a dynamic voice, respond Box G-86, BROADCASTING.

Producer/director, young, bright, hard worker, 6 years’ experience in radio, former jock still hold 1st phone, as chief engineer. Paper from Syracuse Univ, in radio and TV with concentration in production. Married, salary open, will relocate. Box G-105, BROADCASTING.

Contemporary program director with four years experience and first phone. Currently at suburban station. All numbers in major market. Prefer southeast or eastern medium market. Salary $190-200 weekly. Box G-106, BROADCASTING.

20 year MOR—PB—Play by play professional builder of local news and talk show ratings. Does it all and with class. Also cable TV. Box G-124, BROADCASTING.

Program director for contemporary station in any size market. At least three years’ experience. Format—soft rock, hard to And, hipster oriented. Box G-143, BROADCASTING.

Christian broadcaster, 5 years present station. Operation manages personality, production automatical. 1st phono/Christian, classical or adult FM preferred. 503-258-8605.


Help Wanted Technical Announcer

Major market D.J., good background in programming, looking for major market experience for MOR or personality top 40 with television affiliation that would allow some on camera work. Box G-141, BROADCASTING.

Help Wanted News

Midwest network affiliates interested in news and/or weather talent. Please send resume and all particulars, with references, for an equal opportunity employer. Box G-19, BROADCASTING.

Help Wanted Programing, Production, Others

Production Manager—southwest PBS station. Individual needs minimum two years experience in copywriting, layout, publicity and development. PR and management. Send resume with salary requirement. Box G-144, BROADCASTING.

Help Wanted Technical Announcer

Experience, qualification, and salary benefits depend on experience, required preference, others considered. Send complete resume and three hours on camera, New Hampshire Network Box Z, Durham, NH 03824. An equal opportunity affirmative action employer.

Help Wanted News

Midwest network affiliates interested in news and/or weather talent. Please send resume and all particulars, with references, for an equal opportunity employer. Box G-19, BROADCASTING.

Help Wanted Programing, Production, Others

PI Manager—southeast PBS station. Individual needs minimum two years experience in copywriting, layout, publicity and development, PR and management. Send resume with salary requirement. Box G-144, BROADCASTING.

Help Wanted Technical Announcer

Experienced UHF transmitter and microwave maintenance technicians. Must be self-reliant, considerate in-state travel with network vehicle. Good working conditions and excellent fringe benefits. Send complete resume to Director of Engineering, New Hampshire Network Box Z, Durham, NH 03824. An equal opportunity affirmative action employer.

Help Wanted News

Midwest network affiliates interested in news and/or weather talent. Please send resume and all particulars, with references, for an equal opportunity employer. Box G-19, BROADCASTING.

Help Wanted Technical Announcer

Major market D.J., good background in programming, looking for major market experience for MOR or personality top 40 with television affiliation that would allow some on camera work. Box G-141, BROADCASTING.

Help Wanted News

Midwest network affiliates interested in news and/or weather talent. Please send resume and all particulars, with references, for an equal opportunity employer. Box G-19, BROADCASTING.

Help Wanted Programing, Production, Others


Help Wanted Technical Announcer

Engineer for extensive CTV system and Ed. FM station at St. Louis Jr. College. Need person oriented to maintenance, 1st phone 2 yrs. training and or experience. Salary; $11,400-$18,700. Send resume to: W, Owings-Nabinger, P.O. Box G-75, BROAD- CASTING.

Help Wanted News

Midwest network affiliates interested in news and/or weather talent. Please send resume and all particulars, with references, for an equal opportunity employer. Box G-19, BROADCASTING.

Help Wanted Technical Announcer

Major market D.J., good background in programming, looking for major market experience for MOR or personality top 40 with television affiliation that would allow some on camera work. Box G-141, BROADCASTING.
For Sale Equipment Continued

Two Dynamite Presence Equilators, CBS Labs 500 Model 450, Series # 184 & 241, $150 each or $250 for both. In good condition, recently taken out of service. Contact Curt Pierce, WEAW, Evansville, IN 47725, 812-869-8900.

Marlit-Used, Remote pickups/studio transmitter links in stock. New item. Terms available. BESCO, 8585 Stevensman, Dallas, TX 75247, 214-630-5600.

Helix-Coty-Draxel. Large stock—bargain prices—tested and certified. Write for price and stock lists, Sierra Western Electric, Box 20872, Oakland, CA 94628.

Old Record!!! You've heard nostalgia. Now Super No. 1 Record, 30,000 45's. Oldies. For more change in: comes new music out goes the old. Fair condition. Entire lot only. Call Gerry for inspection, 312-346-5411, Chicago, IL.


New Trompeter Video Jacks 3 J RCA type $2.50; Video Rec. - Play heads VCC 800 $75.00, RCA MI 40790A2 Low Band Head Assembly $275. Ampex 350-2 two track recorder $950. Norman Gillaspe, Box 2124, Monterey, CA 94940, 410-375-7425.


Gates 1 KW stereo transmitter, Gates 4 Bay Antenna, Gates 10 watt exciter with M6146 stereo generator, Stat-Level, 101 W. Lemon, Los Angeles, CA 90036. Gates with connectors, IIA stereo generator, Electrovoice RE-16 never used and Sony ECM 22 mic never used with suspension mount. Separate or as a package. 714-673-7334.

COMEDY


Contemporary Comedy! Sample Issue 25¢, Library, 5804 Twinaming, Dallas, TX 75227.

Political One-Liners, 4 Censor-type originals every ten minutes. With V.I. Jack Pooner, 220 Madison Ave., New York, N.Y. 10016.

MISCELLANEOUS

Prizes Prized: National brands for promotions, contests, etc., program sales, bars or trade shows. For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.


Biographies on hundreds of rock groups. Free sample. Write Rock Blo's Un Ltd., Box 979, Beloit, WI 53511.

Football Sportscasting, easy-profitable. Guide $10. ROS Reports, 320 North 15 Street, Suite 4, McAllen, TX 78501.

Non-profit organization seeking AM broadcasting equipment for educational radio station in Colomb- ia, South America. Joseph Shephard, 43740 Citrus View Drive, Hemet, CA 92544, 714-927-1923.

INSTRUCTION

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

In Chicago, OMEGA Services has the price for a first class program. No second class or trade shows ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Jab opportunities and announcer-deejay—1st class F.C.C. license Cuts. Manager Training Studios, FOW 43rd St., N.Y.C., Licenced and V.A. benefits.

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Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't sente for Q&A or 2nd best course. Our next class starts on July 29th 1974. For information call or write Don Marrin School of Communication, 7009 Second Boulevard, Los Angeles, CA 90020, 213-662-2281.

First phone through tape recorded lessons at home with short write-up seminars available in 22 major cities. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, CA 90266 Telephone 213-370-4461.

RADIO

Help Wanted Sales

SOUTHEASTERN REGIONAL SALES MANAGER

The fastest-growing firm in the Nation providing microcomputer-based paperworks systems for broadcast- ing and related industry is ready to add a fourth Regional Sales Manager to the staff.

Based in a central Southeastern city, probably Atlanta, the persons selected will travel extensively average of three or four days per week. Respon- sibilities include complete coverage in an exclu- sive territory. Compensation comprises a guar- anteed salary, commissions, plus reimbursement of travel expenses. Our present people in this job enjoy excellent beginning, substantial five-figure incomes. Candidates, preferably, will be college graduates with a background in broadcasting and substantial knowledge of sales, marketing, and other operations functions; they will be at ease dealing with top management of large groups and small sta- tions; and they will be experienced in the use of sales skills or able to learn them quickly.

After a thorough, closed-door interview program, the PAPERWORK SYSTEMS INC., P.O. Box 38, new Sales Manager will begin operation of the Regional Office on a very liberal trainee basis. For this responsibility, we expect applications only from candidates whose backgrounds can stand detailed de- tails. If you do not answer all the questions in this ad, please don't waste your time. Our reputation is based upon ethical sales and service to our cus- tomers. Our employees reap the long-term payoff of cooperative efforts and warm personal relationships. No barter or trade deals allowed. No turnover causes loss of earnings. No cold calls, no cold calls. We prefer to hire from within our organization for top sales jobs. Our sales staff enjoys a top salary and great career opportunities. This represents an opportunity to participate in company ownership and bonus and incentive programs.

If this sounds like the kind of challenge in which you would be interested, send: (1) a detailed personal resume and (2) a letter explaining your interest to Joseph D. Coons, President, After we screen applicants, the remaining candidates will be brought into our expense to a central location for interviews, with the intent of starting full time em- ployment September 3, 1974. No phone calls, please. 2000 "A" Street, Bellingham, WA. 98225

Help Wanted News

WAVZ, New Haven needs a newsperson. If you can find it first and report it best, rush tape and resume to Anne Avery, 162 Temple St., New Haven, 06510.

Kops-Monahan Communications E O E

Situations Wanted Sales

LOOKING — TV

Excellent reputation as one of top salesmen at major rep in NYC for 12 years. Looking for Gen/Nat/Local sales position in medium sized market—quality operation. Best agency & station rate available.

Box G-153, BROADCASTING

Situations Wanted Programing, Production, Others

MANAGERS AND OWNERS: Do you have trouble getting women? Are spending more than your FM returns? Does your program- mer give you the ratings like a sales man-ager? Plug into Reality.

Summon: Dwight Douglas (412) 823-0456.

Situations Wanted Announcers

A versatile, negotiable first phone pro with Top 10 market experience seeks a new chal- lenge and new learning opportunities work- ing with other professionals dedicated to radio. A resume, picture, and aircheck are available at

Box G-134, BROADCASTING

MR. MUSIC. Director, program dir., sports dir., I'm tired or directing already. Give me a chance to concentrate on a first class, entertaining show & deal with, with 6 yrs. solid experience WOR Contemp For- mat. Versatile, not top-40 oriented—total believability. No subpoena necessary, will gladly supply tape, resume, color photo with no expetives or anatomical parts re- lated. Major markets.

Box G-143, BROADCASTING

Situations Wanted News

NEWS DIRECTOR

RADIO OR TV. Administrator. Air shift. Award winner. Excellent background. 25 years media; 16 is present market. Heavy on writing, high morale, long hours. News is my way of life.

Box G-132, BROADCASTING

Broadcasting Jul 15 1974
Regional Salesmanager
Broadcast Equipment

We are expanding our sales offices and need TV equipment salespeople for the East coast and Midwest offices.

Applicants must have an operational and technical understanding of Production switching techniques.

We will give thorough training.

Salary plus commission.

Contact: B. Presti
Sarkes Tarzian, Inc.
Broadcast Equipment Div.
Bloomington, IN 47401

2 Key Sales Positions
In TV Broadcast Equipment

Gates Radio, a leading producer of TV and Radio Broadcast Equipment, offers career opportunities to professionals who are ready to assume responsibilities in these areas:

MANAGER/HEADQUARTERS SALES
This position involves working for our Sales Support and Headquarters Management. You will support field salesmen as well as manage the sales support personnel in the Quincy Office. You must have a record of strong sales experience with good technical background in TV equipment. An applicable degree preferred and up to 10 years experience including TV station experience and direct TV broadcast equipment sales with some management responsibility preferred.

TOM BEDFORD, Employment Supervisor
HARRIS CORPORATION
123 Hampshire Street, Quincy, Illinois 62301
an equal opportunity employer m/f

TV FIELD ENGINEERS

Our Service Department is seeking well-trained and experienced TV Field Engineers. Experience should be in trouble shooting and maintaining UHF and VHF TV transmitters. Extensive travel is required. Expenses paid by company.

Salary commensurate with experience, comprehensive benefits including hospitalization, life insurance, plus paid relocation expenses. Please send resume and salary history in confidence to:

Tom Bedford, Employment Supervisor
HARRIS CORPORATION
Gates Broadcast Equipment Division
123 Hampshire Street, Quincy, Illinois 62301
an equal opportunity employer m/f

Help Wanted Technical

Help Wanted Technical

Help Wanted News

Sports Director

Topflight, veteran pro available now or fall season. Currently employed in market UHFFer. PBP all sports, interviews, commentary, studio shows. Seek sportscaster covering TV or radio. 2" color off-air VTR, references, resume.

Box G-95, Broadcasting

Assignment Editor/Producer

Military PIO, still bored, wants to return to demanding news operation. . . . 29 . . . aggressive . . . Top 20 TV market news experience . . . AB/MA broadcast journalism/Film. Available anytime . . . resume . . . references.

Box G-150, Broadcasting

Are you interested in a young and aggressive sportscaster covering the champion Miami Dolphins the past two seasons, to join your radio or TV station? Recently sportscaster of 50 kw in Miami looking to relocate. Experienced in all phases of broadcasting. Please send resume.

Box G-147, Broadcasting

You belong in

Broadcasting

The newspaper of broadcasting and allied arts

Broadcasting Jul 15 1974

71
For Sale Stations

FOR SALE
25,000 SUBSCRIBER CATV MSO

Asking 8.5 x cash flow. Cash offers only considered. Prospectus available to qualified purchasers.

Box F-193, BROADCASTING

50 KW AM and 100 KW FM in top 10 market. Will sell separately or together. Principals only.

'Box F-146, BROADCASTING

For Sale Stations Continued

New England

Radio Stations for sale AM & FM

Only financially qualified buyers.

Save time. State price range.

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495 Walnut St.,
Newtonville, Mass. 02160

617-527-3740 617-332-8725

Specialists in New England Radio only.

FM, Profitable. Mid-western city of 13,000. Price $225,000.00 on terms. Real estate included.

AM day-timer in Mid-western city of 40,000 population. Average monthly gross $13,000.00. $200,000.00 down payment on total price of $300,000.00.

RICHARD A.

SHAHEEN, INC.

Media Brokers

435 N. Michigan Avenue

Chicago, Illinois 60611

312 - 467-0040

5 KW DAYTIMER

Near major market. Accounts receivable and transmitter real estate included. Class 'A' FM channel available. Excellent coverage. Transmitter 6 years old. Price: $148,000, $40,000 down, liberal terms to qualified buyer.

Contact Jim Moore.

George Moore

& ASSOCIATES

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That's our interest. Our interest in serving you with a unique and creative approach to your selling or buying needs. Call us. You'll get the kind of attention and effort you've sought from a media broker. We're busy, but not too busy to serve your personal needs. That's why we're America's fastest-growing media brokerage firm. (This is where the action is!)

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For Sale Stations Continued

For Sale Stations

BW small profitable $270M terms

NE small FM 175M 29%

5W metro daytime 150M 29%

SE metro daytime 315M terms

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Atlanta, Georgia 30341

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles Washington

Contact: William L. Walker

Suit 808, 1725 DeSales St., N.W.

Washington, D.C. 20036

202/537-1555

BROADCASTING’S CLASSIFIED RATES

August 1, 1974

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy! Copy: Deadline is MONDAY for the following Monday’s issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to box number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR’s. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—Help Wanted, 50c per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00).

—Situations Wanted, 40c per word—$5.00 weekly minimum.

—All other classifications, 60c per word—$10.00 weekly minimum.

—Add $2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) $25.00 per inch.

—All other $45.00 per inch.

—More than 4” billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunities advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $5,000, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

“An ad we placed in BROADCASTING really paid off. We were swamped with applicants for a news position and finally chose a BROADCASTING applicant after having a pleasant selection from whom to choose.”

For Fast Action Use

BROADCASTING’S

Classified Advertising
Sev Severino: from coaching football to coaching ABC's KABC-TV Los Angeles

"Sev" Severino has moved 12 times in the 14 years he has been in the broadcasting business. Not a good reference if you're a father checking out a prospective son-in-law perhaps, but definitely an asset as a traveling salesman. Mr. Severino was a salesman and he's still wed to the college sweetheart he married 14 years ago. But, he's in a business where the more people move around inside one company, the more they are considered on the road up. And that he is. Only recently he was named vice president and general manager of ABC-owned KABC-TV Los Angeles.

Consider. An ABC spot salesman in New York; then Chicago; then New York again. An ABC station sales executive in Chicago, then Detroit. A management executive in Chicago, and now in Los Angeles where he succeeded Don Curran, now president of Kaiser Broadcasting Co. That's a pretty good history for the 37-year-old son of an Italian immigrant, who went to college on an athletic scholarship and who claims he got into broadcasting because one of the owners of WCSS-TV Portland, Me., was a part-owner of the Portland Sea Hawks of the Atlantic Coast Pro Football League, a team that needed a coach. Mr. Severino agreed to wear two hats: one as a salesman on the TV station's staff and one as coach of the Sea Hawks. Mr. Severino had played tackle on the football team at the University of Connecticut and had coached the freshman team there during two years that he attended graduate school. He was not just another jock, however. He was on the dean's list during his undergraduate days, and at graduation he won an award for having the highest average grades in his four years of college.

Today, his hair is thinning slightly and his frame is slimmer down considerably from his football days. And he confesses almost shyly that he doesn't watch football too much, although of course he's glued to the set for the big games. But, he insists—almost boasts in fact—that he's a great TV watcher. Naturally, it's line-of-duty, but his fascination with the tube is worth itemizing: At rising he clicks on a small portable while he's shaving and dressing. When he moves to the breakfast room another set comes to life. In fact, he has seven scattered throughout his house. En route to the office, his car radio is tuned to the audio channel of his station. At the office, there are four TV sets in a row displayed in front of his desk, three black-and-white, and one color.

This indicates a man who is pretty wrapped up in his work. That's a correct assumption, but there's an extra element that makes Mr. Severino different from the ordinary businessman. As capable and tough as he is in business (and those adjectives are his colleagues'), he has an indefinable touch that wins not only the loyalty but the hearts of his staff. Those who have worked with him fairly gush in their admiration for his warmth and empathy.

When Mr. Severino took over WLS-TV Chicago in 1970, he inherited a station that had climbed to number-two position in that market under the baton of Richard A. O'Leary, now president of ABC-Owned Television Stations division of ABC Television. It is to Mr. Severino's credit that he did not just coast along on that momentum, but actually moved the station into the number-one slot some periods, according to knowledgeable Chicagoans who are familiar with the broadcast situation in that major market—unique in having three network-owned TV stations competing with one another, plus an outstanding independent, WGN-TV.

Of course it wasn't simple. Mr. Severino didn't just follow a master plan. He had to face his own problems. One of these was ascertainment procedures for license renewal applications that at that time had become more and more important. Exhibiting what is probably a fundamental element in his character, Mr. Severino did not find it onerous, as so many other broadcasters maintain. In fact, Mr. Severino finds good in the ascertainment process. "What it does," he says, "is give the people at the station knowledge of what the people in the community want." And, he adds, "You'd be a darned fool not to give the people what they want because it's going to come back in ratings."

He tells of the time WLS-TV put on a program that described what apartment dwellers should do to protect their homes from being burgled—an appropriate subject at that time because Chicagoans living in North Shore high rises were being burglarized constantly. The program was aired in the time period normally devoted to the Chicago Bears football game, but blacked out that particular day because they were playing at home. That protection program, Mr. Severino comments, got a higher rating than the average Bears games had been getting. Of course, he smilingly admits, it was heavily promoted too.

This attitude that you get back what you put into your community is primary Severino. "For too many years," he observed recently, "most broadcasters felt they have had a license to make sizable profits. Now they have learned they have to put something back into the community. But there are benefits to be derived."

Mr. Severino has a theory that television is approaching a period where people are changing from watching a station to watching a particular program. This, he notes, occurred in radio, and thus becomes another reason for giving the public something it can relate to. What TV can do, he points out, is to provide more local live programs, especially those related to news and community affairs.

It was a quick jump from Portland to a position where he has to consider daily his theories about local television. Perhaps it's his Italian heritage and perhaps it's his humor that led to the rapid rise.

One of his favorite stories is of his 72-year-old father, who learned that this eldest son of his was making less financially in management posts than he had been as a salesman. "I think," the elder Mr. Severino said paternally, "you can't afford to be promoted too many times."
Off limits

The appellate court's order to the FCC to postpone the imposition of changes in the prime-time access rule has stimulated the market for syndicated programing, as is recounted elsewhere in this issue. The court's decision may, however, have laid the groundwork for less salutary developments.

The FCC has announced an intention to revive a policy of issuing waivers for programs it thinks have special merit. Unless its new policy differs radically from its actions of the past, the agency will once again be venturing into program judgments of the kind that found *Animal World* worthy of waiver but not *Hogan's Heroes*. The mere consideration of such a retrogression bespeaks a continuing bureaucratic itch to get into program control, no matter who happens to be sitting on the commission.

It may be recalled that in issuing its access modifications last January, the commission professed an interest in eliminating waivers. In the same document, however, it included permanent exemptions for a half-hour a week of "good" network programing, defined as documentaries, public affairs or children's specials, and for certain categories of sports.

This publication believes that the FCC should never have gotten into an access rule in the first place. But having meddled with schedules and content for more than four years, the agency may be in too deeply to get all the way out. It should, however, get out of content altogether and as far out of scheduling as it can.

As was suggested here during an earlier reconsideration of access, if there is to be a limit on the time the government will permit an affiliate to fill with network programing, let the limit be set for one and all and without reference to the nature of the programing to be carried. The minute the FCC makes exceptions for this kind of program or that, it puts itself in the program vice president's chair. The First Amendment denies government that occupancy.

The new, whole FCC

The FCC begins its "new season" after Labor Day with its full quota of seven commissioners, a record-breaking budget of about $47 million for the fiscal year that began July 1, and — as always — an unequalled backlog of weighty problems.

One can only speculate as to how the two brand-new commissioners — Republican Abbott M. Washburn, 59, and Democrat Professor Glen O. Robinson, 38 — will perform. The third nominee sworn in last Wednesday just happens to be the FCC's dean — Robert E. Lee.

If past is prologue it isn't difficult to assess the probable postures of two of the three sworn in last week. Mr. Lee's philosophy is an open book. He hasn't allowed partisan politics to bight his judgments. He believes licensees are honest until they prove themselves otherwise. And he loves UHF operators, mainly because they have had to make it the hard way.

With both a business (General Mills) and a government (deputy director, USIA) background, Mr. Washburn has an expert's knowledge of the international communications so vital in FCC's future. He should prove an asset from the start.

Professor Robinson, bright, young and energetic, comes straight from the campus and that, without provocation, is enough to make him controversial. Anticrossownership and fairness doctrine comments attributed to him (*Broadcasting*, July 1) have aroused the interest of diverse groups.

Chairman Richard Wiley, since he assumed the FCC helm last March, has shown a talent for leadership to go along with his incredible capacity for work.

As fate would have it, the first major case to confront the full commission with its three new members involves the knotty issue of crossownership (oral arguments are scheduled for July 24-25-26). But that is only one of perhaps a dozen priority subjects confronting the FCC. With the indefatigable Chairman Wiley cracking the whip, there won't be many open dates after Labor Day.

They can't win them all

A new note of reasonableness, not always the dominant characteristic of decisions emanating from there, is to be read into the affirmation by the U.S. Court of Appeals of an FCC renewal of the licenses of WBNS-AM-FM-TV Columbus, Ohio. The court rejected an appeal by a local group that had raised all the old familiar objections to programing, hiring and multimedia ownership.

The details were reported here a week ago in an issue that also contained a story about another kind of reasonableness in the negotiation of settlements between a number of Texas stations and local groups. We were particularly attracted to a quotation attributed to the head of a group that reached an agreement with KTBC-TV Austin: "We're all better off if licensees can put their money into programing at home rather than send it to Washington to fight petitions to deny."

That kind of statement will, of course, be coolly received by the foundation-supported "public interest" lawyers whose grants depend upon a showing of continuous litigation against broadcasters. Reasonableness is the last quality the agitators wish to detect among the locals whom they have been educating to make outrageous demands on the FCC and appeals to the courts.

Yet the court decision in the Columbus case gives local groups even more reason to seek realistic accommodations. The appellants had been represented by lawyers of the Citizens Communications Center, the most active broadcast-baiting law firm in Washington. What this decision means is that an appeal filed in the name of a citizen group by a noncommercial lawyer is no longer certain to succeed merely because of its origins. That considerably reduces the size of the club in militant hands.

"... This has been another of our live broadcasts of WJAS-TV's controversial 'Man in the Streets' series . . ."
In the beginning was the Word...

The drama and the history of Pittsburgh's 200-year-old First Presbyterian Church was the subject of a beautiful and sensitive documentary written, produced and aired by WIIC-TV.

It was a labor of love. And it was a very rewarding experience.

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COX BROADCASTING CORPORATION STATIONS:

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KFI-AM Los Angeles, WIOD-AM, WDAI-FM Miami

KTUU San Francisco-Oakland
POPI! GOES THE COUNTRY

THE BIGGEST EXPLOSION EVER IN COUNTRY MUSIC TELEVISION.

POPI! GOES THE HOST EMCEE
Ralph Emery is the catalyst for this half-hour extravaganza. Six times Billboard’s Deejay of the Year, Ralph is to country music what Wolfman Jack is to rock.

POPI! GO THE STARS

POPI! GOES THE PRODUCTION
These shows are being produced by Show Biz, Inc. before a live audience at Opryland, the fabulous new $7 million dollar facility in Nashville. The director is Bob Boatman (the director of Hee Haw) whose other credits as director, lighting director and cameraman include The Virginian, The Peggy Fleming Special, Herb Alpert—The Brass Are Coming, The John Wayne Special and such motion pictures as Tara, Tara, Tara, Houseboat, Airport and Bob, Ted, Carol & Alice. The set is designed by Rene Lagier (who has done such things as Sonny & Cher and the Glen Campbell Show).

POPI! GOES THE MUSIC
With a heavy emphasis on contemporary country music Pop! Goes the Country will use the recording studio musicians who have created the world famous Nashville Sound.

POPI! GO THE SPONSORS
The show is being offered on a barter basis in selected markets for Bayer Aspirin (Dancer Fitzgerald Sample), Neo-Synephrine (Warren, Muller, Dolabowsky) and Fletcher’s Castoria (Cunningham & Walsh).

POPI! GOES YOUR MARKET
Please contact Jane Dowden, President of Show Biz, about the availability of Pop! Goes the Country in your market.

(615-327-2532)