High marks, high prices for impeachment coverage
FCC weighs the options on crossownership

From Las Vegas to all America ... the most exciting new game show
on television. Distributed exclusively by Columbia Pictures Television.
Already sold in 40 markets:

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“WGN Television? It's the Cubs and the Blackhawks... and a lotta other stuff. Everybody knows that!”

Television 9 WGN is Chicago

WGN Continental Broadcasting Company
**WTEV** means full coverage **PROVIDENCE ADI AREA**

However you look at it - the Providence ADI is a market that merits maximum consideration. It is known for economic stability, growth and prosperity. It is almost six-billion strong in effective buying income and three-billion strong in retail sales. For complete coverage and pulling power in the area, WTEV is a must. Make sure it is part of your marketing plan.

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**WTEV**

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

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STEINMAN TELEVISION STATIONS

Price of public service. First hard figures on network TV commercials pre-empted for coverage of House committee’s impeachment proceedings (story, page 18) indicate that in first three nights and three days (July 24-27) they totaled at least $1,366,300 but almost certainly came closer to $2.1 million. Preliminary figures in Broadcast Advertisers Reports’ weekly estimates show total billings for week ended July 28 ($30,150,400) fell below those for preceding week by $1.3 million figure. But declines in day parts most directly affected by that week’s impeachment coverage totaled $2,154,000; Prime time was off $1,536,200; Monday–Friday daytime (to 6 p.m. NYT) was off $597,800. Weekend daytime, with only Saturday afternoon disturbed by pre-emption, showed $297,200 gain, presumably reflecting general uptrend that had been evident in July billings before impeachment coverage started.

Yet to come are estimates for last two days of hearings, which accounted for 40% of coverage hours and wiped out prime time in both cases.

Nothing to say. National network of cable systems linked by domestic communications satellite is technically feasible—once sufficient spacecraft are in orbit. But programming to put on that system remains problem. That’s reaction of those who have seen major CATV-satellite study just completed by Booz, Allen & Hamilton consultation. While observers find little fault with hardware cost estimates of report—conducted for 44-member Cable Satellite Access Entity—few can figure out how cable industry will be able to acquire competitive software.

Consortium’s full membership will meet Aug. 22 in Chicago to analyze study’s findings. For time being, members want to keep data to themselves; it’s therefore unlikely report will not become publicly available for some time.

Overload. FCC, buried by license-renewal questions raised by staff, hopes to dig out by delegating some authority. Problem was accentuated last week when staff brought up more than 200 promise-versus-performance cases, including batch dating from April 1 renewal period and another 90 involving Texas stations whose renewals were due Aug. 1. With those plus dozens of equal-employment-opportunity cases on agenda, commission decided it was getting more than it could handle.

Staff was told to renew licenses on its own in promise-versus-performance situations requiring no more than letter of admonition. Under procedures to be worked out, it’s to bring to FCC attention cases that staff thinks deserve harsher sanctions, such as short-term renewals.

Keeping loose. Liquidity seems to be name of economic game in station acquisitions these days with indications that asking prices are stabilizing or even dropping because of tight money market. Several multimillion-dollar station transactions have stalled in recent months because of unprecedented interest rates which, with added points, have had effect of raising costs by as much as 15%.

Announcement last week by Storer Broadcasting Co., of its intention to purchase up to 500,000 shares of its own common stock (see page 44), is seen as reflection of money conditions. Stock closed last Thursday at 13%, considered by Storer to be below “fair and reasonable value.”

Birthday party. Federal Communications Bar Association has decided to arrange gala celebration of FCC’s 40th anniversary with banquet at Washington’s Sheraton Park hotel on Friday, Nov. 15. Lawyers will seek active cooperation of National Association of Broadcasters, National Cable Television Association and other trade groups representing industries regulated by commission. FCC came into existence with adoption of Communications Act of 1934.

Principals in birthday project are Jack P. Blume (Fly, Shuebruk, Blume & Gague), FCBA president, and Edgar W. Holtz (Hogan & Hartson), chairman of newly named arrangements committee.

Scrubbed cowboys. Insiders say ABC-TV has bought United Artists’ “Midnight Cowboy,” movie that was so frank in its treatment of hustlers and grifters scratching out livings in New York City it was initially rated X, subsequently re-edited to R. One network source said edging for TV has been heavy, with two heterosexual scenes and one homosexual incident pretty much chopped beyond recognition. Movie has grossed huge $20 million in U.S. and Canada since its 1969 release.

Leavers. Departure of Milt Klein from presidency of Chuck Blure Creative Services, Los Angeles (see page 51), may be prelude to departure of Steve Labunski from vice presidency, based in New York. Mr. Labunski, one-time president of NBC Radio and VP-general manager of WMCA (AM) New York, among other station posts, has been with Blure organization for three and a half years.

Race for relief. Even though congressional timetable is dependent on Nixon impeachment proceedings, Washington broadcast representatives cautiously predict chance for completion of legislative process for House-approved H.R. 12993 – license renewal bill now awaiting Senate consideration. Hope is that ascertainment and citizen-negotiation features will be left as they were passed by House, with accompanying legislative history, and that five-year license term House adopted will be kept.

There is concern that Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, will be pressured to compromise on four-year license term (which House Commerce Committee proposed). That would mean House-Senate conference to reconcile differences.

Sticking point. FCC is balking at approving children’s programming agreement that Metromedia Inc.’s KTTV(TV) Los Angeles signed with National Association for Better Broadcasting and other local groups. Majority of commissioners in two-hour discussion last Wednesday made it clear they were disturbed by station commitment to bar certain programs from its air in return for withdrawal of petition to deny. And while everyone talked of need to encourage station-community dialogue, several talked of agreement as example of surrender of programming responsibility they did not want to see repeated elsewhere. Commission did not finally resolve matter last week.
Top of the Week

Following the fire, it was historic and journalistic triumph but financial bust. That's best way to describe commercial networks' unprecedented coverage of Judiciary Committee's impeachment debate. Some 45 hours of coverage cost networks $3.4 million in profit loss. Page 18. Indications now are that broadcasters will get chance to do it again in House, and probably Senate. Page 19. With that in mind, networks lobby to insure maximum journalistic flexibility in upcoming chapters. Page 20. If things were harried for networks, they were even more so for noncommercial counterparts. Page 21.

Coming to head. After four years of listening, FCC begins to do the talking on crossownership. Three hours of deliberations on subject show commissioners that many more will be necessary. Several options appear. "Perspective on the News" takes a look at political environment of proceeding, finds many voices saying many different things. Page 23.

Doors close. Senator Pastore's marathon hearings on renewal bill draw to a close with critics getting final say. Activist Al Kramer claims legislation amounts to "fraud" designed to protect and preserve "monopoly" interests. Page 26.

Getting together. UHF broadcasters, who have been trying unsuccessfully to maintain own organization for years, will give it another go. Page 27.


Exception. Richard Nixon was no friend of antitrust proceedings during first administration except when commercial networks were concerned. That's latest tape revelation. Page 29.


Loss leader. NBC pays record $10 million for "Godfather." It will charge another record – $225,000 per minute – to help pay for some of it. Rest will come in PR. Page 34.

First shots. FTC's emerging campaign for truth in energy related advertising gets off to ominous start, as agency clamps down on three alleged non-compliers. Page 38.

Worry not. NAB and RAB officials visit Wall Street to assure financiers all is well with industry. Page 43.

Not-so-big brother. Threat of two-way cable to subscribers' privacy is more of Buck Rogers than George Orwell nature, Vice President is advised. NCTA's David Foster cautions against overreaction. Page 47.


Market man. Columbia's Bill Hart has been taking on sales challenges for past 18 years. Now he's taking on prime-time access rule. Page 65.

FCC's latest stab at broadcast, cable fees cuts cost-recovery ratio from 100% to 39%

FCC is scheduled to issue this week notice of proposed rulemaking aimed at revising fee schedule in accordance with Supreme Court decision holding that value to recipient is only standard commission may consider in determining fees and that it is illegal to attempt to recover 100% of its costs.

Notice, which asks interested parties to comment on how well commission did concededly difficult job of allocating costs on basis of value to recipient, proposes total recovery of $18.1 million, or about 39% of fiscal year 1975's budget of $48.9 million. Previously proposed schedule would have recovered 92% of 1972's $40.8 million appropriation.

One surprise is that new notice contains proposed annual fees for both broadcasters and cable systems. The Supreme Court decision involved commission's proposal to charge cable system operators annual fee based on number of subscribers (Broadcasting, March 11). However, commission said court was concerned not with annual fees but with a tax which commission had justified as charging in terms of value to recipient; it had simply added up all agency costs and apportioned them among those it regulates.

Cable systems' annual fee under proposal would be 13 cents per subscriber (it is now 30 cents). Broadcasters' annual fee also would drop—from 24 to 16 times highest single one-minute spot for AM and FM licenses, and from 12 to eight times highest 30-second spot for television. Minimum costs, now $52 and $144, respectively, would drop to $36 and $100. Another change in broadcasting area would be abandonment of amount paid for station as basis for determining fee; fee would be pegged instead to percentage of station's gross revenues over previous three years ("Closed Circuit," Feb. 18).

Notice indicates proposed schedule would result in 30% cut in most fees broadcasters pay. However, Broadcast Bureau apparently feels that reduction is not enough. Commission proposes to recover 70% of costs assigned to broadcasting. But bureau says that more than 30% of its costs are attributable to service to public as opposed to value received by licensee and applicant. Major error in calculating broadcasting costs, according to bureau, is in assigning 100% of hearing costs as value to recipient. Commission asks comment on issue raised by bureau. Less than half of costs assigned to cable television regulation would be recovered.

Back to drawing board on pay cable

With membership now back to full strength, FCC is resuming work on one of most controversial items on agenda—pay cable. It will issue this week further notice of rulemaking aimed at freshening comments in proceeding, giving three new commissioners (James H. Quello, Abbott Washburn and Glen O. Robinson) opportunity to become acquainted with issues and providing commission with views of interested parties on new proposals for regulating pay cable's access to movies and sports events.

New proposals, in case of movies:

Scrap "2-10" rule (under which pay cable is barred from showing movies more than two years old, except in case of films 10 or more years old, which may be presented at rate of one per month) and replace it with "3-9" rule augmented by "wild card" provision (certain number of exceptions would be permitted for movies more than three years old).

Or: Abandon entirely approach based on age of film; simply allow pay cable to show film for certain period of time following its first exposure on pay system, and then...
Round two Aug. 19. House leadership has decided tentatively to allow broadcast coverage of impeachment debate on House floor, now scheduled to begin Aug. 19 (see page 18). Indicated: 55 hours of House debate on impeachment resolutions, followed by 32 hours of argument on floor motions. Final vote is expected to come before Labor Day.

reserve it for free television exclusively. Commission would like comments on length of period movie should be restricted to pay cable.

In sports:

Rule now denies pay cable games in various categories—home, away, regular and exhibition—if substantial number have been shown on free television in previous two years. Commission wants comment on whether it should focus on sport involved in general, rather than on category, in considering whether substantial number of games had been aired, and on what constitutes "substantial."

Or: Should commission abandon "substantial" test and determine instead whether pay cable should be allowed to carry certain percentage of games not shown on free television? If so, should that percentage remain fixed at certain level—such as average market, for example? (Number of games shown over air decreased, number available to pay cable would increase.)

Besides requesting written comments, commission will hold oral argument. Last week, officials said date was not certain but would be in last week of October.

... and on Comsat rates, too

FCC has abandoned effort to bring about negotiated settlement of long-standing rate case involving Communications Satellite Corp. and its customers. It announced on Friday that it had rejected proposal by Common Carrier Bureau that Comsat rates be cut 20% and that hearing be suspended for two years. Commission said hearing, interrupted last November, will be resumed on expedited basis. Commission also said it has rejected trial staff's recommendation of 43% cut in Comsat rates.

Commission's decision to resume hearing followed failure of Chairman Richard E. Wiley to obtain favorable response from Comsat's president, Joseph V. Charyk, to proposed 25% cut in rates. Dr. Charyk is understood to have held that he could not discuss matter substantively since Comsat board was on record as endorsing Common Carrier Bureau's recommendation of 20% reduction in rates (Broadcasting, May 13).

Commission, which issued its announcement late on Friday afternoon after word of decision had leaked to press, said it would issue hearing order "in due course."

Commission vote to resume hearing was 6 to 0, with Chairman Wiley abstaining. Chairman presumably wanted to avoid possible ex parte problem that might have been created by contact with Dr. Charyk. However, various sources said he too took lead in discussion leading to decision.

Promise vs. performance: Wiley's watching

FCC Chairman Richard E. Wiley says commission is concerned about "disparities" between programming promises broadcasters make and programming they deliver. Chairman says broadcasters should review programming periodically and if they find it is not conforming with proposals—on which commission relied in granting renewal—they should inform commission and explain discrepancies. "If you fall either to perform or explain, then we, the government, have a public interest obligation to take appropriate remedial action." Chairman made remarks in speech to Rocky Mountain Broadcasters Association, in Park City, Utah, on Friday, two weeks after hearing item involving license cases (see page 3).

Chairman Wiley would not specify those broadcast stations, "those we feel are appropriate cases." If this is true, "let me assure you for the so-called syndication I would like to see this case brought to the attention of the Committee, since I think this is a very important and very timely matter."

Besides taking commission out of charge of meeting the public interest in cases, Chairman presumably wanted to make a record of taking commission out of charge of meeting the public interest in cases with members of public in attendance at meeting. Meeting will be held this week in Columbus, Ohio.

Entertainment ratings in national television

First national rating: Committee's impeachment sessions averaged 11.4, watching per average 23.8 or 15.76-million for six minutes or more, entertainment consistent. Limited daytime rating was 7.1. Average minute.

A.C. Nielsen Co. reported all five evening sessions (July 27), where basis Nielsen said, average households and total 18-34-year-olds. Average household Nielsen, watched 88 session was 194.

Saturday afternoon figures for evening sessions.

Network researchers, not release publicly, said highest on opening and of ABC, and July 30, worst in each case. But on both the other networks led by big networks. On July 24, 19.9 and NBC 12.8; on July 25, CBS had 14.9 and ABC 18.2. Same was true in between: July 25, impeachment on NBC; on CBS got 9.9 against NBC, 1.2; on ABC's 15.4; July 26; on ABC, versus entertainment's 15.8 on ABC and 14.5 on CBS; and July 29, impeachment's 11.0 on CBS against entertainment's 20.8 on ABC and 11.6 on NBC.

Kennedy wants second look at license renewal

Senator Edward M. Kennedy (D-Mass.) has indicated he will urge Senate Antitrust Subcommittee to study license renewal bill if final version contains current section forbidding case-by-case crossownership consideration by FCC.

In July 17 letter asking Antitrust Subcommittee Chairman Philip Hart (D- Mich.) to attempt to get bill referred from Communications Subcommittee, Mr. Kennedy said crossownership section of bill now being considered (H.R. 12999) would "confine upon the broadcast industry a special exemption from traditional application of antitrust considerations....Any ownership pattern within the ambit of the FCC rules would be practically immune from scrutiny as to questions of anticompetitive concentration."

Senator Hart has given no indication whether he will honor Senator Kennedy's request. One Antitrust Subcommittee spokesmen said calendar may not permit; it currently has hearings scheduled well into August. Impeachment.
Cinema 5's con with contemporary television e

RUN, OKLAHOMA, SOUTH PACIFIC, ENDLESS
Cinema 5's contemporary television experience.

RUN, OKLAHOMA, SOUTH PACIFIC, ENDLESS...
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Chairman noted in general his policy is to spend most of commission's regulatory time and attention on those broadcasters who cannot or will not regulate themselves—"those who simply can't or won't live up to an appropriate code of professional conduct and public service." If this is to be era of lightened—and he hopes lightened—regulation for the good broadcaster," he added, "let me assure you that it will also be the worst of times for the so-called bad actors.

In discussing new practice of taking commission out of Washington to meet broadcasters and members of public around country he said second meeting will be held this fall in Midwest.

Entertainment attempts to limit impeachment in national television ratings

First national ratings on TV coverage of House Judiciary Committee's impeachment depositions showed evening sessions averaged 11.3, representing 7.28-million homes watching per average minute, with total audience rating of 23.8 or 15.76-million homes that watched at some time for six minutes or more. Impeachment ratings trailed entertainment consistently, about five points on average. Limited daytime rating that were available averaged around 7.1 or approximately 4.5 million homes per average minute.

A.C. Nielsen Co. released average rating encompassing all five evening sessions plus 4:15 p.m. on Saturday (July 27), when there was no evening session. On this basis Nielsen said, average rating was 10.3 or 6.8-million households and total rating was 22.3 or 14.8-million households. Average household in that 14.8-million, according to Nielsen, watched 88 minutes per average session (average session was 194 minutes). Network researchers deleted Saturday-afternoon figures in reaching 11.0 average rating for evening sessions.

Network researchers, given breakdowns Nielsen did not release publicly, said impeachment coverage scored highest on opening and closing nights (July 24, covered by ABC, and July 30, covered by NBC), with 11.9 rating in each case. But on both those nights entertainment on other networks led by big numbers. On July 24, CBS had 19.9 and NBC 12.8; on July 30, CBS had 14.9 and ABC 18.2. Same was true in between: July 25, impeachment on CBS got 9.9 against NBC, 1.6 and ABC's 15.4; July 26, 10.4 for impeachment on NBC versus entertainment's 15.8 on ABC and 14.5 on CBS; and July 29, impeachment's 11.0 on CBS against entertainment's 20.8 on ABC and 11.6 on NBC.

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Going to see you
rare prime-time
entertainment

SUMMER, ON ANY SUNDAY, Z, MARJOE, LONG
trial might intrude then. License renewal hearing record is open for further insertions until Wednesday, Aug. 7, thus Communications Subcommittee is not likely to act on measure before following week.

Who-pays-piper notice required by FCC for sports

Broadcasters are on notice that when they present sports announcers whose salaries are paid by teams whose games they describe, public is entitled to know — every time announcer goes on air. FCC offered that reminder last week in public meeting ending inquiry begun 13 months ago into alleged practices of stations and networks in connection with sports broadcasts. Commission also reminded licensees and networks of their responsibility to “refrain from engaging in, or permitting others to engage in, deliberate falsification, distortion or suppression of facts.” Commission said many allegations of misrepresentation outlined in notice “went far beyond general home-team bias on the part of the announcer.”

Permitting sports team or league to have voice in selection of announcer did not necessarily involve abdication of licensee responsibility, commission said. But, it added, public interest would be served by requiring licensees “to disclose publicly and prominently the existence of such arrangements during each broadcast.”

Reaction of some teams and advertisers affected by announcement was low-key. Tom Collins, director of broadcast division of Jos. Schlitz Brewing Co., holder of local rights in several major sports, acknowledged that announcer selection was subject to club approval. But he saw no problem in inserting required announcement in broadcast.

Ernie Johnson, who doubles as head of Atlanta baseball Braves radio division and as game announcer, questioned value of announcement, which he said presented no problem. “Everyone in the Southeast is well aware that the Braves packages and handles the whole deal and that Ernie Johnson and Milo Hamilton [his on-air partner] work for the club.”

Spokesman for NBC-TV, originator of Saturday afternoon and Monday night baseball Game of the Week, World Series and All-Star Game, said notice did not affect network. He said network picks its own announcers.

In Brief

New breed. In what is neither corrective advertising nor public service announcement, but new strain of enforced purchase of air time, U.S. Consumer Products Safety Commission plans to file suit today (Aug. 5) in Washington federal court to order makers, distributors and retailers of allegedly defective trouble light to warn consumers through extensive media program. CPSC wants 30-second TV spots run in network prime time on all three networks simultaneously, one per night for at least three evenings, at estimated cost of $270,000. Also asked: ads in 85% of nation’s newspapers.

Lineup. Fifteen witnesses—including OTP Director Clay T. Whitehead, FCC Commissioner Robert E. Lee and Representative Clarence Brown (R-Ohio)—will testify before Senate Communications subcommittee this week (Aug. 6-7) on administration’s long-range funding bill for public broadcasting. Observers expect mark-up of bill, cleared by President after months of debate (Broadcasting, July 22), soon after hearings. Bill has also been introduced in House at request of Mr. Whitehead, by Congressmen Harley Staggers (D-W. Va.) and Samuel Devine (R-Ohio). No hearings have been set.

Impeachment fallout. Fear that annual October-November local ratings sweeps may be full of funny numbers became evident Friday (Aug. 2) as it seemed increasingly likely House would vote to impeach President Nixon and that trial by Senate thus could fall within — or even blanket — normal TV and radio sweep periods.

Later, Teleprompter Corp. has withdrawn request to New York’s bureau of franchises for authority to initiate pay cable service on its Manhattan CATV system. But, emphasized Teleprompter General Counsel Barry Simon, action doesn’t change firm’s plans to implement pay at some future date. He said request to city was “inconsistent” with Teleprompter’s conviction that local government has no say on pay issue (Broadcasting, July 1). City thinks otherwise.

OK in Oakland. FCC has rejected petition to deny renewal of KTVU (TV) Oakland, Calif., and has renewed license.

On again. Taft Broadcasting Co., Cincinnati, has completed agreement to purchase ABC’s KQV(AM)-WDVE(FM) Pittsburgh for $3.5 million. Transaction, subject to FCC approval, was agreed to in principle last spring (Broadcasting, April 1). Price hasn’t changed since then.

Late Fates. Tony Hirsch, eastern sales manager of Radio Advertising Representatives Inc., appointed general sales manager, filling post that had been vacant since Michael J. Faherty became president year ago. Jay Elastberg, director of CBS TV network research since 1957, elected VP, television network research, CBS/Broadcast Group. David S. Kuykendall, for past six years engineer with Malarkey, Taylor & Associates, Washington, management and engineering consultants in cable television, becomes partner and VP-engineering. FCC Commissioner Abbott Washburn has named Edward W. Cowling, special assistant to Commerce Department’s general counsel and former member of FCC general counsel’s staff, as his legal assistant. Commissioner Glen O. Robinson has named Bonnie Herbert, formerly with commission’s Office of Plans and Policy, as his confidential assistant. And Karen Hartenberger is leaving Office of Plans and Policy, where she specialized in children’s programing matters, to complete work on Ph.D. at Wayne State University. Mrs. Hartenberger, whose field is broadcast communications, is wife of Werner Hartenberger, Chairman Wiley’s administrative assistant, who becomes head of Plans and Policy.

Headliners

Philbin S. Flanagan, president of The Christal Co., New York, elected chairman and chief executive officer. He has been with firm and predecessor Henry J. Christal Co. for 22 years. Robert J. Duffy, vice president and general sales manager for past year, and before that in similar post with Robert E. Eastman & Co., elected president.

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Broadcasting Aug 5 1974
Blair Television now represents The Hearst Corporation's WBAL-TV Baltimore

Blair Television also represents the Hearst Corporation’s WISN-TV, Milwaukee.

Blair Television
a division of JOHN BLAIR & COMPANY
There's immediate validation and updating of information with the BIAS system.

(We've got the numbers!)
No other broadcast computer system can compare with Bias. Maybe that's why more than 60 stations are now on line with Bias—the world's leading broadcast computer firm.

For more exclusive reasons why Bias is the leader, call 901-332-3544 collect. Ask for Jim McKee, Vice President.

BIAS
BROADCAST INDUSTRY AUTOMATION SYSTEM

A broadcaster's view
Editor: The Las Vegas Review-Journal, the only Jewish-English newspaper published in Nevada, ran a front-page story on the Liberty Lobby program, castigating the only station in Nevada that is carrying the program. I took the liberty of sending them a copy of your editorial on the subject in your July 8 issue. I happen to agree with your interpretation of freedom of the press.

As you say, it is every licensee's own decision as to whether an individual program serves the public interest. I was offered the Liberty Lobby program on a paid basis. I felt it was not in the public interest, and I turned it down. —Cy Newman, president and general manager, KBOV(AM) Henderson, Nev.

Ask and you shall receive
Editor: The record manufacturers and recording artists seek to make broadcasters pay for the opportunity to make their records big sellers.

Hopefully, the portion of the bill dealing with this will be deleted. Someone suggested that if it passes, the action of broadcasters might be to cooperatively refuse to play any new releases.

While this type action is distasteful, I would hope the manufacturers and artists might look with an open mind at what they are trying to do. It has always been good policy to shy away from biting the hand that feeds you. —James M. Jones, vice president, KSWA(AM) Graham, Tex.

The Severino ‘Profile’
Editor: Just wanted to express my sincere appreciation for the ‘Profile’ in the July 15 BROADCASTING. The article was so positive I honestly don’t believe it concerned me.

By the way, your publication has fantastic industry readership; the response I’ve received has been unbelievable. —John C. Severino, vice president-general manager, KABC-TV Los Angeles.

Datebook

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<td>Aug. 8-7—Senate Commerce Committee hearings on Office of Telecommunications Policy’s public broadcasting long-range funding bill. New Senate Office Building, Washington.</td>
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<td>Aug. 12—Extended deadline for reply comments to FCC on network program exclusivity.</td>
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<td>Aug. 12—American Bar Association annual meeting. Sheraton-Wakefield hotel, Honolulu.</td>
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Aug. 28-29—New deadline for reply comments in notice of inquiry and proposed rulemaking concerning amendment of Parts 73 and 76 of FCC rules and regulations with respect to network program exclusivity protection by cable television systems. Previous deadline, Aug. 12.

September

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<td>Sept. 11-13—Radio Television News Directors Association 1974 annual convention. Queen Elizabeth Hotel, Montreal.</td>
<td>Montreal, Quebec</td>
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<td>Sept. 14-16—Maine Association of Broadcasters annual meeting. Sesboze Lodge, Sesboze Estates, Me.</td>
<td>Sesboze Estates, Maine</td>
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<td>Sept. 15—Ohio State Awards competition deadline, for educational, informational and public affairs broadcasting. Contact: The Ohio State Awards, 2400 Olentangy River Road, Columbus, Ohio 43210.</td>
<td>Columbus, Ohio</td>
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<td>Sept. 15-17—Louisiana Association of Broadcasters</td>
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Fall convention. Royal Sonesta hotel, New Orleans.

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

Sept. 19-20—Minnesota Broadcasters Association fall conference. Hibbing, Minn.


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


Sept. 28-Oct. 2—American Association of Advertising Agencies Western region meeting, Vancouver, B.C.


October


Oct. 2-6—Women in Communications Inc. annual national meeting. Bellevue Stratford hotel, Philadelphia.


Oct. 6-9—North Carolina Association of Broadcasters annual convention. Great Smoky Mountain Resort, Asheville, N.C.

■ Oct. 7-9—Mutual Advertising Agency Network national meeting. Chase Park Plaza, St. Louis.

Major meeting dates in 1974-75


Nov. 15-18—Society of Professional Journalists, Sigma Delta Chi annual national convention. TownHouse hotel, Phoenix.


Nov. 21-22—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.


Oct. 8-10—Illinois Broadcasters Association fall convention. Hyatt-Regency O'Hare, Chicago.
Oct. 18-22—MIFED 30th biannual International Film, TV Film and Documentary Market for Film Buyers and sellers. Largo Domodossola 1, 20145 Milano, Italy.
Oct. 29-31—Institute of Electrical and Electronics Engineers annual northeast electronics research and engineering meeting. John B. Hynes Veterans Auditorium, Boston.
Oct. 30-31—NAB fall conference. Hyatt-Regency O'Hare hotel, Chicago.

November

Nov. 1-3—California University college radio conference. Lewis Towers Campus, Chicago.
Nov. 4-8—International F.T.F. Corp. film and TV Festival of New York. Americana, hotel, New York.
Nov. 5-10—Educational Foundation, American Women in Radio and Television board of trustees meeting. Los Angeles.
Nov. 10-15—Society of Motion Picture & Television Engineers technical conference and equipment exhibit. Four Seasons Sheraton hotel, Toronto.
Nov. 16-17—NAB fall conference. Fairmont hotel, Dallas.
Nov. 18-19—National Cable Television Association board meeting. Watergate hotel, Washington, D.C.
Nov. 19-21—National Association of Farm Broadcasters seminar at sea. QE-2 Caribbean Islands Cruise.
Nov. 20-21—NAB fall conference. Sands hotel, Las Vegas.

December

Dec. 4-7—California Community TV Association winter conference. Disneyland hotel, Anaheim, Calif.

January 1975


February 1975

Feb. 8-12—National Association of Television Program Executives annual conference. Hyatt Regency hotel, Atlanta.
Feb. 15-17—Texas Association of Broadcasters. Danskil hotel, Austin.

April 1975

April 6-7—National Association of Broadcasters annual convention. Las Vegas convention center, Las Vegas.
April 13-17—National Cable Television Association 24th annual convention. New Orleans.
April 23-26—International Communication Association annual meeting. LaSalle Hotel, Chicago.

Need Help Finding the Right Executive?

Call Ron Curtis & Company

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

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

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

When you need help finding the right executive in your management, sales, programming, promotion, engineering, or financial areas, we know how to help you. Call Mike Walker or Rick Davenport at 312-693-6171; or write Ron Curtis & Company, 19410 Plaza, 5725 East River Road, Chicago, Illinois 60631.
Your Starting Point For Insurance Stories

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

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

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

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

Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

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Broadcasting
The newsweekly of broadcasting and allied arts

Name ____________________________ Position ____________________________

Company ____________________________

Business Address ____________________________ Home Address ____________________________

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SUBSCRIBER SERVICE
☐ 3 years $60
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☐ 1974 Cable Sourcebook $10.00
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☐ Payment enclosed
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BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHARGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.
A great compromise for sole liability?

Who is responsible for paying media bills—the agency, the advertiser or both?

Most advertising agencies say they are solely responsible. But TV networks and stations have attempted to hold the advertiser or both the advertiser and the agency liable, but not the agency by itself.

The credit record for the past 20 years of advertising agencies that belong to the American Association of Advertising Agencies is, I submit, second to none. And I suggest that record itself establishes justification for the agencies’ position that they should be solely liable. But my conversations over the years with the TV networks and stations do not give me any reason to believe they will change their positions unless some modification is made in the language of contracts to adjust to the different credit situations that they face.

J. Walter Thompson does not sign any media contract unless the medium recognizes JWT as solely liable. We have written to the TV networks and the TV stations stating that we are placing all business as a principal, and that we are solely liable.

But in many cases we have conflicting contractual clauses in contracts that neither party has signed, and conflicting legal positions. There are few cases bearing directly on this issue although it is possible that the various court actions resulting from the U.S. Media and Lennen & Newell insolvencies will clarify what the law is.

Credit—that is the real problem we are dealing with here. Whose credit do the media look to and how can they protect themselves if that credit seems to be poor? We have seen that over the years the agencies have been able to maintain a superb record, but the complexity of broadcast advertising commitments today makes evaluating credit even more important and difficult.

At J. Walter Thompson, we have attempted to come up with some approaches to this problem. About a year ago, we undertook some conversations with Metromedia to see if we could arrive at some understanding. We believe we have arrived at a solution. While our lawyers are still working on the language of this understanding, it is important to recognize two basic concepts behind it:

The agency will still be the basic contractor for media and be solely liable. And if the agency becomes insolvent, the advertiser is liable but only as to bills paid not to the agency, or as to bills paid to the agency after the advertiser knew the agency’s credit was impaired or after the media had notified the advertiser that the agency was seriously delinquent in payments.

The media probably would want some kind of written indication that the advertiser had agreed to this provision. It probably would not be necessary to have the advertiser sign each contract as the medium would accept a letter from the advertiser stating that it accepted this position. It might also be covered in the agreement between the agency and the advertiser; in which case, the agency could represent to the media that its clients had agreed to this provision.

This solution has in it the basic requirement of any worthwhile compromise—something for everybody.

For the agency, it preserves the basic sole-liability concept as long as the agency maintains a sound credit structure and an adequate payment record.

It gives the media clear right to notify the advertiser that an agency is no longer paying its bills on time and then establishes a clear liability on the part of the advertiser for future bills.

It leaves the advertiser free of the burden of checking delivery of thousands of spots and paying hundreds of invoices and the danger of double liability for payments already made to its agencies as long as it selects agencies with sound credit ratings and continues to monitor their credit standing.

This solution will put an end to a problem that has caused many of us considerable concern over the past few years—and probably more concern than is warranted by actual occurrences—but one that can’t be put aside in view of the millions of dollars involved. It will clear up the long hassles that arise when a bankruptcy does occur. U.S. Media went under in 1971 and the case is still not settled. Advertisers have not yet paid for advertising that ran—and therefore media have not been paid—because U.S. Media’s nonmedia creditors claim they are entitled to these payments while the media creditors claim the nonmedia creditors should only receive 15% while the media should be paid the net amounts directly by the advertisers. The dispute goes on, the media are not paid and the only beneficiaries—as so often happens today—are the dozens of lawyers involved.

You may ask why the media should give up their claim against the advertiser for the advertising that ran and for which they have not been paid. I believe the media should be willing to do this for two reasons.

One, media have only a “claim” against the advertiser. The law and the current state of media contracts do not give the media any clear right to such a recovery. In most cases the “contract” claiming such a right is not signed by the agency and almost never signed by the advertiser.

The second reason is that this will allow the media to continue to deal with their traditional customer—the professional in the buying of media, the agency.
ELECTION NIGHT

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1
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ELECTION NIGHT

WBIR-TV

- - - AND THE "AYES" HAVE IT ON WBIR-TV!

No greater public service is performed by the television media than that of bringing to the public the election night returns. Elections are "of the people—by the people—and for the people!"
AND SO IS WBIR CHANNEL-10 TELEVISION!

Nixon's days in court are TV's, too; impeachment coverage makes history

House Judiciary debate goes live to national broadcast audience—but at huge loss of advertising that threatens hemorrhage of profits

The television networks closed the first chapter of a new era in national affairs reporting last week when the first presidential impeachment deliberations in modern times ended as they began: under the scrutiny of millions of Americans from coast to coast.

The TV audience, estimated unofficially at 70 million viewers who saw at least some portions of the coverage, was almost double the entire population of the U.S. in 1868 when Andrew Johnson became the first—and thus far the only—President to be impeached.

The six days of the House Judiciary Committee's proceedings, covered live and in full by the commercial networks in a rotation system, represented broadcasting's first coverage of a House committee's deliberations. In the ledger books, it set a costly precedent. The best available estimates, compiled from a variety of sources, put the cost in network profits alone at approximately $3.4 million.

The chance that this first chapter in broadcast coverage of impeachment proceedings might also be the last were slender indeed. All major signs indicated that, despite some residual objections, the impeachment debate on the House floor and the trial of President Nixon in the Senate, if it comes to that, will also be open to TV's cameras and radio's microphones. Broadcasting's coverage of the committee deliberations appeared to have allayed initial fears that it might be obtrusive, distracting, possibly selective and incomplete.

While millions of viewers watched for the first time in their lives as a congressional committee debated and voted on crucial issues, the networks and stations that made it possible were taking a financial bath. But nobody was complaining. Several officials went out of their way to emphasize that whatever the cost, as President Jack Harris of KPRC-AM-TV in Houston put it, "this (kind of coverage) is one of the main reasons we're in business."

No one would fix the extent of his own losses for the record, but information from a number of sources supported preliminary estimates that network commercial pre-emptions, after such recoveries as could be made through make-goods, totaled up to about $750,000 per network per day in prime time, plus up to $250,000 during daytime coverage, for a total of about $1 million per network for each full day it covered (Broadcasting, July 29).

Each network had two days in the rotation system, but ABC had a little the better of it financially. It was in the lead-off position in the rotation and the first day's proceedings started at night, and it had the duty again on Saturday when the session ran only from noon to 7:20 with a break in the middle. (But ABC also lost the Hall of Fame football game it had scheduled for Saturday.) The rest of the time the sessions ran day and night, with breaks for lunch and dinner. The networks carried commercials only during such breaks and other recesses.

In the first two weeks of July, before the hearings started, the networks together had been averaging about $3.8 million in billings per day in the days parts most directly affected by the impeachment proceedings: 10 a.m. to 6 p.m. and 7:30-11 p.m. On a straight-line basis this estimate, derived from figures compiled by Broadcast Advertisers Reports, would average out to about $1.3 million per network per day, of which—again on average—about $817,000 would be in prime time.

Commercials that ran during the breaks and those for which make-goods could be found, it was estimated, would bring the network advertising loss down to around $1 million per network per full day, on average, but it was emphasized that the networks have little time available for make-goods—especially at night but not substantially more in daytime.

In any event, other sources estimated that after all savings have been figured in—make-goods, savings on the cost of pre-empted entertainment programs, saving in compensation paid to affiliates—the reduction in network profits would average out to about $600,000 per network for each day in which its coverage ran from around 10 a.m. to prime-time completion.

Financially the losses would be much smaller in coverage of further impeachment proceedings if those are held essentially in daytime hours. But even then the reductions in profit could range between $100,000 and $300,000 per network coverage day as they did, according to estimates then, during coverage of the Senate Watergate hearings last summer.

Losses sustained by affiliates are harder to figure, but for starters they lost most...
of the network compensation they normally would have received on the days their stations were not called to cover the Watergate hearings. That varies by network and affiliate, but according to estimates based on FCC figures for 1972, on an average day the three networks together would lose $500,000 in compensation. That comes to more than $200,000 per network day. If it were evenly distributed among affiliates—which it isn't—it would average $1,000 or more per affiliate per day.

Much bigger losses were sustained from interruptions of national-spot and local business—unless they can be recouped through make-goods.

A Broadcasting sampling of affiliates across the country found that, for the most part, they expect to recover substantial portions of these pre-emptions, but by no means all. Several stations noted that business is normally somewhat slacker at this time of year and thus can accommodate make-goods more easily than in fall or winter—if agencies and advertisers accept make-goods in these cases. But others said they, like the networks, have relatively little unsold time available and hence will be unable to recoup most of their losses.

One major-market broadcaster estimated he could handle make-goods for 60%–70% of his missed daytime commercials but said "prime time is gone" and, in terms of dollars, "we'll probably end up losing 60% of the [pre-empted] business." For two full days and nights, he estimated his station's loss in network compensation and unrecovered local and national spot commercials would range between $30,000 and $50,000.

Some broadcasters were concerned lest advertisers whose commercials were missed would insist on credits instead of taking make-goods, but several station reps said their checks with national advertisers and agencies found them cooperative in accepting make-goods, almost with the understanding that they'd do likewise.

J. F. Murray Co., house agency for American Home Products, was the only agency he had encountered that insisted on credits for spots not run. (But American Home Products is not a small advertiser, representing nearly $38 million in spot TV business last year.)

Both reps and several stations said there had been complaints from some advertisers on late-night newscasts that started in the middle of the impeachment coverage, and a number of stations said they'd had to cancel some scheduled programming, such as World Football League coverage, and were unsure how fully they could recoup these losses.

One station's view of the coverage tended to be less extensive and much less inclined to complain about the pre-emption of regular entertainment programs than in the past, according to most—but not all—stations in Broadcasting's sampling.

"People have come to expect it," said Sy Yanoff, general manager of WJZ-TV Boston. "If we didn't carry it, we'd probably get some indignation." The biggest negative response WJZ-TV got, Mr. Yanoff said, resulted from the station's cancellation of a Red Sox baseball game.

Bill Brazzil, vice president and general manager of WTVJ (TV) Miami, also said viewer reaction was much lighter than expected, "and, on balance, generally favorable." Jim Mazucco, operations manager at WOR-TV, also reported "not much response either way" but said the weight of what there was tended to be against the impeachment coverage and in favor of regular programming.

KRCV-TV's Jack Harris rated the response as "good for broadcast. There's been more good than has been bad" by early standards, and he offered an explanation. Unless they want to complain, he said, viewers don't usually call anyway, so maybe now they've begun to accept that this sort of coverage is what television does.

House, Senate leadership gears up for go-ahead to broadcast coverage; reaction to committee deliberations positive; few think doors, once opened, will close again to mikes, cameras

When the impeachment resolutions reach the House floor, and if they make it to the Senate, television and radio will be there too, observers were saying the day after the House Judiciary Committee wrapped up its business.

Indications are they're the right. Representatives Sidney Yates (D-III) announced last week that 89% of congressmen responding to his canvass favor broadcast coverage. And in the Senate, Majority Leader Mike Mansfield (D-Mont.) and Minority Leader Hugh Scott (R-Pa.) both agreed there should be live coverage of a possible impeachment trial.

Among congressional leaders indicating support for—or at least nonopposition to—broadcast coverage; both floors were Speaker Carl Albert (D-Okl.), House Majority Leader Thomas (Tip) O'Neill (D-Mass.), House Minority Leader John Rhodes (R-Ariz.), Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), Senator Howard Baker (R-Tenn.) and Senate Majority Whip Robert Byrd (D-W. Va.)

Formal action to facilitate broadcast coverage was begun Wednesday in both houses. In the House, representatives of ABC-TV, CBS-TV, NBC-TV and Public Broadcasting Service met with House leadership to begin discussion of ground rules and possible restrictions to be placed on coverage. Representative Rhodes said he would support a motion to place television cameras in fixed positions to be pointed only at the speaker's chair, the leadership tables and the well in front of the speaker's chair. All discussion will be conducted from these positions. Mr. Rhodes would prohibit cameras from panning the membership and the galleries.

Other proposed restrictions would likely be the same as those under which broadcasters worked during the recently concluded Judiciary Committee hearings. Continuous coverage from gavel to gavel would be mandatory, for example, and interruptions—either editorial or commercial—would be prohibited. Further House leadership meetings with the networks are planned.

Indications are the decision to allow broadcast coverage on the House floor resides with the speaker, sources say. Although speakers have forbidden cov-
In coverage of the House Judiciary Committee meetings was a test of networks' taste and responsibility in handling of weighty matters, it appears they passed in the eyes of Congress. Spokesmen interviewed for the House Judiciary Committee and House and Senate leadership had no specific complaints against reporters or pool coverage personnel.

A spokesman for House Judiciary Committee Chairman Peter Rodino (D-N.J.) said the chairman thought the pool coverage on the whole was good and the pool people were to be congratulated. Senator Pastore said television gave "magnificent exposure" to the committee's deliberations.

Following the first night of committee deliberation, Representative Rodino had complained of comments made by ABC anchors, who said the committee's pace was too slow and that the committee needed a TV director. Mr. Rodino also complained that microphones were being left on so that aides from congressmen were being aired. He was further upset when the pool gave live coverage to the police search during the first night's debate.

But taken as a whole the coverage was good and the complaints were minor, the spokesman added hastily.

Networks feel TV was vindicated
In coverage of Judiciary sessions, vow to fight undue restrictions
on broadcasting House proceedings and Senate trial if it happens

Still beaming over the success of their live coverage of 45 hours of impeachment debates, the three commercial television networks prepared for a possible confrontation this week with House leaders over the degree of independence to be enjoyed by broadcasters when the three articles of impeachment approved by the Judiciary Committee are taken to the House floor. ABC, CBS and NBC news chiefs remained in close touch last week and agreed to authorize the three network Washington bureau heads to lobby for maximum flexibility for broadcast journalists and technicians in future coverage of the presidential impeachment process.

"All we want is a chance to do the same thing we did with the Judiciary Committee," said Bill Sheehan, ABC News president-designate. ABC, the pool network for the six-day committee debates, supplied some 80 people to work exclusively on the telecasts. Since the pool network had "a vested interest" in the quality of the coverage, Mr. Sheehan was "very, very happy" at the "extremely tasteful" way in which the debates were handled. "I think we, the broadcasters, got our fair shake out of it," he reflected. "Congress is more inclined now to recognize TV and radio as part of the news media."

ABC-TV's turn at the proceedings—covered by a conventional network rotation agreement—was lucky: The network drew the fewest hours of live coverage (about nine and a half) but broadcast the first night (July 24) which brought in the highest rating of the entire six days, and the fourth day (July 27), which included the suspenseful roll call vote on the first impeachment article. Although that day's debates ended earlier than they did on the other days (the first article...
was voted upon shortly after 7 p.m. (EDT), thus allowing ABC its regular prime-time programing, network sources indicated they would have been unruﬄed if the debates had lingered into prime time, as Saturday (the fourth day of the debates) was typically ABC’s weakest evening, ratings-wise.

Each network wound up with two days of debate coverage, CBS, which handled the second (July 25) and ﬁfth (July 29) days, was saddled with almost 19 hours of coverage, which wiped out the network’s prime-time fare on Thursday and the following Monday. NBC-TV got the same prime-time treatment and broadcast the committee debates for a total of 17½ hours, drawing the third and sixth (ﬁnal) days of coverage (July 26 and 30). The committee recessed all day Sunday (July 28). CBS and NBC both had about 30 people in Washington working exclusively on the debate coverage, it was estimated.

Mr. Sheehan’s delight with the telecasts was matched by that of CBS and NBC News executives. All three expended with as much enthusiasm on the conduct and stature of the Judiciary Committee members as on the quality of television’s coverage of the historic proceedings.

“With television, the institution of the House of Representatives came alive in a most remarkable way,” said CBS News President Richard Salant. “It turns out that these are very decent, very interesting human beings on this committee; it’s a hell of a collection of people. I’d take any one of them for my congressman.”

Robert Mulholland, executive vice president, NBC News, thought the “very, very ﬁne” coverage “demonstrates that TV can cover the legislative process without turning it into a circus, and that the people participating in the process don’t use the coverage to turn it into a circus, either.” The impeachment debates represent “the most important story of the century,” Mr. Mulholland added, and we proved, through impeccable taste on both sides of the camera, that the story can be covered by television.

The three news executives each indi- cated that the broadcasters’ performance this time should produce support for the theory that television ought to be allowed coverage of all congressional proceedings with privileges equal to those enjoyed by print media. “The effect of these debates was that the American people saw their government in action,” Mr. Mulholland said. “I feel Congress should be open to electronic media; this was another incident of knocking down all the arguments on why we shouldn’t cover it.”

And Mr. Sheehan asserted that television network cameras in the House chamber as we do in the United Nations—to use when we want to and leave it at that.”

Mr. Salant took it a little further, and brought it closer to home: Suggestions last week from House and Senate mem- bers that the committee control the use of television cameras covering the impeachment proceedings were anathema to the CBS News president. “The Congress still doesn’t regard us as a grown-up and fully mature part of the press,” he maintained; “they wouldn’t dream of doing this kind of thing to the print media.”

What some Congress members proposed, network executives were able to gleefully refute. The angle of television cameras on key ﬁgures in the presentation of impeachment articles. That restriction on camera freedom would mean no “cut-aways” to the audience, or panning of House members. Mr. Sheehan, Mr. Mulholland and Mr. Salant had conﬁrmed such controls were being discussed in Congress, and de- termined that the networks—initially through the Washington bureau chiefs—should resist them wherever possible. “I’m very concerned,” said Mr. Sheehan, “about the House leadership’s making rules that would be very difﬁcult for us to live with, especially when they could make them without any knowledge of how a television program is put together. I don’t want them to make rules without at least asking us.”

A House Rules Committee resolution by John Rhodes (R-Ariz.) concerning admission of television to the full House discussion of relevant articles contained the suggestion that the number of television cameras on the House ﬂoor be limited to three. That kind of restric- tion “isn’t so bad,” Mr. Salant conceded. “This isn’t like a football game in which the cameras move around, but I still don’t like their dictating to us.”

Suggestions from senators that tele- vision cameras—if live coverage of the possible impeachment trial is permitted—be ﬁxed on the proceedings’ principals would be “foolish as quietly as possible,” Mr. Salant said.

The rotational agreement was held by all network sources surveyed to be the best way to handle the impeachment events out of Congress. Simultaneous, saturation broadcasting was dismissed as a possibility. If the networks are per- mitted into the House ﬂoor debate on impeachment articles, a new pool net- work will be selected and the rotation will continue, most likely, with that network rotating off.

Although network news executives scorned the idea of television abandoning the continuing impeachment saga—un- like last summer’s Watergate hearings, the impeachment process builds to a climax, Mr. Salant observed where there was speculation from ABC News’s Mr. Sheehan that the networks might substitute a “digest” or “summary” for the day’s events in future impeachment sessions. “We’re not even sure there will still be rotation later,” said Mr. Sheehan.

Whether that bodes network corporate sales pressure on news departments was a taboo subject for network news spokes- men last week. However, an NBC News source acknowledged that if a Senate impe-achment trial could be on the networks’ new fall prime-time season, “I think there would be sales pressure.”

A Senate trial “day after day into the evening” would exert “very serious eco- nomic burdens on all three networks,” the source said. “If the Senate delivers a two days out of every week of programming at that time of year, we would deﬁnitely have to consider giving up live coverage of the event,” he conceded.

Public TV has problems ﬁtting square peg of House debate into round hole of last summer’s Senate Watergate hearing coverage

Public broadcasters, who notched criti- cal acclaim with their delayed prime-time coverage of the Senate Watergate hearings last year, found that formula didn’t quite ﬁt the into-the-night House Judiciary Committee debates.

The National Public Affairs Center for Television provided 229 outlets of the Public Broadcasting System with tele-vised coverage of the historic proceedings each day. National Public Radio, mean-while, fed gavel-to-gavel coverage to its 169 stations. While all but a few FTV stations followed the pattern established with the Senate coverage last summer in running the proceedings in evening hours, mostly on a delayed basis, NAPACT tech- nicians and correspondents were on the scene with cameras rolling an average of 13 hours each day. A total of 11 stations, all affiliates of the Eastern Educational Network, carried the Judiciary debate live via NAPACT from the morning start to conclusion in the late evening. For the majority of the nation’s noncom- mercial TV stations, however, cov- erage began at 7:30 p.m.—an undertak- ing that caused no small amount of head- aches for the ofﬁcials involved.

Since the meat of the committee’s de- bate often occurred in prime time, the noncommercial system decided not to follow. Watergate precedent in airing a delayed version of the day’s proceedings chronologically, beginning at 7:30 p.m.—which would have brought it to the juicy stuff some time shortly be-
fore sunrise. "I'm afraid," said Prentiss Childs, chief programing executive of the Public Broadcasting Service, "we couldn't expect much of an audience at four in the morning."

Instead, NPACT provided live coverage of the evening sessions to many stations; then it switched to its tape delay of the daytime proceedings at the conclusion of the live prime-time show. In most cases, however, that didn't happen until around 11 p.m.

That system worked fine for stations on the eastern half of the country. But since none of the licensees on the West Coast wanted the live evening sessions to begin at 4:30 p.m. their time, another system had to be found to accommodate them. Accordingly, PBS fed the tapes in the Pacific time zone the tail end of the evening proceedings live, starting at 7:30 PDT. Following NPACT's studio summation of the day's events, the West Coast stations with full Judiciary debate in chronological order — starting with the 10 a.m. session and culminating with the portion of the evening debate the stations had missed initially.

The mountain time zones stations caused another problem. For that region, the entire proceedings were offered on tape. The program began with a delayed telecast of the evening sessions at 7:30 PDT (but 9:30—two hours into the evening debate—Washington time).

On top of the other problems, PBS was also faced with the necessity of accommodating the 24 stations that had not signed up to purchase the impeachment coverage. The NPACT offering was part of a $1.3 million "special events package", purchased by the stations through public television's new National Station Cooperative. While 129 stations elected to purchase the programming, the other 24 were left with an evening schedule unless PBS could somehow get the regular programs to them. Thus, PBS programming personnel spent the two-week period scrutinizing the daytime schedule for dark periods in which regular evening programs could be fed through the national interconnection for taping by the 24 nonparticipants. "It was like trying to do a jigsaw puzzle blindfolded," one observer noted.

NPACT President James Karayn estimated that the coverage cost $20,000 daily—including $4,500 for the live daytime feed which was shared by the 11 participating stations. If impeachment proceedings stretch for weeks in the House, and more weeks in the Senate, the $1.3 million reserve could diminish rapidly. "It's not a concern at the moment," Mr. Karayn said, "but it's a reality we have to face."

Captive audience. Steve Shatto, new director of WEEL(AM)-WEZR-FM Fairfax, Va., wasn't looking for trouble last week when he set off on a leisurely canoe trip down the Potomac river. Trouble found him. Returning to his auto, parked on Washington's Theodore Roosevelt Island, Mr. Shatto and a 15-year-old companion found in the process of removing an estimated $400 worth of property from the vehicle. Armed only with a canoe paddle, Mr. Shatto held the would-be rippers-off at bay for a half hour while his auto authorities. U.S. Park Police later arrested Steven Tyler of Gainesville, Va., and Willie Cooper of Washington. The latter, it was discovered, was being sought by Washington police on a charge of assault with intent to commit robbery.


Visiting CBS News. CBS News will be scrutinized in forthcoming books by David Halberstam (author of "The Best and the Brightest") and by New York Times business writer Robert Metz. Mr. Halberstam's book, "The Coming of the American Super Society," will have one chapter focusing on pressures that "set out the parameters of what can be said and done on television," as he puts it. These pressures include: fact that stations are licensed by government; influence of sponsors on TV content; and affiliated stations that tend to be more conservative than networks themselves.

Two out of three. ABC was only network to reject request of Democratic Congressman Dingell for time to reply to President Nixon's July 25 address on state of economy. Both CBS and NBC radio and TV networks carried 30-minute speech by Senator Lloyd Bentsen (D-Tex.) challenging President's views. Said ABC: "Inflation is a continuing issue . . . [we have] covered representative and contrasting views on this subject and intend to do so in the future."

Lewis, Farr continue to fight disclosure

Will Lewis, general manager of listener-supported KPFF(FM) Los Angeles, who has been ordered by a federal court to turn over original communications the station received from radical groups, last week received a stay of that order pending an appeal to the U.S. Supreme Court. Meanwhile, former Los Angeles Times newspaperman William Farr received a stay of a five-day jail sentence and $500 fine pending appeal to a U.S. circuit court of appeals for his conviction for refusing to divulge sources of his news story on the Manson murder trial.

Mr. Lewis, who spent 16 days in a federal prison for declining to hand over a Symbionese Liberation Army tape and a letter Underwood smaller, had indicated earlier he could not afford an appeal to the high court. Last week, however, he said he had been promised the money from private sources and that some lawyers had offered to prepare the appeal for free.

Mr. Farr spent 46 days in jail until he was freed last February by Supreme Court Associate Justice William O. Douglas. Later, a state judge ruled he could be jailed indefinitely for contempt of court but could be fined and jailed the maximum for contempt. His present appeal is based on First Amendment grounds and his charge that his original trial in 1971 was unfair.

Lasky tangles with Karayn over interview in L.A. 'Times'

Columnist and broadcast commentator Victor Lasky has threatened to bring a $500,000 lawsuit against the president of the National Public Affairs Center for Television. Mr. Lasky charged that NPACT President James Karayn sought to malign his reputation in a conversation quoted in the Los Angeles Times last May.

A letter from Mr. Lasky's lawyer charged that Mr. Karayn had made several untrue statements concerning his client in an interview with Times columnist Dick Adler. Portions of Mr. Karayn's remarks were published in the Times's May 16 issue.

The Adler article noted Mr. Karayn as saying Mr. Lasky sought employment at NPACT when the center was formed in 1970. Asserting that Mr. Lasky failed to keep several appointments that were subsequently scheduled at NPACT, the Times said, Mr. Karayn added that the last time he [Mr. Lasky] called I told him that there was no point in our meeting: even if I hired him, I could never count on him showing up for work.

Mr. Karayn is further quoted as saying that Mr. Lasky later complained to Mr. Karayn's superior that NPACT was "missing a great chance to avoid problems with the administration by not hiring him," and that his thoughts on the matter were rekindled last year when a White House memo surfaced during the Senate Watergate hearings. It related that former chief of staff H. R. Haldeman noted that he had "found exactly the right man to be relied on to keep watch over public television." In question, the memo stated, was Mr. Lasky.

Mr. Karayn, while declining extensive comment on the matter, said the attributions to him in the Times story were "fundamentally true. He added, however, that the Times's reference to the Watergate memo was inaccurate in that while Mr. Haldeman had in fact said that Mr. Lasky could aid the administration through his columns, no mention was made of public television.

Journalism Briefs


"The booming list of major-market radio stations is evidence that our service has reached a maturity that allows us to reach the largest and most powerful radio markets," said AP Radio Director George Smathers.

Mr. Smathers noted that the Associated Press Radio service was launched six months ago with the backing of CBS and ABC radio networks and that it has been free of network restrictions. As such, Arps Radio binds itself to comply with all network standards and practices.

Mr. Smathers added that the AP service is "unique in the industry in that it is a service that is not part of any network. It's a service that is independent and stands alone." In addition, AP Radio is the only service that distributes the full Associated Press wire in audio format. This means radio stations with access to the AP Radio Wire can broadcast AP stories that are not being distributed to any network in the same time zone.

"Our service is unique in that we have a network of radio stations that can broadcast our wire," Mr. Smathers said.

Mr. Smathers said the service has been well received and that the "audience is growing steadily." He said that AP Radio has been used by more than 1,000 stations throughout the country and that the service is "well on its way to becoming a major force in the radio industry."
What to do about multimedia holdings: FCC begins debate
With four-year accumulation of data and advice now on hand, agency heads for action on crossownerships

The FCC spent three hours last Tuesday reviewing its options for resolving the question of whether or to what extent it should require the breakup of newspaper-broadcast crossownership in the same market, made what Chairman Richard E. Wiley said was "definite progress," but left the issue until September with the options still open.

The commissioners were under strict instructions from the chairman to keep the contents of the meeting confidential. And for the most part, commissioners referred questions to a brief news release the commission issued quoting Chairman Wiley as stating that no conclusions had been reached, that the staff will "continue to explore a variety of alternatives" and that the commission will consider the matter again in September. The commission will be understrength during most of August, as commissioners and staff take vacations.

For the most part, the options being considered are those that were aired in two and a half days of oral argument (BROADCASTING, July 29) and written in the pleadings that preceded it. They range from the original proposal in the 1970 rulemaking—to require the breakup of all multimedia holdings in individual markets—to one terminating the rulemaking and leaving the matter to resolution through the comparative hearing process. Other options include grandfathering existing crossownership situations but banning future combinations in the same community, and requiring divestiture only in highly concentrated communities.

The commission is unlikely to adopt the rule as proposed or to terminate it without taking some action. But at what point in between those extremes a consensus is likely to form was not evident last week.

Some officials talked of a rule that would require crossowned stations in highly concentrated markets to undergo hearings to determine whether continued crossownership would be in the public interest. The commission is understood to have in mind some 20 cities, where newspaper-television station combinations have no local newspaper or television competition.

But any proposal aimed at what are by definition small-market operations disturbs some commissioners. They feel there is something unfair about marking small-market stations for trouble while exempting large-market stations simply on the basis of the latter having a substantial array of competing voices. Furthermore, these commissioners point out that joint ownership might very well be essential to the economic viability of the media involved. As one commissioner put it, "Hitting little guys doesn't appeal to me."

The staff will do a further analysis of the various options to help the commission choose among them. One advantage in delaying action until the fall is that the commission will probably know by then the fate in Congress of the pending license renewal bill which would prohibit the commission from restructuring the ownership of the industry on a case-by-case basis at license renewal time.

One commissioner reportedly opposed to divestiture, blanket or selective, is James H. Quello, the former broadcaster. He is said to have advanced a proposal similar to one offered in the oral argument by Marcus Cohn, counsel for WSHS-AM-FM-TV Louisville, Ky., which are affiliated with the Louisville Courier-Journal and Times. The Cohn proposal, which provides an alternative to divestiture, calls on the commission to spell out as a rule or as policy guidelines the practices Mr. Cohn said his client's newspapers and stations now follow to assure the benefits of competition despite the common ownership: separation of sales staffs, no combination advertising rates, separate editorial and reportorial staffs, no discriminatory rates charged to media competitors, newspaper publication of fair and complete listings for all television stations in the market.

Commissioner Benjamin L. Hooks is understood to favor the Cohn approach also, provided tough enough guidelines can be worked out. He is also concerned about the possibility that such a rule might involve the commission so deeply in the news operations of the crossowned station and newspaper as to involve a violation of the First Amendment.

However, whether the Cohn approach would command a majority of the commission seemed doubtful last week—unless it were coupled with some other rule. Officials noted that most companies owning stations in the same market already follow such procedures. Those that do not, they add, are presumably so small and financially weak they would probably qualify for a waiver of such a rule on a hardship ground.

Chairman Wiley, who is expected to take the lead in formulating a decision, was keeping his counsel last week. One commissioner said the chairman simply put the decision in his own words and asked for comment on them. But he is understood to believe that action that is "more than cosmetic" is needed. And he is known to feel that those who regard him as a "stand-patter" are not reading him correctly. (It is unlikely that members of the National Association of Broadcasters and the Association of Independent Television Stations would accuse him of stand-pattism; they adopted voluntarily the kind of commercial time standards for children's programing he had in mind when he had first the stick of a commission rule at them.)

Some officials also argue that in a sense they do not have complete freedom of choice in crossownerships. Only Commissioner Robert E. Lee was a member of the agency when it issued the proposed divestiture rule for comment; and although he voted for the proposed rulemaking, he said he was not committing himself to any course of action. And it is doubtful that a majority of the present commission could be mustered in support of such a rulemaking today. But over the years, the commission has cited the one-to-one-market rulemaking as a reason for rejecting petitions to deny renewals based on a concentration-of-control issue. On several occasions, it referred to the rulemaking in court, in defending decisions to renew licenses without hearings. As a result, some officials believe it would be difficult for the commission, even if it wished to, to terminate the rulemaking without an action.

Chairman Wiley, in expressing satisfaction with the outcome of the meeting even though the commission had not reached a consensus on any particular approach, said it had moved "in the right direction." And, although the preparation and adoption of a final order may be several months away, he appeared confident the FCC will be in a position to pick the option it prefers by early fall.

Perspective on the News
The hard choices FCC now confronts on crossownership
A reprise of oral arguments discloses the fundamental split between pioneers in multimedia and have-nots who want in now

The FCC's problem in coming to a conclusion on media crossownership was manifest in the high-powered legal and economic cuestioning at its exhaustive oral argument on that subject two weeks ago (BROADCASTING, July 29). But the crossownership dilemma has a human aspect, too. In the end, it may be the human problem—rather than legal and economic consideration—that makes a final judgment difficult.

A review of the testimony of 19 among the 40 witnesses who appeared before the FCC in those two and a half days illustrates that point, among the many others.

Hear first Helen S. Duhame, president and general manager of stations in Rapid City, S.D.: "Over 30 years ago I bought an interest in Black Hills Broadcasting Co., the licensee of KOTA(AM). In 1953 the stockholders of Black Hills Broadcasting Co. decided to sell to an out-of-state company because the station had been unable to earn enough money to even pay its back taxes for the previous seven years. I believed the ownership of Black Hills Broadcasting Co. should remain in the local community. The other stockholders a premium over the offer of the outside investment company if they
would sell me their stock. They agreed and KOTA Radio remained under the control of a local investor.

"Before that time I was told of an agreement between representatives of the local newspaper, local movie theater group and the manager of the radio station to form a group to keep television out of Rapid City. I informed the radio manager that I would not participate in such a group and, in fact, my intention was to bring television to western South Dakota by establishing a news station in the first time a station was allowed to remain on the air. During the next five or six years it was the capital generated by KOTA Radio that permitted the marginal KOTA-TV to survive in the small Rapid City market, which began with a television set count of near zero. My brother and I had moved to Rapid City from Indianapolis and had brought a television set with him, so I know we had at least one television set in town when we began operation."

"Now the FCC by considering the co-ownership issue is pushing me to penalize me and my family for my courage, initiative and foresight 20 years ago."

Then hear Ellen S. Agress of Citizens Communications Center, speaking for the Alabama Civil Liberties Union and the Selma Project—another woman, of another generation and a polar point of view: "No Alabama town with a population of less than 10,000 has more than one AM or FM station generated in these markets cannot support, much less attract, new broadcasters. Once an AM-FM combination is established, with its inherent competitive advantage over an independent FM, the channel's small population is no longer a barrier. Co-ownership here has made it possible for the minority group to compete with the white community for the airwaves."

"The FCC is trying to balance the interests of the old rubes with those of the".

To each its own. The FCC is initiating use of different composite weeks for radio and TV outlets to report their typical operations. Week selected for AM and FM stations filing in 1975 by the Federal Communications Commission... (see page 11). The station in Rapid City and the only one black-owned. The commission's interest in the operation of these areas is not new, but it was not until March 1975 that the FCC filed an application for a TV license with the Federal Communications Commission. "As far as I know," Mr. Hyde said, "this is the first time a black-owned station has been filed for a license." The FCC, in its application, said that it was seeking to promote the use of television as a medium for the entertainment and education of the public."
sion commercial. These are the facts of the medium, not the skill with which the advertisement is prepared."

Pricing, too, differentiates media for antitrust purposes, according to Professor Austin, basing his case on the fact that television rates are "much higher" than newspaper rates. As to the "end use" proposition advanced by the Justice Department in testing monopoly situations, he said: "Budweiser in a can is the same as Bud in a bottle. But advertising through the TV screen is not the same as advertising in newspapers." Moreover, in Professor's view, "Underiably, at some point along the scale of substitutability, TV and newspaper advertising compete. There is, however, insufficient static from the overlap to support an end use market."

Again and again, however, the argument came back to the penalizing of pioneers. Another who spoke in that vein was Thomas A. Oakley, representing Quincy Broadcasting and Quincy Newspapers Inc. of that Illinois city:

"The blanket enforcement of a divestiture rule would deal the most harsh punishment possible to many of the very communications pioneers who were vital in the growth of broadcasting. Our introduction to broadcast in 1947 was in bringing the first FM station to the area. There's no way of overstating the uncertainty of FM at that time, but some of you may recall those early days of FM. Like most FM licensees, we lost money from the onset and began accumulating broadcasting losses that lasted for over a decade. In 1948, we again undertook substantial capital risks and bought a failing AM station and kept it on the air. We continued to lose money on these radio stations but, despite this, retained our faith in the future of broadcasting and assumed the tremendous additional financial obligations required to bring the first television station to the area in 1953. This was the biggest capital gamble in the history of our company and could have bankrupted a company that had operated profitably for 120 years."

"Again in 1965, we undertook substantial capital risks, a battle with the city council and a community campaign to bring cable television service to the area. By importing five additional signals via microwave from outside in direct competition with ourselves, we greatly increased the media voices and the level of competition in the area we serve. With CATV, VHF TV, AM radio and FM radio, our company has a history of striving to bring more service and better service to the people we serve. We have had a history of being willing to take the risks. We knew we were gambling on the future of broadcast and our ability to perform as quality broadcasters. Operating with the full blessing of the FCC, however, we certainly did not contemplate that we were gambling on our right to remain in broadcasting once we'd gone over the hump."

The point was echoed by J. Allen Jensen, president and general manager of Kid Broadcasting (Kid-AM-FM-TV Idaho Falls, Idaho), who spoke for the Rocky Mountain Broadcasters Association. "If it hadn't been for Kid(AM)'s success in earlier days, our stockholders, about 40 local citizens, wouldn't have authorized the building of a television station and for the success of AM and TV they wouldn't have authorized the construction of an FM station."

But he made another point as well: how, particularly in the smaller markets, the economies of scale that come with joint ownership made possible better local news operations for all. "If the commission were to decide that the Kid stations were to be separately owned and operated," Mr. Jensen said, "our news department could not be supported and instead of one strong news voice, the community would have three weak ones, because none of the stations, separately, could support a satisfactory news operation. My contention is that one good news operation is better than three poor ones."

A recurrent theme among witnesses for a crossownership prohibition was that, no matter how beneficent an owner might be, the more fact of ownership was enough to impose a limitation of viewpoints available to the community. One who expressed that view was Stephen R. Barnett, professor of law at the University of California, Berkeley. Although he testified there was ample evidence of actual abuse, Professor Barnett said that anticensorship stricures prevented the FCC from going into those areas, and thus a policy rule, rather than a case-by-case approach, was indicated. Chairman Richard Wiley, unable to dissuade the

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Look up, radio. Miles David, president of Radio Advertising Bureau, challenged radio broadcasters to turn creativity to editorials, special dramatic and historical series and features designed to accentuate positive aspects of American life.

In speech before Rocky Mountain Broadcasters Association in Denver last Thursday (Aug. 1), Mr. David pointed out that stations can create civic and patriotic projects that not only uplift America but attract advertising support as well.

Witness by asking if he were not addressing the "potentiality of abuse," later asked Cox Broadcasting's Clifford Kirtland to respond to the Barnett assertion that "examples are legion" of owner interference in news policy. Responded Mr. Kirtland: "I can't think of instance number one."

Mr. Kirtland also took pains to note that the separation of operations among newspaper, broadcasting and CATV elements of the Cox organization is accompanied by ownership separation as well.

Mr. Kirtland said Cox's post-1968 traded Cox Broadcasting has 3,000 shareholders outside the Cox family, and is corporately separate from Cox Enterprises (99% owned by the Cox family), which owns the newspapers. Cox Cable, also a public company, has 1,000 shareholders in addition to the Cox family.

Mr. Kirtland introduced two of the broadcast group's managers—Don Heald of WSB-TV Atlanta and Stanley Mouse of WHO-TV Dayton, Ohio—to cite specific instances of news autonomy. Mr. Heald noted his station's coverage of the kidnaping of Reg Murphy, an editor of the Cox-owned Constitution, in which it operated completely independently, avoiding any suggestion that it had access to inside information. And Mr. Mouse said that his station editorially attacked the editor of the Cox-owned Dayton Daily News for criticizing the station's weather bulletins as annoying program interruptions. "You're labeling us black sheep but not sending us to the slaughterhouse right away."

Still another consequence of a forced divestiture was put before the FCC by George Comte, president of WTMJ Inc. in Milwaukee. "The station has harmed no company 82% owned by its employees (a figure that will go to 100%). Moreover, he testified, "In the 25 years I've been concerned with renewal of the station's licenses, no one had protested a renewal until the Justice Department came along." His presentation, as did that of many others, suggested that Justice ought to prosecute under the antitrust laws rather than using the FCC to accomplish its ends administratively. He was joined by counsel Jay Ricks, who said: "Our view is that the commission should not focus on print media unless it is shown that a monopoly exists in broadcasting. And there is no monopoly in Milwaukee [which has four commercial TV's and two noncommercial television stations]."

And so it went, for two-and-a-half days, the legal arguments mixed in with the philosophical and personal. The commissioners now is to sift and weigh them. But there is no reason to think it will separate them.

Solomon had a similar problem.

Madden wants action on campaign reform

House Rules Committee Chairman Ray Madden (D-Ind.) last week expressed his intention to push the House's campaign-finance reform bill through his committee as quickly as possible.

In fact, Mr. Madden said, it is too bad the House Administration Committee had not voted out a bill six months ago. The measure was expected to reach the Rules Committee last Friday (Aug. 21), more than a week after it was voted out of the Administration Committee (BROADCASTING, July 29).

The Administration Committee has been working on it since last March and has had more than 20 get-togethers before completing it. Unlike the Senate-passed version, the House version places no limit on the amount a candidate can spend on broadcast time and does not require broadcasters to report a candidate's expenditures for the use of their facilities.

The Administration Committee bill is expected to encounter obstacles on the House floor. Amendments to insert some form of public financing, to change the candidate expenditure limits and to change the make-up of the House version's enforcement agency are anticipated.

Renewal relief draws last stand of opposition

Final witnesses at Pastore hearing say bill would weaken minority claims; House version due for modifications

Albert Kramer kicked off the last of the Senate's marathon hearings on the proposed license-renewal legislation last Wednesday (July 31), calling the House-passed renewal bill (H.R. 12993) a "fraud designed to preserve monopolies."

Mr. Kramer, chief of the Citizen Information Project in Washington and a leading spokesman for minority and consumer group interests, made his second appearance before Senator John O. Pastore's (D-R.I.) Communications Subcommittee. His initial presentation was interrupted in the first hearing of this section and round two weeks ago (BROADCASTING, July 29).

Mr. Kramer reiterated the complaints of earlier minority witnesses who claimed the proposed bill would cause hardship for them by weakening the petition-to-deny function and by forbidding the FCC to consider crossownerships situations in renewal proceedings.

Deferring to a concern often expressed by Chairman Pastore, Mr. Kramer suggested new wording to guide the FCC in reviewing broadcasts for good work. A licensee would be worthy of a reward in a renewal situation under Mr. Kramer's plan, if he had rendered outstanding service to his area. This differs from the plan Mr. Kramer advocated last time up which would have awarded preferences to broadcasters for good work and to which Senator Pastore objected as being too complex.

Mr. Kramer and Senator Pastore disagreed over a provision in the House's bill that would route certain renewal appeals to the U.S. Court of Appeals in the station's circuit rather than to the D.C. Circuit Court as has been the custom.

Senator Pastore praised the reform, saying the litigants will benefit from having the case tried before a judge who is familiar with regional peculiarities that might affect a license-renewal dispute.

Mr. Kramer argued, however, that questions of regional needs should not figure in an appellate court ruling. Ap-
peals should be left in D.C. Circuit Court, Mr. Kramer said, because most of the country's communications specialist attorneys Washington. Even the "little guy" will hire the best lawyer to protect his livelihood, Mr. Kramer added, and the cost of transporting his lawyer from Washington to a regional court would only cause further hardship.

Mr. Kramer indicated that the contemplated renewal legislation is a last shelter for the consumer. Consumer access to broadcast programming and hiring is already narrow, he said, describing the FCC as being "95% industry-oriented," saying a recent Senate vote which reinforced the exemption of FCC license renewal proceedings from the scope of the proposed Agency for Consumer Advocacy (see this page).

A last-minute addition to the witness list was entertainer Jerry Lewis, who expressed his support for five-year license terms. Representing the Muscular Dystrophy Association of America, Mr. Lewis said the purpose of his visit was to make an expression of gratitude to broadcasters for helping him raise $15 million last year for his charity. He indicated further that broadcasters would help more if they did not have to spend so much time with renewal proceedings.

But, Mr. Lewis was the only one of 14 witnesses last week day—mainly representing minority and public-interest groups—who had a good word for broadcasters. Mr. Lewis's presentation annoyed one witness who was to follow, the Rev. Samuel B. Kyles of People United for Human Rights (PUHR), Memphis. He complained that Mr. Lewis seemed little aware of minority groups' stake in the hearings, but rather was motivated by "purely selfish" interests. He also objected to the extra attention and handshaking accorded Mr. Lewis, saying "Senator Baker (Howard Baker [R-Tenn.]) is from my state. I'm going to see if he invites me up to shake my hand." He didn't.

The main target of remaining witnesses was the provision lengthening the renewal term from two to five years. A number of witnesses reiterated Mr. Kramer's view that such an extension would reduce station accountability to minority groups. According to Polly Barragan, vice chairperson of RAZA, Association of Spanish Surnamed Americans, the only stability to be obtained from license extension is "institutional racism" that would continue "the systemic exclusion and neglect of the programming needs of our community."

If anything, several witnesses argued, the renewal period should be shortened. One of the more novel suggestions to surface along those lines at the hearing was from Lorenzo Milam, president of KTAO (AM) Los Gatos, Calif., who proposed an "almost automatic pro forma" one-year license renewal that would force diversion of station profits into community-oriented programming. He suggested a simplified renewal form (one page) that would question the number and placement of community, news and public affairs programs, as well as the total cost of those programs in relation to weekly gross. Given those basics, the FCC could then automatically revoke the license of any station in each market that shows the lowest ratio of programming to profitability, or alternately, set for hearing those stations whose programming-profit ratio fell in the bottom 5% of the market. In the second case, the renewal process would include a new TV program, License Jeopardy, originating from the studios of the offending station and complete with hearing examiner and public participation.

Other provisions of the House legislation to a hit by witnesses included the ban on FCC consideration of crossownership in renewal cases, since, according to both Ms. Barragan and Kazu Obayashi (Asian Americans for Fair Media), that fails to insure diversity of media ownership. A number of groups also attacked a proposal allowing appeals of FCC rulings to be heard by local circuit courts of appeal rather than the District of Columbia Circuit Court on the ground that less stringent rulings would probably ensue.

No mark-up session was scheduled as of midweek last week; but in any case the mark-up session will not be held until after Aug. 7 (the last day for submission of further comments). Senator Pastore let out the station's lines during Wednesday's hearing as to the stance he'll adopt during mark-up. But he has indicated throughout the course of the hearings that he is not wedded to the five-year renewal term and may opt for the three-to-five year terms. However, strongly support provisions that would award a "bonus" to broadcasters with a good record faced with a petition to deny. But he reportedly would like to delete a provision calling for "good faith negotiations" with citizen groups. In any event, the mark-up measure is expected to reflect "quite a bit of change" from the House bill, according to a subcommittee spokesman.

UHF's set to band together next year

A national organization representing the specific interests of UHF licensees is due to become a working reality early next year.

A steering committee representing commercial and noncommercial U's voted July 25 to call an organizational meeting for the new group—now called the Council for UHF Broadcasting—in January 1975 at a location to be announced.

The six-member steering committee, headed by Kaiser Broadcasting Vice President Richard Block, was formed in June following a survey of 321 UHF stations. Of the 250 stations responding, 207 said they favored the establishment of a national organization (Broadcasting, June 10).

Outlines of the basic directions the new group will take will be articulated at a Sept. 17 meeting at the Washington headquarters of the Corporation for Public Broadcasting. Subcommittees have been established to study four general policy areas. Joseph Higgins, WVT-MTV Harrisburg, Pa. (CBS), heads the information unit; Arthur Dorfner, WDHO-TV Toledo, Ohio (ABC), is chairman of the technical group; Dr. Frederick Breitenfeld, Maryland Center for Public Broadcasting, chairs the programming subcommittee, and Tom Bolger, WMV Madison, Wis. (NBC), heads the government unit. Bill Reed, Public Broadcasting Service, is also a member of the steering committee.

Senate votes against consumer-agency hand in renewal process

Metzenbaum amendment defeated in action believed decisive

Any changes of an Agency for Consumer Advocacy becoming involved in broadcast license renewals were pretty well quashed last Monday (July 29), when the Senate voted 57-17 against an amendment to S. 707 by Senator Howard Metzenbaum (R-Ohio). At present, the Senate bill to establish an Agency for Consumer Advocacy (until the week before last it was called the Consumer Protection Agency) specifically forbids the proposed agency's involvement in license-renewal hearings. Senator Metzenbaum had proposed lifting that exemption. A similar measure passed in the House makes no mention of an exemption from FCC license renewal matters.

Senator Metzenbaum's amendment was not intended to favor either licensee or challenger in a renewal proceeding, according to a staff member, but would have made the agency available to either side.

Had the senator not brought up the issue, chances are the exemption would have been struck in conference, Senate sources said. They also pointed out that now Senate conferees are likely to read the strong vote against Mr. Metzenbaum's amendment as a mandate in Congress for the exemption, making it likely that the bill will emerge from a Senate-House conference with the provision intact.

One staff member insists that the whole issue is moot anyway because President Nixon will veto the entire bill. The President forewarned Congress he would veto unless some changes are made (Broadcasting, July 29). One such change, indicated by presidential adviser Roy Ash in a letter to Senator Sam Ervin (D-N.C.) last May, was an amendment very similar to Senator Metzenbaum's.

Two weeks ago, progress on the consumer agency bill was slow but nevertheless discernible, with votes being taken periodically on a handful of amendments. Last week, however, a filibuster which had been anticipated from the moment the bill had been taken up for debate was finally in evidence. Senator Ervin spoke Monday for two hours, followed by Senator Dewey Bartlett (R-Oklahoma) with a one-hour dissertation. The two took time that might have been used
for deliberation on Senator Metzenbaum's proposed amendment and the vote on the amendment was taken without benefit of any discussion.

Last Tuesday's cloture vote to end the filibuster failed 56-42—as is the fate of the second vote, sources say. The filibuster is not likely to be shut off until the third cloture vote, they say, and that is not expected to come up until Wednesday (Aug. 7).

AM frequency signs are cleared for posting on federal highways
But U.S. authority keeps FM off, citing low penetration in autos

Advocates of all-channel radio-set legislation, who have been arguing that the absence of FM capability in most car radios poses the competitive disadvantage to FM licensees, have been given an unintentional shot in the arm by the Federal Highway Administration.

The FHA has decided to permit signs to be erected along the nation's highways listing frequencies of radio stations on which a motorist may obtain local weather information. But the notification will be limited to AM stations. Why? As far as Robert E. Conner, chief of FHA's traffic control systems division, is concerned, the answer is obvious: "How many FM radios are there on the road?"

"If we had only FM frequencies listed on the signs," Mr. Conner noted, "all the cars that didn't have FM radios would be stuck."

The National Association of Broadcasters, which urged the FHA to adopt the sign concept all along, doesn't think too highly of that assessment. "We heartily applaud their action," said Charles Jones, vice president and director of the NAB's Radio Information Office. "We just wish they had approached it another way."

Mr. Jones last week sent a letter to Mr. Conner urging reconsideration of the FM exclusion. He noted that "more and more car radios have both AM and FM capability and it seems unnecessary to suggest that those motorists already listening to FM switch to the AM band."

According to the FHA proposal, which must be approved and implemented by individual state officials, all AM stations meeting certain criteria—would have their frequencies listed on the signs. The criteria include a provision that participating stations broadcast weather advisories at no greater than 15-minute intervals during adverse weather conditions. The idea originated with the Nebraska Broadcasters Association, which last year convinced its state highway department to conduct a pilot project similar to the one now being recommended by FHA.

NAB's reservations notwithstanding, it does not appear that FHA is presently willing to include FM in the project.

FM reception is available in a majority of car radios, Mr. Conner said, "then we'll put FM on the signs." The FHA official does not expect any push in that direction from the pending all-channel bill (see page 42), which he regards as "one of hundreds of bills that are doomed to failure." For now, he said, the agency's guiding principle is: "You do what you have to do for the most people."

Concerned Marketing completes its line-up
Texas-based marketing consultancy for broadcast stations builds staff under Landrith and Luck

Concerned Marketing Co., the new radio-TV station consultancy that opened its doors two months ago in Dallas and now claims 20 offices in major markets, has completed its corporate staff.

Mickdale Landrith, president of Concerned Marketing, said that the firm is offering a full range of marketing services to television and radio stations.

Executive vice president is James B. Luck, formerly with Covenant Broadcasting in New Orleans and Avco Broadcasting in Washington and New York.

Vice presidents and regional managers are Richard C. Arbuckle, from Television News Inc.; Ronald F. Johnson, from KPAY(AM) Chico, Calif.; Harry S. Hagan Jr., from WWDC-AM-FM Washington, and Herb Miller, from Screen Gems in Kansas City, Mo.

The aforementioned, along with Marketing Directors Robert Bruton and William Stewart and Secretary-Treasurer Jim Gray, make up the Dallas corporate staff at 8350 North Central Expressway.

The national sales force is headed by Mr. Luck with the following components: Northern region, under Mr. Arbuckle, with William Early and Derrick Dyatt; Western region, under Mr. Johnson, with James Bowers and Monty Ivey; Southern region, under Mr. Hagan, with Jack Fiedler and Oliver Henry; Midwest region, under Mr. Miller, with Carl Freemam and Paul Ladow.

Mr. Landrith last week emphasized that Concerned Marketing was established to design and coordinate market-tested promotions for stations and will work with station management to execute "tailored" marketing approaches, even training station sales staffs when necessary.
Announced

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

- **KWEB (AM)**-KNCV-FM Rochester, Minn.: Sold by JMT Broadcasting Inc. (Michael L. Sheedy, 100%) to Public Service Broadcasters for $325,000. Principals in buyer include Donald G. Jones (22.5%), Harold Hoefer (16.4%) and George Ferry (12.1%). Public Service Broadcasters also owns WTIM-AM-FM Taylorville, Ill.; WCTW(AM)-WMWW-FM New Castle, Ind.; WVLN(AM)-WESE-FM Olney, Ill.; KROS-AM-FM Clinton, Iowa, and KFIZ(AM) Fond du Lac, Wis. KWEB (AM) operates on 1270 kHz with 5 kw day 1 kw night. KNCV-FM operates on 101.7 mhz with 3 kw and antenna 46 feet above average terrain. Broker: Blackburn & Co.

- **KKDA (AM)** Grand Prairie, Tex.: Control of Republic Broadcasting Corp. sold by Alan D. Feld, Dee J. Kelly, Richard A. Gump and Charles Payne (75% before, none after) to Service Broadcasting Corp. (25% before, 100% after) for $450,000. Principals in buyer are Hyman Childs (40%) and Arnold Boyd Kelly (30%). Mr. Kelly owns media brokerage and has interest in KBD-FM Wichita Falls, Tex. KKDA(AM) is daytimer on 730 kHz with 500 w.

- **KZET-FM** Dallas: Sold by Crescent Communications Corp. to Service Broadcasting for $750,000. Principal in seller is Robert Stuart, president. Principals in buyer same as in sale of KKDA(AM) (see above). KZET-FM operates on 104.5 mhz with 100 kw and antenna 390 feet above average terrain. Broker: Hamilton-Landis & Associates.

- **KFTM-AM-FM** Fort Morgan, Colo.: Sold by Morgan County Broadcasting Co. (Stanton A. Dixon, 100%) to Western Sun Broadcasting Co. for $275,000. Principals in buyer: Mr. and Mrs. Harold W. Hancock (90.5%) and Brian H. Hancock (9.5%). Hancocks own real estate and farming agency. KFTM(AM) operates on 1400 kHz with 1 kw day, 250 w night. KFTM-FM operates on 101.7 mhz with 3 kw and antenna 135 feet above average terrain.

- **KGRN-FM Las Vegas**: Sold by Gilday Broadcasting Co. (Donald S. Gilday and Louis G. Hess) to Broadcasting Associates for $390,000. Principal in buyer: Steven Gold (51%), president of KBMI(AM) Las Vegas. KGRN-FM operates on 101.9 mhz with 20 kw and antenna 41 feet above average terrain. Broker: Sahara Realty Corp.

Approved:

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 52):

- **WMOC (AM)** Chattanooga: Sold by Dick Broadcasting Co. Inc. to Robert A. Mayer for $500,000. Principal in seller:

James A. Dick. Mr. Mayer owns WPJD(AM) Soddy-Daisy, Tenn. (see below): WPJD(AM) Winston-Salem, N.C.; and New Testament Baptist Enterprises, St. Maarten, Netherlands Antilles. WPJD(AM) operates on 1450 kHz, with 1 kw daytime and 250 w night.

- WPJD(AM) Soddy-Daisy, Tenn.: Sold by Robert A. Mayer (see WMOC(AM) above) to C. Alfred Dick for $75,000. Mr. Dick is vice president and general manager of WMOC(AM) Chattanooga. WPJD(AM) operates on 1550 kHz with 1 kw daytime and 250 w night.

**Tape shows President not so anti-antitrust regarding the networks**

And networks now get chance to prove they were sued for political reasons

Recent disclosures by the House Judiciary Committee in its impeachment inquiry leave no doubt that President Nixon was very much opposed in his first administration to the vigorous antitrust-enforcement policy of Richard M. Nixon, then head of the Justice Department's antitrust division. But there was one area where the President did not seem to feel antitrust action would be inappropriate, and that was where the networks were concerned.

A White House tape of an April 19, 1971, conversation involving the President, John Ehrlichman, then chief domestic affairs adviser, and George P. Shultz, then director of the Office of Management and Budget, reveals the President's bitter opposition to the Justice Department's antitrust policies in general and to its prosecution of an antitrust case against ITT in particular. "I don't know whether ITT is bad, good or indifferent," the President said at one point. "But there is not going to be any more antitrust actions as long as I am in this chair."

But then Mr. Ehrlichman noted that the President planned to talk the next day to then-Attorney General John Mitchell about "this other one . . . on the networks." To which the President responded: "Well, I don't want him to do that, for other reasons."

Ehrlichman: "These are all coming together."

The President: "We wanted to do that at another time."

A White House tape of a conversation two days later involving the President and Mr. Mitchell contains only a fragment, at the end, bearing on a possible government antitrust suit against the networks. And the comment is by Mr. Mitchell:

"After a general discussion concerning antitrust matters, with specific reference to ITT, Mr. Mitchell said, "Now the other thing I would like—John Ehrlichman called today, and said that they put out his network suit. And I don't—""

One year later, the Justice Department filed its antitrust suits against the three

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networks designed to bar them from engaging in any entertainment-program production (Broadcasting, April 17, 1972).

The networks have claimed that the suits are politically motivated. And Judge Robert J. Kelleher, of U.S. District Court in Los Angeles, who is presiding, is giving them a chance to prove their charge. He has ordered the government to identify documents relating to actual or prospective antitrust litigation against the networks that were sent to or received by the President or anyone assigned to the executive office, top Justice Department officials or the Committee to Re-Elect the President.

The order, in line with one delivered orally from the bench in May (Broadcasting, May 27), also refers to documents relating "to any proposal or plan, whether effected or not, to use any power, authority, facility or influence of the Department of Justice to inhibit or otherwise affect or harass" the networks in their public affairs programming, or to "retaliate" against the networks for such programming by threatening litigation. Judge Kelleher defined document as "any recorded, taped or graphic matter" in the custody of the President, the administration, the Justice Department and the attorney general.

Judge Kelleher has also authorized the networks to take depositions from two former attorneys general—John Mitchell and Richard Kleindienst. The government is to respond to the network's request for identification of documents within 60 days, and within 30 days of that response, the networks are to begin taking depositions of Messrs. Mitchell and Kleindienst.

The flow of information in the current phase of the litigation will not be all one way. Judge Kelleher ordered the networks to make available to the Justice Department a considerable amount of data in their files or public affairs programming, or take steps to help make that information available.

Among the materials requested are the network's gross and net incomes between 1967 and 1972, programs they aired in prime time in specific seasons and years, the amount of money they financed them, and what rights—profit sharing, syndication, merchandising, among them—they obtained in connection with them.

WCAU-TV challenger seeks look at ascertainment issues

In the latest round in the bout between CBS's WCAU-TV Philadelphia and First Delaware Valley Citizens Inc.'s application for a construction permit for a new station on the same facilities, First Delaware has charged CBS with misrepresenting the facts in a motion to enlarge the issue filed May 16, 1974. Challenging the affidavits obtained from 35 community leaders in support of CBS, First Delaware charged CBS with rewriting by lawyers long after the actual ascertainment, and respondents were not aware of the intent of the affidavits they signed. Further, First Delaware contends, people signed the affidavits in the belief they were confirming an original inter-view, held almost a year previously, when in fact they were not.

Countering First Delaware's argument, CBS Inc. said the FCC has already examined their ascertainment effort and determined it was properly conducted to find the needs and interests of the Philadelphia community.

Wiley sees problems in WLDB turnabout

Chairman says FCC reversal to permit renewal-sale of Atlantic City AM sets precedent that could boomerang

In reversing an earlier action that had ordered the dismissal of the renewal application of Dorothy Bremmer for WLDB (AM) Atlantic City, N.J., the FCC was kind to an ailing, elderly widow. But, according to Chairman Richard E. Wiley, who dissented, it did a disservice to another party and established a troublesome precedent.

The commission had dismissed Mrs. Bremmer's application on Nov. 2, 1972, after she failed to file an involuntary-assignment application following the death of her husband, Leroy, and missed paying annual license fees in 1971 and 1972.

But the dismissal action, the commission noted, brought a quick response. Mrs. Bremmer requested permission to reconsider the dismissal and, for the first time, advised it of the problems she said had beset her—she was getting on in years, she was ill, and she had been upset by her husband's death.

That explanation, coupled with a promise to sell the station, persuaded the commission to stay the dismissal action on Jan. 4, 1972.

And now, the commission, noting that the renewal application is complete, granted party and conditioned Mrs. Bremmer assign the license to a qualified purchaser. At the same time, the commission accepted for filing an application for assignment of the station's license to Atlantic City Broadcasting Corp. The sale price is $225,000.

That would be the end of the story, except that in the meantime, Abraham and Sheldon Hofferman, operating as Better Broadcasting of Atlantic City, had filed an application mutually exclusive with Mrs. Bremmer's renewal application.

The commission returned it as untimely filed. And that is where the majority and Chairman Wiley differed.

The Hoffermans filed on Jan. 28, 1974. But the commission said that under the 60-day cutoff rule in effect (it is now a 90-day rule), the Hoffermans should have filed by May 14, 1973, since Mrs. Bremmer's supplemental application was filed on March 12, 1973. The commission did not give public notice of the filing of any application because, it said, such notice is not required in the case of supplemental amendments to an application for renewal which has been deferred since the previous renewal period. The commission also said that the Hoffermans were aware of the filing of the supplemental renewal application. Chairman Wiley saw things differently. First, he referred to the filing as a "late-filed application," and said the rules require public notice of such filings. The reason, he said, is to start a time period which uniformly applies to anyone who wants to file a competing application.

"The majority's substitution of an actual notice standard not only interferes with an applicant's legal rights, and is inconsistent with the plain language of our rule," he said in dissent, "but also negates the new and understandable policy by which the commission must determine when different parties become aware of a renewal filing and whether mutually exclusive applications are thereafter timely filed.

The majority consisted of Commissioners Robert E. Lee, Benjamin L. Hooks and James H. Quello, with Commissioner Charlotte Reid concurring. Commissioners Abbott Washburn and Glen O. Robinson did not participate.

Media Briefs

Spreading his word. Charles C. Woodard Jr., former president of Covenant Cable TV and author of newly published "Cable Television Acquisition and Operation of CATV Systems" (McGraw-Hill), has opened management consultancy in cable television and broadcasting. Mr. Woodard started in broadcasting as CBS attorney, joined Westinghouse Broadcasting in 1957 as vice president and assistant to president, was later president of Westinghouse CATV operations. Charles Woodard Associates, 60 Edgars Lane, Hastings-on-Hudson, N.Y. 10706; 914-478-1029.

Consolidation. Rogers & Cowan Inc. and Robert S. Taplinger Associates, public relations firms with offices in New York and Los Angeles, merged Aug. 1. Rogers & Cowan Inc. became parent company and its corporate relations and product divisions have been integrated into Taplinger corporate and financial-relations operations.

Silenced by strike. KROQ-AM-FM Los Angeles went off air July 29 when American Federation of Television and Radio Artists called out its seven members, including disk jockeys and newsmen and established picket line that was honored by other KROQ employees. AFTRA claims station management, plagued with financial ills for at least year, owes its members over $73,000 in unpaid salaries, as well as more than $14,000 to union's pension and welfare fund. AFTRA filed complaint with California Industrial Welfare Commission and with FCC. Stations' board of directors was to meet for second time late last week in attempt to work out solution to problems.

WHBI in jeopardy. FCC initial decision would deny license renewal for Cosmopolitan Broadcasting Corp.'s WHBI (FM) Newark, N.J. Administrative Law Judge Ernest Nash said Cosmopolitan had "virtually abandon[ed] all interest and control in the programming of its station to various time brokers, religious broad-

Data from Dallas. Formation of National Research Institute and its acquisition of National Radio Research, both in Dallas, announced by principals Joseph P. Driscoll and D. P. Welborne. Financial considerations were not disclosed. NRR will concentrate in radio research, having developed, HT-31, a system that had been in use for some time but plans to broaden its area of concern. Mr. Driscoll, chairman of board, also owns KOLE(AM) Port Arthur, Tex., is chair of board of Michigan General Corp., multi-industry company, is independent oil producer and attorney. Mr. Welborne, president, owns WTBO(AM)-WKGQ(FM) Cumberland, Md., and WNCQ(AM) Silver City, N.C.

NAB's new committee on children's TV plums for seminar

Its proposals will go before executive committee this week.

The National Association of Broadcasters' executive committee will consider this week a proposal to arrange a national seminar on children's television in early 1975. The proposal has been advanced by a newly formed NAB committee, created at the direction of the NAB television board (BROADCASTING, June 24).

The seminar would be modeled on one conducted in Cincinnati a year ago under the guidance of Robert D. Gordon, vice president and general manager of WCPO-TV Cincinnati (BROADCASTING, June 11, 1973). Mr. Gordon is chairman of the new NAB committee, whose membership was announced last week although appointed earlier. In addition to Mr. Gordon the members are Charles A. Badson, Cosmos Broadcasting, Columbus, S.C.; Robert M. Bennett, WCVB-TV Boston; George Heinemann, NBC, and Harold Niven, NAB vice president and assistant to the president.

Appointment of the committee was authorized at the same NAB board meeting that produced action leading toward reduction of commercial time in children's programming, by revision of the television code (BROADCASTING, June 24 et seq.). Mr. Gordon, a member of the NAB TV board, had been urging that the NAB take over the kind of seminar that had been held in Cincinnati.

At an organizational meeting quietly held two weeks ago, the new committee also voted to ask the NAB executive committee to authorize the preparation of a bibliography of research in children's television.

Senate pares OTP money

The Senate cut nearly $2 million from the proposed fiscal 1975 budget of the Office of Telecommunications Policy last Wednesday (July 31), upholding the Appropriations Subcommittee vote of the week before. The House has voted to give OTP $9.4 million: the sum before the Senate was $9,512,000. The Senate-approved total is now $7.5 million.

OTP's allocation was included in an appropriations bill for numerous offices and agencies, including the Treasury Department, the U.S. Postal Service, the executive office of the President and its sub groups, and independent agencies such as the Civil Service Commission. Of those, OTP was the only agency that received a budget cut. But it had asked more than $3 million over what it received last year, and the approved $7.5 million appropriation is still $1 million higher than last year's budget.

The bill will now go to conference, where House-Senate differences will have to be reconciled.

Reel-to-reel...for real

Exciting things are happening in the reel-to-reel market. And it's all caused by a new machine called the ITC 850 Series. Here is the result of a lot of consultations with broadcasters to determine what they most desired in a reel-to-reel machine. Then we added a few innovations of our own. Truly, the 850 Series is equipment designed specifically with the professional broadcaster in mind. Some 850 features: motion sensing, multi-function edit mode, super quiet operation, automatic tape lifters, TTL logic circuitry, capability of handling dissimilar size reels, and more too numerous to mention here. If you're in the market for something new and vastly improved in reel-to-reel, a collect call to us will reveal an interesting story that you may have been waiting to hear. Make the real move to reel-to-reel...ITC. Collect number 309-828-1381.
On the road with footloose FCC: from Aurora, Ill., to Costa del Sol

Traveling continues unabated, latest survey shows; Wiley goes the oftentimes, Lee the farthest; but meeting attendance keeps up

For those who like rocketing around the country, from, say, Washington to Seattle to Memphis, then back to Washington, talking to broadcaster groups or other communications types, or perhaps a college commencement, the FCC is an ideal place to work.

That's the kind of thing FCC commissioners did last year, as they did the year before and the years before that. It is the kind of meet-the-people (of whatever constituency) thing that commissioners were doing long before Chairman Richard E. Wiley conceived the idea of FCC regional meetings to take the commission closer to the people.

There were commissioners at state and national broadcaster and cable association meetings, at American Women in Radio and Television gatherings, at conventions of state regulatory commissioners. FCC commissioners addressed students at Bucknell University and at Aurora (Ill.) College, at the WNET Training School in New York and at the Army War College in Carlisle Barracks, Pa. They addressed dinners attended by electrical engineers and dropped in at the commission's spectrum management office in Chicago.

One member of the commission even traveled to St. Petersburg, Fla., to attend a meeting with President Nixon. That was former Chairman Dean Burch, who walked out of the meeting with a new job as counselor to the President.

All of this coming and going—106 trips in all—cost the government $23,923.60. The amount charged to the FCC was about $20,000. But two trips did not fit the mold; they were longer—seven weeks each—and costlier than the others and were charged to the State Department. They were the trips Commissioner Robert E. Hooks made to Spain, during most of September and October, and to Geneva for seven weeks last spring, to attend International Telecommunication Union conferences (the first as vice chairman of the U.S. delegation, the second as chairman).

The last time BROADCASTING surveyed the commissioners' travels, the results were similar. The commissioners, in May 1973, were found to have made 102 trips in the preceding 12 months, at a cost of $7,514.90. However, the situations are not exactly comparable. For one thing, the most recent period being checked extended more than 12 months, from mid-May 1973 to mid-July 1974. For another, the seven-member commission was understrength for a considerable amount of that time. Former Commissioners Nicholas Johnson and H. Rex Lee left within weeks of each other last December; former Chairman Burch, in March. And the first replacement, James Quello, did not arrive until April 30. (Mr. Quello, however, promptly did his bit to pick up the slack; by July 12, he had made four trips at a cost of $895.45.)

But there are constants. Chairman Richard E. Wiley, the leading ground gainer in 1973, with 24 trips, at a cost of $5,701.80, has been ground-gainer in 1974, with 27 trips, at a cost of $4,377.37. He has been popular with state broadcaster associations, and also finds time for trips to places like Fredericksburg, Va., where the National Association of Broadcasters has a small-market radio visit for the benefit of the commission's re-regulation task force. (Six of Mr. Wiley's trips occurred after he became chairman on March 8. The chairman, of course, has even more speaking requests than do other commissioners.)

And Commissioner Benjamin L. Hooks, who as a rookie commissioner last year quickly demonstrated his popularity with a variety of groups that wanted him to visit, was second only to the chairman in the number of times he left Washington in response to invitations to talk or, as was the case in Gary, Ind., to participate in a "turn on" of the Gary Communications Group's cable system. In all, he made 22 trips at a cost of $3,666.54.

Heavy travel, as has been demonstrated in the past, does not necessarily mean substantial absenteeism. Commissioners can arrange to give the middle days of the week to the commission, the remainder to their public. According to commission records, Chairman Wiley did not miss any of the 79 regular or special meetings held between June 1, 1973, and June 1, 1974. Commissioner Hooks missed four. And the only meetings that Commissioner Lee missed were the two that were held while he was in Torremolinos. He even managed to participate in the eight meetings held while he was in Geneva; he was联络ed by telephone. (The commission in that period was down to four members, and needed all the votes it could get.) In all, Commissioner Lee was gone from Washington 77 times, cost of $7,142.37, including the two foreign trips.

On the other hand, former Commissioner H. Rex Lee, who made only five trips (at a cost of $1,160.29) between mid-May 1973 and his departure from the commission at the end of December, was reported to have missed seven meetings. However, most of the absences occurred during time he took as vacation. The same is true of Commissioner Reid, who missed five meetings. She made 13 trips last year at a cost of $2,848.07.

At one time, Commissioner Johnson was among the most traveled of commissioners. A foreign port or two would often show up on his list of travels, and several visits to New York or Los Angeles to do television shows. But last year, the man who was the harshest critic that broadcasters had ever endured on the commission was a lame duck, his term having ended June 30, 1973. And in the five months that he remained on the commission while waiting for the Senate to confirm his successor, Mr. Quello (he finally left on Dec. 5, in part, he said, to oppose the Quello nomination), he made only six trips, at a cost of $716.05.

None was to address a broadcaster or other industry group. There were some addresses at colleges and a meeting with communications experts, and one television program appearance, in Chicago.

Following are the individual records of travel in descending order, along with travel costs:

Chairman Wiley: 5/9-19/73, Louisville, Ky., $128.77, addressed Kentucky Broadcasters Association; 5/20-22/73, Bermuda, $176.00, spoke to Pennsylvania Association of Broadcasters; 5/24/73, Chicago, $193.55, attended Spectrum Management meeting, who was included in above costs, participated on panel for Iowa Broadcasters Association convention; 6/6/73, Chicago, $220.98, attended computer demonstration; 6/6-6/8/73, St. Louis (included in above costs), spoke before Missouri Broadcasters Association; 6/18-6/19/73, Angeles, $700.00, speaking in National Cable Television Association convention; 7/15-17/73, Cooperstown, N.Y., $131.77, spoke before New York State Association; 7/18-7/20/73, Monterey, Calif., $389.19, spoke before California Broadcasters Association; 8/9-8/15/73, Little Rock, Ark., $202.16, spoke before Arkansas Broadcasters Asso-

Broadcasting Aug 5 1974
Wiley

in Chicago and then spoke to Florida Association of Broadcasters, 6/14-6/17/73, New York, $127.77, attended National Association of Regulatory Utility Commissioners-FFC Liaison Group, 7/8-7/22/73, Minneapolis and Wisconsin, $207.03, spoke to Wisconsin Association of Broadcasters Convention at Cable, Wis. 8/23-8/26/73, White Sulphur Springs, W. Va., $137.00, spoke to West Virginia Broadcasters Association fall meeting, 9/18-9/22/73, Torremolinos, Spain, $1,070.03, vice chairman U.S. delegate to International Telecommunication Union Conference, 12/13-12/19/73, New York, $69.96, attended meeting of St. John's University Communications Art Advisory Committee, 12/20-12/23/73, Chicago, $226.27, conferred with Sears Tower officials regarding antenna problems, 1/10-1/13/74, Tulsa, Okla., $263.78, spoke before winter convention of Indiana Broadcasters Association, 1/19-1/22/74, Palm Springs, Calif., $551.25, spoke before California Association of Broadcasters, 2/7-2/9/74, Charleston, S.C., $511.02, spoke before Chamber of Commerce Red Carpet breakfast, 3/13-13, Miami, $209.80, spoke before City of Miami Commission on Ecology and Beautification, 3/13-14/74, New York, $150.33, spoke before annual conference sponsored by International Radio and Television Society, 4/1-6/10, Geneva, Switzerland, $2,179, chairman of U.S. delegation to International Telecommunication Union Conference, 7/11-7/14/74, Ocean City, Md., $140.60, attended District of Columbia, Maryland, Delaware broadcasters association meeting, Grand total: $7,142.37.


Former Chairman Burch: 5/17-5/18/73, Philadelphia, $47, received Person of the Year award, 6/6-6/12/73, Chicago, $108.64, visited Spectrum Management Facility, 6/17-6/18/73, Los Angeles, $449.53, addressed the National Cable Television Association convention, 6/27-6/28/73, Albany, N.C., $104.27, attended the National Broadcasters Convention, 6/30-7/1/73, Los Angeles, $140.27, attended conference of Regulatory Utilities Commissioners executive committee meeting, 8/24-8/28/73, Phoenix, $447.41, addressed the Motorola semi-conductor Seminar. 8/29/73, Carlsile Barracks, Pa., $26.84, addressed the Army War College. 9/13-9/14/73, New York, $83.52, addressed the International Radio and Television Society Newsmaker's luncheon, 10/4-10/5/73, New Orleans, $291.03, addressed the Chamber of Commerce of New Orleans area, 10/12-10/13/73, Chicago, $173.00, gave dedication address for Rockefeller Casabration System, 10/31-11/3/73, San Francisco, $508.20, addressed the National Association of Broadcasters, 11/9/73, New York, $61.17, participated in Media Decisions roundtable, 2/14-2/24/73, Key Biscayne, Fla., and Phoenix, Ariz., addressed Women's Club of President Nixon and addressed Arizona Broadcasters Association. Grand total: $2,848.07.

Former Commissioner H. Rex Lee: 6/8-6/20/73, Camel, Calif., $493.96, attended conference on values in public broadcasting, then spoke at meeting with Northern California broadcasters, educators, cable operators and managers of Los Angeles area, then attended National Cable Television Association annual convention, then participated in Anaheim edu-
NBC pays the biggest price for the biggest motion picture

Network agrees to pay Paramount $10 million for one-shot screening of record-grossing 'The Godfather'

NBC-TV last week confirmed persistent reports and announced it has coughed up a record $10 million for one showing (in two parts) of the biggest grossing movie of all time, Paramount Picture’s "The Godfather" ("Closed Circuit," July 15). Air dates are Saturday, Nov. 16, and Monday, Nov. 18.

In keeping with the high price paid by NBC, sponsors who want to buy a minute in one of the two nights will have to shell out $225,000, another record (tripling the $75,000 per minute rate-card price for next January's Super Bowl game on NBC). With only seven commercial minutes available to the network per hour, it's obvious that NBC will come nowhere near making its $10 million back (not to mention all those additional network expenses such as station compensation, agency commission, line charges, publicity and overhead, but Robert T. Howard, president of NBC, isn't thinking along those lines).

"I'm certain the industry, the ad agencies and even the viewers are getting the message that we're going to be aggressive in picking up the big movies," he said. "'Gone With the Wind' and 'Doctor Zhivago' are already under contract to NBC. With the addition of 'The Godfather,' we've got the kind of building blocks that could make us front-runners in the film area for years to come."

The gathering of those three movies into NBC's fold ups the nine of the 10 top-grossing films of all time. The only one that still hasn't been snapped up by the networks is 20th Century-Fox's "The Sound of Music" (number two on the list). Industry sources say Fox is in no hurry to lease it to television because when the company put it out on reissue last year (the movie was originally released in 1965), it grossed $11 million in the U.S. alone. Says a Fox source: "Our thinking is that you destroy the theatrical value of a movie when you release it to television, even for one showing."

The most recent movie to muscle its way onto the list—Fox's "The Poseidon Adventure" (1972)—was sold to ABC last year for $3.5 million (one showing) and will turn up on the network next November. ABC thus joins NBC in putting its best film forward during the November market-by-market rating sweeps, which traditionally determine rate-card and sales patterns for the next quarter (January to March). Bob Howard said "The Godfather" could very well rack up 60 shares both on Saturday and on Monday. CBS has the movie

*AS

"M*A*S*H" (number 12 on the all-time list), noted for its scheduling this fall, but the weekly TV series of the same name, which uses most of the characters from the film, may have diluted some of the movie's expected audience impact through overexposure, in the eyes of many industry observers.

"The Godfather's" November airing may end up benefitting its distributor, Paramount Pictures, as much as it does NBC, Mr. Howard said. "Paramount is opening 'The Godfather, Part II' in theaters all over the country in December, and I can't think of a better lead-in than having most of America tuned in to the original just a month before that opening."

"The Godfather" was given an R rating by the Motion Picture Association of America (which means that anyone under 17 must be accompanied to the theater by an adult) and, according to Herminio Travielas, vice president, broadcast standards, NBC, Francis Ford Coppola, director of the film, has agreed to do the snipping and re-editing of a few of the sequences that NBC objects to. "There are only four violent scenes in the film that we're worried about," Mr. Travielas said. But none of them will be completely taken out. For example, toward the beginning of the film, when the film executive throws back the sheet on his bed and uncovers the decapitated head of his favorite horse, Mr. Travielas said the plan is to cut just the few frames that seem to linger on the blood-drenched mattress and sheets.

There are also some exploitive that Mr. Travielas said will have to be deleted, and two sex scenes (one involving female nudity from the waist up) that will have to be modified.

"But the total editing will be minimal," he concluded. "I can guarantee you that we'll do everything in our power to protect the integrity of the picture."

'Nokia' pilot in limbo

A federal judge in Los Angeles has issued a preliminary injunction against ABC, Columbia Pictures Television and David Gerber Productions against broadcasting or licensing the pilot film, 'Nokia,' which was shown earlier this year over the network and which is the basis of the

H. R. Lee

Former Commissioner Johnson: 5/24/73, New York, $36.00, met with communications experts/industry members. 6/10-6/12/73, Chicago, $105.27, TV program appearance, tour of FCC facilities in Park Ridge, met with communications experts. 8/21-8/23/73, Toronto, $183.29. spoke at Canadian Speech Association conference. 9/12-9/14/73, Indianapolis, and Cedar Rapids, Iowa, $224.63, lectured IMB Institute at Bloomington, Ind. (off duty), and spoke to National Farmers Organization. 10/23-10/24/73, Meadville, Pa., $76.27, spoke at Allegheny College. 11/1-11/3/73, Williamson and Harrison, Pa., $57.86, spoke at Bucknell University. Grand total: $716.25.


Quello
Happy anniversary. ABC-TV is confident that its new early-morning program, "A.M. America," will have station clearances representing 95% of U.S. TV homes when it kicks off next January, James E. Duffy, president of the network, said last week. He had just returned with other ABC officials from three one-day regional meetings to update affiliates on plans for that program and also to improve live clearances for ABC's late-night "Wide World of Entertainment" and keep them abreast of prime-time programming for the new season. He was able to tell affiliates what their anchorpeople would be, he said, but he hoped to do so by mid-February. He hoped that word ABC gave them on three market research tests, which he said bore out ABC's contention that diary-based local measurements shortchange the late-night show's audience by up to 50%, would lead more of them to clear the program live: 23% of its affiliates, he said, but 50% of ABC's early-morning shows.

The nominations announced last week by the National Academy of Television Arts and Sciences:


An award will be given in each of the following categories:


Yelling copper

Within a three-year period, the shouting of the law by TV policemen increased dramatically in all but five areas: searching people and property without a warrant and failing to advise suspects of their right to remain silent. Conclusion was reached by an assistant professor of communication at Philadelphia's Drexel University, Albert T. Tedesco, and six aides, who isolated 4,000 characters in about 300 programs from all of the prime-time and Saturday-morning shows televised by ABC, CBS, and NBC between 1969 and 1971. The main finding, which will be highlighted in Mr. Tedesco's forthcoming Ph.D. thesis, shows that the 1969 figure of 18.8% of TV cops failing to get a search warrant ballooned to 55.4% by 1971. And the 20.6% of TV cops in 1969 who had ignored the constitutional duty to warn a suspect of his rights as soon as he is placed under arrest jumped to 50.8% by 1971.

Producers claim TV harm

A lawsuit filed against MGM, United Artists and Cinema International Corp. by Walter Seltzer and Russell Thatcher, asking $66 million in damages, has a TV angle.

The basic thrust of the litigation stems from the decision last year by MGM to withdraw from the distribution of films, turning over to UA domestic distribution and to CIC overseas distribution.

The plaintiffs produced "Skyyjacked" and "Soylent Green" for MGM and claim that the change in distribution reduced their rental income substantially. They also charge that MGM's licensing of "Soylent Green" to CBS for TV exhibition early next year "mutilated and irrevocably" impaired box office earnings of the film.

The revolution returns on radio

Virginia broadcaster and historian has created and is selling daily series of "newscasts" recreating events at time of birth of United States

A series of daily two-and-a-half minute "news broadcasts" from the American Bicentennial War Diary, recorded, released and syndicated under the direction of a Virginia broadcast veteran and history buff, who hopes the idea will catch on nationally for four broadcasts every day of six and a half years beginning in November.

The Bicentennial Radio Network is the brainchild of Thomas Chisman, president of the Peninsula Broadcasting Corp. (WVEC-AM-TV Norfolk, Va.). Mr. Chisman and a staff of broadcast consultants, writers, historians and broadcasters from the U.S. and from the BBC are planning a series of 2,400 separate scripts highlighting the events on both sides of the Atlantic surrounding the American Revolution.

The series has been accepted for full sponsorship in Virginia by the Virginia National Bank; however, Mr. Chisman is waiting for a national advertiser—or possibly the American Bicentennial Commission—to pick up full sponsorship of the series.

The "reports" of each day's 200-year-old events will correspond with the same day of this century. Half of each broadcast will carry the colonies' version of the event, and half the British version, which is being written, produced and recorded by the BBC.

Three already recorded broadcasts were played during Mr. Chisman's presentation. The May 12, 1775, "newscast," which will be aired on May 12, 1975, is a report on the seizure of Fort Ticonderoga, New York, by the colonists, and features dramatic sound effects. "The guns being fired are actually 18th century guns," explained Mr. Chisman. "We are making every effort to insure that the series is not only of the highest professional broadcast standards, but that it is also as factually and historically accurate as research allows." The series, planned for broadcast four times daily, features break-ins from an announcer, and narrated reports "on-the-scene."
PTA waiver. In reply to FCC's request for comments dealing with waiver of prime-time access rule until September 1975, all three TV networks support FCC intention to revert to old waiver policy under 1970 rule. Calling return "chaotic," National Association of Independent TV Producers and Distributors wants FCC to adopt "purposes standard" for waiver policy avoiding program judgment ruling. NAITPD also wants delay of prime-time schedule or make-goods in cases of sports rerun exception. Westinghouse Broadcasting Co. argued no need for special waivers since adopted access rule permits ample clearance of network programs by affiliates during three of four prime-time hours.

Back in the saddle. Carbie Distributing Corp., Los Angeles, new TV distribution firm headed by Burt Rosen, ex-Winters/Rosen, has announced its first series sale for fall. It's prime-access version of NBC-TV's "Celebrity Sweepstakes," produced by Burt Sugarman and Ralph Andrews. Shows last year sold in seven upper top-10 markets for Sept. 9 start, including ABC-O&O's WABC-TV New York, KABC-TV Los Angeles, WXIX-TV Detroit and KGO-TV San Francisco, plus WTAE-TV Pittsburgh, WJW-TV Cleveland and WPVI-TV Philadelphia. Carbie firm, of which Mr. Rosen is president, has established Los Angeles offices at 8489 West Third Street, telephone (213) 651-5010.

GOP cavalry charge. Republican move to bolster party image in light of Watergate and impeachment activities takes form of three-state, 90-minute program scheduled for Aug. 8 (8:30-10 p.m., PDT) on five ABC-affiliated TV stations in Seattle, Portland (Ore.), San Francisco, Los Angeles and San Diego. Featured will be Vice President Gerald Ford, Senator Hugh Scott (Pa.), Representatives John Rhodes (Ariz.), Senator Mark Hatfield (Ore.), Senator Barry Goldwater (Ariz.), California Governor Ronald Reagan, Washington Governor Dan Evans. Jimmy Stewart is to emcee portion of program.

To be tried again. David B. Charnay, chairman of Four Star International Inc., Los Angeles-based TV and feature film production firm, was one of four indicted last week by federal grand jury charging conspiracy and stock manipulation in the acquisition by Howard Hughes in 1968 of what is now Hughes Air West Airline. Others are Mr. Hughes; Jack Mayheu, former Hughes manager in Nevada, and Chester C. Davis, chief counsel of Mr. Hughes' Summa Corp. Named as unindicted co-conspirators were H. M. Greenspun, Las Vegas newspaper publisher (and former owner of KLAS-TV Las Vegas, now owned by Summa Corp.), and George Crockett, founder of Bonanza Airlines which became part of Hughes Air West. Indictment of four men last year was thrown out of court by federal judge in Reno as improperly drawn.

On the road. Adrian Weiss Productions, Beverly Hills, Calif., is offering 184 half-hour episodes of The Traveler, travel-adventure series with TV personality George Carlson as host. Mr. Carlson is producer of series, which won Emmy during its initial showing in 1965-66 season.

Dissemination. Oklahoma State Department of Education will utilize state's public broadcasting and cable facilities Aug. 21 in colloquy on accountability of state educational system. Four-hour program, broadcast on noncommercial KETA-TV Oklahoma City and KOKF-TV Tulsa and fed to eight cable systems, will provide telephone link for two-way communication between educators and school patrons and state officials participating in telecast.

Taylor 30 years ago. MGM-TV's first Family Network offering for next season will be "National Velvet," starring 12-year-old Elizabeth Taylor. Two-hour movie will be aired Sunday, Sept. 8, and MGM expects stations in more than 140 markets to carry it—similar to last year's three Family Network movies.

Two for one. Prime Film Films Inc., New York, and TV Cinema Sales Corp., Los Angeles, will syndicate package of 21 action movies within U.S. TV Cinema Sales will handle 17 states, mostly in West and Prime will service rest of country and worldwide. Movies are owned by Ricar Enterprises Inc., and 13 of them were originally distributed theatrically by company called Universal Ma- rion.

SAG members like it. Screen Actors Guild, Los Angeles, announced last week that approximately 98% of its 29,000 members had voted to ratify the new three-year contract on theatrical and TV motion pictures with the Association of Motion Picture and Television Producers and the three networks signed last month (Broadcasting, July 8).

Major provisions of the new contract that went into effect July 1 provide for a 25% increase in minimum rates, parity of wages and working conditions between filmed and video-taped dramatic shows on network prime time, payment for prime-time network reruns based on actual compensation rather than minimums, no time limit on residual payments to actors for syndicated reruns, and increases in contributions to SAG's pension and welfare fund.

The BARN door is open. The Birmingham Americans, reported two weeks ago as the only club in the new World Football League without local radio and television contracts (Broadcasting, July 29), is no longer a broadcast stepchild. In fact, the Alabama team has come up with one of the more extensive radio networks.

Keyed by WJOF(AM) Athens, Ala., the Birmingham Americans Radio Network last week had grown to 36 affiliates in four states. According to Bill Dunnavant, WJOF sports director who set up the BARN, the station list could reach 50 when area outlets finish baseball commitments in September.

Larry Matson, formerly at WBMS-TV Birmingham, is on radio play-by-play. On the television side, WBRCTV Birmingham has arranged to do at least three road games in the next two months. On play-by-play, Ed Thilenius; on color, WBRCTV's Tom York. TV rights are held by Guaranty Savings & Loan Association of Birmingham.

AFM gets some concessions. The musicians' union and TV and movie producers in Los Angeles last week agreed on a new contract.

Although the new terms were not made public either by the American Federation of Musicians or the Association of Motion Picture and Television Producers, pending ratification by AFM membership, the new three-year contract that takes effect Aug. 1 is believed to provide for an 8% boost in musicians salaries with a 9% boost after 18 months. It also provides for an increase in the percentage of live musicians used in TV shows, as well as increase to 7% of contributions to the AFM pension fund.

At one point, the AFM had announced that its goal was 100% employment of live musicians in all TV shows, but AMPTP negotiators stonewalled that one. Agreement was reached, however, on a formula that increases usage of live musicians in TV programs.

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Broadcasting Aug 5 1974
Big three named in FTC drive against claims for auto mileage

And agency's consumer watchdog says it's only beginning of big campaign

In its first major move to clamp down on energy-related claims, the Federal Trade Commission last week announced one consent settlement and two complaints challenging gasoline mileage claims in television and print advertising of the three leading car makers. A provisional consent order was negotiated with General Motors; complaints were issued against Ford and Chrysler. And the agency's Consumer Protection Bureau director issued his own warning that the FTC expects all advertisers to "turn particularly sharp corners" in their energy-related claims.

All three challenged ad campaigns dealt with mileage tests. The problem of establishing a test that thoroughly replicates actual driving conditions is behind the FTC's decision to proceed on a case-by-case basis rather than to issue rules or guides on energy claims, according to Consumer Protection Bureau Director Thomas Rosch. Ad claims by other auto makers are currently under FTC scrutiny, but action is held up by "complex" issues surrounding the adequacy of tests involved, he said.

The complaint that led to the consent order with General Motors alleged that GM had disseminated ads to its dealers asserting that a Cadillac Eldorado had achieved better gas mileage than a number of other cars in tests conducted by the Environmental Protection Agency. In fact, the FTC said, one or even a majority of the samples of competing models that were referred to in the ad had gotten better mileage than the Eldorado. The consent order prohibits deceptive fuel economy claims for any GM car and requires that tests of both fuel economy and general performance support accompanying claims.

In fuel-economy testing, GM is forbidden to make superiority claims unless the test finds every tested sample or the average of tested samples of GM cars to be superior to every sample or the average of all samples of the comparison autos; alternatively, GM must disclose the test results for each sample or the average for all samples of both the GM car and the cars to which it is being compared.

The FTC accused Ford of lacking substantiation for its claims of gas economy for its smaller cars. The complaint alleged that the ads implied that the tests conducted approximated ordinary driving conditions. However, the FTC said that Ford lacked adequate substantiation for that representation.

A Ford spokesman said the company "categorically" denied that its ads were deceptive. Furthermore, Ford said that it made no representation that the mileage figures approximate those an ordinary driver could obtain. Ford pointed to its disclosure in the ads in question that mileage depends on many factors and that drivers may get more or less than the figures advertised.

The complaint against Chrysler cited print and TV ads allegedly representing that Popular Science had found all Chrysler small cars to have superior gas mileage to all Chevrolet Novas. In this case, it's what Chrysler didn't say that counts, the FTC said, alleging that those ads unfairly disparaged the competitor by failing to disclose that certain eight-cylinder Novas had better mileage than certain eight-cylinder Chryslers.

Chrysler said it believes its ads to be both "accurate and fair," and that the Popular Science test was only part of the basis for the ads; Chrysler ran its own tests confined to six-cylinder engines (which, the firm pointed out, are standard equipment for the Darts and Valiants advertised). In addition to its challenges to national advertising, the FTC announced six consent orders handled by its Seattle regional office. These involved three West Coast car dealers who made gas-consumption claims or vehicle operation cost claims "without reasonable basis" and three trade associations that made gas mileage or gas availability claims for recreational vehicles.

The consent order with General Motors Co. and complaints against Ford Motor Co. and Chrysler Co., are among the fastest ever to surface from the FTC's advertising substantiation program, which was revamped early this year to speed up reply to substantiation orders as well as the commission's own review of materials. The complaints single out ads run in January and February of this year, and presumably were timed to halt these and similar practices before fall and early-winter energy advertising is in place.

Mr. Rosch called the mileage-claim crackdown a "comprehensive Federal Trade Commission effort to insure the consumer anxieties due to the energy situation are not exploited by advertising."

Candidates agree to limit media use

Brown and Flournoy in California set $800,000 ceiling on TV-radio

The two major-party candidates for governor of California have signed an agreement that puts a ceiling on expenditures—particularly broadcast timebuying.

At the same time the two candidates, Edmund G. Brown Jr., Democrat, and Houston I. Flournoy, Republican, also agreed to make six joint appearances, with four principally on TV.

The agreement limits overall spending to $900,000 each, of which no more than $750,000 may be spent on TV and radio, $50,000 for production of TV and radio commercials, and $100,000 on newspaper and magazine advertising.

Both candidates also agreed that no commercial spots may be made from any segment of the six debates. Any dispute will be settled by binding arbitration, with Dorothy Nelson, dean of the University of Southern California Law School, as the arbitrator.

Not everything is covered by the $900,000 limitation. No limit is imposed on such other campaign expenses as staff salaries, telephones, travel, printing, and office costs. The ceiling applies to TV, radio, newspaper and magazine advertising, statewide mailings, recorded telephone messages and billboards.

The joint appearances are to begin Sept. 10 at the Sacramento Press Club. On Sept. 27, the two candidates will appear at the Irvine campus of the Uni.

BAR reports television-network sales as of July 21

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<th>Day parts</th>
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*Source: Broadcasting Advertisers Reports network-TV dollar revenues estimates.
versity of California, with full TV coverage being permitted only by two public broadcast stations—KPBS (TV) San Diego (ch. 15) and KOCF (TV) Huntington Beach (ch. 14) for the evening of the debate, one time only.

On Oct. 8 a 90-minute debate will be broadcast over a statewide educational TV network, originating in Los Angeles. Each affiliate of the state network is being permitted to broadcast this appearance once that day. On Oct. 20, both candidates appear on the regular State Capital public affairs program of the commercial KFOR (TV) Sacramento (ch. 13). On Oct. 28, the two candidates will appear on public broadcast station KCED (TV) San Francisco (ch. 9) for a single telecast in prime time.

The final debate will take place Nov. 2, 72 hours before election day, when the candidates appear on the regularly scheduled hour-long News Conference program of KNBC (TV) Los Angeles for a one-time only telecast.

In all instances, regular media coverage of the debates is permitted. Also, with some variations, the specifications for the appearances call for the candidates to begin with short opening statements, then rebuttals, with the remainder of the time answering questions from studio audiences—principal newsmen.

Political observers noted the heavy use of noncommercial TV stations in the early debates, and speculated that the candidates are using lightly watched TV stations to minimize any advantage in the campaign.

Just a bit. Advertising agency net profits increased fractionally in 1973, to 3.87% of gross income or 0.82% of billing, according to cost and profit averages being released today (Aug. 5) by the American Association of Advertising Agencies, based on reports from its members. Those figures are for incorporated agencies, which AAAA said represent an "overwhelming" majority of its membership. When partnerships and proprietorships were included, the profit average increased to 4.26% of gross. Payroll, by far the biggest expense item, was up in dollars, AAAA said, but down marginally as a percentage of gross and thus responsible for most of the profit increase. Overhead and other expenses except employee insurance also claimed slightly smaller percentages. Details are in AAAA's 1973 year-end financial report, which shows:

<table>
<thead>
<tr>
<th>Percent of gross income unless otherwise stated</th>
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<td>Rent, light and depreciation</td>
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<td>Payments into pension or profit-sharing plans</td>
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<td>Insurance for employee benefit</td>
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<td>Total expenses</td>
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<td>Profit before U.S. income tax* (as percentage of gross income)**</td>
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<td>Net profit (as percentage of gross income)**</td>
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<td>Profit before U.S. income tax for incorporated agencies (as percentage of gross income)**</td>
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<tr>
<td>Net profit for incorporated agencies (as percentage of gross income)**</td>
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<tr>
<td>Net profit for incorporated agencies (as percentage of sales—i.e., billings)**</td>
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</table>

* For all agencies—corporations, partnerships, proprietorships.
** Gross income comprises commissions, agencies' service charges, and fees. Figures are averages for agencies of all sizes.


FCB for P&Es. Pacific International Enterprises Inc., Portland, Ore.-based producer of adventure and wildlife movie features ("Vanishing Wilderness", and two new ones, "Challenge to Be Free" and "Wonder of It All"), has named Fodor, Coe & Belding, Los Angeles to handle its advertising. P&E has spent more than $3.2 million on spot TV over last 12 months to promote films.

Output. New computer-based sales analysis service has been developed over 18-month period by Broadcast Advertisers Reports and Tele-Rep Inc. and is now in operation at Tele-Rep, TV agency. It is said to include monthly reports on sales and shares of business for individual Tele-Rep salesman by market and in total, by agency and account, plus reports for each Tele-Rep office and comparison data for competitive stations in Tele-Rep markets, all based on BAR's station-monitoring operation.

Thoughts Invited. Association of National Advertisers is conducting competition to encourage fresh thinking in planning, buying and evaluating advertising media as a way of making young or unknown practitioners to submit 1,000-word papers. Three winning papers will be presented at ANA Media Workshop at Americana Hotel in New York on Dec. 12. Speakers are James E. Duffy, president of ABC-TV; Mary Wells Lawrence, chairman of Wells, Rich, Greene Inc.; Sam Thurm, ANA's senior vice president—Washington; Roland P. Campbell, senior vice president, National Advertising Division, Council of Better Business Bureaus; William H. Ewen, acting chairman, National Advertising Review Board; Jules Fine, senior vice president, Ogilvy & Mather; Michael Walsh, vice president—media director, Aitken-Kynett, and Herminio Travesias, vice president—broadcast standards, NBC.

B&B unit supplies McKim

Benton & Bowles Canada Ltd., Toronto, began operations last Thursday (Aug. 1) as an advertising agency with two major accounts billing an estimated $3 million. For B & B, the new agency replaces the recently dissolved affiliation with McKim Advertising Ltd., Toronto. The first clients of Benton & Bowles Canada are Procter & Gamble Canada (Crest, Scope, Ivory Snow and Zest) and Vick Chemical Co. (NeoQuil, Violets Cough Drops, Vicks Cough Drops, Vicks Formula 44 and VapoRub). Both accounts bill heavily in TV.

H. Donald Borthwick, a former McKim vice president, has been named president of the new agency. Its chairman is Victor G. Bloede, chairman of Benton & Bowles, New York. Headquarters is at 1235 Bay Street, Toronto. Telephone: (416) 922-2211.

QUALITY TALKS FOR

KKAA

Aberdeen, South Dakota

Continental's new 5/10 kW AM transmitter is setting records for performance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

CONTINENTAL ELECTRONICS MFG. CO. BOX 17040 DALLAS, TEXAS 75217
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Arbitron Radio audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (§) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Rank by day parts</th>
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</thead>
<tbody>
<tr>
<td>6-10</td>
</tr>
<tr>
<td>40</td>
</tr>
</tbody>
</table>

| Over-all rank Last week This week Title (length) Artist—release |
|------------------|------------------|------------------|
| 44 | 42 | Dancing Machine (2:29) |
| 44 | 44 | Jackson Five—Never Can Say Goodbye |
| 1 | 1 | 28 |
| 2 | 2 | Rock Your Baby (3:14) |
| 3 | 3 | George McCrae—TC Records |
| 4 | 4 | The Rock (3:05) |
| 5 | 5 | Huey Lewis & the News |
| 6 | 6 | Annie's Song (2:58) |
| 7 | 7 | Joni—Big Train |
| 8 | 8 | Don't Let the Sun Go Down on Me (5:33) |
| 9 | 9 | Elton John—MCA |
| 10 | 11 | The Night Chicago Died (3:30) |
| 11 | 11 | Paper Lace—Mercury |
| 12 | 12 | Feel Like Makin' Love (2:55) |
| 13 | 13 | Roberta Flack—Atlantic |
| 14 | 14 | The Air That I Breathe (3:33) |
| 15 | 15 | Hollies—EP |
| 16 | 8 | Rikki Don't Lose That Number (3:58) |
| 17 | 17 | Steely Dan—ABC/Dunhill |
| 18 | 18 | Billy Don't Be a Hero (3:25) |
| 19 | 19 | Bo Donaldson & the Heywoods—ABC/Dunhill |
| 20 | 20 | Side Show (3:25) |
| 21 | 21 | Blue Magic—Alto |
| 22 | 22 | Sundown (3:37) |
| 23 | 23 | Gordon Lightfoot—Reprieve |
| 24 | 24 | Waterloo—MN |
| 25 | 25 | Abba—Atlantic |
| 26 | 26 | On and On (3:29) |
| 27 | 27 | Gladys Knight & The Pips—Buddah |
| 28 | 28 | (You're) Having My Baby (2:32) |
| 29 | 29 | Paul Anka—United Artists |
| 30 | 30 | Radar Love (2:53) |
| 31 | 31 | Golden Earring—MCA |
| 32 | 32 | Zacchaeus—Columbia |
| 33 | 33 | Looking Through the window (3:13) |
| 34 | 34 | Bachman-Turner Overdrive—Mercury |
| 35 | 35 | Rock & Roll Heaven (3:23) |
| 36 | 36 | Righteous Brothers—Haven |
| 37 | 37 | Wild Thing (2:56) |
| 38 | 38 | Fancy (2:20) |
| 39 | 39 | Please Come to Boston (3:57) |
| 40 | 40 | Love's Made of You (3:29) |
| 41 | 41 | Andy Kim—Capitol |
| 42 | 42 | Call Me (4:30) |
| 43 | 43 | Chicago—Columbia |
| 44 | 44 | Tell Me Something Good (3:30) |
| 45 | 45 | Futuristic—ABC/Dunhill |
| 46 | 46 | You Make Me Feel Brand New (4:45) |
| 47 | 47 | Stylizations—Avco |
| 48 | 48 | I'm Leaving It (All) Up to You (2:46) |
| 49 | 49 | Donny & Marie Osmond—MGMT |
| 50 | 50 | Wildwood Weed (2:40) |
| 51 | 51 | Jim Stafford—MGM |
| 52 | 52 | Keep On Smilin' (3:25) |
| 53 | 53 | Wet Willie—Capricorn |
| 54 | 54 | Band On the Run (5:09) |
| 55 | 55 | Paul McCartney & Wings—Apple |
| 56 | 56 | If You Love Me (Let Me Know) (3:12) |
| 57 | 57 | Olivia Newton-John—MCA |
| 58 | 58 | Sure as I'm Sitting Here (2:55) |
| 59 | 59 | Three Dog Night—ABC/Dunhill |
| 60 | 60 | I Shot the Sheriff (3:19) |
| 61 | 61 | Eric Captin—Atlantic |
| 62 | 62 | Nothing from Nothing (2:40) |
| 63 | 63 | Billy Preston—A&M |
| 64 | 64 | You Won't See Me (3:07) |
| 65 | 65 | Anne Murray—Capitol |
| 66 | 66 | Can't Get Enough of Your Love (3:15) |
| 67 | 67 | Barry White—20th Century |
| 68 | 68 | Hang On In There Baby (3:23) |
| 69 | 69 | Johnnie Bristol—MGMT |
| 70 | 70 | Machine Gun (2:45) |
| 71 | 71 | Commodores—Motown |
| 72 | 72 | LaGrange (3:15) |
| 73 | 73 | It's Only Rock 'n Roll (But I Like It) (4:46) |
| 74 | 74 | Rolling Stones—Rolling Stones |
| 75 | 75 | Be Thankful (For What You Got) (3:25) |
| 76 | 76 | William DeVaughn—Roxbury |
| 77 | 77 | What Do You Think You Are (2:59) |
| 78 | 78 | Heywoods—ABC/Dunhill |
| 79 | 79 | Fish Ain't Bitin' (3:36) |
| 80 | 80 | Laredo—ABC/Dunhill |
| 81 | 81 | If You Talk In Your Sleep (2:25) |
| 82 | 82 | Elvis Presley— RCA |

Alphabetical listing (with this week's over-all rank): Air that I Breathe (7), All Shook Up (72), Annie's Song (3), Another Saturday Night (61), Band on the Run (27), Be Thankful (For What You Got) (35), Beech Baby (68), Billy Don't Be a Hero (9), The Birch Is Back (68), Call Me (4), EYES OF SLEEP (24), Feel Like Makin' Love (6), Finally Got Myself Together (44), Fish Ain't Bitin' (40), Get Out of Denver (73), Hang On In There Baby (40), Happiness Is Just Around the Bend (60), (You're) Having My Baby (14), Help Me (56), Hollywood Swinging (55), I Saw A Man & He Was Dancing with His Wife (74), I Shot the Sheriff (30), If You Love Me (Let Me Know) (28), If You Talk In Your Sleep (41), If You Wanna Get To Heaven (55), I'm Leaving It (49), Up To You (2). It's Only Rock 'n Roll (37), Just Don't Want To Be Lonely (59), Keep on Smilin' (39), Let's Get It All Together (54), Lover's Gonna (75), Machine Gun (95), Moonlight Special (69), The Night Chicago Died (5), Nothing from Nothing (31), On A Slow Boat to China (66), One Of A Kind Woman (91), On Top Of The World (19), Paradise (15), Pink Don't Lose that Number (8), Rings (70), Rock Me Gently (20), Rock the Boat (2), Rock Your Baby (1), Rock & Roll Heaven (17), Run It In (48), Sheriff (43), Side Show (10), Silver (61), Slow Disco (80), Sophisticated Lady (11), Sure As I'm Sitting Here (66), Sweet Home Alabama (63), Taking Care of Business (16), Telling Me Something Good (22), Then Came You (51), This Time (53), Walk On (53), Watch Out (53), Who Do You Think You Are (39), Wild Thing (18), Wildwood Weed (25), Workin' at the Car Wash (69), You Got To Keep On Running (45), You Haven't Done Nothing (58), You Make Me Feel Brand New (23), You Won't See Me (32), You Against the World (49).
MOR—announced for automation

Get the high ratings these major-market professionals are delivering every day

These experienced and successful announcers have great records in many markets like yours. Acquire them individually, or take all three for a perfectly coordinated full-day format. You couldn’t do better for sound and announcing skill. Send for the “MOR...announced” tapes, and hear.

MOR...unannounced
BPI ADULT CONTEMPORARY

This format is a refreshing flow of satisfying music that moves pleasantly from hits of the past, to contemporary and back. Good for your MOR sound...good for your voices...good for your ratings. Send for the tape.

broadcast programming international, inc. · pacific national bank bldg., bellevue, wa. 98004 · (206) 454-5010
Music

Breaking In

It's Only Rock 'n Roll (But I Like It)—Rolling Stones (Rolling Stones Records)

* The Stones have been consistent chartmakers for more than 10 years. Brand new singles product from them is, in programer jargon, an "automatic." It's Only Rock 'n Roll is so automatic that in its first week of release it burst onto the "Playlist" at #37.

This single, in a lengthy 4:46 version, fronts the Stones' new album by the same name, which is due for release early next month. The album is being promoted as basic Rolling Stones rock and roll. What that means is the Stones are working their tried-and-true formula on Mick Jagger-Keith Richard blues-based rockers.

This particular single is out of that mold. Perhaps this familiarity is why so many stations went on It's Only Rock 'n Roll in its first week out of the box. Atlantic Records, distributor for the Stones' label, rather than reporting what stations are on it, said that every major top 40 outlet in the country was playing it last week with the exception of WABC (AM) New York, WLS (AM) Chicago and KQV (AM) Pittsburgh.

You Haven't Done Nothing—Stevie Wonder (Tamla) * In the past two years, new Stevie Wonder singles have been almost as automatic as Rolling Stones records. The Motown artist has been consistently hitting on top-40 charts since his monster, You Are the Sunshine of My Life.

You Haven't Done Nothing, off his recent Fulfillingness's First Finale album, again displays this blind performer's one-man-band talents as writer, producer, arranger, musician and singer. Also getting credit on this song, however, are the Jackson 5, who provide doo-doo-wop background vocals.

The single breaks onto the "Playlist" this week at #58. Among the stations that helped it there by playing it last week, according to Motown, were (AM) Detroit, WSAI Cincinnati, WBBO (AM) Augusta, GA, KLF (AM) Dallas, KMJZ (AM) Fort Worth, KX (AM) Denver and KVA (AM) San Francisco.

Earache My Eye—Cheech and Chong (Ode) * This record, which was beginning to get airplay last week, can pose a problem for programers. One difficulty is the over-all length—5:17. The second is the lyrics to a not-so-bad imitation glitter-rock song that is contained within a comedy routine about a student who doesn't want to go to school.

Ode Records has this single off Cheech and Chong's latest album, The Cheech and Chong Wedding Album. Their previous singles, Basketball Jones and Sister Mary Elephant, have been minor chartmakers. Sister Mary Elephant was a straight comedy routine; Basketball Jones was a satire on soul records. Earache My Eye is another satire, this time on the David Bowie-Alice Cooper genre of rock. (Credit for the song is to "Alice Bowie").

Stations that were not fazed by the length of this single and such lyrics as "My daddy he disowned me/Cause I wear my sister's clothes/He caught me in the bathroom/With a pair of panty-hose..." and were playing Earache My Eye last week included, according to Ode, CKLW (AM) Windsor, Ont. (Detroit), KJQ (AM) Seattle, KILT (AM) Houston, WAYS (AM) Charlotte, N.C., WIXY (AM) Cleveland, WAPF (AM) Jacksonville, Fla., and WGRQ (FM) Buffalo, N.Y.

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

- BALLERO, War (United Artists).
- BE MY DAY, Cats (Fantasy).
- EARACHE MY EYE, Cheech & Chong (A&M).
- FALLING IN LOVE, Souther Hillman Furay Band (Asylum).
- FOR THE LOVE OF MONEY, O'Jays (Phila. Int'L).
- FREE, Fresh Start (ABC-Dunhill).
- FREE MAN IN PARIS, Joni Mitchell (Asylum).
- HAVEN'T GOT TIME FOR THE PAIN, Carly Simon (Elektra).
- I LOVE MY FRIEND, Charlie Rich (Epic).
- I'VE HAD IT, Fanny (Casablanca).
- OLD HOME, FILLER-UP (KEEP ON A TRUCKIN' CAFE, C. W. McCall (MGM).
- KING OF NOTHING, Seals & Crofts (Warner Brothers).
- LOVE'S THEME, Andy Williams (Columbia).
- MA, HE'S MAKING EYES AT ME, Lena Zavaroni (Staxx).
- MOONLIGHT SERENADE, Deodato (CTI).
- PUT OUT THE LIGHT, Joe Cocker (A&M).
- RIVER RISIN', Edgar Winter Group (Epic).
- THE STREAK, Ray Stevens (Barnaby).
- SUGARLUMP, Leon Heywood (20th Century).
- SUMMER PARTY, Womble (Columbia).
- THAT SONG IS DRIVING ME CRAZY, Tom T. Hall (Mercury).
- WEAVE ME THE SUNSHINE, Petry Como (RCA).
- YOU CAN'T BE A BEACON, Donna Fargo (Dot).

Equipment & Engineering

House unit approves FM-AM set capability

Next, it's up to Commerce Committee to vote in all-channel requirement

An all-channel radio bill was voted out of the House Communications Subcommittee with only minor surgery last Monday (July 29). The bill, introduced by Representatives Clarence Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.)—which would require that FM as well as AM bands be built into all radio receivers—passed in the committee. Torbert Macdonald's (D-Mass.) subcommittee by a 5-to-1 voice vote, with Representative James Collins (R-Tex.) the lone dissenter.

The bill underwent one day of hearings (Broadcasting, July 29) the week before mark-up. The subcommittee ac-
accepted an amendment from Representative Barry Goldwater Jr. (R-Calif.) to exempt marine, aviation and citizen band radios from all-channel requirements.

The bill now moves to the House Commerce Committee which at midweek had scheduled no action on it.

The Senate has already passed a bill requiring all transmitters costing more than $15 to contain AM-FM capability. The House bill sets no price floor.

**Duplicator.** Matsushita Electric Industrial Co., Osaka, Japan, has developed cartridge video-tape duplicating system. System includes master tape processor priced around $16,700 and printer priced at $15,000. Half-hour tapes can be copied in less than three minutes and master tape can make upward of 1,000 reproductions. Unit to be available soon.

No to AFCE. Association of Federal Communications Consulting Engineers has been denied FCC approval of a petition to require "professional engineer" certifiers preparing information for FCC. It had been claimed examination was too general or inappropriate to communications engineering.

Ol' Siwash. Ampex Corp., Redwood City, Calif., announces $800,000 contract to provide Pyramid instruction system, including RA-4000 random access program system and two AVR-1 broadcast color video tape recorders, to German Institute for Remote Telestudies, Tubingen University, Tubingen, West Germany.

Goldmark's patent. Goldmark Communications Corp., Stamford, Conn., has received patent 3,490,518 since company was formed in 1972—for automatic skew corrector which is being used with video-cassette systems. More than 200 of these devices have been sold to cable TV and pay-cable systems and motion picture producers. Price of $350 each, company spokesman said. Corrector eliminates picture distortion in program before it reaches viewer's television screen, according to Goldmark.

Running interference. FCC has released report, "A Study of the Characteristics of Typical Television Receivers Relative to the UHF Taboos." FCC engineers analyzed UHF reception on 47 contemporary sets to determine susceptibility to interference from certain combinations of UHF signals. FCC will use report to study mileage separation restraints—"UHF taboos"—that it now uses in allocation of UHF channels.

For testing. David R. Corbin, Box 44, North Bend, Ore., introduces Modset, first of series of low-cost radio-test accessories, Modset tests and calibrates AM and SSB modulation monitors and checks recovered audio waveform for distortion. This tool enables station engineers to observe from off-air signal or built-in 50 ohm output tap near antenna, percent of modulation shift in carrier level, distortion, clipping, and other final stage tuning defects. Price $29.50.

**Finance**

NAB and RAB paint positive picture for Wall Street

Wasilewski, Cobb, Glynn tell Teal session that road ahead for broadcasting looks clear

A reassuring appraisal of broadcast regulation in terms of its like effect on TV and radio economics was offered last week by Vincent T. Wasilewski, president of the National Association of Broadcasters ("Closed Circuit," July 29). "I don't see much [pending] in the Washington area that should affect broadcast economics," he told a workshop sponsored by the Wall Street brokerage firm of G. Tsai & Co. for half a dozen institutional investors and analysts.

The biggest threat to the TV-radio profit picture, he and NAB's general counsel, John Summers, told the group, was turned back when the FCC rejected the concept of counteradvertising in its fairness-doctrine proceeding (Broadcasting, July 1, et seq.). If broadcasters had been allowed to accept countermer- cials, Mr. Summers said, "advertisers would just flee" from broadcasting.

In response to questions, Mr. Wasilewski and Grover C. Cobb, NAB senior executive vice president, agreed that if congressional impeachment proceedings extend into the fall, their coverage "undoubtedly would have an impact" on network economics (which is what the Wall Street specialists were asking about). Though some of the advertising losses will be made up through make-goods, Mr. Cobb said, prime-time losses represent "quite a problem" because so few prime-time make-good spots are available. He expressed doubt, however, that future proceedings will involve extensive use of prime time.

Mr. Wasilewski also noted that the networks are keeping their individual advertising losses down by rotating coverage, and Mr. Summers observed that there have been suggestions that this is the sort of coverage that noncommercial television alone might provide. Mr. Summers said he could see "no reason why educational television couldn't handle this function."

Messrs. Wasilewski, Cobb and Summers were joined on the all-broadcasting panel by Jerry Glynn, vice president and national sales director of the Radio Advertising Bureau, who said RAB is projecting "a modest gain" in total radio sales this year as compared with 1973. First-quarter sales were off, he said, but "they've begun to flow back," although it's too early to pinpoint the extent of the recovery.

The Television Bureau of Advertising had been invited to participate in the workshop but declined, saying it would be glad to make a full presentation but felt that it could contribute little in the

**Technical Briefs**

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time that would be available to it on a shared basis. The entire presentation, including questioning, ran a little over one hour.

The session, held Monday in New York, was one of about 80 sponsored by the Tsai company each year, covering all major business fields. David Foster, president of the National Cable Television Association, appeared at one in June. Last week's was the last, however, that Tsai has scheduled for late afternoon. Officials said future ones would be at luncheons, where they have found attendance is much better.

Filmways further diversifies

Filmways Inc., Los Angeles, producer of TV and theatrical movies announced last week that it is acquiring Grossett & Dunlap, New York, from American Financial Corp. which owns the 76-year-old publishing house. Consideration was not disclosed, but it is estimated that the total valuation of the transaction, including cash, notes and warrants, is about $16 million.

Grossett & Dunlap is said by trade sources to have done about $20 million worth of business last year. Filmways had total revenues of $54.75 million and net income of $1.1 million (50 cents a share) in fiscal 1973 that ended Aug. 31, following a loss position in 1972.

Filmways' Heatter-Quigley Inc. subsidiary produces the popular Hollywood Squares and other network game shows; Filmways Television produces syndicated TV series, such as Otzie's Girls, as well as movies-of-the-week for the networks. It also owns Ideal Publishing Corp., publisher of movie and TV fan magazines, and Publishers Distributing Corp., a periodical distribution firm.

LVO Cable takes on a new name

LVO Cable Corp., Tulsa, Okla., the nation's 11th largest multiple system operator, is LVO Cable Corp. no longer. The company officially changed its name last week to United Cable Television Corp.

The change, according to President Gene Schneider, was necessary to effectively separate the company from LVO Corp., its parent firm. LVO Corp., which is scheduled to merge with Ladd Petroleum Corp. of Denver (Broadcasting, June 24), will shortly sever connections with the cable firm through the issuance of a stock dividend to its present shareholders. The transaction will give LVO Corp. an estimated one share of United Cable common stock for every six shares of LVO common.

Mr. Schneider said the name change will not in any way affect the company's operations or business procedures. United Video Inc., the cable firm's common carrier subsidiary, will retain that name.

For stock trading purposes, United Cable's new over-the-counter symbol is UCTV.

Financial Briefs

Smithville bought. ABC Inc. has exercised its option to buy Historic Smithville Inns Inc., which owns and operates restored colonial Towne of Smithville, near Atlantic City, N.J., for $7 million. At time of agreement last April, ABC lent Historic Smithville Inc. $1 million, principally to finance continuation of restoration work pending exercise of option to purchase Historic Smithville. (Broadcasting, April 22)

Decline. Revenues from 20th Century-Fox TV program sales slid by almost $1 million in six months that ended June 29 compared to same period last year, company reported. TV program revenues were $9,197,000 in this year's six months compared to $10,032,000 in 1973 period. Financial report also shows TV station revenue (Fox owns KMSF-TV Minneapolis-St. Paul) about same, $3,167,000 for January-June, 1974, compared to $3,101,000 for same period in 1973, and TV station expenses up to $1,932,000 for 1974 period compared to $1,797,000 for 1973 period. Over-all Fox had total revenues of $126.3 million for this year's six months that is almost same as $126.1 million for last year's period. Net earnings for the first half of this year were $3.3 million (40 cents a share), compared to last year's period of $8.5 million (99 cents per share).

Repurchases. Storer Broadcasting Co., Miami, has announced intention to buy up to 500,000 shares of its common stock in the open market and in privately negotiated transactions. Will buy now until Sept. 30, 1975, when exemption granted by the SEC to permit such purchases expires. Storer has 4,750,765 shares of common stock outstanding. Closing price July 31 was 13 1/2. The year's high is 17 3/4, the low 11 1/4.

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

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<th>Company</th>
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<td>Multimedia Inc.</td>
<td>27,323,025</td>
<td>24,280,138</td>
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<tr>
<td>Pacific &amp; Southern Broadcasting Co.</td>
<td>6,427,064</td>
<td>7,187,124</td>
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<tr>
<td>Post Corp.</td>
<td>9,129,950</td>
<td>9,758,746</td>
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<tr>
<td>Scheuing-Plough</td>
<td>351,899,000</td>
<td>365,396,000</td>
</tr>
<tr>
<td>Teft</td>
<td>23,445,995</td>
<td>19,737,538</td>
</tr>
<tr>
<td>Technical Operations Inc.</td>
<td>81,661,000</td>
<td>54,516,000</td>
</tr>
<tr>
<td>Transamerica Corp.</td>
<td>1,055,945</td>
<td>9,070,746</td>
</tr>
<tr>
<td>Twentieth Century-Fox</td>
<td>126,300,000</td>
<td>126,094,000</td>
</tr>
<tr>
<td>Washington Post Co.</td>
<td>134,100,000</td>
<td>118,813,000</td>
</tr>
<tr>
<td>Zenith Radio Corp.</td>
<td>458,109,000</td>
<td>422,227,000</td>
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1 Includes $.10 per share gain on sale of interest in Hansen-Barbara Productions Inc.
### Broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. July 31</th>
<th>Closing Wed. July 24</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1974 High</th>
<th>1974 Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**ADAMS-RUSSELL**

**AVCO**

**BARTELL MEDIA**

**JOHN BLAIR**

**CAMPTON INDUSTRIES**

**CHAS-CRAFT**

**COMBINED COMM.**

**COWLES**

**DUN & Bradstreet**

**FAIRCHILD IND.**

**FAUX**

**GENERAL TIRE**

**GLOBE & TROTTER**

**GRAY COMM**

**HARTE-HANKS**

**JEFFERSON-PILOT**

**KAISER INDUSTRIES**

**KANSAS STATE NET.**

**KINGSTIP**

**LABS COMM.**

**LEE ENTERPRISES**

**LIBERTY**

**MCGRAW-HILL**

**MIDWEST GENERAL**

**MEREDEITH**

**METROMEDIA**

**MULTIMEDIA**

**NEW YORK TIMES CO.**

**OUTLET CO.**

**POST CORP.**

**PSA**

**REEVESTELCO**

**RITTER PUBLICATIONS**

**ROLLINS**

**RUST CRAFT**

**SAN JUAN RACING**

**SCHERING-PLOUGH**

**SONDERLING**

**TECHNICAL OPERATIONS**

**TIMES MIRROR CO.**

**TURNER COMM.**

**WASHINGTON POST CO.**

**WONDSETCO**


### Cablecasting

<table>
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<tr>
<th>Stock symbol</th>
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<th>Closing Wed. July 31</th>
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<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**ANEO**

**AMER. ELECT. LABS**

**AMERICAN TV & COMM.**

**ATHENA COMM.**

**BURNUP & SIMS**

**CARLISLE-GENERAL**

**CABLE FUNDING**

**CABLE INFO.**

**CITIZENS FIN.**

**COMCAST**

**COMMUNICATIONS PROP.**

**COX COMM.**

**ENTRON**

**GENERAL INSTRUMENT**

**GERALD TV**

**LVO CARL**

**SCIENTIFIC-ATLANTA**

**TELE-COMMUNICATION**


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*Broadcasting Aug 5 1974*
### Stock Market Data

**Closing Prices and Yearly Ranges**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Date</th>
<th>Closing Price</th>
<th>NET Change</th>
<th>% Change</th>
<th>High</th>
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<th>P/E Ratio</th>
<th>Approx. Shares (000)</th>
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**Programming Services**

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<th>Closing Price</th>
<th>NET Change</th>
<th>% Change</th>
<th>High</th>
<th>Low</th>
<th>P/E Ratio</th>
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**Service**

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<tr>
<th>Stock Symbol</th>
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<th>Closing Price</th>
<th>NET Change</th>
<th>% Change</th>
<th>High</th>
<th>Low</th>
<th>P/E Ratio</th>
<th>Approx. Shares (000)</th>
<th>Total Market Capitalization (000)</th>
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**Electronics**

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<tr>
<th>Stock Symbol</th>
<th>Date</th>
<th>Closing Price</th>
<th>NET Change</th>
<th>% Change</th>
<th>High</th>
<th>Low</th>
<th>P/E Ratio</th>
<th>Approx. Shares (000)</th>
<th>Total Market Capitalization (000)</th>
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### Standard & Poor's Industrial Average

<table>
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<tr>
<th>Date</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/31/74</td>
<td>126.87</td>
</tr>
</tbody>
</table>

*P/E ratio computed with earnings for last 12 months published by company. **No P/E ratio is computed; company registered net losses.*
NCTA reacts to White House study on two-way cable

Ford-headed right-of-privacy unit recommends safeguards against cable abuses; Foster cautions against overreaction, sets machinery in motion to formulate guidelines

The Big Brother implications of two-way cable, an issue on which the industry has been quiet, in the past, have suddenly generated interest following the issuance of a White House staff report on the subject.

In a July 26 letter to Vice President Gerald Ford, chairman of the Domestic Council's Committee on the Right of Privacy, National Cable Television Association President David Foster maintained that the Orwellian potential of two-way cable has been "overstated" by industry opponents. Nevertheless, Mr. Foster asserted the Vice President that an NCTA study on the issue is forthcoming.

To achieve that end, NCTA has activated its Code Committee, which has been relatively dormant the past few years, to address the privacy matter and formulate possible industry guidelines. Jack Gault (American Television & Communications Corp., Washington) will head the committee and coordinate the project. It is "conceivable," an association spokesman said, that the committee's recommendations could be completed in time for consideration by the NCTA board of directors at its meeting Sept. 23-24.

In its report, Mr. Ford's committee expressed concern over the potential for certain interests to use two-way cable to oversee the activities of subscribers. To guard against such actions, the report suggested that the privacy provision of the proposed Cable Communications Act of 1974 drafted by the Office of Telecommunications Policy should be enacted.

The provision bars persons not authorized by the cable operator or anyone distributing signals on the cable system from intercepting or receiving a signal. It also prohibits disclosure of any personally identifiable information about a cable subscriber, including information about programs provided, without a court order. And if a court order is obtained, the subscriber must be informed.

The committee staff noted that while two-way cable television offers the opportunity for citizens to communicate from their living rooms with their library, radio, and local friends, and to participate in special town, club or business meetings, it also carries with it implications for the subscriber's privacy that are "enormous."

Mr. Ford's staff noted, for instance, that a system being installed in Illinois would eventually make it possible to survey in 30 seconds all 180,000 subscriber houses to determine the program being viewed in each.

Furthermore, the staff reported, "Individual sets can be turned on and off from a central headquarters. Since viewing certain programs can indicate political and financial interests, this technique could be valuable to certain parties. Being tested in a dozen American communities are experimental two-way cable TV systems allowing images and messages to travel to and from the home, with central switching controls."

NCTA's Mr. Foster, while acknowledging that "serious study and reasoned action" on the privacy issue is appropriate, cautioned against overreaction to the problem. He claimed that "some opponents of cable television as a competing communications medium have seized upon this serious issue and have attempted to exploit it for their own purposes."

In reality, Mr. Foster asserted, CATV technology poses a "less serious threat" to privacy than other information systems (telephone, computer and data networks) already in wide use. He noted that the Sloan Commission on Cable Communications and the FCC's Federal-State-Local Advisory Committee have reached similar conclusions. Thus, Mr. Foster said, while NCTA endorses the "thrust" of the privacy provision of the OTP report, it doubts that "special technical requirements on a CATV system represent a serious threat to the issue."

Rather, Mr. Foster maintained, the best solution would be "the establishment of legal safeguards and strict penalties for the misuse of information."

Vice President Ford had previously taken note publicly of the antiscoping provision of the OTP cable TV bill. The measure itself, designed to implement the report of the Cabinet Committee on Cable Television, entered the Office of Management and Budget clearance process in May (Broadcasting, May 20), but has not yet emerged.

Gentle persuasion. The FCC, which said nearly a year ago that it would assert jurisdiction over the CATV pole attachment issue unless cable-telephone interests came to private accord, is getting restless. After granting numerous extensions of time for private settlement over pole-rental rates to AT&T-General Telephone-National Cable Television Association's pole negotiating committee, commission is losing faith in their ability to come to terms. Commission has directed the order asserting regulatory authority which, if issued, would force rate hearings.

Word of FCC's impatience has had noticeable effect on negotiators. Contrary to previous proposals, negotiations now hinge on cost justification of rate schedule. NCTA and General Telephone continue to negotiate under that premise. The AT&T situation is even cloudier. The Bell System has previously expressed its conviction that the rate is not justified.

In any event, all parties are hoping for settlement by fall—prior to FCC action.

The privacy committee's recommendation regarding the OTP bill is one of 14 in various areas that were transmitted to the President for his consideration. Mr. Nixon established the committee on Feb. 25, charged it to report by mid-year measures to safeguard the individual's right to privacy. The committee will consider additional staff recommendations in September.

FCC asked to drop duplication rule on test basis

NCTA, systems operators claim data is needed to prove or disprove broadcasters' fear of injury

The National Cable Television Association, along with Western Communications, has proposed a one-year cutback in nonduplication protection to be followed by a two-year moratorium. The suggestion came in the final round of comments to the FCC on network program exclusivity.

They argued, as did a host of smaller cable groups, including Cablecom General Inc. and Staunton Video Corp., that broadcasters have never presented statistical data to support their fear of financial stress if exclusivity requirements are relaxed or eliminated. The NCTA claimed the moratorium would permit comparative data to be collected which could finally prove or disprove broadcasters' contention.

The proposed first-year cutback embodies most of the modifications the FCC outlined in its rulemaking proposal, which stimulated the filing of more than 30 comments.

Specifically, cable operators seek a change in the zone for protection from the present grade-B contour of a television station to a 35-mile zone. "Significantly viewed signals" normally available off-the-air in the community would not be protected either. Another change would exempt CATV systems with less than 1,500 subscribers from being required to protect local signals. Such an exemption now applies only to systems with 500 or fewer subscribers.

NCTA would also exempt exclusivity arrangements in case of TV stations' improper notification to cable systems of program schedule changes. Cable systems have long complained that broadcasters are negligent in notifying them of such changes, with the result that subscribers' viewing patterns are disrupted. Further proposed modifications treat dual-channel carriage. NCTA said cable operators should be allowed to carry a protected station on a blacked-out channel.

NCTA also maintained that the additional CATV systems affected when a station increases the range of its signal would not be required to afford nonduplication protection. According to cable groups, allowing change in a TV facility to give rise to nonduplication requirements on the part of additional systems, would disturb cable subscribers' viewing
patterns that have already become established.

The last two points suggested concern programs broadcast via a translator and Rocky Mountain time zone exclusivity requirements. Operators often argued for granting nonduplication protection for stations whose signals are carried by translators. And with respect to the Rocky Mountain area, the NCTA, along with all other cable groups which filed comments, urged the commission to substitute synchronous protection for the same-day protection now provided in that area.

NBC granted that some "procedural problems" have occurred, regarding the sufficiency of notice of program schedule changes and stating that CATV systems, but suggested a small advisory committee could best iron out those concerns, as the Association of Maximum Service Telecasters first suggested. Westinghouse Broadcasting Co. offered some solution to this problem in suggesting "seasonal notification": fall, mid-season, and summer rather than the prior 48-hour setup now used.

Taking the offensive, the networks along with affiliated groups, expressed concern that, with present cable growth and projected future growth, nonduplication protection should probably be increased rather than relaxed.

Small-market stations underlined the broadcasters' contentions that lack of protection would mean severe financial disruption. Providing the proof that cable groups say doesn't yet exist, Holton Valley Broadcasting Corp., licensee of WKPT-TV in Altoona, Pa., presented statistics showing a portion of direct losses in audience, and a corresponding estimated loss in dollars annually, if one affiliate per market system was overturned by allowing duplication of local affiliate prime time programs.

The National Association of Broadcasters took issue with each specific modification advanced by the NCTA proposal. In general, the NAB held that the problem with all CATV arguments is that they ignored critical distinction between TV signals and TV programs. NAB acknowledged that subscribers are denied certain signals because of exclusivity requirements, but not programs since they are carried away only from a different channel.

The Philadelphia Community Cable Coalition, however, felt a federal hand was needed in the franchise proceedings. It claimed that in that city a franchise was granted after a public hearing at which only cable interests were heard. It suggested the FCC formulate guidelines on objective criteria with which to judge a franchise.

Other citizen groups, including National Citizen Committee for Broadcasting, the Civic Liberties Union of Alabama filing jointly with the Alabama Media Project, and the National Black Media Coalition recommended that the FCC articulate minimum due-process standards for franchise proceedings and that it insure public understanding and participation in the franchise process.

Regarding the related issue of whether the FCC should require in both local and state franchises with cable system transfers, the NCCB and the Philadelphia group argued that it would be "nonsence" for the commission to require public input in initial franchise grants, and not to require public input on a transfer.

In addition both groups recommended that the FCC rule against trafficking in franchises, as it has against trafficking in broadcast licenses.

The Philadelphia group also voiced concern that without specific FCC requirements providing for public participation in franchise transfers, minority operated competitors may be bypassed.

A joint filing by seven cable firms set up a hypothetical case, if a transfer ruling is adopted, where a single transaction could involve three government bodies: federal, state, and local plus separate franchising authorities. And that set-up, if it existed, they charged, would provide a legal argument supporting "undue burden on interstate commerce."
conform with FCC guidelines. In addition to the 5% tax (the county is seeking a 4% direct gross receipts levy plus additional charges to the system to cover the cost of building inspections—which the commission has ruled must be considered part of the tax), Arlington wants the system to provide three educational channels and two municipal channels. The educational facilities, for which extensive plans have already been made, would be directed by the county board of education and would include both general and specialized instructional programs. The educational project is outlined in a 150-page report recently issued by the county. On the municipal channels, the county wishes to implement a reference and referral service under the auspices of the local library. “Certainly,” said Charles Hammond, executive director of Arlington public utilities commission, “these projects would be entirely in the public interest.” Mr. Hammond expressed displeasure with the commission’s conduct in the matter, particularly regarding the agency’s failure to send to county officials a copy of the June 20 letter to the franchisee. “If that’s their argument,” Mr. Hammond said, “there’s something lacking in their appreciation of the role of the city in these matters.” Mr. Hammond noted that Arlington Telecommunications Corp. attorneys are preparing a response to the commission’s findings (the record has been open since Aug. 30), in which a waiver or clarification of the existing policies will be sought. “We’re going to press forward on this issue,” he said. If, worst comes to worst, the county would, said Mr. Hammond, “consider the matter.”

In Anaheim, an official in the city attorney’s office noted, the climate is of a wait-and-see nature. He said the city is presently engaged in assisting Theta with its negotiations and the commission has not asked permission to intervene directly in the case. But the possibility for a direct confrontation with the commission is still unclear, he said. “I don’t think that’s been presented to the city council in sufficient detail yet,” the official noted.

The situations in Anaheim and Arlington have aroused the interest—and ire—of several other municipalities. According to the National League of Cities’ Frank Palazzolo, 25 cities have expressed interest in sponsoring a joint challenge to the agency’s policy of preempting the regulatory authority of local governments in cable matters. “I have heard that litigation is being proposed,” said one municipal official, “and that the city attorney may request our council to join in that effort.” A final decision, he said, has yet to be made.

However, the Anaheim official noted, there seems to be no shortage of motivation at the local level for such an action. “The FCC doesn’t seem to understand the problems the cities have . . . he said. “Any time you give somebody a franchise to use the city rights of way, you’ve got to get something back in return.” If the commission continues to limit the amount cities can charge cable franchisees for that privilege, he asked, “who’s going to pay for the maintenance? We don’t have the money.” The situation, he ventured, is that “you can’t issue the franchise. You’ve got to cut cable off.”

“The issue,” he concluded, “is a simple one. Who is going to control the city’s streets—the city or the FCC?”

Cablecom finds buyer for its Denver system

ATC and Century Communications agree in principle to purchase operation for $6 million

Cablecom-General Inc., which has been trying to sell its 20,000-subscriber cable system in Colorado Springs for more than a year, is now on the verge of doing so. The company said last week that it has agreed in principle to sell Vumore-Video Corp., the subsidiary which operates the system, to a group of investors interested in forming a new television station in the market. The $6 million purchase price would be payable through a 15-year note at 104% interest. Although Cablecom estimates its total investment to date in the system to be $8.4 million, company officials said they were trying to sell its 20,000-subscriber cable system in Colorado Springs for more than a year, as mentioned to WCCA lobbyist Michael Vaughn in an effort to kill the legislation. Mr. Jackamonis said he “did a slow burn” when the FCC official testified last May before the legislature’s joint finance committee.

Mr. Jackamonis’s statement came two weeks after the state legislature adjourned its 1974 session. The action effectively killed the bill—which would have set up an independent state regulatory commission to oversee Wisconsin cable activities—because the legislation had failed to emerge from committee in time for floor action.

Dick Foster, a WCCA director and president of the group until his resignation in June, maintained that the Cable Report allegations were completely without foundation. There’s no basis for it,” he said. Mr. Foster noted that while the article said Mr. Effros had written the list of companies that he and his partner, Mr. Vaughn, had actually been prepared by Mr. Vaughn as part of WCCA’s lobbying effort against the bill.

Mr. Effros, contacted in Michigan where he is attending school while on leave from the company, told the commission that the Cable Report story is “incorrect in all of its particulars.”

Moratorium sought on antisiphoning rules

The Motion Picture Producers Association of America and eight program producers have petitioned the FCC to suspend pending cable antisiphoning rules governing feature films and series-type programs pending completion of the proceeding in which changes in those rules are being considered. The petitioners argue that in the four years the rules have been in effect, their First Amendment rights and those of the public have suffered irreparable injury and the development of a nationwide cable system “has been stifled.” They added that “most recent indications of delay” make it appear that considerable time will elapse before the rules changes are announced.

In a related development, the National Cable Television Association urged the

After-the-fact flap over Wisconsin cable bill

Wisconsin’s proposed cable television bill appears to have died through legislative inaction. Posthumously, however, the is-
Merger talks between Vikoa and Comcast warming up

Two cable MSO's say negotiations are positive although they are still in talking stage

Vikoa Inc., New York, and Comcast Corp., Bala Cynwyd, Pa., last week announced that they are seriously considering a merger. While terms of the transaction had not been set, the firms said the resulting company would rank as the nation's 11th largest multiple cable-system owner.

Presently, Vikoa is ranked 16th with 106,000 subscribers. Comcast, ranked 33rd, has 44,000 subscribers. Vikoa owns more than 25 cable systems; Comcast has seven systems serving about 25 communities.

While Comcast is understood to be on more stable financial ground than Vikoa (it presently enjoys excess working capital of between $3 million and $4 million), company officials said the merger would benefit both firms, particularly in terms of the increased volume of assets that would result. "There's an obvious advantage of size," said Comcast Vice President-Treasurer Julian Brodsky. "Our firm has been actively looking for new acquisitions for several years," he said, and has been unable to locate suitable investments. Comcast had a net income of $433,674 last year on revenues of $6.3 million.

Vikoa, on the other hand, experienced a net loss of $182,000 in 1973 on revenues of $9.3 million. It had a net loss in the first quarter of the current year of $165,000 and estimates a loss for the first half but a profit for the entire year.

Both firms have subsidiary lines of business, although the operation of cable systems is their principal pursuit. Vikoa operates a division which owns and leases telephone interconnection equipment. Comcast holds several Muzak franchises and operates a retail merchandising division. Mr. Brodsky noted that there is a "certain synergism" between the subsidiary operations of the two firms in that Vikoa's interconnection business is located in the same cities as Comcast Muzak interests.

The Comcast treasurer said no timetable had been set for formal consideration of the merger. He added that while a decision as to "the form of the transaction is down the road a piece," the possibility of merger is positive. "Everyone is just working as hard as we can on it and we should move forward."

Vikoa shares are traded on the American Stock Exchange. Comcast securities are sold over the counter.
Jack Brummer, account group supervisor, D’Arcy-MacManus & Masius, St. Louis, named general manager, Los Angeles office. John Mogge, VP and management supervisor, DM&M, Los Angeles, named director of client services.

Molly Granger, broadcast coordinator, Honig-Cooper & Harrington, San Francisco, named broadcast operations manager, Clinton E. Frank Advertising, same city. Richard Mattullo, associate media director, Post-Keyes-Gardner, named VP-media director, Clinton E. Frank, Chicago.

Don Brown, media director, Goodwin, Dannenbaum, Littman & Wingfield Inc., Houston advertising agency, elected VP-media director.


John B. Collins, VP-account supervisor, and Royal Bruce Montgomery, VP-art group head, McCaffrey & McCall, New York, elected senior VP’s.

Rita Patterson, copy group head, J. Walter Thompson Co., New York, elected VP.

J. Ricard Johnson, Ira Fruzan and Donald E. Putzier, account supervisors, Needham, Harper & Steers, Chicago, elected VP’s.

Rick Alix, account executive, WDRC-AM-FM Hartford, Conn., named local sales manager.

Leo E. Stuchkus, art director-producer, Dancer-Fitzgerald-Sample, New York, elected VP.

Edward L. Graf, corporate secretary, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Sharon M. O’Day, copywriter, Leo Burnett U.S.A., Chicago, named copy supervisor.

James B. Carlson, art director, named art supervisor. Mary Hill, assistant space buyer, named media supervisor.


James R. Grimes, local-regional sales manager, WEAR-TV Pensacola, Fla., named general sales manager.

Stan Stoller, general sales manager, WAVS (AM) Fort Lauderdale, Fla., named local sales manager, WNZM-AM-FM Miami.

Leslie Dennis, operations assistant, WBOC-TV Salisbury, Md., named assistant sales manager.

Mike Perry, media planner, Cunningham & Walsh Inc., New York, named media supervisor.

Wayne Stockbower, account supervisor, Halpern/McDevitt Associates, New York, named planning supervisor, sales promotion department, C&W. Margaret Schenck, copywriter, Dean L. Burdick & Associates, New York, joins C&W as copy supervisor, sales promotion department.

Sharon Amanzio, account executive, WDFH (FM) Chicago, named local sales manager.

Carson Rennie, sales manager, WQAM (AM) Miami, named sales manager, KSS (FM) St. Louis.

Boyd Browning, formerly general manager, KDAY (AM) Los Angeles and owner of KNOT (AM) Prescott, Ariz., has joined sales staff of Selcom Inc., station representative, in Los Angeles.

Doug Grimm, West Coast manager, ABC-FM Radio Spot Sales, named to same post with GCI Sales Inc., in-house representative firm of G lobetrotter Communications Inc., Chicago.

Linda M. Branz, continuity director, WLS (AM) Lansing, Mich., joins WLTN Advertising, Atlanta, as copywriter.


James Carson, copy director, McDonald, Carden, Cherry & Ferrell Inc., Nashville agency, joins James B. Lansing Sound Inc., Los Angeles, in same capacity.

Programming

Don Richman, VP, Chuck Blore Creative Services, Los Angeles, named president. He succeeds Milt Klein, who resigned to head his own broadcast-advertising-marketing consultancy in Los Angeles, where he announced representation of radio program properties produced by Harry O’Connor.

Tom Wertheimer, VP-business affairs, Universal Television, named VP of parent MCA Inc.

Brooke Spectorsky, production manager, WUAB-TV Cleveland, joins KTUU (TV) San Francisco-Oakland in same capacity.

Frank Brill, VP, prime-time creative services for ABC Entertainment, New York, named VP, variety programs and will relocate to Los Angeles. Sanford Feldman, associate director of business affairs, East Coast, ABC Entertainment, named VP, live presentations, business affairs, ABC Entertainment, New York.

Janet Sandison, operations supervisor, WTMJ-FM Milwaukee, named operations manager, WTMJ-AM-FM.

Don Reed, production manager, WBDO (AM) Miami, named program manager.

Carl F. Floyd, producer-director, KORK-TF Las Vegas, named director, KGNV-TV Laredo, Tex. Both are Donrey Media Group stations.

Jack Leverenz, executive producer, children’s programming, WPLG-TV Miami, named production administrator.

Dale Turner, program director, WTHI (AM) Terre Haute, Ind., resigns to become staff announcer. Fred Morse, production di-

rector, WTHI, assumes program director duties.

Claude Evans, program director, WALA-TV Mobile, Ala., named director of programs and community relations. Sybil Winters, administrative assistant to general manager, named operations director, WALA-TV.

Peter R. Flynn, regional manager, station relations, NBC, New York, appointed director, programs, NBC Radio network, succeeding Joan Konner, previously appointed co-producer of NBC News’s upcoming three-hour TV special on “the changing relations between women and men.”


Mary Winters, executive producer, Controlled Television Communications, New York, named film director, WABC-TV New York.

Tom Campbell, weekend sports anchor, KTRK-TV Houston, named sports director. Bob Allen, sports director, KPRC (AM) Houston, named weekend sports director, KTRK-TV.

James D. Gray named director, noncommercial WECW (FM) Elmira, N.Y., replacing Thomas R. Walton, who has become executive assistant in licensee corporation.

Richard Kurlander, producer-director, KPIX-TV San Francisco, named production manager.

Bernie Roscetti, director and production manager, noncommercial WSTU-TV Cardonale, Ill., named television production manager, Maine Public Broadcasting network, headquarters at University of Maine, Orono.

Broadcast Journalism


Ron Holden, producer, KING-TV Seattle, named news director, WJZ-TV Baltimore.


Warren E. Garling, newsman, WGNA-FM Albany, N.Y., named news director, WGNA-FM and WHAZ (AM) Troy, N.Y.


Joel Hyrmon, controller, CBS News, New York, named VP-finance and controller.

Cable

Norman H. Compson, operations department, Amherst Cablevision, Amherst, N.Y., elected VP-operations. James J. Gumulak, accounting, Amherst Cablevision, elected controller.

Equipment & Engineering

Doyle Thompson, manager of engineering, WFMY-TV Greensboro, N.C., assumes
additional responsibilities as director of engineering, parent Landmark Broadcast Division. James W. Bangley, assistant director of engineering, WTR-AM-FM-TV Norfolk, Va., named manager of engineering, WTR-AM-FM-TV. John Zaus, video tape supervisor, WTR, named manager of engineering, WTR-AM-FM-TV.

Anthony P. Cunha, president, Audio Devices Inc., Glenbrook, Conn., division of Capitol Records Inc., named executive VP and chief operating officer, Capitol Magnetic Products, new name for ADI, relocated to Los Angeles.

Marvin V. Schilling, VP-marketing of industrial/commercial lamps, GTE Sylvania Lighting Products Group, named VP-marketing for Electrical Equipment Group, GTE Sylvania.

Thomas H. Franklin, engineer, kork-tv Las Vegas, named chief engineer, kons-tv TV Las Vegas. Both are Donrey Media Group stations.


Alloyed Fields
Joseph Stimire, trial attorney, hearing division FCC Broadcast Bureau, named assistant chief, hearing division.

Bill Camfield, manager, programming and promotion, KOA-TV Denver, named VP-general manager of Business Communications Inc., Fort Worth consultancy.

William J. Kaland, executive consultant, Group W, New York, named executive producer, Marketable Preschool Education Program of the Appalachian Educational Laboratory, Charleston, W. Va. AEL will produce 510 hour color educational programs.

Herbert M. Perkins, managing manager, Datatron Inc., Santa Ana, Calif., named general manager of editing systems division.

Pierre Bilton, special assistant, Canadian Department of Communications, appointed to newly created position of secretary of the National Television Commission, secretary of the executive committee and executive assistant to the chairman.

Susan Lowell, communications coordinator, National Education Association organizing team East, named director of communications, NEA, Washington. She succeeds John D. Sullivan, named director of instruction and professional development unit.

Wallace B. Eberhard, assistant professor, University of Georgia School of Journalism and former newspaper and magazine reporter and editor, named head of the university's journalism sequence.

Deaths
Truman L. Bradley, 69, radio-TV announce, died July 28 at Motion Picture Country hospital, Los Angeles. He had been suffering a stroke several years ago. Mr. Bradley started his broadcast career in Chicago in 1930's announcing for Ford Sunday Evening Hour, and later for Wrigley and Lady Esther cosmetics (Wayne King), and, in California, on Burns and Allen radio show. During late 1950's, he was host-narrator for Science Fiction Theater and appeared in films, most notably "Northwest Passage."

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As compiled by Broadcasting, July 22 through July 26 and based on filings, authorizations and other FCC actions.


New TV stations
Application
- Butte, Mont.—Educational Broadcasting Commission seeks ERP ch. 7 (174-190 mHz); ERP 309 kw vis. 61.7 kw aur; HAAT 1,850 ft.; ant. height above ground 199 ft. P.O. address: State Capital Building, Helena, Mont. 59601. Estimated construction cost $87,743; first-year operating cost $400,000. Consulting engineer Russell L. Roy, Principal: Herb Pace, chairman (BPET-486). Ann. July 17.

Final action
- KAMc. *Alaska Public Television, Anchorage—Seeks

E. K. (Joe) Hartenbower, 66, retired senior VP, Meredith Corp., broadcasting division, died July 29 in Phoenix of heart attack. He was former general manager of KCMO-AM-TV and KCEZ-FM Kansas City, Mo. Earlier in career he was with NBC and ABC. He was one-time vice chairman of National Association of Broadcasters radio board and chairman of NAB television code review board. Mr. Hartenbower also served as member of CBS Television affiliates advisory board.

Clarke Alexander, 54, news director KGGS(AM) Los Angeles, died of heart attack July 26 at Queen of Angeles hospital, Los Angeles, after being stricken earlier in day at station. Survivors include wife, Florence, and son, Charles.

H. K. (Saxie) Dowell, 70, one-time member of Hal Kemp orchestra and announcer on WON(AM) Chicago, died July 21. Survivors include his wife, Isabel, and daughter Marcey.

Marjorie E. Bauersfeld, 84, stage, screen, radio and TV actress, died July 22 at Cottage hospital in Santa Barbara, Calif. During her career she appeared on National Farm and Home Hour, Gilmore Circus and Beverly Hillbillies. Surviving are son and daughter.

For the Record

As compiled by Broadcasting, July 22 through July 26 and based on filings, authorizations and other FCC actions.


New TV stations
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Summary of broadcasting according to the FCC, as of June 30, 1974

<table>
<thead>
<tr>
<th>Licensee</th>
<th>On air sta</th>
<th>CPs</th>
<th>Total on air</th>
<th>Not on CPs</th>
<th>Total authorized</th>
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<td>Commercial AM</td>
<td>4,388</td>
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<td>192</td>
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<td>755</td>
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<tr>
<td>Total educational TV</td>
<td>219</td>
<td>0</td>
<td>229</td>
<td>24</td>
<td>253</td>
</tr>
</tbody>
</table>

*Special temporary authorization

**Includes off-air licensees

Start authorized

- KPIA Ironwood, Mo.—Authorized program operations on 1480 kHz, 5 kw, DA-D. Action June 15.

Final action

- Ellwood City, Pa.—FCC denied application by Jud Inc. for review of June 1, 1973, revocation board decision. Board denied Jud's application for new station at Ellwood City, Ohio. (Docs. 18768-9). Action July 16.

Actions on motions

- Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFJA-TV and WADC-TV]). TV proceeding, denied petition by American Civil Liberties Union to appear as a party in proceeding and denied its petition to amend its application (Docs. 2008-9). Action July 2.
- Administrative Law Judge James F. Tierney in New York (WPX Inc. [WPX and Fox Communications]). TV proceeding, granted motion by WPX Inc. to reflect in its pending application changes in its officers (Docs. 187112). Action July 19.

Other action

- Review board in New York, in response to motion by Multi-State Communications, deleted issue to determine whether James Torres has sufficient funds to obtain the license (Docs. 187107). Applicants were required to obtain bond in the amount of $76,580.

Rulemaking action

- Commission amended rules to permit reproduction of records and materials maintained locally for public inspection by TV station applicants, permittees and licensees. Commission said material will not be made available machine reproduction on request made in person, provided party pays costs of reproduction (Doc. 19667). Action July 17.

Call letter applications

- WVN-TV Burlington, Vt.—Seeks WZFW-TV.
- WRFT-TV Roxboro, Va.—Seeks WRLU-TV.

Call letter action

- KYAY-TV West Monroe, La.—Granted KLAA.

New AM stations

Application

- KBSY Medford, Ore.—Broadcast Bureau granted CP to Channel 4 to permit station to operate pending waiver of rule (BFCP-4732). Action July 15.

- WPWJ-TV Pittsburgh—Broadcast Bureau granted CP to Channel 5 to operate pending waiver of rule (BFCP-4732). Action July 15.


- Chataognaha—In response to complaint by Republican headquarters, Chataognaha, concerning announcement made by Edward Townson, candidate for sheriff, and Franklin Haney, candidate for governor, Broadcast Bureau has ruled that no further commission action is warranted. Republican headquarters claimed that by broadcasting commercial advertising for candidates and political television stations, broadcast station owners had "hidden their political purposes behind their company's names." Action July 24.

- WDSM-TV Superior, Wis.—Broadcast Bureau granted authority to operate trans. by remote control from 230 E. 2nd St., Duluth, Minn. (BRCB-184). Action July 25.

Actions on motions

- Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp. [WFJA-TV and WADC-TV]). TV proceeding, denied petition by American Civil Liberties Union to appear as a party in proceeding and denied its application to appear in proceeding and to request changes in information in connection with renewal application (Docs. 2008-9). Action July 2.
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Call letter action

- KYAY-TV West Monroe, La.—Granted KLAA.
**Initial decision**


**Other action**

- Review board in Ann Arbor, Mich., in response to request by Regents of University of Michigan (WEMU-FM), University of Michigan, has placed burden of proceeding with introduction of evidence and burden of oral on Eastern Michigan University (WEMU-FM), Ypsilanti, Mich., instead of Telecasting, Regents request to modify objection—based decision involving Michigan educational FM licenses, was denied (Docs. 19911-4). Action July 24.

**Call letter applications**

- WXLK Phenix City, Ala.—Seeks WEIZ.
- WFGY Springfield, Mo.—Seeks WMAS-FM.
- KCCO-FM Lawton, Okla.—Seeks KRLG.

**Renewal of license, all stations**

- WLDI(CAM) Atlantic City, N.J.—Application of Dorothy Bremmer (Atlantic City Broadcasting Corp.) for renewal of license for WLDI-FM, Atlantic City, was denied by Commission. Commission rescinded its ruling of Nov. 29, 1972, which denied renewal application, and said its previous action was prompted by licensee, who failed to reply to commission inquest, in file renewal application for involuntary assignment of license after death of M. Bremmer, and to file and pay annual license fees for 1971 and 1972. Action July 17.

**Modification of CPs, all stations**

- Broadcast Bureau granted following CP modifications on date shown:
  - KFHM(FM) Ames, Iowa.—For aux. trans. and ant., operate trans. by remote control from 2215 V Ave. and Alt. 135 at (520); condition, by station personnel only (BMPF-14168). Action July 17.
  - KCBB-FM Chillicothe, Mo.—Extend completion date to Nov. 30, for new station (BMPF-14157). Action July 25.

- KMXQ-FM St. Louis, Mo.—For main trans., for changes, and aux. trans., to extend completion time to Oct. 20 (BMPF-14153, BMPF-14154). Action July 17.
- WBIB-FM Lincolnt, N.C.—Change ant.; change transmission line; increase ant. height ERP 2.25 kw; ant. height 100 ft; remote control from main studio, Applied Humanities Bldg., Brookdale, R.I.—Seeks CPs. Action July 17.

Public Relations/Contacts is a regular feature of BROADCASTING, the newswEEKLY of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

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Cleveland experience needed, start 10,000 plus commission with sales management next. Great opportunity. Box H-61, BROADCASTING.

Local Sales Manager for contemporary soul station in Medium-Midwest Market. Must be able to build and direct Local Sales force. Only station in the market programming Contemporary Soul, $15,000 to $20,000, first year, send photo and resume to Box H-14, BROADCASTING.

Small market AM/FM making dent in big market area needs sales manager who can sell locally, direct others, for salary plus commission. Present business isn’t bad, potential fantastic. Send all info first letter. Box H-61, BROADCASTING.

Great opportunity to go up the ladder. Send resume, Ron Flachmann, WDZ, Decatur, IL. Equal opportunity employer.

Can you sell, do some air work and/or production? Then I need you. Three openings for persons with those abilities. Famous Grand Stand area of South Carolina. Good working and living conditions. AM is MOR, FM is stereo country. Call me and let’s talk. Wayne B. Sawyer, WGIN Georgetown. 502-546-4111.

Sales announce in announcing and/or sales necessary. Call WMCR, Oneida, NY. 315-363-6051.

Small market radio chain needs time salesperson with capabilities of advancing to general manager in immediate future. Send resume to Don Miller, Vogel Communications, P.O. Box 1429, Murfreesboro, TN 37130.

Country Music Station looking for DJ/Salesperson ready to make money. Contact Robert Freeman, 797 West Central, WIchita, KS 67212. 316-722-0016.

Help Wanted Announcers

New gulf coast station needs two, good, experienced, top 40 announcers with third phone. New equipment. Highly experienced, successful operators. Excellent working conditions. Send complete resume, photo and appropriate remuneration desired. Box H-19, BROADCASTING.

Expanding small market operation needs nights announcer, first ticket; Salesperson/announcer, traffic-price mobile board duty. Good pay, benefits. Carolina. Write Box H-25, BROADCASTING.

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Experienced deep voice announcer with talk show and production experience. Send complete resume and tape to Dave Young, KSID Box 37, Sidney, NE 69162.

Help Wanted Technical

Help Wanted Technical Continued

Young experienced chief for AM-FM Stereo, Strong transmitter and studio maintenance ability. Approx. 7 years experience. Must be able to work and train. Call or send resume to WITZ, P.O. Box 167, Jasper, IN 47545.

WJPS, Evansville, Indiana, seeks qualified Chief Engineer. Full responsibility, good money, benefits. If you are familiar with some direction, contact the Manager, 812-425-2221. EOE.


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Help Wanted News

KSTI, Quad Cities. Top salary for experienced News Director. Reply to: Attn: Jerry Sing, Station Manager, WQRT, P.O. Box 2378, Davenport, IA 52808.

All news and information station has immediate opening for qualified newspaperman/telescript. Send tape and resume to WSPT-FM, P.O. Box 2679, Springfield, IL 62707, Equal Opportunity Employer.

Midwest news operation adding third news reporter to staff. Want aggressive, hard working person, with good air delivery. Send tape, resume to WSPT, WSPT-FM, Stevens Point, WI 54481.

Strong news type to handle assignments and casts, only the best need apply. United New York Medium market. Reply to Paul Williams, Box 772, Elmira, NY 14901. Send tape and resume immediately. Especially good opportunity for females, but all applications equally considered.

Help Wanted Programing Production, Others

Help Wanted Programing Production, Others Continued

Top news and commercial voice and delivery required, plus capability of advancing to news director or program directorship. Excellent pay and fringe benefits, plus opportunity to train for eventual management. Midwest, nonsuburban, but near major city. Send background info and references. Audition tape will be requested. Box G-136, BROADCASTING.

Hip-country station with big numbers in no-hassle market of 1/2 million in beautiful mid-eastern mountains. Needs sharp program director who does morning entertainment/communicator gig. Research, basic productions, music, etc. A good head, all would be nice. The bread is good, the station is laid-back. EOE. Write Box G-275, BROADCASTING.

Program Director, morning person, must know the contemporary soul sound and how to program it. EOE. Send resume and recent photo to Box H-13, BROADCASTING.

Needed: Program Director who likes challenge. We’re a young, ambitious New England AM-FM in an active and highly competitive medium. Must be the best and #1. We’re looking for a creative experi-enced personality who knows a quality format and can handle contemporary MOR/Information format. Box H-62, BROADCASTING.

Immediate opening for CW Program Director that can take charge and increase present strong market position. Need individual with good on air presentation, strong production and can motivate people. Send resume and audition tape to: WWOZ, P.O. Box 139, Evansville, IN 48028.
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Young ambitious, experienced. Background in management, programming, promotions, BA, cum laude, major university. Looking for growth position in sales, programming, promotions, management. Top market preferred.

Aren you looking for a manager with extensive sales and programming experience, in a small to medium market? Then you’re my man. Box H-21, BROADCASTING.

Station manager for small market, northern Michigan radio station. Must be able to improve station sound and increase overall ratings. 24, single, with experience. Box G-272, Traverse City, MI or phone 616-947-7675.

Former manager of a small VHF television station which was sold now seeking employment after six month minimum experience, degree, 1st. Will consider references. Desire same position in radio. Write J.R.T., Student Acapulco, 55661 or call 919-272-6211.

Situations Wanted Announcers

DJ, looking for first break. Tight board, good news and commercial delivery, creative, hard worker, willing to go anywhere. Box G-233, BROADCASTING.

Experienced female DJ, one year commercial experience as announcer on 20,000 watt progressive rock station, three years college radio, looking for full-time opportunity/rock station. Box G-273, BROADCASTING.

Three years experience, Single, 24, seeking contemporary MOR or top 40. Possibly doing afternoon drive and music director. Ready to move up! Will send resume/tape upon request. Write Box G-311, BROADCASTING.

Announcer: Sports play-by-play and commentary and reporting. Boston, MA. Have experience, 24, single, with experience. Strong desire to be in media. Box H-27, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Beginner: Third Endorsed. Broadcasting school plus broad knowledge. Tape on request. Box H-17, BROADCASTING.

Announcer: DJ, professionally trained. All formats considered, FM preferred. Would like NT, NJ area, will relocate. Box H-27, BROADCASTING.

Personality. Cont./MOR or Talk formats. 7 years experience, 1st ticket, married. Seeks stable situation, good opportunity and pay. Box H-92, BROADCASTING.

Three years experience all formats, some college, endorsed third. Speech and dramatic training. Good, deep voice. Box H-92, BROADCASTING.

1st phone last 3 months highest personality for modern country format. Happily married 32 yr. old, with 7 yrs. experience. Spent last year in Toledo, will consider moving to same size or larger. Will change tape and resume for profile of your station. Strong news and production board, so work right now you’ll swear you found a virgin. Free to relocate for position. Call 714-444-9514.

Unique M.O.R. Personality. British born, good pipes, currently seeking same type personality change in similar market. Highest recommendations. Third phone Alan Munro 401-829-3324.


Funding needed to return to radio. 13 yrs experience, 2 years college. Have: General, DJ, Anpol Place, Jack sonville, FL 32210. 904-771-7386.

Situations Wanted Technical

Chief engineer has job opening on East Coast.很想 experienced in WA-MF format. Good pay. Box 311, BROADCASTING.

Good radio men are rare. Consider superb working environment. AM-MF-FM-Stereo. Design/construction/cable tv; creative barrier; producer/desire ownership—but no bread, so—seeking stable dynamic organization. 912-923-6644 after 1630 EST.

Engineer with an excellent background of technical knowledge in A.M./F.M./Stere/LP radio. Would like to build a long term future with a good company. Small or medium group. Box G-236, BROADCASTING.

1974 MJ from Columbia willing to work hard in side or on the street. Experience major college radio station. 212-558-6795. Box G-236, BROADCASTING.

Ivy League grad, one year commercial radio, three years college radio/TV. Seek first-line technical position in job. Energetic, attractive, and truly interested in News. Will go anywhere. Box G-256, BROADCASTING.

Young woman reporter, 24, major market experience, seeks more challenging position in TV or radio, in top 30 market. Box G-271, BROADCASTING.

Eager beaver itching to get started. Just completed my college, B.A. in journalism, 100% of class, at Ohio State School Publication. Two years experience as DJ and newsman at a Pennsyl- vania radio station. Single and willing to do most anything. Mail resume, Box G-294, BROADCASTING.

Veteran sportscaster, 25 years major market, award winning 1st. Major college, on-air, football, hockey, Top commentary, Best references, locale anywhere. Tapes available. Write Box G-305, BROADCASTING.

Mediamark political/investigative journalist, 3 years experience/newsmagazine production. Desire continuing same else Northeast. Bachelors in-journalism-polisci. Box H-6, BROADCASTING.

Aggressive, personable News Director-Newman, 4 years experience, seeks position within 3 hour drive of Boston. Finishing MA-Journalism. Box H-9, BROADCASTING.

Young, experienced, investigative or best reporter with broadcast journalism degree. Studied in political science and human relations. Box H-42, BROADCASTING.


Newswoman 2 yrs. major market, prefer Eastern or Midwest market. Sue McNair, 14306 Lowe. Riverdale, IL 604. 849-2670.

Recent College Graduates (Radio-TV, speech, English, literature). Join our team. Fresh news men in team warm winter climate. 1-815-625-3188.


News Director, experienced Radio-TV-Newspaper. Award-winning commentator, Talkshow host. Extensive writing credits. I can create audience-building impact and excitement with news. $12,000 plus rewards for results. 1-212-242-3900. "Mr. Alexander.”

Are you looking for a young woman with 1st phone experience as an assistant news director and in all other phases of announcing? I have all these qualities. Cheryl Kornacki, 10921 Southview Dr., Burnsville, MN 55337.

News Director, Medium or small market. Degree, married, strong music management background. Imaginative, community minded, stable, grounded all phases radio & TV, Age 34, fluent delivery, excellent presentation. Immediate availability. Tel. 207-674-8237.


Quality sportscasting, newscasting, commercial announcing and copywriting for you. B.S. degree in radio, music, drama, Eastern, Ohio. 2 years commercial experience. Will rush resume and tape. Salary negotiable. Write Jon Hunt, 501 South Main South, P.O. Box, Athens, OH 45701. Telephone 71 757-1340.
Help Wanted Technical Continued

Immediate opening—1st phone with technical training, prefer some experience. Excellent opportunity for matriculated graduate with at least five years or more in a commercial UHF operation, WIVR-TV, Box 751, Charlottesville, VA 22901. 804-977-7082.

Chief Engineer for Public Broadcasting Station in Detroit, Michigan. Applicants should have Chief Engineering or Engineering Supervisor. Station expanding local studio operation. Send all information including resume and salary requirements to Larry N. Selinger, P.O. Box 2250, Toledo, OH 43605; no phone calls please. An Equal Opportunity Employer.

Help Wanted News

Anchorperson for 11 PM and Sportscaster for 6 & 11 in an extremely professional news department in small market. Experienced only. Box H-16, BROADCASTING.

Anchorperson to deliver our 6 and 10 p.m. newscasts to 45,000 homes. Send resume, photo and salary requirements to Box H-37, BROADCASTING.

TV Journalist, to $14,000, to head small operation providing news clips to stations and producing in-house films. Degree and three years experience required. Box H-45, BROADCASTING.

Reparateur Semiaux needs a fluent, Spanish speaking producer-director. Your first language was Spanish and your first love is TV news. Send resume with salary requirements to Box H-39, BROADCASTING.

Newspaper/anchorperson, needed now. Expanding our off-air staff. Program one hour of ABC programming and serving the Mitchell-Sioux Falls, S.D. market. Send resume with salary requirements to General Mgr., KXON-TV, P.O. Box 1049, Mitchell, S.D. 57301.

Expansional, creative staff producer-writer for established, successful, big-budget weekly film documentary magazine. We offer best in production staff, commitment to staying in business and unparalleled community support and reputation. If you're interested and have proved yourself, please call "Moore on Sundays" WCCO-TV, Minneapolis, Minnesota.

Public affairs director, Public TV and FM station, expanding into news. Must be experienced, MA preferred, Equal Opportunity Employer. Send resume to: Bill Hately, WAXX, 410 Alexander Street, Rochester, NY 14607.

Television producer, experienced in written and visual production, for large commercial Radio-Television Station. Must have imagination, energy, enthusiasm, three years commercial broadcasting experience, and bachelor's degree. Inquire of 16mm film production facilities with broadcast station, Harrisburg, PA. Resumes requested immediately, resume and salary requirements to Box H-92, BROADCASTING.


Help Wanted Programming, Production, Others

Production manager for progressive Midwest Top 30 market operation. Network affiliate needs a pro to handle all facets of production operations. Must know news, sports and remote production, as well as daily station operation. An Equal Opportunity Employer M/F. Please send resume and salary requirements to Box H-29, BROADCASTING.


Major Northeast affiliated TV station has opening for secretary/assistant to program director. Excellent opportunity to combine secretarial skills with production. Send resume and salary to Box H-88, BROADCASTING.

An Equal Opportunity Employer M/F.

Chief Engineer, VHF PTV, Color production orientation. Send resume to Don Upham, general manager, KUAC-TV, 645 Park Ave., Juneau, AK 99801. An Equal Opportunity/Affirmative Action Employer.

TV technicians—Good operations and maintenance background preferred. 1st-Class FCC license required. Contact Director of Engineering, KUAC-TV, P.O. Box 1084, Louisville, KY 40201. An Equal Opportunity Employer. Male/Female.

Help Wanted Programming, Production, Others Continued

Television producer-director interested in quality instructional television. Writing experience helpful; Bachelor's or Master's degree and three years of production experience. Fully equipped color and studio facilities with quad VTR's, 16mm, photography, and graphic support; excellent salary and benefits; and opportunities for advancement. Send resume to: Dr. Charles Anderson, Director of Media, College of Fine Arts and Design, Western Kentucky University, Bowling Green, KY 42101. Western Kentucky University is an equal employment opportunity employer.

Male or Female—New Florida West Coast television station needs art director. Must be experienced in television and art and have good personality. Phone 1-813-597-5555 or send resume and portfolio. P.O. Box 656 Naples, Florida

Situations Wanted

Production, administrative and experienced production manager/executive producer available. Box G-261, BROADCASTING.

21 TV Sales manager seeks growth challenge currently GCM in top-100 5-station market, network. VHF. Recorded 50% revenue increase last three years selling and managing local, regional, and national. Previously News Director with top ratings. Healthy 37, happy family, solid citizen. Box H-4, BROADCASTING.

Ambitious, experienced, Radio management background in programming, sales, honors, TV, radio. Looking for growth position in television. I'm male and can show you. Box H-8, BROADCASTING.

Professional Program Executive ready to bring his knowledge and dedication to your organization. Experienced in all phases. Let's get together and talk business. Box H-20, BROADCASTING.

General Manager-Sales Manager-Program Director, etc., for large-to-medium-market station or group. Thoroughly experienced and successful in all phases, all levels, including station-ownership. Professional expertise in aggressive management, sales-management (regional and local), programming, film-buying, production, promotion, community-involvement, and executive persona. 15 years radio, 12 years. Now 42. Past 20 years, management. Extraordinary interviewer, wide skill set. Began in very profitable, prestigious winemakers. Acclaimed for formidable challenges and much responsibility. Aggressive, quality competitor ready for new challenge, offering opportunity to earn commensurate income. Can increase, substantially, your profits and prestige. Box H-22, BROADCASTING.

Situations Wanted Announcers

Highly Qualified on camera talk, News, all facet broadcast professionals major market experience. Video involving 7 additional years radio age. Age 31. Seeking TV and or radio, 615-889-5390.

Children's Personality. Major market experience— major show background; Visual and voice training, and available now. Call 801-487-6690 or write Troy Strat, 8402 South Park, Salt Lake City, UT 84105.

Situations Wanted Technical

Experienced TV transmitter operator. Box G-251, BROADCASTING.

Transmitter-Engineer—15 years experience, UHF/VHF, construction, operation, maintenance. Will consider CE position for radio station. Box H-3, BROADCASTING.

Video Engineer, experience on video equipment and setting up cross country video circuits for AT&T also have 1st class FCC license. Looking for opening in Florida, Michigan or California. Call 212-829-6201, ask for Greg.

Situations Wanted News

Ivy League grad, one year commercial radio, three years college radio, news director, radio news job. Energetic, attractive, and truly interested in news, for three years. TV, Radio.

Solid street reporter: intelligent, skilled and experienced 16mm shooting and editing. Exceptional writer. Bachelor's completing M.J. masters. Box G-258, BROADCASTING.

Polished anchorwoman wants back in TV after 3 year layoff. Will consider general assignment news or news writing job. Strong on photography. Box G-266, BROADCASTING.

20 years, including network as news correspondent. Working one of the great affiliate news bureaus, but want major market. First credentials and references. Making $28,000. Box G-280, BROADCASTING.
Situations Wanted

CABLE
Help Wanted Technical

Operator/Engineer CATV in Long Island, N.Y., operates 2000-line system and maintains equipment including cable headend, 8-1/4 inch tape equipment and color cameras. 1st Class FCC license. Send resume: Huntington TV Cable Corporation, 10 Steer Place, Huntington Station, N.Y.

CATV Mgr., S.W. Florida. Immediate need for technical manager. 2500 systems in growing community. Phone 305-892-6900 or send resume to Mr. Tottou, P.O. Box 545, Miami, FL 33153.

Help Wanted News

News director wanted for top rated local origination station in major market. Must be well versed in news editing, graphics and assignment writing. Salary and benefits commensurate with experience. Include resume to Box G-210, BROADCASTING.

WANTED TO BUY EQUIPMENT

3 Color Studio camera chains, recent models, must be in excellent condition. Contact Box G-169, BROADCASTING.

AM setting up another control room. Want used equipment in good condition - console, real recorder, syncom recorder, master board, tape transports, tone arms, controls, etc. Please contact me with price. Box G-299, BROADCASTING.

Wanted: Good, used, 16 mm newsfilm camera. Box H-40, BROADCASTING.

Used RCA TR-22 High Band video tape machines. Box H-44, BROADCASTING.

Want to buy a good used 16mm newsfilm camera. Box H-57, BROADCASTING.

Limiter, CBS 4000A, immed. delivery. Box H-60, BROADCASTING.

New University needs FM transmitter system (10W-30kw) which can be used by individual or organization as a tax deduction. Contact Bob Lewis or Robert Tufts, 1520 W. Pico, Los Angeles, CA 90015.

CP-16A and WX radi
card. Complete outfit, on terms.

Cash for your used FM or TV transmitter. Superior BROADCASTING, P.O. Box 2154, Jackson, MS 39205. Phone: 362-7637.

For Sale Equipment

(1) RCA-B, TA-3F, 3 kw FM transmitter. Great for part time, (ask for an awkward deal), $3000.00. (2) MacKenzie package (2) Record/Playback units, (3) Single-frequency modules, (2) Playback units, (1) Fixed, (2) Mobile, various cars, various lengths. All for $3000.00. (100) 10% seats of tape boxes, excellent condition. All for $1400.00. (200) Fibelaudite Oscilloscope Cartridges, 10% minute length, nearly new, excellent condition, all for $650.00. (1) Control panel, nearly new, all for $500.00. (1) B.E. FM-1 and Modulator. Monitor on 95.9 (not operational), $500.00. (1) J.A. Shobin, KFWJ, Box 980, Lake Havasu City, AZ 86403. 522-655-4096.

1-KW AM Transmitter WE 443-1. Operating condition. Write KOWM, Box 151, Omak, WA 98841 or call 509-825-0100.

Gates BC-17 transmitter. KOGE, Box 936, Lewiston, ID 83501.

Complete automation system including schaford 900 digital console less than one year old. Rudy Reynolds, KYKK, Longview, WA 98632.

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Four-Tower Directional Antenna to be dismantled following installation of new site. Complete antenna, including but not limited to, transmitters, control systems, etc. Includes everything. Equipment is in excellent condition and is ready for immediate installation. Inquire Box H-23, BROADCASTING.


Tower space for lease. Old Kike base on high hill approximately forty miles southwest of Louisville. Existing tower base and buildings. Perfect spot for towers and transmission. Interested parties please contact James Sheahan—R. 1, Box 386—Cathcarta, MO 63015.

Stereo Ultim, $500.00. Stereo AOC Amplifier, $500.00. Box 3309B, District Heights, MD 20028.

Two RCA mono boards—BC15A, $1200.00; custom Quantum 8 in, out mixer, 6 months old, $1800. Buy Perregrine—R. 3, Box 541, St. Louis, MO 63101.

Used Audio Tape. 1/2 inch reels of Scotch 150 and Ampex, in boxes. As is. FO8 Santa Barbara, California. $1.00 each. 805-988-0755. Ask for Dwight.

Brookside B & W TV camera. NEW, Internal or external sync, and video output. Intercom channel. $200. 215-568-1600.

Comedy

Jack Sheehan: Contemporary Comedy for day and night free issue. Library, 5064-B Twinling, Dallas, TX 75227.

Deejays: New, sure-fire comedy 11,000 classified only now! Send Mr. South, PO Box 980, Huntington Beach, CA 92648.

The Dark Star. Articulate man with severe middle-age blue reminiscences. Sometimes funny, often shocking, always interesting. Great for Meghan Mondays! Call 10 minutes each/promos are free. Box H-11, BROADCASTING.

Prixes Prizes! Prizes! National brands for promotions, sweeps, programming. No better than this. For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E Superior St., Chicago, IL 60611, call collect 312-494-5333.

"Free" Catalog … everything … for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Track, Books, FCC tests, Comedy, and more: Write: Command, Box 26548, San Francisco, CA 94126.

Comedians on hundreds of rock groups. Free samples. Write Rock Bio's Unlimited, Box 978, Beloit, WI 53511.

Prixes—Excellent low, cost very high, value very high. Box 223, Westfield, NJ 07090.

Need a "Novel"? It's radio's latest money maker. Details: Brain Bag, P.O. Box 875, Lubbock, TX 79401.

Extra money for radio correspondents, moonlighters. Details: Brain Bag, P.O. Box 875, Lubbock, TX 79401.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Gramham, 2002 Stoner Avenue, Los Angeles, CA 90007.
Help Wanted Technical Continued

ENGINEERING MANAGER
BROADCAST EQUIPMENT DEVELOPMENT

AEI . . . . American Electronic Labs . . . . has an immediate senior level opening for an engineer who can lead the development of AM and FM broadcast transmitters and related equipment. To qualify, you should have a BSEE plus ten or more years of experience with high power transmitters. You should also have knowledge of solid state circuits for low level audio RF and logic applications.

AMERICAN ELECTRONIC LABS.

An equal opportunity employer

Help Wanted Technical

BROADCAST REGIONAL SALES MANAGER

A leading manufacturer of AM and FM broadcasting transmitters is presently looking for a sales manager who can handle territories east of the Mississippi River. To qualify, you should have a BSEE plus five or more years of experience in the sales of AM-FM broadcast transmitters and related equipment. We'll provide you with an excellent starting salary, commission, expenses, plus professional working conditions and many worthwhile benefits. To apply, send your resume, including salary history to:

Box H-41, BROADCASTING

We are an equal opportunity employer.

Help Wanted Sales

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, three years or more experience and up to 10 years experience including TV station experience and direct TV broadcast equipment sales with some management responsibility preferred.

TV RF SALES SPECIALIST

This position, headquartered in Quincy, requires technical sales support in TV RF products and their application to TV broadcasting. You must be qualified in TV station engineering or broadcast manufacturing with RF products and some sales experience needed.

Salaries commensurate with experience, full company benefits, including hospitalization & life insurance, plus paid relocation expenses. Send resume and salary history in confidence to:

HARRIS CORPORATION
Gates Broadcast Equipment Division
123 Hampshire Street, Quincy, Illinois 62301

an equal opportunity employer.
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

TV ENGINEER
An excellent opportunity now exists for an engineer in the TV Communications Dept. Requires 3 years experience operating and maintaining broadcast color video system. Requires major video repair skills. Send resume with salary history to Personnel Dept.

D.A.TSON, Nissan Motor Corp.
P.O. Box 191, Gardena, CA 90247

Help Wanted News

TV NEWS WRITER
Net O&D. Speed, accuracy and simple, conversational style are musts. Men and women from all races desired. Rush scripts, resume to:

Box G-310, BROADCASTING

For Sale Equipment

EXCESS INVENTORY CLOSEOUT

Prices slashed on Harris/Gates surplus inventory of General Electric TV broadcast equipment and components.

Have you received a copy of the 44-page booklet listing the selection of broadcast equipment and components priced to sell fast? Tremendous reductions—most items are new—however, supply is limited.

A wide selection of TV transmitter accessories, including sweep generators, R. F. loads, harmonic filters, visual exciters and crystals—all prices you cannot afford to miss. Most items for use with GE transmitters and many can be used with transmitters built by other manufacturers. Also an impressive listing of transformers and reactors for GE AM and TV transmitters, plus cabinets, resistors, condensers, complete power supplies, meters and camera accessories.

For information and availability, contact Ed Gagnon, (217) 234-6500 or write to:

Harris Corporation
Broadcast Equipment Division
Quincy, Illinois 62301
Attention: Ed Gagnon
Ellington Road

Situations Wanted News

NEWS IS MY LIFE
ADD LIFE TO YOUR NEWS. Currently, major market radio and TV. Young, personable, good appearance. Eleven years in broadcasting. Award winner. Will deliver from studio or street, in full time. TV position.

Box H-18, BROADCASTING

CABLE
Help Wanted Technical

DESIGN DEPARTMENT
Leading cable television M$O is presently interviewing for the following Headquarters positions:

SYSTEM DESIGN MANAGER — Minimum 5 years experience in system design with supervisory experience. Will supervise drafting section of Engineering Department.

SYSTEM DESIGN ENGINEER — ability to design system layouts for cable television. Engineering background and drafting experience desirable.

VIDEO TECHNICIAN — responsible for installation and maintenance of color studio and remote truck. Experienced in maintenance of broadcast color equipment and helical VTR’s. New England, West, Mid-West locations.

Submit written reply with salary history to Corporate Personnel Dept.,

LVO Cable, Inc.,
P.O. Box 2848, Tulsa, Oklahoma 74101

You belong in

Broadcasting

The newsmaker of broadcasting and allied arts

For Sale Stations

MAJOR MIDWEST MARKET

100KW AM daytimer with class B FM. Attractive facilities, 10 acres of land. Unlimited potential. $650,000, all assets. Principals only.

Box G-331, BROADCASTING

Wanted: Sincere principal for midwest, Class B-FM with excellent potential. Owns real estate. Transmitter site can be converted to common studio transmitter site. Priced at $450,000 cash for qualified principals only. Include financial qualifications in your letter of interest.

Box G-252, BROADCASTING

Medium market, West Coast TV opportunity. Financially qualified buyer can assume existing debt and pay balance in cash. Total price—$1,850,000. The station is network affiliated with full color. No brokers, please.

Box G-254, BROADCASTING

Excellent opportunity for broadcaster specializing in religious programing. Perfect daytime signal for religious format and station presently showing profits with religious programing. Priced right for all cash buyer. Principals only.

Box G-254, BROADCASTING

AMPEx

FIELD SALES ENGINEERS

Ampex has immediate openings in Atlanta and Chicago. Minimum 2 years experience in industrial video/professional audio required. Base salary plus commission, company car and expenses.

For immediate consideration, please send resumes to Ampex Corporation, ATTN: R. C. Denison, 401 Broadway, Redwood City, CA 94063. An Equal Opportunity Employer M/F.

Employment Services

A SUCCESSFUL CAREER IN BROADCASTING

Starts With A Subscription To Job Leads

Box 81, Lincioaldine, N.Y. 10540

Number "One" in Weekly. Nationwide Employment Listings for Radio, TV, PO's, Dil's, News, Sales and Engineers.

$3.00 per month (4 issues); $12.00 3 months (12 issues); $30.00 12 months (50 issues). Remit Cash With Order, Please.

For Sale

COMPLETELY EQUIPPED TV MOBILE UNIT FOR SALE

Unit available less cameras. 39' x 12' x 8' 27,500 GW
Built by F & M Systems

For complete equipment list contact:

(312) 645-0310

Broadcasting Aug 5 1974
BROADCASTING’S CLASSIFIED RATES

Payable in advance. Check or money order only.
When placing an ad indicate the EXACT category desired: Employment, Help Wanted or Situational, Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, whether 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.

For Sale Stations Continued

Major Florida market fulltime AM, $785,000 cash net to sellers. Qualified principals only. No brokers, please.
Box C-255, BROADCASTING

One AM and one Class B FM radio station for sale alone in midwest metropolitan market of over 100,000. For further information write Box C-265, BROADCASTING

1 KW Daytimer with coverage in portions of 3 southeastern states. Growing market. Billing can be greatly increased. $185,000. 29% down. Balance over 8 years at 9%.
Box H-2, BROADCASTING

Profitable AM/FM in Northeast, beautiful thriving market. Own building and 5-acres of land. Price $682,000.
Box H-10, BROADCASTING

FOR SALE—HOT IN MARKET 5 KW daytimer, fast growing intermountain west city. $350,000 with FM possibilities. No Brokers.
Box H-47, BROADCASTING

To the tired broadcaster who dreams of living and working under ideal conditions in a tropical paradise far from smog, pollution and crime.
This is addressed.
Here’s a chance to get away from the corporate rat race.
We are offering a 5,000 watt radio station with 3½ acres of valuable land for sale in beautiful Hawaii.
Call or write R. E. Jones, Radio Station KBON, 890 Inland Center Drive, San Bernardino, California 92408. (714) 784-1698.

For Sale Stations Continued

Atlanta—Chicago—Detroit—Dallas
Please Write: S Dumwood Park,
Atlanta, Georgia 30341

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE,
RICHARD A.
SHAEHNI, INC.
448 N. Michigan Ave Chicago, Ill 60611
312/467-0040

"...I thought you might be interested in the response to an ad which appeared in two issues of BROADCASTING Magazine. We are looking for a public relations man and the ad resulted in close to 100 resumes."

For Sale Stations Continued

COLLEGE TOWN
AM in single station market near a major northeast city. Attractive high-income area. Station is young and underdeveloped; a fine growth opportunity. Asking $150M, with 29% down, including real estate.

SOUTHERN NEW ENGLAND
$250M on terms buys a long-established AM from original owner. Medium-sized industrial market. Land and studio building included.

Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 949) • (607) 773-7198
New England office-St. Albans, Vermont 05478
(P.O. Box 270) • (802) 524-5963

For Fast Action Use
BROADCASTING’S Classified Advertising

Rates, classified listings ads:
—Help Wanted, 50¢ per word—$10.00 weekly minimum. (Billing charge to stations and firms: $1.00).
—Situations Wanted, 40¢ per word—$5.00 weekly minimum.
—Add $2.00 per Box Number per issue.
—All other classifications, 60¢ per word—$10.00 weekly minimum.
—Rules for 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 Opportunity advertising required display space.

Agency Commission only on display space.
Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number. Including area code counts as one word. (Publisher reserves the right to omit zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $5/m, COD, PD, QM, etc. count as one word. Hyphenated words count as two words.

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Broadcasting Aug 5 1974 88
Columbia Pictures TV’s Bill Hart: prime mover against prime-time access

The prime-time access rule is still topic A among syndicators these days, and William Hart, the senior vice president for domestic syndication of Columbia Pictures Television, has stepped to the fore as one of the most articulate opponents of the rule.

To start with, Mr. Hart doesn’t like the FCC telling network affiliates in the top-50 markets that they can’t schedule off-network series and feature films in the access periods. This prohibition, he says, involves the FCC “to an unprecedented extent . . . in the programming process.” Columbia’s syndication inventory is made up almost exclusively of theatrical movies and off-network programs.

The rule sticks another knife into Columbia, as he sees it, by its lopping off of 21 1/2 hours of prime time a week from the control of the networks. In the normal competitive scheme of things, Columbia might well have sold an extra first-run series or two if those 21 1/2 hours had remained under network hegemony. And one of those two series might have been a hit—meaning that after its network run Columbia’s syndication arm could keep the reruns alive indefinitely, or for as long as a local-market sponsor is willing to pay for them.

Which brings Mr. Hart to another major bone he has to pick with the rule: It “constrains” the prime-time syndication market by encouraging “replication of off-network game shows” while it “bans off-network comedy and dramatic shows.” He asks, “Why is The Partridge Family [a Columbia show] labeled off-network and thus contraband whereas the sixth episode of The New Price Is Right is viewed as something different and superior?”

The Partridge Family is taking up a lot of Mr. Hart’s attention these days because it’s just winding up a four-year run in prime time on ABC-TV. It’s the first major off-network series to hit Columbia’s syndication division since Bewitched ended its lucrative ABC run a few years ago, and Partridge’s 90 half-hour episodes should be locked into about 50 markets by next fall. The reason for the series’ relatively fast start, Mr. Hart says, is that “as soon as we learned ABC had moved it from its secure Friday berth to the time slot opposite All in the Family last fall, we figured the time was right to start selling it.” As predicted, Archie Bunker landed on Partridge like a ton of bricks.

Mr. Hart says he doesn’t expect that there will be a steady stream of off-network reruns bubbling his way in the next few years. Four of the five first-run series Columbia has sold to the networks for the upcoming season are rookies (Born Free and Police Woman on ABC, That’s My Mama and Nakia on ABC), and the fifth is only a second-year entry (Police Story on NBC), and Mr. Hart’s rule of thumb is that a show should “remain on the network schedule a minimum of four seasons” to give it the right kind of send-off in syndication. And even if Police Story manages to hang on for the requisite four years (or longer), he admits it will probably necessitate some very hard selling in syndication because it’s an anthology series “and the audiences tend to go for the strong personalities,” like Telly Savalas as Kojak, William Conrad as Cannon and Raymond Burr as Ironside.

Probably the hottest items in Columbia’s syndication hopper are the company’s various feature-film packages. But Mr. Hart can remember back to the less palmy days of the mid-1950’s, “when the major studios began to market their pre-1948 film libraries. MGM and Warner Bros. had had those great stables of stars, whereas most of Columbia’s pre-48 movies just didn’t rate—they weren’t in the same category.” He had then joined Screen Gems (as Columbia Pictures Television was then called) as a 31-year-old trainee in syndication sales after dividing the previous 12 years of his life between college and the Army.

He had seen action at the tail end of World War II, had returned to Columbia University in 1946, and shortly after getting his degree was recalled by the Army to fight in Korea. By 1956, he had reached the rank of captain and was teaching in an artillery school when he decided that he’d “had enough of the Army.” He applied for a job at Screen Gems and, as he puts it, “John Mitchell took one look at my qualifications and said, ‘With that background, what in the hell am I going to do with you?’” Mr. Mitchell was then sales vice president of Screen Gems; he now is president of Columbia Pictures TV.

Mr. Hart is hired, but he got himself in hot water when he started making passes at John Mitchell’s secretary. “John’s attitude was that his secretary is too valuable to the company to be distracted by some inexperienced trainee,” Mr. Hart says now with a smile. She became so distracted, however, that less than a year later she married Mr. Hart.

His first title at Screen Gems was syndicated sales representative for the northeastern states, and he moved up through the ranks of the company in typical fashion, learning various phases of the business, until, in June 1969, he was named vice president in charge of syndication.

With his May 1974 accession to the post of senior vice president in the division, he says he has no qualms about sounding off on what he regards as the networks’ too-rigid standards in determining which theatrical movies to buy and which to reject. “Movies such as Watermelon Man and The Liberation of L. B. Jones’ were shunted aside as not being up to network standards.” he says, “but they played beautifully in syndication in markets throughout the country. And probably the ultimate in hypocrisy was the rejection by all three networks of Bob & Carol & Ted & Alice,” which was one of Columbia’s big box-office hits of 1969. “They said they felt the wife-swapping theme was too strong, but then ABC went and made a weekly series out of it last year.”

But Mr. Hart becomes the soul of discretion when asked why the networks decided not to buy Columbia’s “The Love Machine,” the movie version of Jacqueline Susann’s novel, whose title character is a broadcaster and sexual athlete of almost heroic capabilities. “Just say,” Mr. Hart tosses off with a smile, “that the movie depicted a well-known network executive in not exactly the proper light.”

Profile
Editorials

Proving grounds
The consensus of public reaction seems to be that the House Judiciary Committee conducted itself with exemplary seriousness and poise in its consideration of articles of impeachment. Though Nixon constituents have disagreed with the results, the means by which the results were reached have attracted little criticism.

This reaction is in no small way attributable to live coverage of the committee's sessions by radio and television. Never has a committee been more conscious of its deportment. Suits were pressed, linen was fresh, hair was combed, and members stayed awake. The last, by itself, would justify the continued presence of live cameras in the Congress.

More than appearances were changed by broadcast coverage. Debate was unusually sharp, debaters unusually well prepared. If all committee deliberations were conducted with equal competence, the performance of Congress would be significantly elevated.

There is no reasonable excuse that can now be offered to deny broadcast journalism admission to such ensuing proceedings on impeachment as may be held in House and Senate. (Indeed there is no reason to exclude it from any public sessions on the Hill.)

There is talk, however, of imposing restraints on the picture that may be shown or the comments that may be made. Some columnists and legislators continue to insist that cameras ought to stay fixed on the speaker, that off-the-floor interviews ought to be disallowed, that commentary ought to be eliminated or minimized. All such talk has been made pointless by the record of Judiciary coverage.

It is as silly to suggest that broadcasters confine their coverage to the formal record as to suggest that newspapers print only the text. The roles of the broadcast director, reporter and commentator are at least as legitimate as those of newspaper editor, reporter and columnist.

At some point hopefully it will be recognized that the U.S. broadcasting system is performing a service of exceptional magnitude in history-making proceedings. With the recognition there ought to be a footnote mentioning that a million dollars or so a day are going down the drain in lost advertising revenue.

Write-off
With some 40 oral arguments still ringing in its ears, the FCC last week began considering what to do about cross-ownerships of co-located media. None of the members seems at the moment to favor the divestitures down to one outlet per market that the current proposal contemplates. There are, however, signs of an inclination to "do something" if only to avoid being charged with doing nothing. Those are dangerous signs.

The weight of evidence and argument gives the FCC no reason to disturb existing rules. Not even the Justice Department could cite abuses that needed correction on a national scale.

Indeed the weight of evidence and argument gives the FCC what it may have lacked before: a clear basis for a positive decision that cross-ownerships are as acceptable as single ownerships, in the absence of evidence of abuse. Such a policy decision would in no way incapacitate the government to move when it detected undesirable uses of power. The antitrust laws are available for prosecution anywhere by the same Justice Department that wants the FCC to do the work by the vaguer standards of "public interest" rules.

That would be the orderly end to this expensive and prolonged rulemaking. It will be interesting to see whether this FCC faces up to it.

On with it
The Senate Communications Subcommittee has at last concluded hearings on license renewal legislation, after patiently listening to every obstructivist that foundation money could recruit and transport to Washington. The record contains no reasonable argument to deter the Senate from adopting the same sort of bill that has cleared the House.

Contrary to distorted purposes that opponents have ascribed to renewal relief, the legislation before the Senate is moderate. It would restore some stability to a licensing process that has been grossly abused by exploitative lawyers and professional agitators. But it would preserve the opportunity for legitimate protests to be heard.

The bill is as much in the public's interest as in broadcasters' and as such merits senatorial support.

Escalation
There must be something profound to say about NBC's acquisition of "The Godfather" for one showing at $10 million. At the moment the phrase that comes to mind is "Good God." Can it be only eight years ago that ABC-TV rocked the program market by paying $2 million for two showings of "Bridge on the River Kwai"?

No feat of arithmetic can detect a recovery of NBC's cost from the advertising revenue that seems likely to be generated in a two-night showing of "The Godfather."

But obviously the subsidiary benefits are considered adequate to justify the capital expense. Whatever the ultimate pay-off to NBC and its stations, the scheduling of "The Godfather" is yet another proof that television will go to expensive lengths to please the public.

"I still think the boss would raise hell if he knew we were trying to get a tan during working hours...."
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